

# POPULISM

# FOR THE GOOD START-DEFINITION

- THE MOST AMBIGUOUS AND MOST DIFFICULT POLITICAL PHENOMENA
- OXFORD DICTIONARY: A MEMBER OR ADHERENT OF A POLITICAL PARTY SEEKING TO REPRESENT THE INTERESTS OF ORDINARY PEOPLE. ALSO: A PERSON WHO SUPPORTS OR SEEKS TO APPEAL TO THE CONCERNS OF ORDINARY PEOPLE
- POPULISM – POPULUS – PEOPLE – LATIN PHRASE

# BRIEF HISTORY

- FOR THE FIRST TIME ADJECTIVE POPULIST WAS USED IN THE US IN 1892 – „POPULIST PARTY” AGRARIAN MOVEMENT
- RUSSIAN NATIONALITY LATE 19TH CENTURY AGRARIAN, ANTI-FEUDAL, ANTI-CAPITALIST, UTOPIAN SOCIALISM
- PACIFIST INDEPENDENCE MOVEMENT BASED ON HINDU ETHICS OF MAHATMA GANDHI, TRADITIONAL RURAL COMMUNITIES
- BOLSHEVISM, ARGENTINE PERONISM, BRITISH TRADE UNION MOVEMENT

# THE CIRCLE OF LIFE

- From agrarian movement (Populist Party, Russian nationalists),
- through the workers' movement (British Luddism, followed by the trade union movement)
- to populism in post-colonial societies in Latin America and Africa as a response to the problems associated with building an independent state and the resulting challenges conditioned by economic independence.
- Contemporary populism

# WHY POPULISM WAS BORN?

- Anxiety and uncertainty
- Transition from the empire to the sovereign statehood
- Political and social changes
- Populist movements, fueling more or less irrational fears, became a guarantee (created for her) of safe passage through crisis moments.
- A crisis of social trust

# WHAT WAS THE COMMON PART?

Departure from treating politics and activity in the public sphere as a sphere reserved for narrow social circles and the beginning of mass movements, which occurred at the turn of the 19th and 20th centuries.

# NOWADAYS

- THIRD WAVE OF POPULISM

- Ultimate legitimacy of populism and its transition from political margin to the center

- EVIDENCE:

the result of the referendum on the Brexit case, Donald Trump's election victory, the popularity of politicians such as Beppe Grillo, Pablo Iglesias or Paweł Kukiz, result of the Alternative für Deutschland election

# POPULIST SOCIETY

- a solidarist, exclusionary community united by emotional ties, which may be based on the unity of historical fate or similarity of short-term living conditions
- is uniform - it avoids valuing its members, introducing vertical or horizontal divisions
- leaders are usually characters hitherto outside of politics or ones that in recent years have been avoided by her mainstream

# DISSATISFACTION & ANTI-ELITISM

- the division of the world into "us" - the oppressed, neglected, who are victims of decisions from "others" - who exercise political or economic power, who belong to the "elite"
- "who is not against us is against us"
- two opposing forces: "us", "the honest people" and "them", the corrupt, malevolent elite – the essence of populism

# CHARISMATIC LEADER

- the most important binder of the populist movement and also represents the personification of the will of the people, what is most valuable in it
- it is a mistake to treat authoritarianism as an immanent feature of populism
- extravagance and uncompromising attitude in expressing judgments;
- shocking with controversy and scandal;
- the use of social engineering/technics to intensify anxiety and the use of shock

# THE SIMPLICITY OF THE PROPOSED SOLUTIONS

- Proposed solutions do not take into account the holistic analysis of their consequences
- "demolish and build again"
- Visions are extremely optimistic and utopian.
- Easy solutions are given in an uncomplicated form.
- Make a simple diagnosis of reality (eg "all politicians are thieves"). Name the remedy. And the populist program is created!

# PUBLIC ENEMY

- national minorities,
- immigrants,
- criminals,
- international financiers,
- a force threatening the represented majority.
- Nationalism as a tool.

# ANTI - INTELLECTUALISM

- against the rulers, against political parties
- politics is portrayed as a battle of coterie and corrupt political forces
- the people in this game are cheated and despised by these circles

# WHAT ELSE?

- message emotionalization,
- resorting to extremes, scandalisation,
- showing life private experiences (being "one of the people"),
- political issues messed up with pop culture,
- negation of political correctness

# POPULISM AND DEMOCRACY

- Is populism a danger to the democratic system, or is it part of democratic diversity???

# POPULISM AND SOCIAL MEDIA

- Social media fosters the creation of the networks of people induced into thinking that they are "the us", the genuine representation of "the people".
- the so-called echo chambers, also known as bubbles or filter-bubbles: the groups of users who are offered and who consume the same content
- a natural tendency to connect and bond with people who are like us
- allow like-minded people to speak to one another and only with one another
- the phenomenon of fragmentation and group polarization

# Fake news

- See the brochures from our previous project „Should we believe in all we read? Media – think critically!”

# ARE ECHO CHAMBERS A THREAT?

- The niche marketing and the possibility to target individuals with a tailored offer on a mass-scale, made possible by the online technologies, might be advantageous for commercial endeavors, but not for the democratic politics.
- It leads to social fragmentation and polarization, at the expense of social cohesion and liberal democracy itself.
- If you join an echo chamber or turn your Facebook page into one, you might well end up changing your own values and even your own character.

# THE END

- THANK YOU FOR YOUR ATTENTION!