### Populism and the Web

Communicative Practices of Parties and Movements in Europe

ROUTLEDGE

Edited by Mojca Pajnik and Birgit Sauer

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# Populism and the Web

Communicative Practices of Parties and Movements in Europe

## Edited by Mojca Pajnik and Birgit Sauer

The Web plays an increasingly important role in the communication strategies of populist political parties and movements as they use it to stretch from mobilization and campaigning strategies to promoting their own ideas and ideologies. This book engages with the notion of populism and the Web in nine European countries. Analysis of social media platforms and 'the Web of hate' explores exclusion of migrants, Muslims, women and LGBT persons. Responses to counter 'the Web of hate' are examined, and all topics are explored using a cross-country analysis, without neglecting particularities of the national contexts.

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