

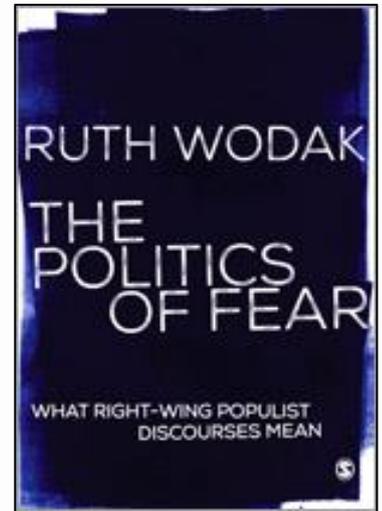
The Politics of Fear

What Right-Wing Populist Discourses Mean

Ruth Wodak *University of Lancaster*

'This is an outstanding book. Ruth Wodak has managed to address a very wide range of countries, right-wing parties and political genres, but without sacrificing detailed and rigorous analysis. Vital reading, for students and scholars of politics and critical discourse analysis. I cannot recommend this book highly enough.'

- **John Richardson, Loughborough University**



'This book describes and explains in great detail the discursive and social mechanisms of the growing influence of extremist right-wing ideologies, policies and politics in Europe. This is Critical Discourse Analysis at its best.'

- **Teun A van Dijk, Pompeu Fabra University**

'Using close linguistic analysis and impressively deep political insight, Wodak takes apart the strategies, rhetoric and half-truths of today's right-wing populists. All who are disturbed by current political trends in Europe and America should read *The Politics of Fear*.'

- **Michael Billig, Loughborough University**

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?

This book 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 the social divides of nation, gender and body in Europe and beyond.

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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