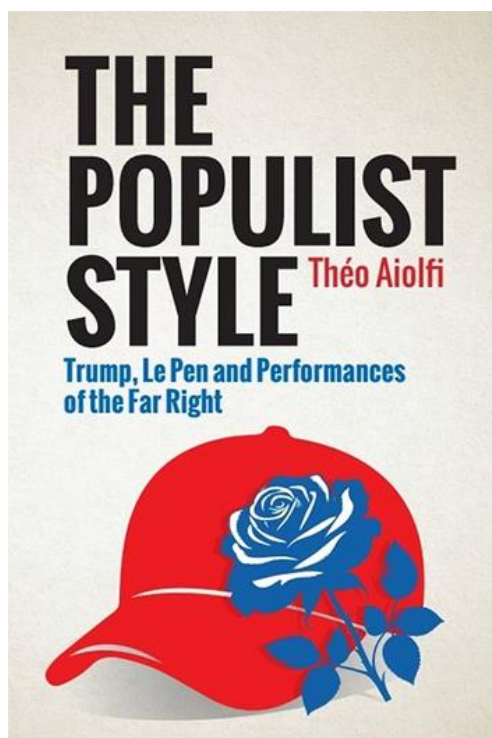


SANTASADŌ

Théo Aiolfi - The Populist Style

Trump, Le Pen and Performances of the Far Right

CURRENT AFFAIRS | HISTORY



The first interdisciplinary comparative examination of populism in the cases of Donald Trump and Marine Le Pen

- Offers an original interdisciplinary perspective on politics that introduces concepts, methods and tools drawn from theatre and performance studies to the literature in political science
- Provides theoretical innovations in the study of populism as a performative and stylistic phenomenon
- Introduces an original methodological tool: the political performance analysis questionnaire (PPAQ) which synthesises inputs from theatre studies and sociology, while providing a transferable tool for scholars interested in examining political performances
- Develops a detailed comparative case study through an analysis of a corpus of

diversified political performances (including rally speeches, presidential debates, and political advertisements)

- Offers the first book-length comparative analysis of Marine Le Pen and her use of populism in the English language, along with a comparison with Donald Trump

Through a comparative case study analysing the 2016 and 2017 presidential campaigns of Donald Trump and Marine Le Pen, *The Populist Style* examines the links between far-right ideology and populism. Adopting an interdisciplinary framework combining political science and performance studies, this book develops a critical definition of populism as a style, that is, as a repertoire of political performances that shapes and is given shape by ideological content.

The book argues that the populist style relies on three clusters of performances: performances of identity, performances of transgression and performances of crisis.

Through an analysis of a corpus including presidential debates, speeches during rallies and political advertisements drawn from the campaigns of Trump and Le Pen, this book shows the adaptability of the populist style and its relevance as discursive-performative strategy across two different national contexts as it was used by far-right political actors to make their reactionary agenda and exclusionary nationalism more appealing.

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ABOUT THE AUTHOR



Théo Aiolfi is a Marie Curie Cofund EUTOPIA Science and Innovation Fellow at CY Cergy Paris University, France. His interdisciplinary research is located at the intersection of politics and performance studies, focusing on the concept of populism as a political style.

RECOMMENDATIONS

"Imaginative, conceptually innovative, empirically rigorous and beautifully written, Theo Aiolfi's *The Populist Style* pushes the study of populism forward into exciting new arenas. Taking performance and style seriously, this outstanding work of interdisciplinarity and originality helps make sense of a time when populism has gone mainstream. Highly recommended." – **Benjamin Moffitt**, Australian Catholic University

"By taking political style seriously Théo Aiolfi makes visible the various elements of right-wing populist politics and its success, with clarity, rigour and an innovative methodology and analysis. This timely book will appeal to those interested in the rise of right-wing populism and its seductions – what appeals to the those voting for populist leaders, and how the performances of leaders can bridge class and gender differences to become normalised." – **Shirin Rai**, SOAS University of London

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