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Public images of right-wing populist leaders: the role of the media

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PUBLIC IMAGES OF RIGHT- WING POPULIST LEADERS **The Role of the Media**

A growing number of studies investigate explanations for right-wing populist parties' electoral success. This dissertation adds to this knowledge by looking at factors that are central to today's mediatised and personalized politics. With regard to the key role of right-wing populist leaders for their party's success, the relationship between media and populism, and the extent to which mass media coverage of right-wing populist leaders shapes the public images of these leaders, the findings of the four studies show that these parties are not in a league of their own, as is often assumed.



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