My presentation highlights strategies of normalization (Krzyżanowski 2020a, 2020b) seen as discursive processes of legitimizing views, ideologies and positions that, although traditionally treated as radical and politically/socially unacceptable, increasingly become accepted within the widespread norms of public expression. I draw, inter alia, on the concept of normalization as originally used in social-psychological studies (Vaughan 1996) as well as in critical social research on discursive channeling of extreme positions into elements of acceptable social status quo (Link 2013, Wodak 2015). Empirically, my presentation explores dynamics of political discourses on the recent ‘Refugee Crisis’ in Europe (Krzyżanowski 2018a & 2018b; Krzyżanowski, Triandafyllidou & Wodak 2018). It draws on my long-term work on the anti-immigration discourse of European right-wing populist parties (Krzyżanowski & Wodak 2009; Krzyżanowski 2012; Wodak & Krzyżanowski 2017) and online uncivil society (Krzyżanowski & Ledin 2017) as well as on discursive media responses to ideological projects of right-wing populism (Krzyżanowski 2019). The presentation provides a critical-analytical look at the case of Poland where the right-wing populist imaginaries of the ‘Refugee Crisis’ have acted as carriers of the unprecedented discourses of racism and hate since 2015. As I show, the strategic and opportunistic introduction of anti-immigration rhetoric in/by the political mainstream in Poland in recent years has contributed to the widespread dissemination and acceptance of discriminatory views. Through the presentation, I intend to show that normalization is part and parcel of a wider multistep process of strategically orchestrated discursive shifts (Krzyżanowski 2013, 2018a) wherein discourses characterised by extreme positions – such as e.g. racism, discrimination and hate – are being enacted, perpetuated and eventually normalised as part and parcel of pronounced right-wing populist strategies. In the said process, normalization also entails creation of a new form of borderline discourse (Krzyżanowski and Ledin 2017) where civil, rational and politically-correct language is increasingly used to pre-legitimise (Krzyżanowski 2014, 2016) uncivil, radical and extremist positions and ideologies as part of discursive strategies that aim to make them look as rational and acceptable elements of the effectively exclusionary and nativist ‘common sense’.

References


Bio

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Conservatism. Conservatism portal. Politics portal. v. t. e. Right-wing populism, also called national populism and right-wing nationalism, is a political ideology which combines right-wing politics and populist rhetoric and themes. The rhetoric often consists of anti-elitist sentiments, opposition to the Establishment, and speaking to the “common people”. Both right-wing populism and left-wing populism object to the perceived control of liberal democracies by elites; however, populism of the left Strömbäck, J. (2008) Four phases of mediatisation: An analysis of the mediatisation of politics. International Journal of Press/Politics 13(3): 228–246.CrossRefGoogle Scholar. Thompson, J. (1995) Media and Modernity: A Social Theory of the Media. Cambridge: Blackwell.Google Scholar. Wittgenstein, L. (1968) Philosophical Investigations. Oxford: Blackwell.Google Scholar. Wodak, R. and Forchtner, B. (forthcoming 2014) Embattled Vienna 1683/2010: Right-wing populism, collective memory and the fictionalisation of politics. Visual Communication, 3 (2).Google Scholar. Wodak, R. and Meyer, M. (2009) Critical discourse analysis: History, agenda, theory and methodology. Right-wing populists also strategically and tactically use negativity in political communication. Supposed “political correctness” and dominant discourses are at the same time the declared enemies of right-wing populists and their greatest friends. Why then talk about “right-wing populism” and not radicalism or extremism? This “normalization” has not only entailed the ousting of the party’s longtime leader and his more radical followers but also a shift from antisemitism to an anti-immigrant, islamophobic position and a shift from economic liberalism to a policy of protection of the French people against globalization. The Republican establishment which has condoned the use of racism, nativism, demonization of the opponent, in the Here, I argue that right-wing populism is characterized by renationalizing tendencies that go far beyond the commonly used “family and house metaphors”: body and border politics are emphasized in ethno-nationalist discourses drawing on traditional racist and indeed fascist ideologies. Chapter 7 confronts a rarely discussed and controversial phenomenon: the gender ideologies and the discourses that seek to discipline and regulate women’s bodies in right-wing populism. It is, as a matter of fact, somewhat surprising that the debates about the “burqa and headscarf” as well as about abortion and contraception have not been noted as salient for both European and US right-wing populist ideologies. doing so, the right wing populist tion and globalization that they can discourse deliberately collates the win the Brexit vote hence they de- economic globalization â€”that is neo-liberately concentrated on reducing/ liberalism at the global level, with so-simplifying the referendum vote to a cio-cultural globalization that is com- question of immigration. he delibe- prised of supra-national regulatory ate alignment. In many ways, of social and cultural changes and the populist discourse equates the per- perceptions of immigration albeit 54