

## **Personalizzare la politica**

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### *Personalizing Politics*

*Abstract:* Current symptoms of political malaise, like parties' decline, leaders' caducity and voters' abstention, lead to worry about the state and future of liberal Democracy in our country. But actually, the ideals of democracy can't be realized, unless citizens endorse its values and actively contribute to its functioning. Under this assumption the claim for personalizing politics leads to place the personality of citizen at the center of political investigation to better understand the personal determinants of political preferences and participation and to value the role that ideological devices may play to bridge people's needs and aspirations with political offer and public policies. This paper highlights the contribution of traits, values and self efficacy beliefs to political preferences and participation. Furthermore, it points to left and right as ideological cleavages that still may serve democracy by fostering citizen consensus and politicians' commitment to the realization of democratic values. Finally, it underlines the importance of broader investments in citizens' moral growth and education as basic conditions to make Democracy work.

*Keywords:* Democracy, Democratic values, Citizens' moral growth.

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