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## **Right-Wing Populism and the Normalization of Racism: Discursive Shifts in Mediatisation and Politicisation of Immigration**

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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'.

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## Bio

Michał Krzyżanowski holds a Chair in Media and Communication Studies at Örebro University, Sweden as well as a research appointment as a Chair in Communication & Media at the University of Liverpool, UK. In 2018-19 he is also Albert Bonnier Jr. Guest Professor in Media Studies at the Department of Journalism, Media & Communication, Stockholm University, Sweden. Michał is one of the leading international experts in critical discourse studies of media and political communication. His key research interests are in dynamics of right-wing populist discourse, mediation and normalisation of racism and politics of exclusion as well as in diachronic analyses of constructions of crisis in European and transnational media. He is the Editor-in-Chief of the international *Journal of Language and Politics* and a co-editor of the *Bloomsbury Advances in Critical Discourse Studies* book series. More information: [https://www.oru.se/english/employee/michal\\_krzyzanowski](https://www.oru.se/english/employee/michal_krzyzanowski) and <https://www.liverpool.ac.uk/communication-and-media/staff/michal-krzyzanowski>.

Immigration affects the support for right-wing populism II. (a) An unprecedented inflow of immigrants into Austria coincided with a steady increase in the fraction of RW populist voters. A solitary black dot represents the results of Austrian presidential election in May 2016 in which an RW populist candidate secured almost 50% of votes. Immigrant inflows and the popularity of right-wing populist movements a nonlinear threshold. Shown is the annualized immigrant inflow into a given country (horizontal axis) as a percentage of that country's population, as well as the corresponding percentage change in RW populist votes (vertical axis). Contents: Political and historical context. The rise of Germany's populist right. Far-right ideology. The framing of Islam. Visions of identity and belonging. Visions of Europe. Political and Historical Context. There can be no story of present day social conflict and political change in Germany that does not begin with at least a nod to the nation's violent and turbulent past. There is indeed context for how we understand Germany's wrestling today with populism and political polarization, Muslims and minorities. J. Jeffrey Gedmin. Editor-In-Chief - The American Interest. The past hundred year In part, voters are frustrated with the political establishment, but they also have concerns about globalisation, immigration, a dilution of national identity and the European Union. In the European Parliament, nine far-right parties have formed a new bloc, called Identity and Democracy (ID). So where in Europe's political landscape do right-wing nationalists hold sway? Italy. Right-wing populism emerged in force in the 1940s as a reaction toward the left-wing populism of labor unions, socialists, and Franklin D. Roosevelt. The two most renowned populists of the 1930s, Father Coughlin and Huey Long, were both initially devout followers of Roosevelt. Bruce J. Schulman, The Seventies: The Great Shift in American Culture, Society, and Politics (Boston ...) 12As Nixon adapted to the right-wing populism of his independent rival in the 1968 election, he reimagined the Republican Party as the home for the average American, in this case the white, middle-class, average American. of right-wing populism was a firmly institutionalized part of the conservative movement and, by extension, the Republican Party. 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? The Republican establishment which has condoned the use of racism, nativism, demonization of the opponent, in the past, is now merely hypocritical when professing to be shocked by statements of Donald Trump about wanting to deport eleven million illegal immigrants, to close US borders to all Muslims, and to build a wall on the US-Mexican border (for which Mexico would have to.