

***Socialism and Quality of Life in Chavez and Maduro Spechs to PSUV:  
An Approach from the Content Analysis***

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***Abstract:***

*One of the essential components of the Bolivarian revolution has been the discourse, because it has allowed Venezuelan presidents to build a Manichean idea of power and convey an idea of "people" consistent with the socialist project. In this sense, the present article seeks to analyse through content analysis the speeches of Hugo Chávez and Nicolás Maduro, before the United Socialist Party of Venezuela (USPV), in order to demonstrate the conceptual displacement of Bolivarianism towards Chavismo in the legitimation of the actions of the government and the defense of socialism. The contributions of the present investigation are two: First, the contrast of the speeches of Chavez and Maduro as a way of understanding the different types of presidential leadership; And second, the meaning of the concept of socialism in discourse beyond the common reference of Twenty First Century socialism.*

***Key words:*** Socialism, Madurismo, Chavismo, content analysis, quality of life

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