**Political Science**

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Political Science

Several considerations cause the rise of Latin Americans to power through charisma and populism. The ability of Latin Americans to emerge as leaders is based on their ability to be admired by the rest of the people, and they grow to higher levels of leadership since they are perceived as leaders by the people. The ability of the Latin Americans to be perceived as leaders by the administration from the rest of the people is charisma, which is a major factor in the growth of the Latin Americans to their leadership positions. Also, it is the populism that makes them to be elected as the leaders of the people. The analysis of charisma and populism in determining how and why they contribute to the political career of Latin Americans is essential. This paper outlines why and how charisma and populism have contributed to the growth of politicians in Latin America. Also, the paper outlines what causes Latin American politicians to rise in politics and how they can maintain the growth in politics.

**Socio-Economic Inequality**

Latin America is one of the minority groups where there are few wealthy people, and the majority are struggling with their finances. The identification of the struggle for wealth is a crucial political factor that has been included in the financial career. Some Latin American leaders use the poor economic level of most Latin Americans to expand their political reach (Absher, Grier & Grier, 2020). The struggle for financial stability is also a limitation for access to basic services by the people. As the leaders tap into the financial and economic aspects of the people, they can gain popularity among the people by promising them that they will champion them and access basic services. Some of the services that most Latin Americans cannot access include good healthcare services. The promise of such services leads to a more political base in Latin America.

**Use of Media Strategies**

Populist politicians can focus on the use of media to gain political popularity. Some of the social media strategies that are employed for the use in the determination of the success of political power include the use of internet services, including Twitter. The application of media services is essential since it reaches many people at once, giving access to the political base for many Latin Americans (Araújo & Prior, 2021). Also, populist leaders can use the media as a communication strategy that would impact the rest of Latin Americans. Politicians can impact Latin Americans to fit into a personality cult, a crucial aspect of the political career. Therefore, using social media and other communication channels to pass the message to the people has been a crucial populist strategy for Latin Americans.

**Personal Charisma**

Some leaders can rise to power through the use of personal charisma. Personal charisma is a crucial aspect that has enabled politicians to gain power in their political careers. The politicians use the available resources, including communication skills, to inspire many people among Latin Americans. Good communication skills are perceived as a way of good leadership, which makes personal charisma a way many people can follow them (Acevedo-Duque et al., 2021). It is also essential to consider the ability to connect emotionally with the rest of the people. When politicians can connect with people emotionally, they increase their political base and can reach many people through their skills. Therefore, having the personal charisma to determine their ability to manage Latin Americans and develop their political career is important. Political charisma has effectively mobilized people in Latin America and ensured that they develop their political careers.

**Political Disenchantment**

Many Latin countries have experienced long political instability and have been led by corrupt leaders. The corruption and the political instability have been a challenge for Latin Americans. A good leader, without corruption, is an essential requirement for them. As a result, Latin American politicians can capitalize on the wrong side of the available leaders and ensure a significant change in leadership for Latin Americans. Charismatic leaders can promise to change for better operation and leadership and ensure that Latin Americans can focus on the change, which creates good political charisma for the leaders. The people's focus on the various ways in which the change is essential makes them admire the aspiring leaders, which is a crucial aspect for the development of the political base for the leaders. Therefore, leaders must capitalize on political disenchantment to grow their careers.

**Welfare Policies**

The concern for the welfare of Latin Americans has been crucial for developing the various strategies that have been incorporated into the growth of Latin American politicians. For instance, there is a need to develop equality in employment opportunities for Latin Americans and access to medical care (Blofield, 2019). Populist politicians can focus on the welfare of Latin Americans and promise them a better life and welfare. The concern for welfare has pushed the need for advancement in the career of Latin American politicians.

**Historical Context**

The Latin Americans have a historical context that is different from the whites. Historically, Latin Americans have experienced several challenges, including discrimination by the rest of the people (Amahazion, 2021). For instance, the inequality in employment and access to jobs have impacted the change in Latin Americans in history. The discrimination of Latin Americans in different activities and practices is a major challenge for them. As a result, there is a need to focus on the change for better practices to ensure that they begin the necessary equality. The use of populism and charism enables the focus on the historical context for the access of the political base and the increase of their political power in Latin America. The focus on the historical context for the Latin Americans and how they have been discriminated against has created the need for leaders to grow in their careers.

**Weak Institutions and Lack of Checks and Balances**

Institutions are essential in the determination of the success of the political career of Latin American politicians. The ability of Latin Americans to focus on the institutions has enabled them to gain political power over the opposition (Suteu, 2019). For instance, it is essential to focus on the ability of the institutions such as the media to take the necessary actions for politicians. Weak political institutions allow the manipulation of political power by populist politicians and allow them to gain power over opposing parties. It is, therefore, important to ensure that the politicians do not influence the political outcome for Latin Americans. The availability of weak institutions in Latin American countries has also contributed to the maintenance of populist and charismatic politicians since they can regulate what information is passed to the public. Also, the politicians can determine the effective ways in which the application of misconduct would not be held responsible. Therefore, such practices contribute to the maintenance of the political career in Latin Americans.

In conclusion., populism and charisma have played a significant role in the growth of the political career of politicians. There are several considerations, such as the historical context, the socio-economic effect, and the availability of weak institutions in Latin America. Populists and politicians capitalize on such factors to gain political stability and a more political base. Also, it is essential to consider how personal charisma, such as the engagement of good communication skills and the ability to connect with people emotionally, has contributed to the establishment and progress of politicians in Latin America.

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