

Populist political communication in Europe:

Research insights and advice to politicians, media and citizens

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Presentation at NTNU European Conference 2018, November 26th, Brussels



www.populistcommunication.eu

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.



Claes de Vreese
@claesdevreese
Interview @P1radio about our new book on populist communication @populistcomm @TorilAalberg amzn.to/2bO9r1O



1:20 AM · 19 Aug 2016



Toril Aalberg
@TorilAalberg

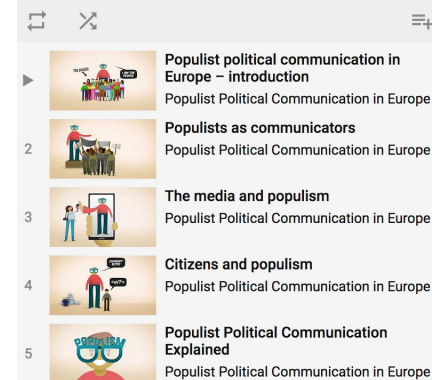
Excited to be presenting work from @populistcomm at french senate with among others @claesdevreese and @esserfrank_



8:27 a.m. · 24 mar. 17

Education package

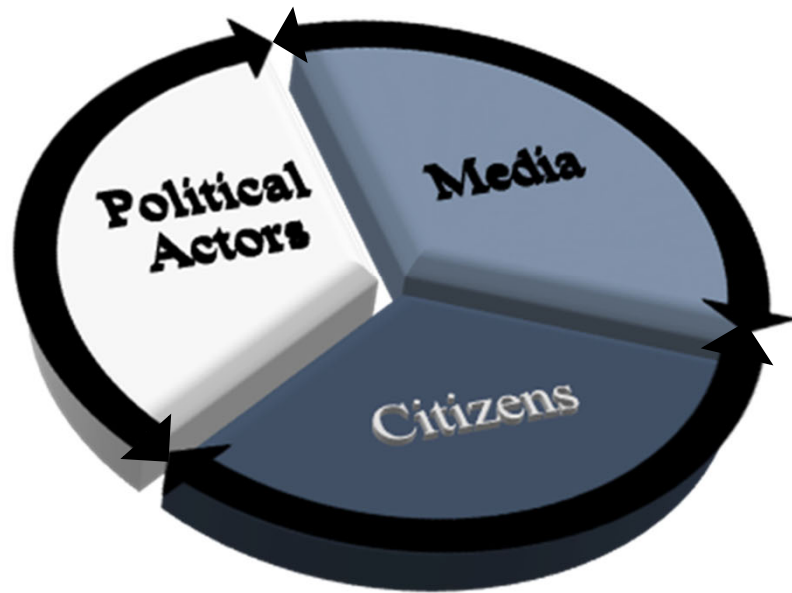
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COST IS1308
@populistcomm

We won #EU4FACTS video award. Our outreach efforts acknowledged by @EU_ScienceHub, the science and knowledge service of @EU_Commission

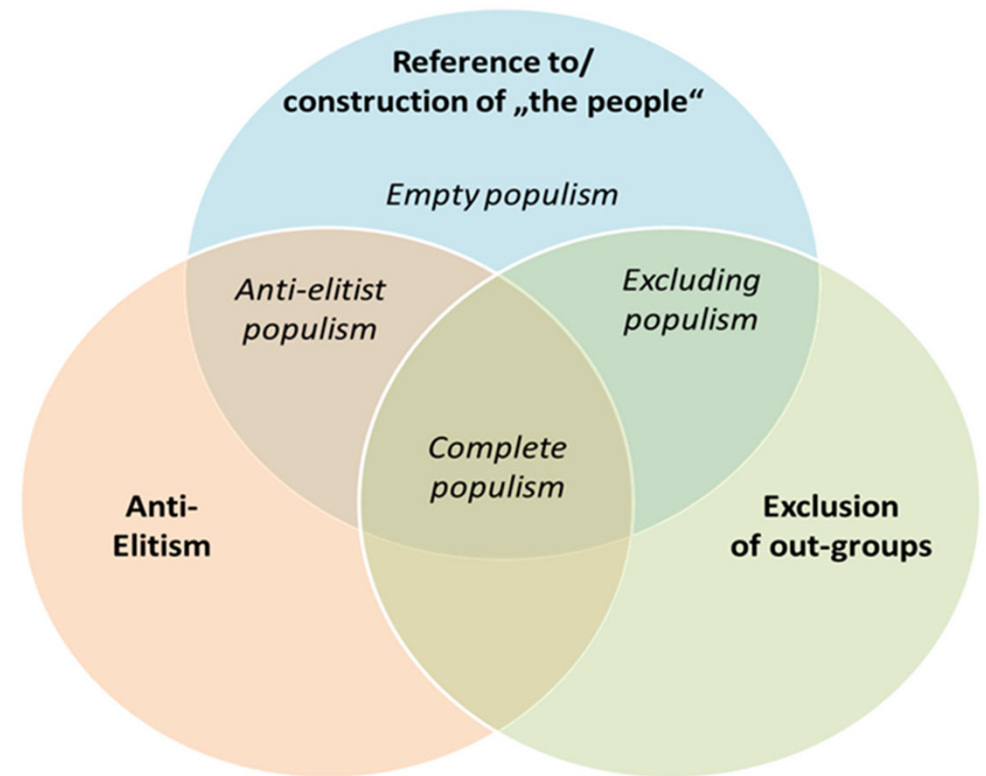




Organization: Three working groups study three interconnected, but distinct aspects of populist political communication:

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)



Elements and types of populism.

