International Conference

WORDS, IMAGES AND IDEOLOGY OF POPULISM 3.0

Book of Abstracts

Edited by
Giuseppe Balirano
Francesca De Cesare
Antonio Fruttaldo
International Conference

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BOOK OF ABSTRACTS

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Plenaries
The political arena of the 21st century has witnessed a massive resurgence of what I would like to label “brown humour”, namely a form of verbal humour anchored within visual texts in which toilets, urine, colons, anuses, farts, and excreta are used as weapons of satire to ridicule the major actors on the world’s political stage. Old and new media mix and merge as both traditional cartoonists (e.g. Steve Bell, Martin Rowson, Putney Political Cartoon Gallery, etc.) and members of digital tribes through image macros (see Facebook groups such as “Meme Armory”) display a marked preference for this kind of humour. Typically, Donald Trump is portrayed in dirty diapers, Theresa May wearing a necklace made out of urinal cakes, and Jacob Zuma with a shower head sticking out of his skull. This talk will attempt to rationalise why popular culture has decided to portray important leaders with their underwear around their feet and explain the reasons behind the choice of this type of humour, at the same time highlighting the link with populism and its reappearance.

Delia Chiaro (University of Bologna, Italy) is Professor of English Language and Translation at the University of Bologna’s Department of Interpretation and Translation, and President of the International Society for Humour Studies. She is a member of the editorial board for HUMOR: International Journal of Humor Research. She is author of over 100 publications on diverse areas of Humour Studies, Audio-Visual Translation, Sociolinguistics, and the combination of all three. Her most recent publications include:

Populism is Emotional:
Rethinking Martin & White’s AFFECT System

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Recursively in history, emotions such as social anger, moral satiety, distrust of the elite and the establishment, fear and hatred of difference, disgust at corruption, despair at joblessness and homelessness, along with a willingness to revolt and an urgent need for border control, to name but a few, have all contributed to the creation of a rather emotionally charged discourse (De la Torre 1997; Van Leeuwen 2009; Garlinska 2017). Underpinning this discourse is people’s political disaffection (Betz 1994) as a result of the allegedly poor performance of experts in politics (Moghalu 2017). The rise of emotion-centred post-truth populism cannot be but explained on the grounds that emotion lies at the core of human behaviour. The latter is especially noticeable in language, as all linguistic utterances rely for their production and interpretation on emotional contexts (Reilly and Seibert 2003: 535; Wilce 2009: 3). The fact that emotion permeates all levels of linguistic description (Alba-Juez and Thompson 2014: 10-11) makes its examination a fascinating enterprise.

In this paper, we observe two well-known examples of populist discourse (i.e. Donald Trump’s and the Islamic State’s) under the lens of Martin and White’s (2005) and Bednarek’s (2008) Appraisal Theory, which is one of the most powerful instruments intended to capture the subtleties of emotional discourse. In particular, we will use a refined model of the AFFECT subsystem (Thompson 2014; Benítez-Castro and Hidalgo-Tenorio 2018) in order to analyse some of the most outstanding and unmistakably populist speeches delivered by the US President as well as some of the online magazines published by Jihadist organisations. We expect to pinpoint a set of strategies that are a defining characteristic of each sub-corpus, where different triggers seem to evoke the same emotion in the audience.

References


**Encarnación Hidalgo Tenorio** (University of Granada) is Professor of English Linguistics at the University of Granada, where she has been teaching various undergraduate and master’s degree courses since 1993. Her main research area is Critical Discourse Analysis, where she focuses on notions such as representation and power enactment as manifested mainly in public discourse. She has published on language and gender, as well as Irish theatre, and has also paid attention to the analysis of the way identity can be discursively constructed. In her research, she has tried to develop or reconsider some very interesting principles mainly taken from Systemic Functional Grammar such as Transitivity, Modality or Appraisal Theory. Among her recent publications, we can acknowledge: Bartley, Leanne / Hidalgo Tenorio, Encarnación 2016. ‘To be Irish, Gay, and on the Outside’: A Critical Discourse Analysis of the Other after the Celtic Tiger Period. Journal of Language and Sexuality 5/1, 1–36.


Her talk will be co-presented with **Miguel Ángel Benítez Castro** (University of Zaragoza). Miguel-Ángel is a Lecturer in English Language at the School of Education of the University of Zaragoza (Teruel Campus). His main research interest lies in discourse analysis, inspired particularly by Systemic Functional Linguistics (SFL) and based on corpus-driven methodologies, which he has managed to apply to his general focus on the interface between lexical choice, discourse structure and evaluation. This general interest is reflected in his previous and ongoing research on shell-noun phrases, on the evaluation of social minorities in public discourse and, currently, on the refinement of SFL’s linguistic theory of evaluation (i.e. Appraisal Theory) on the basis of psychological emotion theories.
In a famous report on the trial of the Nazi official Adolph Eichmann and his responsibility in the Jewish shoah, Hannah Arendt (1994) provocatively concluded that there was nothing monstrous or exceptional in Eichmann’s behavior – he was instead “terrifyingly normal” (Arendt 1994: 276) and “what he fervently believed in was success, the chief standard of ‘good society’” (Arendt 1994: 126). While many detractors of Arendt read these views on what she powerfully called the ‘banality of evil’ as potentially excusing Eichmann or downplaying his responsibility vis-à-vis his actions, others have highlighted how Arendt is making the subtler point that the pursuit of evil actions is not “the product of some deep, inner or innate impulse. Rather, evil [has] become institutionalized, depersonalized and mundane” (Swift 2009: 132, emphasis added). And it is precisely this banality that is most dangerous, because it can have a tremendous social impact without people immediately recognizing it.

