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POPULIST STRATEGY OF POLISH POLITICAL PARTIES

Abstract:

With the rise of populism, its concept and the very idea of populism have been developing in recent years. This research aims to critically analyse the difference between political parties that are of populist nature and those only using populist strategies in their activities. The already existing literature on populist parties and populist leaders who defeated their political opponents in the last elections is already abundant. However, an impasse regarding the concept of populist strategy is yet to be analysed. Through a qualitative collective case studies, the methodological framework of the research aims to analyse Polish political parties' strategies used during election campaign. Data are sourced from political parties programs, speeches, modus operandi, communications, and publications. The aim of the study is to develop a better understanding of the concept of populist strategy within the current political climate, and the issue of emerging illiberal democracies in Europe. The presentation will focus on the three aspects of populism: antiestablishment sentiments, artificial social divisions between —us and the others, and appeal to the will of the people.

Keywords:

populism, election strategy, Polish political parties

JEL Classification: D72, E65, H11