Populist political communication in Europe:
Research insights and advice to politicians, media and citizens

Toril Aalberg
Professor and Head of Department of Sociology and Political Science, NTNU
Chair of COST Action IS1308

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Action Background:
✓ Increased populism
✓ Change in Media and Communication Systems
✓ Lack of research focusing on communication
✓ Lack of systematic comparative research

Action Strategy:
1. Critical review of existing knowledge
2. Improved research co-ordination and co-operation
3. Strengthen dialogue with various stakeholders and the wider scientific community.
Organization: Three working groups study three interconnected, but distinct aspects of populist political communication:

1. Populist political communication actors and their communication strategies.
2. The media and populist discourses and frames.
3. Citizen's engagement with populist political messages and the effect of these messages.
“Populism might (...) be best understood as a set of features or elements of communicative messages that have their roots in—or resonate with—the goals, motives, and attitudes of political actors, the media, or citizens.” (Reinemann et al., 2017: 14)
The political actors

BREAKING POINT
The EU has failed us all

We must break free of the EU and take back control of our borders.

THE DECISION IS YOURS,
BUT I WOULD LIKE YOU
TO KNOW THAT
HUNGARY IS PROUD
TO STAND WITH YOU
AS A MEMBER OF THE
EUROPEAN UNION

VIKTOR ORBÁN
Prime Minister of Hungary

www.populistcommunication.eu
Media populism

... through the media
... against the media
... by the media

Donald J. Trump 🍁@realDonaldTrump 🍁 10 t

The FAKE NEWS media (failing @nytimes, @NBCNews, @ABC, @CBS @CNN) is not my enemy, it is the enemy of the American People!

↓ 58K  ✡ 31.5K  ❤️ 97.1K
The citizens and populism

“These smug pilots have lost touch with regular passengers like us. Who thinks I should fly the plane?”
Advice to politicians, media and citizens

Stand your ground!

Use news!

Cover politics as usual!
Thank you for your attention

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www.youtube.com/channel/UCVWPyPLNq9HC2DQhPSfAw0g