Against this backdrop, the aim of this talk is to re-cast some of Arendt’s ideas in order to make sense of current developments in the rise of far-right movements across the globe. With the help of examples from a variety of contexts, I will illustrate how evil is becoming increasingly more “institutionalized, depersonalized and mundane” (Swift 2009: 132) – evil is creeping into the very structure of what counts as ‘democratic’ political structures. Of course, this does not mean that there is no resistance. Empirical examples will be employed to speak back to some of Arendt’s theorizations. While Arendt ultimately believed that reason can be the only tool human beings have against totalitarian ideas, I will argue for the importance of considering affective tactics of coalition that overcome identity divisions in the pursuit of a better future.

References


Tommaso Milani joined the Department of Swedish at the University of Gothenburg in August 2017 to take up the position of (Full) Professor of Multilingualism. He is by far one of the most distinguished scholars in the field of Language, Gender, and Sexuality, with a specific interest in queer identities and masculinity representations. His research interests include language politics, language ideologies, language, gender and sexuality (with a focus on masculinities), Critical Discourse Analysis, multimodality, and performativity theory. He has published extensively on these topics on books and international journals. He is also editor and board member of several of the most relevant journals on language and gender studies, such as Gender and Language, co-edited together with Carmen Rosa Caldas-Coulthard. Among his recent publications, we can acknowledge:

Milani, Tommaso M. (ed.) 2015. Language and Masculinities: Performances, Intersections,
Conference Abstracts
Enemies of the People: 
Judges and Justice in Post-Brexit Britain

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On November 4, 2016, the front page of The Daily Mail published an article entitled Enemies of the People with a picture of the three judges who had ruled that the UK government required the consent of Parliament to give official notice of the UK’s intention to formally leave the EU. The intention of the conservative pro-leave newspaper was clearly to demonstrate that allegedly unelected representatives of the judiciary had decision-making power on an issue that had been decided by the people in the Brexit referendum of June 2016.

The present work is interested in providing a Multimodal Critical Discourse Analysis of the article (text and images) as well as the comments written in response to it. Specifically, it considers how readers interacted textually with and reacted to the original article through the online comment function. The ability to post such comments is an important component of today’s online media ecology, allowing users to share their ideas and opinions on current issues, including, of course, legal ones (Boyd 2016). Ultimately, the work aims to demonstrate the various ways that judges and the judiciary are first (mis)represented by the media and the extent to which such representations are subsequently (re)contextualized by commenters. While the possibility to post comments ostensibly creates a sense of community for newspaper readers and a place where they can debate important issues in the news, they can also be a forum for extremist and populist points of view.

On a theoretical plane, the paper draws on elements of Social Semiotics (Kress and Van Leeuwen 2006), Multimodal Critical Discourse Analysis (Machin and Mayr 2012), and Corpus Linguistics (Baker et al. 2008). The empirical data taken from the original article and the comments are analyzed both quantitatively and qualitatively in an attempt to gauge the ways that text producers and receivers (mis)represent the English judicial system, the legal implications of the Brexit vote, and the EU.

References
Michael S. Boyd is an English Language Lecturer in the Department of Foreign Languages, Literatures and Cultures at the University of Roma Tre and an Adjunct Professor in the Faculty of Interpreting and Translation Studies at the LUSPIO University, Rome. He teaches courses in general English and applied discourse analysis. His research interests include CDA, political linguistics, new media, (Critical) Discourse Analysis for translation and interpreting studies, and legal linguistics. His most recent publications include: The Changing Role of the Interpreter: Contextualising Norms, Ethics and Quality Standards (co-edited with M. Biagini and C. Monacelli, 2017); Critical Discourse Analysis and Politics (with L. Filardo, 2018); and Language and the Law in English: Theory and Practice (forthcoming).

El Populismo en la Prensa Flamenca: Una Visión Retrospectiva del Nacionalismo Reavivado tras la Crisis de Secesión Española

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El presente trabajo propone describir y analizar los titulares de dos periódicos flamencos, ideológicamente opuestos, en relación a la noticia de la ‘fuga’ y ‘acogida’ del político independentista catalán Carles Puigdemont el pasado 30 de octubre de 2017. El viaje tuvo lugar sólo un día después de que el secretario de Estado de Asilo y Migración belga, Theo Francken, provocase una polémica por la concesión de asilo a Puigdemont. Esta oferta fue poco después negada por el primer ministro, Charles Michel. El invito y viaje de Puigdemont extiende la crisis de secesión española alentando mayores tensiones entre nacionalistas/populistas más allá de las fronteras españolas.


