



Berlusconi and the sport as a political communication strategy [

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Analítica

Sport and football were instrumental in the political strategy that allowed Silvio Berlusconi to access the Presidency of the Italian Government. Football with his media power became a useful platform for his electoral purposes. The acquisition of a popular and historic team represented a good intuition (now copied by many Arab sheikhs), a way to gain prestige and become known to the whole country, operation conducted with the cooperation of television channels of tycoon's property. As well, the prominence of the sport increased, attending a constant "futbolización" of politics and communication in general

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