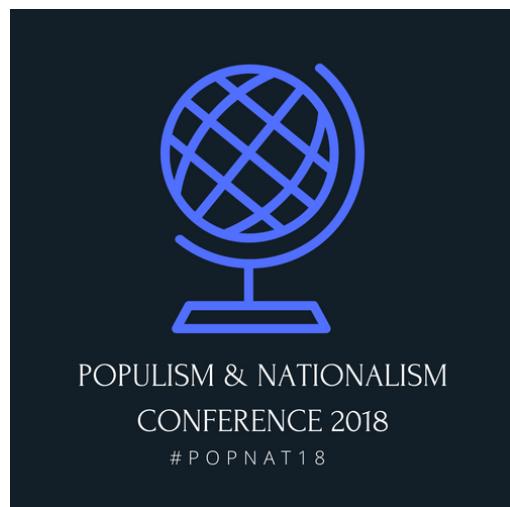




Political Discourse

Multidisciplinary Approaches 2:
New Discourses of Populism and
Nationalism



21st & 22nd June 2018

Edinburgh Napier University (Craiglockhart
Campus)
219 Colinton Road
Edinburgh EH14 1DJ

@PopNatConf

Programme Outline

Thursday, 21st June 2018

- 09.00 – 09.30 Registration
- 09.30 – 10.00 Opening (**Lindsay Stewart Lecture Theatre**)
- 10.00 – 11.00 Keynote 1 (**Lindsay Stewart Lecture Theatre**)
- 11.00 - 11.30 Refreshment Break
- 11.30 – 13.00 Parallel Sessions
- 13.00 – 14.00 Lunch (**Chapel**)
- 14.00 – 17.00 World Café (**Rivers Suite**)
- 17.30 Wine Reception

Friday, 22nd June 2018

- 09.30 – 10.30 Keynote 2 (**Lindsay Stewart Theatre**)
- 10.30 – 11.00 Refreshment Break
- 11.00 – 12.30 Parallel Sessions
- 12.30 - 13.30 Lunch (**Chapel**) (Cultural event 13.00 - 13.30)
- 13.30 – 15.30 Parallel Sessions
- 15.30 – 16.00 Refreshment Break
- 16.00 – 17.30 Parallel Sessions
- 17.30 – 18.00 Refreshment Break
- 18.00 – 19.00 Keynote 3 (**Lindsay Stewart Lecture Theatre**)
- 19.00 – 19.30 Closing (**Lindsay Stewart Lecture Theatre**)
- 20.00 Conference Dinner (**Rivers Suite**)

Organisers and Supporters

Conference Organisers

Michael Kranert (Edinburgh Napier University)

Veronika Koller (Lancaster University)

Student Assistants

Francesca Cecchetto

Steven Thomson

Audrey Opdycke-Barnes

Scientific Committee

Carmen Aguilera-Carnerero (Universitario de Cartuja)

Johannes Beetz (University of Warwick)

Veronika Koller (Lancaster University)

Dominique Maingueneau (Université Paris-Sorbonne)

Tatiana Shutova (Linguistics University of Nizhny Novgorod)

Jaspal Singh (Cardiff University)

Arnaud Richard (Université Paul-Valéry Montpellier 3)

Yannis Stavrakakis (Aristotle University of Thessaloniki)

Ruth Wodak (Lancaster University)

Alexandra Zierold (University of Warwick)

The conference is kindly supported by:

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BRUSSELS OFFICE

Edinburgh Napier University, The Business School
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DiscourseNet

(<https://www.discourseanalysis.net/>)



Keynote Abstracts

Nationalism 4.0: How narratives of progress strengthen an inadvertent nationalism

Felicitas Macgilchrist

Thursday 21st June 10.00 – 11.00

Much media reporting on populism today erects barriers between ‘us’ (the rational sensible readers/viewers) and ‘them’ (the irrational alt-right). Right-wing populism is often related to the rise of social media, data-driven targeting, online filter bubbles and other internet phenomena. In this talk, inspired by Selina Thompson’s Race Cards exhibition which asks, ‘Who is more problematic – famous racist Nigel Farage, or the liberal journalists politely asking him questions?’, I aim to refocus attention on the ‘inadvertent nationalism’ of everyday liberal-democratic capitalism. Drawing on ethnographic discourse analytical work, I tell ‘thick data’ stories to illustrate how young people pick up strongly nationalist perspectives even though the adults around them have no intention of promoting nationalism. If progress narratives are infused throughout our media landscape, then interventions aimed at defusing the potential nationalism and populism of ‘digital youth’ will remain fruitless.

