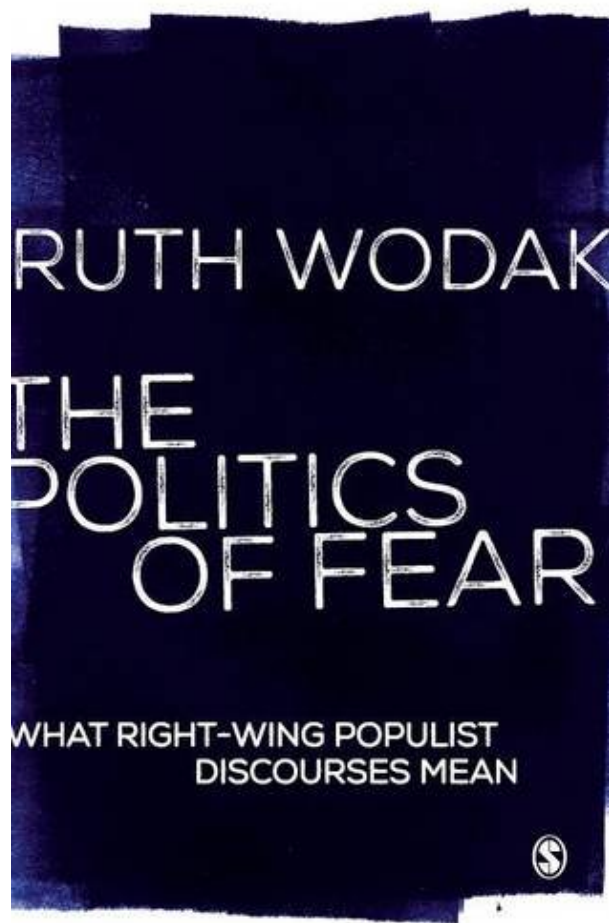
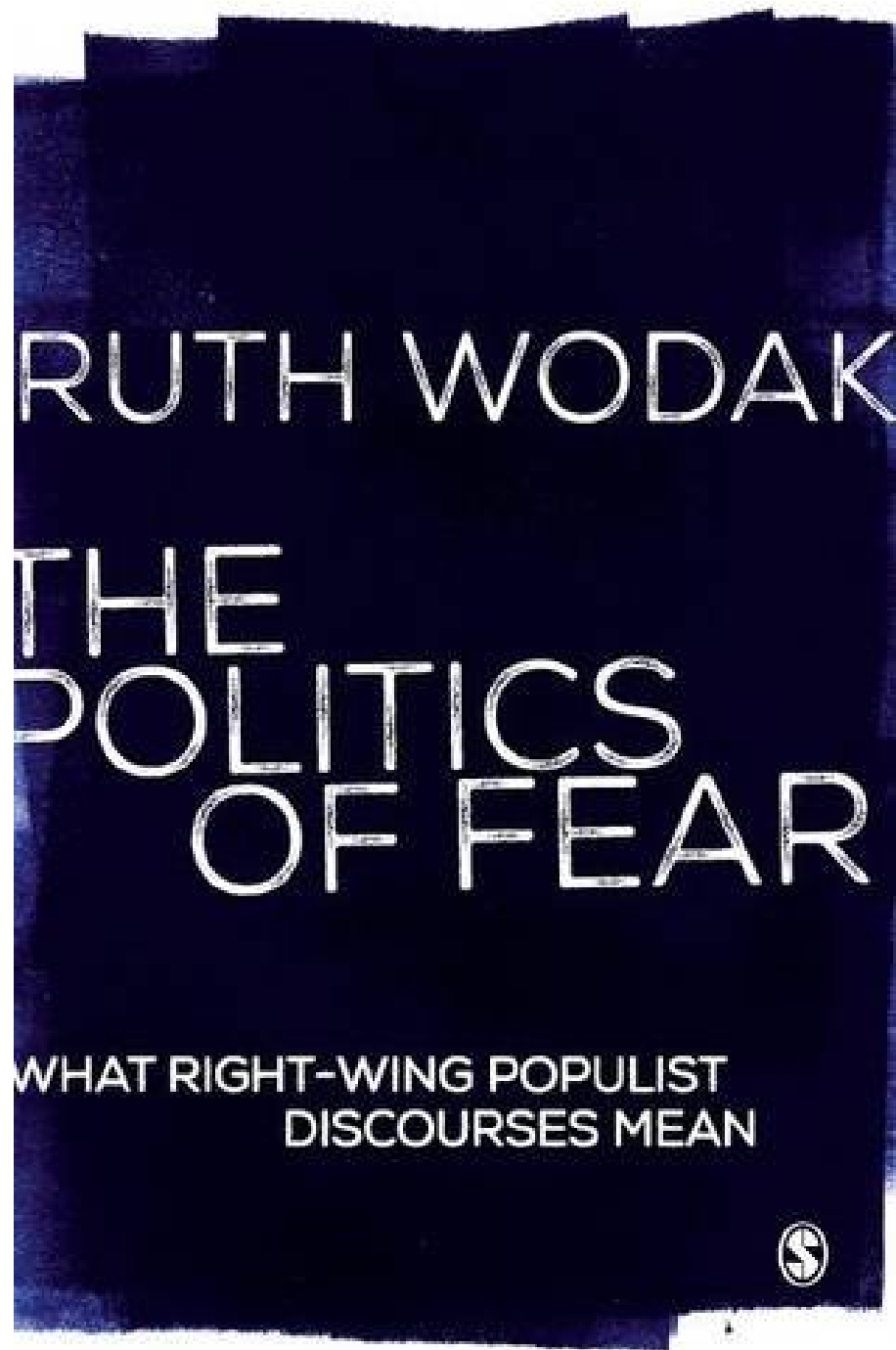


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## Review

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European right wing populist parties insistently claim their 'normality' and have become so common place that many are tempted to believe them. In this context, with her trademark rigour and precision, Wodak gives us a fascinating insight into what makes their discourse so unique and so different from their rivals. Her compelling analysis of the linguistic construction of scapegoats and of the 'arrogance of ignorance' will influence our understanding of right wing extremism for a long time to come. (Michael Bruter 2015-08-03)

With an assured hand, Ruth Wodak takes readers into the darker corners of right-wing populism today. Complimenting her analysis of exclusionary discourse and ideology are a series of isolated key statements by leading ideologues, as well as 15 localised vignettes revealing the diverse ways in which far right parties aim to gain legitimation through scapegoating, faux-authenticity, and oftentimes hypocritical hostility to elites. The result is a finely balanced study; one that is both accessible and scholarly rigorous. The Politics of Fear's

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Populist right-wing politics is moving centre-stage, with some parties reaching the very top of the electoral ladder: but do we know why, and why now?

In this book Ruth Wodak traces the trajectories of such parties from the margins of the political landscape to its centre, to understand and explain how they are transforming from fringe voices to persuasive political actors who set the agenda and frame media debates. Laying bare the normalization of nationalistic, xenophobic, racist and antisemitic rhetoric, she builds a new framework for this 'politics of fear' that is entrenching new social divides of nation, gender and body.

The result reveals the micro-politics of right-wing populism: how discourses, genres, images and texts are performed and manipulated in both formal and also everyday contexts with profound consequences. This book is a must-read for scholars and students of linguistics, media and politics wishing to understand these dynamics that are re-shaping our political space.

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