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No Faltan las Mentiras:
Populismo y Periodismo Práctico, entre Influencia y Noticia

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Mi aportación se centrará en el análisis y en la interpretación del concepto de populismo en el ámbito de producción, menos informativos y más próximo al modelo opinativo, del periodismo cultural español. El estudio presenta como modelo analítico una selección de artículos publicados por Arcadi Espada (Barcelona 1957), colaborador de El Mundo y autor de libros de investigación y de crítica periodística. Dichos textos constituirán el objeto de estudio concreto del análisis discursivo sobre los contenidos informativos y los aspectos formales de la redacción de la noticia en campo cultural.

El enfoque de este trabajo reelabora las teorías formuladas por el mismo autor sobre la práctica de
redacción periodística y tiene como objetivo final la ilustración de las técnicas y de las estrategias compositivas y estructurales del mensaje periodístico de tipo cultural. El objetivo final es recomponer un cuadro analítico de referencia mediante la teorización y la práctica de los principios elaborados por Espada, en particular en Quintacolumnismo (2003), Periodismo práctico (2008), El fin de los periódicos (2009–), conforme a los resultados llevados a cabo por los estudios de Teoría de la Comunicación y de Periodística.

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Valeria Cavazzino es Doctora en Culture dei Paesi di Lingua Iberica e Iberoamericana por la Universidad “L’Orientale”. Ha publicado en varios volúmenes colectivos y revistas académicas y participado en congresos internacionales de ámbito filológico. Desde 2014, es profesora contratada de Lengua española en la Universidad “Parthenope” de Nápoles y, en 2015, ha colaborado con la Universidad “L’Orientale” en calidad de Tutor didáctico de los Cursos e-learning de Lengua española. En la actualidad, es becaria de investigación para la Universidad “L’Orientale” para la realización de un proyecto sobre el tema Identidades y Representaciones Nacionales en la Prensa Española. Su línea de especialización se centra en las relaciones entre literatura y periodismo en la España contemporánea y las problemáticas de hibridez genérica y evolución de las formas narrativas actuales. Es autora de una monografía sobre el tema (en publicación).

Discourse and Populism in Politicians’ Social Media Messages: A Preliminary Study

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The rise of populist trends in Western politics has become increasingly relevant in media arenas (Rydgren 2017; Wodak and Krzyżanowski 2017). Populist views, enforced by the adoption of specific communication strategies, place ‘the people’ as an unquestionable entity at the centre of political practices and decisions (Pelinka 2013). In this context, social media have been identified as a major site of populist communicative efforts (Bartlett 2014; KhosraviNik and Unger 2016; Enli 2017).

Populist tendencies have emerged in political groups inspired by radically different ideologies
Considering language as an instrument of social interaction, in line with SFL (Halliday and Matthiessen 2004; Martin 2000) and CDA (Fairclough 2001), we address the discourses of Italian politicians who are generally considered as embodying – at least partially – populist standpoints. Our aim is to understand whether the central concept of ‘people’, in all its possible linguistic realisations (Chilton 2017: 586), is built differently across different politicians’ discourses, and how it is constructed as an entity which is functional to different communicative purposes.

Our analysis is focused on Twitter and Facebook posts published between 2016 and 2017 by three Italian political leaders representing different political groups: Matteo Renzi, Matteo Salvini, and Luigi Di Maio. Our method combines a corpus-driven approach aimed at identifying the main themes and linguistic structures in the analysed messages with a qualitative study of the most relevant examples (Lee 2008; Partington, Duguid and Taylor 2013; Mautner 2016). A preliminary analysis highlights how different thematic focuses are exploited in the communicative styles specific to each politician.

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Jeremy Corbyn’s surprising near-victory at the 2017 British general elections has been hailed as evidence of the rise of left-wing populism in Great Britain. While populist movements are usually associated with nationalistic and xenophobic ideas, Corbyn’s message resounded well with British progressives for its clarion call for ideals of social justice which the Labour Party had seemingly neglected for a long time. Political and media observers hotly debated the real nature of Corbyn’s populism which, not dissimilarly from Bernie Sanders’ in the USA, was clearly distant from right-wing populism but shared with it a decisively anti-establishment message.

This paper will first analyse the generally hostile reactions of British media to Corbyn’s left-wing populism. By discussing Corbyn’s alleged populism, British media address the nature itself of populism, seen as a deviation from the standards of politics. Indeed, Corbyn’s seemingly populist
policies are viewed in total contrast to those of the mainstream parties. The paper will then analyse Corbyn’s language by analysing a corpus of his 2017 speeches. Corbyn’s populism will be viewed in the context of some of the key texts on populism, including Canovan (1981, 1984), Taggart (2000), Laclau (2005) and Moffitt’s (2016) recent work on populist “style”, as well as Wodak’s (2015) account of current right-wing and racist discourse.

