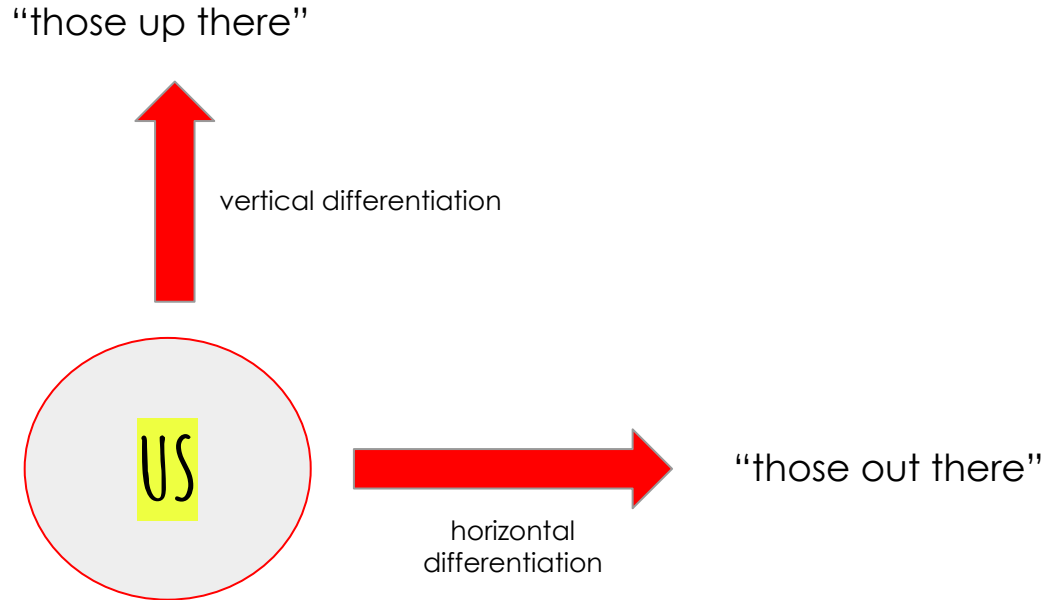


Populism

1. Populus (lat., noun) - people
2. -ism (lat., suffix) - indicates a constant and intensive occupation



THE ESTABLISHMENT

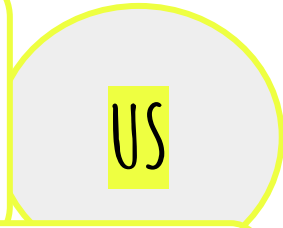
- corrupt and arrogant politicians, controlled by lobbying interests
- Institutions (local/national/european)
- Multinationals
- Media
- ...

“those up there”



vertical
differentiation

ME, THE POPULIST
politician, depicted as:
different from all others:
good, capable, normal
person, freedom-loving
...



&

YOU, THE PEOPLE, depicted
as:
blameless, innocent victims,
silent majority, nostalgic ...

horizontal
differentiation



“those out there”

MEMBERS OF SOCIETY
WITH SPECIFIC
CHARACTERISTICS, e.g.

- the poors who get
economical support
from the State
- the newcomers and
people perceived as
foreigner
- LGBTQIA community
...

THE ESTABLISHMENT

- corrupt and arrogant politicians, controlled by lobbying interests
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- Media
- ...

“those up there”

IMAGINED
HOMOGENEOUS
GROUPS!

ME, THE POPULIST
politician, depicted as:
different from all others:
good, capable, normal
person, freedom-loving
...

US

&
YOU, THE PEOPLE, depicted
as:
blameless, innocent victims,
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“those out there”

MEMBERS OF SOCIETY
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THE ESTABLISHMENT

- corrupt and arrogant politicians, controlled by lobbying interests
- Institutions (local/national/european)
- Multinationals
- Media

“those up there”

PRESENTED AS THE
GOOD ONES,
THE SAVIOURS!

ME, THE POPULIST
politician, depicted as:
different from all others:
good, capable, normal
person, freedom-loving
...

US

&

YOU, THE PEOPLE, depicted
as:
blameless, innocent victims,
silent majority, nostalgic ...

“those out there”

REPRESENTED AS
THE BAD ONES,
THE ENEMIES!

MEMBERS OF SOCIETY
WITH SPECIFIC
CHARACTERISTICS, e.g.

- the poors who get
economical support
from the State
- the newcomers and
people perceived as
foreigner
- LGBTQIA community
...