Archetypal populism: from mainstream media to the “Intellectual Dark Web”

Darren Kelsey

Friday 22nd June 09.30 – 10.30

How is populism affective and why does it resonate through multiple ideological contexts in political discourse? This paper will explore those questions with attention to a series of case studies accounting for the archetypal qualities of populist discourse from main-stream media to the “Intellectual Dark Web” (IDW). I will argue that populism resonates with mass audiences because its stories function through affective archetypal forms – particularly in the monomyth (Hero’s Journey) – that are fundamental to the human psyche. I will briefly revisit my previous work (Kelsey, 2017) on Nigel Farage and Brexit, followed by Russell Brand’s Revolution and Messiah Complex. Here we see how archetypal populism transcends the left-right political “spectrum”. For this reason, I will then introduce the recent phenomenon of the IDW. The IDW was a

metaphor used by mathematician, Eric Weinstein to describe a group of public intellectuals who are using the internet to share ideas and host conversations “beyond the gated institutional narrative” of main-stream media. With millions of viewers and a growing following online/offline, the IDW’s own story is one of archetypal populism. The resonance IDW has had with mass audiences can be understood through the psycho-discursive framework I have developed in previous work (Kelsey, 2017) on affective mythologies and murmurations. The IDW has advantages and disadvantages as a conceptual movement that functions beyond “the media establishment”. Attention to IDW discourse will enable us to consider the implications of this phenomenon on critical research and the function of those archetypal, populist qualities that have given it significant traction beyond mainstream media.

Populism and Nationalism: Paradoxes of Mutual Attraction and Repulsion

Yannis Stavrakakis

Friday 22nd June 18:00 – 19.00

Today populism seems to be firmly back on the agenda. A series of recent events have shocked and scandalised our global public spheres, causing concern for the future of democracy and puzzling academics, journalists and citizens alike. The close empirical connections between populism and nationalism have established a rather misleading overlap between the concepts of populism and nationalism in academic and public debates, often reinforcing a euro-centric equation between populism and the extreme right. Starting from a discursive perspective, this lecture will articulate a differential identification of populism and nationalism as distinct ways of discursively constructing “the people” and shaping political antagonism(s). As a result, new ways to account for the paradoxes of mutual attraction and repulsion between the two are bound to emerge.

Programme

Thursday, 21st June 2018

9.00	Registration			
9.30	Lindsay Stewart Lecture Theatre Opening			
10-11	Lindsay Stewart Lecture Theatre Keynote Lecture 1: Felicitas Macgilchrist ('Nationalism 4.0: how narratives of progress strengthen an inadvertent nationalism')			
11-11.30	REFRESHMENT BREAK			
11.30-13	Room 2/05 Post-truth, fake news and authenticity I <i>Chairs:</i> Knoblock/Angermuller	Room 2/06 National(ist) narratives <i>Chairs:</i> Baunack/Baysha	Room 2/09 Brexit I <i>Chairs:</i> Zappettini/Henkel	Room 2/10 Visual discourse <i>Chairs:</i> Kotwas/Fracchiolla
	J. Angermuller Truths and post-truths: for a Strong Programme in Discourse Studies in the era of populism	O. Baysha The impossible totality of Ukraine's 'people': on the populist discourse of the Ukrainian Maidan	I. Henkel The power of myth in populist political discourse	B. Fracchiolla & C. Romain Government post-terrorist attacks video: between consensus and dissensus favoring the emergence of populism
	N. Knoblock Vague language in post-truth politics	A. Baunack Nationalist dreams: the update of national narratives in public discourse and the rise of the "Neue Rechte" (New Right) in Germany	F. Zappettini Power to the people? Mediatizing populist ideologies in the Brexit campaign	M. Kotwas & J. Kubik Symbolic thickening of far-right visual discourse in public performances of Polish populists
		A. Gaul Contemporary Sinhalese nationalism: studying memory, triumphalism and hierarchy in the president's rhetoric	I. Baylis Brexit and the migrant 'other': destructive constructions in UKIP's 'Breaking Point' poster	T. Leuschner The linguistics and semiotics of populist de-/legitimisation: language and image in an FPÖ election campaign poster
13-14	LUNCH			
14-17	Public event: World Café (Rivers Suite)			
17.30	WINE RECEPTION			