References

Massimiliano Demata is Associate Professor of English Language and Linguistic at the Department of Culture, Politics and Society of the University of Turin. He was a Fulbright Research Scholar at Yale University (1999) and Indiana University (2014). In 2008, he published his monograph, Representations of War and Terrorism. The Ideology and Language of George W. Bush. He has published extensively on the language of British and American media and politics, Computer-Mediated Communication and translation and ideology. His current research focuses on social media and populist language in the context of American politics.

Political Parties’ Comeback, Populism and the Media Factor

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In recent years, new kinds of populism seem to be emerging at the same time that urgent and complex issues – such as terrorism, immigration, unemployment, economic and environmental problems, to name just a few – are also on the rise. Furthermore, the decrease of interest in mainstream parties is opening up an opportunity for populist parties to increase their influence in the political landscape. In order to understand the rise of populist leaders influence, one needs to take into account political, social and economic factors, such as the crisis of the national state, xenophobia, fears of globalization, and the domestic electoral volatility. However, one also needs to consider the media-factor as a fundamental element in the analysis of the emerging wave of the neo-populism phenomenon.

In this paper, we aim to explore to what extent the media, and especially television, may contribute to ‘normalizing’ the populist agenda as a legitimate alternative to traditional politics. This study explores how news media are implicated in the construction and projection of populist politicians. In order to do that, this research focuses on the Presidential elections in Portugal, from 1976 to 2016.
Portugal is a country with a semi-presidential political system, where it is mandatory that presidential candidacies are independent and not supported directly by any political party. Hence, there are several key questions in this study to be made: Since when advocating a populist agenda promotes media visibility? Is it possible to trace a distance between aiming to be popular and being populist?

Beginning with the revision and discussion of the concept of populism (Ionescu and Gellner 1969; Taggart 2000, 2004), and how it seems to be strongly emerging in the Western political landscape (Canovan 1981; Albertazzi and McDonnell 2008; Mudde and Cristóbal 2017), this contribution aims at addressing the Portuguese case by analysing: (1) the strategies of self-representation of neo-populist and anti-establishment presidential candidates, identifying specifically the fundamental dimensions of their political campaign messages; and (2) the strategies of media representation of these candidates, in terms of media coverage and image-building of the candidates.

In methodological terms, this contribution uses the content analysis technique, applied to the electoral programmes of a set of independent and/or anti-establishment candidates in Presidential elections in Portugal, within the period 1976–2016, on the one hand. The corpus will include, on the other hand, the television electoral debates during the electoral campaign period, comprising the analysis of eight Presidential election campaigns. The use of the content analysis technique will be based upon a category building and selection procedure, using a qualitative perspective (Krippendorf 2004) and ethnographic content analysis perspective (ECA; Altheide 1996; Espirito Santo and Soares 2015).

The expected results of this contribution are to discuss the political message construction in ideological and in populist terms as well, considering the electoral proposals of a set of selected candidates, in conjunction with the media factor influence in the making of these candidates’ message and image. It will be argued that especially at its insurgent phase, these candidacies are also a ‘product’ of the symbolic activity of the news media, which relies on a kind of indirect (and direct) complicity with the media in the building of a ‘media-genic’ personality, especially in a commercial-oriented media landscape.

Paula do Espirito Santo is Professor with Aggregation at the School of Social and Political Sciences (ISCSP) – University of Lisbon (ULisboa), researcher at the Public Administration and Public Policies Centre (CAPP), Portugal, and she is Visiting Professor at several Universities abroad. Paula studies the areas of political communication, social sciences methodology and political sociology, including the study of political culture and party members. She conducted several national and international projects (such as about party supporters: Members and Activists of Political Parties – MAPP’s project). Among her contributions, there are several chapters and articles, in national and international journals, and several books, such as Beyond Internet – Unplugging the Protest Movement Wave (with R. Figueiras, 2016).
Understanding Trump?

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Trump’s election in the US (November 2016) is another episode of the ‘populist’ wave that is competing with left-wing and right-wing mainstream politics. This paper adopts a critical discourse perspective to find out why US voters decided to trust a rich and controversial businessperson who has often declared his contempt for politics and politicians. We try to outline, in terms of debate framing, some language features of Trump’s communication that proved to be effective in the electoral contest and may serve to explain his final election. Qualitative analysis, based on pronoun distribution, tenses, and naming, is integrated with a preliminary quantitative analysis of campaign communication through a corpus of Trump’s speeches (82 speeches, delivered from June 2016 to the acceptance speech delivered on November 9, 2016). This corpus is compared to the speeches delivered by Trump’s political contender to the White House, Hillary Clinton (36 speeches, delivered from July 28 to November 9, 2016). As a result, we can see that Trump’s informal style follows a clear strategy, which is the intention to trigger an emotional response from his audience in opposition to the political rationality of his rival.

