

## Workshop: Was macht Populismus so erfolgreich?

### 1. Was ist Rechtspopulismus?

All 3  
characteristics  
must be  
fulfilled!

- Define: populism; generally hard to define
  - anti-establishment/anti-elitist: (homogenous) people against corrupt elites, who enforce their own interests while populists see themselves as a representative of the public's interests
  - „pro-sovereignty“: direct democracy (sovereignty of the people)
  - „anti-pluralism“: political ideas of equality, concerning the political elite and the people (homogenous will)
- Right-wing populism
  - In contrast to right-wing extremists, usually no readiness to use violence
  - Differentiation to top (elites) and the outside
  - elite as enemy image, typically managers, politicians, NGOs, international organisations, media, judiciary department, immigrants, etc. → Identity foundation
  - hierarchy of people because of cultural differences (prejudices, racism)
  - Autoritarismus: zumeist starke Führungspersönlichkeiten als „Volksverstehler“; Appell Gehorsam und Unterordnung authoritarianism: mostly strong management personalities as „understanders of the people“
  - Idea of a homogenous people

### 2. What language do populists use?

- „Us“ vs. „Them“
- Addressing emotions: anger, resentment, fear
- Usage of negative Frames
- usage of „Common-Sense“ argumentation
- bold language: rhetoric devices, hyperbolics, colloquial language, dialect  
→ authentic, not elitist, suggeriert dadurch Volksnähe → suggested by the proximity to people
- stirring up fear (doomsday scenarios) → motivates to act fast
- repetitions
- usage of historically resilient words, e.g. „völkisch“ in Germany
- Typical expressions and topics: „Abendland, Lügenpresse, Volk, Volksverräter, Gutmensch“, „stolz, Deutscher zu sein“, Europakritik, GEZ, Rassismus, Anti-Gender-Mainstreaming, Anti-Political-Correctness, Schutz von Grenzen

### 3. Why are populists so successful?

Established parties do no longer do justice to modern crises (financial crisis, Euro crisis, globalization, refugee crisis) → (right-wing) populist parties offer alleged easy solutions for complex problems (people desire simple solutions and low complexity)

Adaptability → (they are) covering a broad voter spectrum

### 4. What danger is right-wing populism to democracy?

- Populisten sind nicht generell gegen die Demokratie, und können sinnvolle demokratische Impulse setzen populists are not generally against democracy and can set meaningful democratic impulses
- Right-wing populism does contain a danger to our form of democracy
  - is directed against institutions protecting human rights (amongst others)
  - anti-pluralism: contains dangers to human rights and freedom of opinion
  - criticism of media: danger to free press/ critical reporting → illiberal democracy
  - demand for direct democracy is not based on the wish for more participation, but the so-called “will of the people” → populists as “understanders of the people” and therefore as “representatives of the people”