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POPULISTS IN THE LITHUANIAN PARLIAMENT: MAJOR NARRATIVES IN 2020–2023

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Abstract

The academic discussion about populist communication covers a number of aspects, but they are seldom cross-checked from relatively distant data sources: (a) citizens' evaluation and (b) dominant narratives. We take public survey data about politicians – members of the Lithuanian Parliament – assumed as populist by the majority of the population as a starting point. We do not question or discuss this subjective and broad evaluation. We take media monitoring data and try to identify the major public narratives associated with these politicians. Similarities or differences will provide an opportunity to check the characteristics of populist politicians, group them, and potentially open up new areas for further populist communication research.

Biography of the presenter

LIUTAURAS ULEVIČIUS has been a communication practitioner for more than two decades. His main areas of activity are commercial, NGO and political communication. Since 2014, Liutauras has also been focusing his professional efforts on challenges in countering hostile disinformation. As Partnership Docent at Vilnius University, he also lectures on Persuasion, Theories of Propaganda, Public Diplomacy, Crisis and Emergency Communication, and Political Communication in Social Media.