Paolo Donadio, PhD in English Linguistics (University of Naples Federico II), works as a Researcher of English Linguistics and Translation in Naples, University Federico II, Dept. of Humanities. His main research interests focus on Political Discourse Analysis, language and identity, specialized discourse, translation studies.

Reported Speech in News Reports in Cuba and in the United States: A Measuring Stick of Freedom of the Press

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This qualitative and quantitative study focuses on the use of reported speech in news reports from Granma and El Nuevo Herald, two Spanish language newspapers. It analyzes pragmatic and social factors that influence journalists’ choice between direct speech (i.e. literally quoting news actors) and indirect speech (i.e. paraphrasing their words). Granma (GR) is a state-run newspaper in Cuba, whose writers are expected to present news from the perspective of the Communist Party. Conversely, journalists at El Nuevo Herald (ENH), which serves the Cuban-American community in Miami, have significantly more freedom.

The news articles come from two different junctures in the relationship between Cuba and in the United States: before and after normalization of diplomatic relations between the US and Cuba on July 1, 2015, and after Donald Trump’s election and inauguration.

GR journalists, operating in a repressive society, tend to utilize indirect speech when quoting the voices of powerful news actors. This is a discourse strategy by which journalists implicitly endorse the speech of such news actors. Contrarily, reporters in ENH use direct speech and indirect speech in
a proportionate manner (Gervasi 2014).

The results of the analysis of the new data collected after the normalization of relations exhibit the emergence of a new pattern. GR and ENH are moving towards a more free press, which is reflected in a decrease in the use of indirect speech.

References


Karen Gervasi (Ph.D. Spanish Linguistics, University of Southern California) is an Associate Professor of Linguistics and Spanish at California State University, San Bernardino, California. Her areas of research are Critical Discourse Analysis, Sociolinguistics and Language and Ideology. Her publications and present research are in the areas of Sociolinguistics and Critical Discourse Analysis.
delle ideologie politiche consuete, facendo così assumere al movimento cinque stelle un ruolo ideologico trasversale.

**Antonio Lepre** è Dottore di Ricerca in Storia del Teatro Moderno e Contemporaneo, titolo conseguito presso il Dipartimento di Studi Letterari, Linguistici e Comparati dell’Università degli studi di Napoli “L’Orientale” nel 2017. La sua ricerca ha avuto come oggetto la critica teatrale in Italia durante gli anni di Piombo. Da due anni è docente di materie letterarie presso Istituti statali e collabora attivamente con il centro di studi CeSAL (Centro di Studi sull’America Latina) dalla sua fondazione a oggi occupandosi di teatro in area latinoamericana.


### ¿Qué es *lo Nuestro*? 
**Algunos Datos para el Análisis del Discurso (Populista) de la Nueva Política en España**

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Es ya un lugar común en los estudios dedicados al análisis del discurso político señalar que los partidos de corte populista se distinguen de otros por la expresión constante de un *nosotros* que se opone a los *otros*, a los enemigos. Sin embargo, el estudio detallado de discursos concretos permite precisar este tipo de afirmaciones generales (Wodak *et al*. 2013) y comprobar si verdaderamente estamos ante nuevos discursos, populistas o no, con un “estilo” propio (Moffitt 2016).

La presente comunicación, enmarcada en el proyecto *El demos en el imaginario de la nueva política* (FFI2015-65252-R), subvencionado por el MINECO (España), tiene como principal objetivo presentar y analizar los datos cuantitativos sobre el empleo del determinante *nuestro*(a/s) en los discursos de los principales partidos políticos emergentes en España (Ciudadanos y Podemos). Estos datos se pondrán en relación con los obtenidos en el análisis de los discursos de otros partidos de carácter más tradicional. El corpus total está compuesto por las intervenciones de los principales partidos en el Parlamento (PP, PSOE, Ciudadanos y Podemos) durante el último debate de investidura del actual presidente del Gobierno español, Mariano Rajoy, entre el 26 y el 29 de octubre de 2016, así como por los programas electorales de los comicios de ese mismo año. La herramienta de análisis textual utilizada es Sketch Engine.

Por último, los datos cuantitativos más relevantes sobre *lo nuestro* se analizarán también desde una perspectiva cualitativa con el fin de establecer aquellas estrategias y líneas argumentativas de carácter ideológico más recurrentes en los discursos de la nueva política.
Bibliografía


**Discurso, Palabras e Imágenes de la ‘Repatriación de Niños’ de 1937**

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La repatriación de niños de 1937 consistió en localizar a los niños españoles expatriados por los padres republicanos en los países de acogida y solicitar por vía diplomático-jurídica su retorno a España para colocados en instituciones o familias sostenedoras de la dictadura franquista. El régimen convirtió la repatriación en una gran operación de propaganda bélica, un arma política para exaltar los valores caritativos del “Nuevo Estado” que “procura reintegrar física y espiritualmente a la patria los niños que los rojos obligaron a salir de España”.

