

Name:

Personal identification number (UČO):

PMCb1108 Populist political communication – Final essay

Time: 75 minutes

Choose one of the following topics/questions and write a short essay about it (500-700 words) using any sources. The essays will be assessed using the following criteria: factual accuracy (10 points), complexity or ability to apply more approaches/sources (4 points), originality (4 points), references (2 points). Written language skills (English proficiency level) will not be part of the evaluation. Max. 20 points (12 points to pass).

1. Are media necessarily an enemy (as part of anti-elitism) for populist actors? Or can/do they play also another role in populist political communication?
2. Let us think about the COVID pandemic. Imagine you are a political leader thinking of using populist political communication: how would you do that (in your country)? You can choose incumbent or oppositional position.
3. You have probably heard of the so-called post-truth era. Is it advantageous for populist political communication and why?