Friday, 22nd June 2018

9.30-10.30	Lindsay Stewart Lecture Theatre Keynote Lecture 2: Darren Kelsey ("Archetypal populism: from mainstream media to the "intellectual dark web")				
10.30-11	REFRESHMENT BREAK				
11-12.30	Room 2/05 Post-truth, fake news and authenticity II <i>Chairs:</i> Mackay/Brandmayr	Room 2/06 Right- and left-wing populism I <i>Chairs:</i> Virchow/Roch González	Room 2/07 Brexit II <i>Chairs:</i> Koller/Wenzl	Room 2/09 Slogans, metaphor and rhetoric I <i>Chairs:</i> Arnds/Lake	Room 2/10 Mainstream and margins <i>Chairs:</i> Kantara/Rodi
	H. Mitterhofer, M. Brandmayr, T. Voggler, M. Fritzsche & F. Madlung Post-truth discourses on social media (or: Why we need to renew political education)	J. Roch González Europe and populist discourse: a corpus-driven discourse analysis	N. Wenzl 'We want to trust the people': national identity construction and the EU referendum	E. Lake Speaker persona as ideological message: how do we interpret political slogans?	P. Rodi Populist political communication going mainstream? Populism in the discursive strategies of mainstream centre-left political parties in Western Europe
	R. Mackay 'Post-truth' and populism: legitimating truth whilst protecting free speech	F. Virchow "Producerism": a core element of right-wing/populist discourse	J. Ryan & V. Koller 'A deeply divided nation': spatial metaphor in news reports and opinion pieces on the British EU referendum	P. Arnds Migration, myth, metaphor: the cultural politics of the wolf as predator and prey	A. Kantara Populism as Greek mainstream politicians' political style
	S. Browse 'Straight talking honest politics': post-truth politics, authenticity and the rhetoric of metamodernity		D. Milizia Walls or bridges: the language of populism in the UK and in the US		A. Kałabunowska Nationalist discourse on the fringes of the Polish political scene

Friday, 22nd June 2018 (cont.)