A través del estudio de artículos periodísticos, fotografías, radiocomunicaciones y representaciones cinematográficas de la repatriación, se analizarán las formas de alocución de los representantes del régimen desde un punto de vista retórico y léxico, con el objetivo de identificar las huellas ideológicas que subyacen (en la propaganda y) en el discurso populista que publicita la misión de la repatriación como una obra de liberación patriótica hecha a favor del pueblo español.

*Sara Longobardi* es Doctor Europaeus en “Economia Quantitativa ed eurolinguaggi per la sostenibilità del benessere” por la Universidad de Nápoles “Parthenope” con una tesis titulada “La variación denominativa en la terminología de las adopciones y de los niños robados en la jurisprudencia y en la prensa españolas de 1936 a 1975”. Es profesora contratada de Lengua Española en las Universidades de Nápoles “L’Orientale”, “Parthenope” y “Suor Orsola Benincasa”. Sus intereses científicos se centran en la investigación en los lenguajes de especialidad en lengua española. Sus publicaciones conciernen en el análisis de la terminología jurídica, la publicitaria y la terminología relacionada con las tradiciones de la región de Campania.
Análisis de los Términos Populismo y Populista: Entre los Repertorios Lexicográficos y los Medios de Comunicación

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A lo largo de las últimas décadas en España los vocablos populismo y populista han pasado de ser términos neutros, desde el punto de vista de su significado, a expresar ciertos matices connotativos que hacen que se conviertan en palabras clave en el enfrentamiento que tiene lugar en el discurso político. Actualmente asistimos a un proceso que los especialistas han llamado “relexicalización” de estos términos, que según se comprueba se acentúa en especial en los medios de comunicación, donde aparecen despojados de su significado original. Este cambio de sentido en continuo movimiento no parece ir a la par con los repertorios lexicográficos, lo cual despierta nuestro interés en realizar una aproximación a dichos vocablos, a menudo no bien entendidos por el ciudadano de a pie.

En este trabajo, por lo tanto, se va a investigar el significado de los vocablos populista y populismo en las obras lexicográficas monolingües de mayor alcance, y a continuación nuestro interés se centrará en los significados que los vocablos populismo y populista tienen en la prensa actual. Nuestra intención es cotejar los significados aportados por los diccionarios, observar si son análogos a los evidenciados en la prensa, y por último aportar los distintos sentidos con los que aparecen en la actualidad en este medio de comunicación. Para concluir diseñaremos un artículo lexicográfico sobre los términos con sus distintas acepciones en vigor en el español peninsular.

Disability in the Populist Press: An Investigation of British Tabloids

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The last two decades have seen some major changes in how society has treated disabled people. However, progress on legislation and rights stands in contrast to a partial failure to transform perceptions and practices in society (Equality and Human Rights Commission 2010). In that respect, the impact of the media cannot be underestimated (Conboy 2006). Within the UK, the populist press coverage seems to deserve some attention since up until 2011 there was a trend to report disability by negatively connoting the issue especially in tabloids.1

While populism conceives society as separated into two distinct groups, the ‘ordinary people’ vs. the ‘corrupt élite’ (Ziller and Schübel 2015), it can be easily combined with radical right/left-wing ideologies which determine a more or less exclusionist feature (towards, for instance, ‘dangerous others’, whether immigrants, people of other religions, and so forth). What happens, then, in terms of media representations, when the bearer of diversity is the disabled person? If populism seeks to

support the interests of ordinary people,\textsuperscript{1} to what extent are people with disabilities located within or outside the ‘ordinary’ dimension when it comes to populist press coverage?

This paper examines the news reports on disability in 2016-2017, which seems a particularly relevant time due to a new shake-up of disability benefits. The paper analyses a corpus of articles collected from some British populist tabloid newspapers, namely Daily Mail, Daily Mirror, Daily Record, Daily Star, The Sun. A qualitative and quantitative analysis of the emerging linguistic and discursive patterns will be carried out to shed light on the most popular themes mentioned in relation to disability and the main linguistic construal of such issue.

\textbf{References}


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\textit{Leave is All We Have Left: Othering in UKIP Nat-Populism as ‘Key Factor’ in Brexit Victory}

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This research study presents a multi-faceted overview on issues like Euroscepticism and Nat(ionalist) Populism within UKIP narrative. The paper aims to call into question Farage’s political language whose Eurosceptic feature is certainly worth paying specific attention to through a discourse analysis. Critical Discourse Analysis, especially designed to investigate the construction of political conflict in times of crisis (Wodak \textit{et al.} 1999, 2009; Van Dijk 2001; Cap 2013) has been adopted to deconstruct UKIP lexical representation of the rival players on the battlefield, the British people against the

\textsuperscript{1} https://en.oxforddictionaries.com/definition/populist.
European Union. The data collected intend to track down a linguistic path of the so-called ‘fear-driven’ agenda as labelled by major parties via a corpus collection structured around three main genres of political communication consisting of: (a) a selection of Farage’s editorials from online newspapers focusing on the No-EU question; (b) selection of speeches from the ‘Say No to EU’ tour, launched by UKIP in September 2015 for the forthcoming Brexit Referendum; and (c) UKIP electoral manifestos that follow a 2005–2015 time span.

