What did you just call me? A study on the demonization of political parties in the Netherlands between 1995 and 2011

van Heerden, S.C.

Publication date
2014

Citation for published version (APA):

General rights
It is not permitted to download or to forward/distribute the text or part of it without the consent of the author(s) and/or copyright holder(s), other than for strictly personal, individual use, unless the work is under an open content license (like Creative Commons).

Disclaimer/Complaints regulations
If you believe that digital publication of certain material infringes any of your rights or (privacy) interests, please let the Library know, stating your reasons. In case of a legitimate complaint, the Library will make the material inaccessible and/or remove it from the website. Please Ask the Library: https://uba.uva.nl/en/contact, or a letter to: Library of the University of Amsterdam, Secretariat, Singel 425, 1012 WP Amsterdam, The Netherlands. You will be contacted as soon as possible.
# TABLE OF CONTENTS

List of tables .................................................. IV  
List of figures .................................................. VI  
Acknowledgements ........................................... VIII

## Introduction
Outline of the dissertation ................................. 4

## Chapter 1. Demonization conceptualized
Introduction ..................................................... 8  
Defining demonization ......................................... 8  
Demonization in the Dutch political domain, 1995-2011 11  
Demonization placed in the realm of political communication 14  
Motives for demonization ....................................... 17  
Limitations ...................................................... 18  
Conclusion ...................................................... 20

## Chapter 2. Demonization in the Netherlands between 1995 and 2011: a descriptive overview
Introduction ..................................................... 24  
The Dutch political system ..................................... 24  
Method .......................................................... 26  
Results .......................................................... 28  

*Speaking of demonization* .................................. 29  
*The demonized* ................................................ 30  
*The demonizers* ............................................... 35  
*Which parties demonize most?* ............................ 36  
*Demonization in the media* ................................. 39  
*Arguments that go with demonization* .................. 41  
Conclusion ...................................................... 46