12.30- 13.30	LUNCH (CULTURAL ACTIVITY: 13.00-13.30 'A Short History of the War Poets at Craiglockhart In 5 Objects', with the Curator Catherine Walker, MBE)				
13.30- 15.30	Room 2/05 Catalonia I <i>Chairs:</i> Block/Artigas	Room 2/06 Right- and left-wing populism II <i>Chairs:</i> Demata/Cadalen	Room 2/07 Speeches and debates <i>Chairs:</i> Richard/Lorenzetti	Room 2/09 Social media, interviews and vox pops <i>Chairs:</i> Połońska-Kimunguyi/Mencke	Room 2/10 Miscellaneous aspects I <i>Chairs:</i> Lamour/Goyvaerts
	C. Fernández Melendres & A. Moreno-Ortiz Sentiment analysis of the nationalist discourse in Catalonia	P.-Y. Cadalen Republican populism and Marxist populism: perspectives from Bolivia and Ecuador	M.I. Lorenzetti The rhetoric of the Everyman	J. Mencke Strategies of populist discourse on social media: the example of Marion Maréchal-Le Pen	J. Goyvaerts Analysing discourses on populism in media, academia and politics: the European Elections of 2014
	J. Miró Artigas The tensions between populism, institutionalism and liberal democracy: a Laclauian perspective on the Catalan secessionist urge	M. Demata Jeremy Corbyn and left-wing populism in Britain	A. Richard Populism, the voice of the people united against: the Caribbean with Dominican presidents	S. Mocek, M. Troszyński & E. Połońska-Kimunguyi 'The worst sort of Poles' and enemies of the nation: populist discourses of the 'people' in Poland	C. Lamour & O. Mazzoleni Right-wing populist discourse in Europe borderlands: Northern League and Lega dei ticinesi
	D. Block ¡Viva España! redux: the Catalan independence movement and the rise of the right-wing Spanish nationalist party Ciudadanos	S. Garcia Santamaria Media, populism and nationalism in revolutionary Cuba: constructing the Cuban 'people' in times of national debate	C. Schoor Populism, elitism and pluralism in political speeches	N. Merkovity Politicians and populism in Hungary	T. Romashko The hegemony of populism: the people and antagonism in Putin and Navalny
	P. Cossarini People's quest for sovereignty? Victimation, humiliation and banal populism in the Spanish/Catalan clash		A. Seppänen Anti-establishment rhetoric in the Republican Party primary election debates (2008, 2012, 2016)	V. Koller & M. Miglbauer 'I voted AfD because...': voter motivation and engagement with populist Discourses in written vox pops	E. Tombus Populism and theatricality of constitutional politics: the case of Turkey

15.30- 16	REFRESHMENT BREAK
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Friday, 22nd June 2018 (cont.)

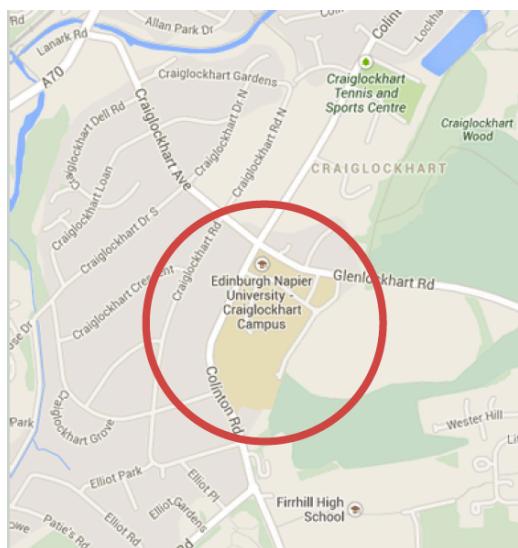
16-17.30	<p>Room 2/05 Catalonia II <i>Chairs:</i> Venkov/Vercin</p> <p>K. Vercin Catalonia, Scotland and the EU: is a pan-European chain of equivalences between minority nationalism possible?</p> <p>Gender and sexuality</p> <p>N. Venkov The production of a threatened populus: the 'introduction' of gender in an East-European country</p> <p>K. Kahlina In the name of the family and ethnic majority: sexuality, ethno-nationalism and populism in the right-wing mobilisation in post-Yugoslav Croatia</p>	<p>Room 2/06 Translation <i>Chairs:</i> Beaton-Thome/Vujic</p> <p>J. Vujic & M. Danicic A linguistic and translational perspective on hate-speech populism</p>	<p>Room 2/08 Metaphor, slogans and rhetoric II <i>Chairs:</i> Reijven/Stopfner</p> <p>A. Maritz Linguistic properties of propaganda</p> <p>M. Beaton-Thome Of Rocket Men and Loser Terrorists: the role of translation and interpreting in creating the German Trump</p> <p>G. Bauvois & N. Pyrhönen Saying 'shithole' in vernacular and vehicular: recontextualizing a populist vulgarity in transnational hybrid media spaces</p>
17.30-18	REFRESHMENT BREAK		
18-19	Lindsay Stewart Lecture Theatre Keynote Lecture 3: Yannis Stavrakakis ('Populism and nationalism: paradoxes of mutual attraction and repulsion')		
19-19.30	Lindsay Stewart Lecture Theatre Closing of Conference		
20-	Rivers Suite CONFERENCE DINNER		

General Information

Location

The conference takes place at Edinburgh Napier University's Craiglockhart Campus. The event's proceedings will take place throughout the campus in the Lindsay Stewart Lecture Theatre, The Rivers Suite, The Chapel and various classrooms.