The purpose of the study is to demonstrate to what extent Farage and UKIP discourse could be defined as a discourse of uncertainty, ever-growing anxiety and well-judged ‘mild racism’, featuring a heavy Self–Other distinction and organised techniques of Othering. The construction relies on discursively created threat and fear generation devices, investigated thanks to the graft of the proximization theory approach (Cap 2013) and in order to detect how and when nat-populist language performs a coercive function.

**Sentiment and Resentment:**
**What News Headlines Reveal about Populist Insurgencies**

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Populism, understood as an appeal to ‘the people’ against both the established structure of power and the dominant ideas and values, has currently become a significant part of the political landscape in many European countries, thus giving impetus to the perennial claim that the political answer provided by populist leadership, regardless of left-, center- or right-wing positioning (Inglehart and Norris 2016), will restore the redistribution of political power, re-establish national identity and decrease the economic disparity between social classes (Johnson 2005).

This study has a twofold overarching aim which focuses firstly on how the above indicatives of populism are expressed through a particular kind of political discourse, and secondly, on how this same discourse is exploited by the Press (Watson 2007) in order to inform the public regarding major populist electoral events (Inglehart and Norris 2016). To this purpose, 500 headlines from UK and US high-circulation broadsheet newspapers were collected during the four months leading up to the 2016 nationwide votes of the UK Brexit referendum and the US presidential election.

Central to this study’s theoretical framework are the concepts of newsworthiness and framing (Chong and Druckman 2007; De Nies et al. 2012) as they shape the kind of reality that the political and media establishments co-jointly strive to portray. These concepts are unveiled by the implementation of both quantitative and qualitative methodological approaches, the former relying on a corpus-assisted software tool, the latter on Critical Discourse Analysis (Van Dijk 1995) and Appraisal Theory (White 2015). Preliminary results of this investigation suggest that the coverage of these events was not only markedly polarized, but also highly reliant on the strategies of populist discourse to reinforce views, engaging in a sort of press competition where some broadsheets were more successful than others in conducting readers towards a partisanship-related vote.

**References**


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Fear Appeals: The Case of Climate Change in Populist Discourse

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Climate change has been one of the most contentious and divisive issues in politics in the last thirty years. Political parties have applied different sets of logics and priorities to climate change over time, ranging from the frontline of climate change supporters to active obstructionism (Beeson and McDonald 2013). In the case of right-wing populism, climate change science has become a feared scapegoat that is blamed for threatening or damaging society, through appeals to common-sense and anti-intellectualism (Wodak 2015: 1-2).

Based on the premise that the power of media discourse lies in the repetition and incremental effect of images and language patterns, which may be closely examined to reveal presuppositions, cultural
stereotypes and ideological inferences in discourse (Stubbs 2001), the paper closely enquires into the circulation of familiar and seemingly new populist discourses in news reports. In particular it focuses on fear appeals and speculations about the future in order to draw some conclusions on the current representation of climate change in newspaper reports (Fairclough 1995; Reisigl and Wodak 2001; Talbot 2007). Speculations about the future are one of the most prominent outcomes of the emergence of ‘new long journalism’ i.e. the shift from the reporting of the details of events to the analysis of the importance of those events. Yet particularly when the speculation level is high, it may provide a fertile ground for “media spinning, scaring the public, creating solidarity, and diverting attention” (Neiger 2007). Hence speculations about the future and media oracles may not be incidental but central to ethics and ‘cosmopolitics’ as the potential trigger of fear and racism (Thrift 2004).

The paper draws on findings in Corpus and Critical Discourse Analysis in order to compare fear appeals and speculations about the future in a corpus of Anglophone online news reports (2004-2017). The comparison will hopefully provide significant insights on how news discourse shapes translocal social knowledge, scripts and repertoires and creates translocal audiences.

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**Investigating Gender Roles in UKIP and Lega Nord Official Statements**

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My paper investigates the representation of gender roles in the programmes of two right-wing parties: UKIP, for the United Kingdom, and *Lega Nord*, for Italy.

The scholarly literature on which my analysis draws is provided by Van Dijk (1991, 1998, 2006), especially his argument that political groups need to be ideologically as well as linguistically conscious and organized in order to compete in the broader arena. Considering this caveat, interviews and speeches taken from YouTube official channels of the two parties are investigated with the aim to elicit the embedded gender-role ideology. The methodology follows the framework established by CDA scholars (Wodak 2006; Fairclough 1989), while the analysis focuses on the main linguistic and discursive features used to convey the representation of gender roles. In this sense, specific terms, images and metaphors are detected via the creation of two ad-hoc corpora. Eventually, the emerging elements are counter-investigated to verify how they relate to the context from which they develop. In the end, the results obtained from each part of the analysis are weighted and comparative discussion is conducted in order to draw parallel conclusions for the case of Italy and for that of the United Kingdom.
References


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Populist discourses are characterised by blaming of outsider and enemy groups, whether they be immigrants, religious communities, political opponents, or institutions such as the European Union or World Trade Organization. However, what has not been clear to date is whether and why blaming is effective, and whether there is a differentiated effect upon audiences in the political context.