Figure 2.1 in Reinemann et al. 2017: 16.

Adapted from Jagers and Walgrave (2006, pp. 334–336).

The political actors



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!

58,7K 31,5K 97,1K



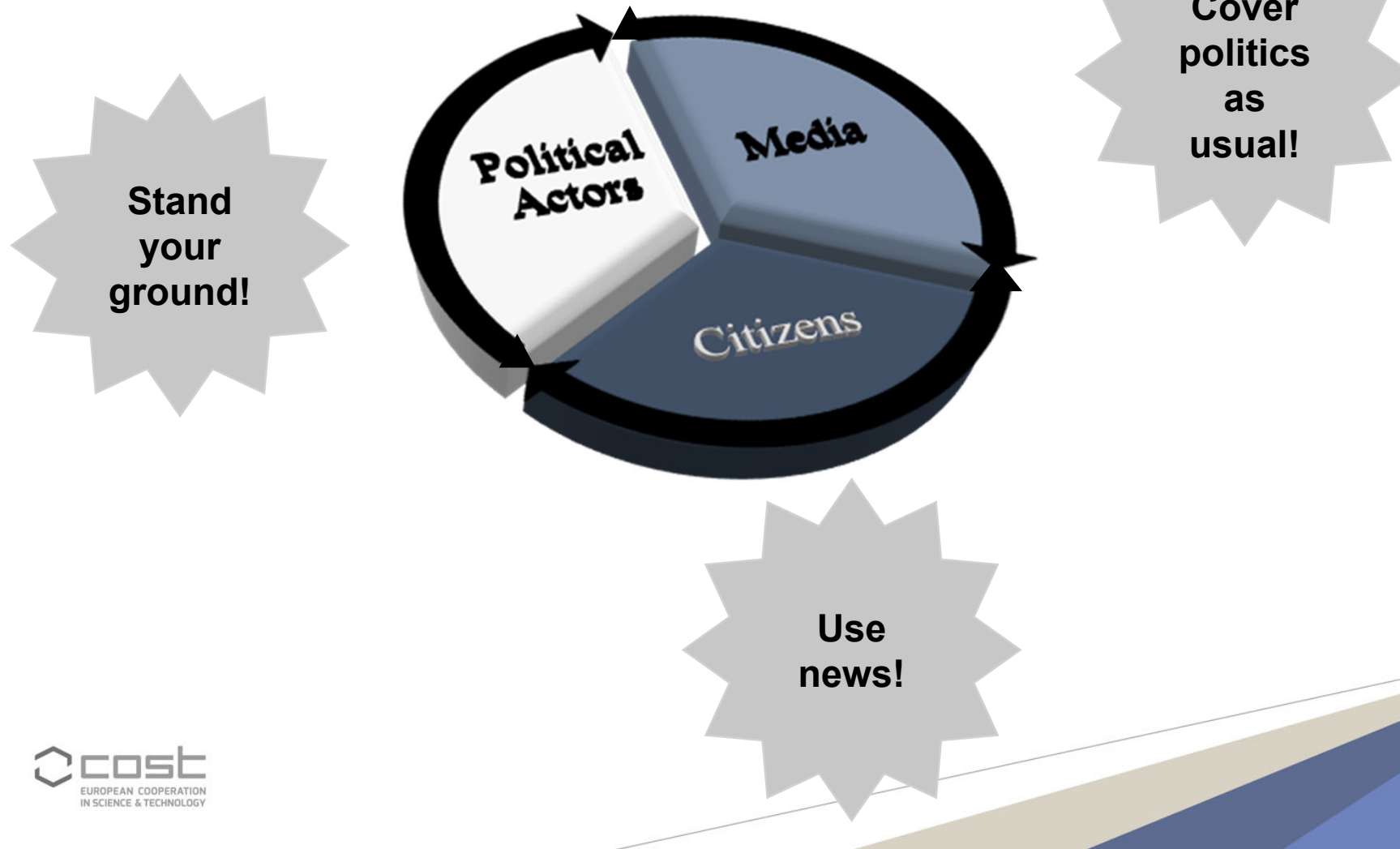
The citizens and populism



"These smug pilots have lost touch with regular passengers like us. Who thinks I should fly the plane?"



Advice to politicians, media and citizens



Thank you for your attention



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