Craiglockhart Campus is located at **219 Colinton Road, Edinburgh, EH14 1DJ**



Getting here

Our Craiglockhart campus is well-served by public transport to and from the centre of the city. In addition, there are numerous cycle paths in the area and bike storage facilities on site.

By Bus

Several [Lothian Buses](#) services from the city centre stop close to the campus:

- Services 4, 10, 27 and 45 stop on nearby Colinton Road at bus stop "Craiglockhart Campus"

- Service 36 stops nearby on Glenlockhart Road at bus stop "Craiglockhart Campus".

Edinburgh boasts a very efficient network of environmentally friendly buses that will take you all across the city and out to the suburbs. All our campuses are served by Lothian Buses, which offers a flat-rate fare throughout the city.

While there is no direct bus service from the campus to Edinburgh Airport, you can easily take Service 4 from bus stop “Craiglockhart Campus” on Colinton Road to Dalry Place, walk one minute to Haymarket Station, and take Service 100 to the airport.

By Bike

Edinburgh is home to an expanding network of cycle paths and covered and secure bike storage. Shower facilities are also available at the campus.

By Car

Leave the city by-pass at Dreghorn Junction. Follow Dreghorn Link and turn left at mini roundabout onto Redford Road. At end of Redford Road, turn right onto Colinton Road and continue to roundabout. Turn left at roundabout and follow Colinton Road to traffic lights, turn right onto Glenlockhart Road, Craiglockhart Campus is on your right-hand side.

The parking spaces in **Zone A** at the Craiglockhart campus are reserved for delegates. Make sure you park in this zone to avoid fines.



Internet Access

Eduroam is available for those who already have access via other Higher Education Institutions within the UK.

If you do not already have Eduroam internet access, please follow these steps in order to connect via the free **Guest Wifi** network. Any WiFi enabled device can be used to connect to The Cloud.

1. Select **Guest Wifi** from the available network list.
2. Open your internet browser – The Cloud landing page will appear. If it is your first time using The Cloud WiFi network, follow the simple one-time registration process or log in.
3. Once registered you should seamlessly connect to The Cloud WiFi without needing to re-enter your username and password.

Auto log-off occurs when the account is inactive for 15 minutes, in order to avoid this simply continue to pass data traffic to and from your device. You will never be charged to use The Cloud without your knowledge.

Conference Dinner

For those who have registered for the conference dinner, it will take place at 20.00 in the Rivers Suite.

Facilities at Craiglockhart

Toilets

Male, Female and Disabled Toilet facilities are located on each level of the teaching block. Toilets are signposted.

Smoking

All enclosed spaces on Edinburgh Napier University campuses are entirely smoke-free. There are designated smoking areas which must be used. Smoking within 10 meters of the entrances to buildings will be actively discouraged.

Fire Alarm / Evacuation Procedures

Fire and emergency procedures are available on blue/white notice boards and plasma screens throughout campus. In the event of a fire, or suspecting a fire, the alarm should be raised immediately using the nearest break glass call point.

Leave the building by the nearest exit and go to the designated fire assembly point. You should leave the room you are using closing doors behind you and follow the fire exit signs. Under no circumstances should lifts/elevators be used.

You should not re-enter the building until informed by the University Fire Officer that it is safe to do so.

Visitors with mobility issues should NOT use stairways but proceed to the nearest disable refuge (temporary waiting space) and activate the two-way communications and await a response. Activation of this alarm will notify security of your location. Remain in the refuge/waiting space until assistance arrives.

First Aid

The Craiglockhart First Aid room is 1/44. If you require medical assistance, please contact Security on emergency number 0131 455 4444.