This paper draws from extant theories of blame and responsibility in victimology, social psychology, and legal research to highlight the links between emotion, blame, and group identity. It establishes blame as both a contributor to, and an outcome of, identity, as an individual and as a group member. It draws from a comparison with victim-blaming in cases of sexual assault to highlight the ways in which blame is an essential part of discourse that privileges certain group norms. It examines the association between anger and blame, and anger and shared group values, and illustrates the differentiated effect of blaming on conservative and liberal audiences, with particular reference to heuristic processing and decision-making. It argues that the mediation of blame by spontaneous and differentiated negative-valence emotions enhances group polarisation, in turn enabling populist mobilisation.

This research contributes to an understanding of blaming as a mechanism of political discourse, particularly as it relates to the mobilisation of emotions in the course of identity construction, and bridges work on populism, discourse, and emotions.

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**Discurso Populista en Catalunya: Arrimadas vs Puigdemont**

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En los últimos meses el ‘procés’ catalán ha catalizado completamente el discurso político y la información en la península y toda la atención mediática se ha concentrado en los actores principales del procés: Carles Puigdemont, presidente de la Generalitat de Catalunya y el grupo independentista, por un lado, el gobierno español y los grupos unionistas (como Ciudadanos y su portavoz Inés Arrimadas), por el otro. La fuerte polarización de las dos partes ha generado la clásica dicotomía ‘nosotros’ vs ‘ellos’ y ha dado lugar a una serie de ‘discursos’ de matriz populista en los dos bandos. El propósito de este trabajo es poner de relieve algunas estrategias discursivas utilizadas por Puigdemont y Arrimadas en sus discursos, en particular, en ocasión de la DUI, haciendo hincapié en los elementos ideológicos y populistas presentes en ellos.

**The Role of Interpersonality in Political Persuasion and Manipulation: A Cross-Linguistic Analysis of Metadiscursive Resources in Populist Discourse**

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The present study seeks to explore and compare the role played by interpersonal language in populist discourse in English and Spanish. Our corpus is comprised of several speeches delivered by well-known political figures from different Spanish- and English-speaking countries who are commonly identified as populists, such as Pablo Iglesias, Donald Trump, Hugo Chávez, and Nigel Farage, among others.

First of all, we will conduct a qualitative analysis of the selected speeches using two complementary models. The appraisal framework proposed by Martin and White (2005) will help us identify the lexical resources deployed by the speakers to express their attitude towards the text, particularly their emotional reactions (affect) and their evaluations of behaviour (judgement) and things (appreciation). Additionally, through an examination of interpersonal metadiscourse markers (Hyland 1998; Hyland and Tse 2004), we will determine the stance taken by the speakers towards the propositional content of their texts and the ways in which persuasive and manipulative mechanisms are set in motion.
Secondly, a quantitative analysis of the corpus using a concordancer such as AntConc will allow us to identify certain patterns of interpersonality in the texts under study. With this mixed approach, which combines both qualitative and quantitative elements, we hope to identify the interpersonal resources that characterise this genre in English and in Spanish. Our ultimate goal is to help translators, interpreters, and other linguistic and intercultural mediators to better understand and convert the inscribed and invoked meanings present in this type of discourse in both languages.

References


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*Healthy Norms Turned Upside Down: Conceptual (Health) Metaphors in Right-Wing Populist Discourse*

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In this paper, I will examine the role of the conceptual metaphors A NATION STATE IS A HUMAN BODY and HOMOGENEITY (in social views and behavior) IS HEALTH (or, by implication, DEVIANCE IS A DISEASE) in right-wing populist discourse, focusing on the notions of ‘normality’ – in the sense of belonging to a ‘normal’ in-group – and ‘abnormality’ – in the sense of not belonging to this group, not sharing their views, or deviating in any other way. I will qualitatively and quantitatively analyze realizations of these metaphors in a corpus of German books concerned with the role of mass media and political correctness in today’s society from a right-wing populist perspective, drawing on the theoretical concepts of Critical Discourse Analysis and Critical Metaphor Analysis. I will mainly focus on contradictions in the conceptualizations created by these metaphors. There is, e.g., tension between the concept of a homogenous ‘common people’, whose shared values right-wing populism claims to represent and defend, and the fact that these values are distinctive, divisive, and exclusive, thus undermining homogeneity. In other words, while being ‘normal’ is an important identifier of the people constructed in populist discourse, it seems that normality – in the
sense of living by the same norms – is not, and probably should not be, achievable for all social groups among this people. This seems to contradict the health- and body-related conceptualizations as the aim is not regaining some kind of homeostasis (curing, as it were), but the suppression and elimination of the Other.

**Eva Triebl** currently works at the Department of Linguistics and English Language, Lancaster University. Eva does research in Discourse Analysis and Computational Linguistics. Their current project is *I am what I’m not*: Negative Identification in Online Forum Discussions.