

CONTENTS

Introduction	1
Lisa Villadsen and Christian Kock	
Populist Melancholy	21
Paul Elliott Johnson	
<i>Voltagabbana</i> Rhetorics: Turncoating as a Populist Strategy in Pandemic Times	49
Pamela Pietrucci	
Brexit, YouTube and the Populist Rhetorical Ethos	81
Alan Finlayson	
Populism and the Rise of the AfD in Germany	107
Anne Ulrich, Olaf Kramer, and Dietmar Till	
The Rhetorical Strategy of Moralisation: A Lesson from Greece	141
Sophia Hatzisavvidou	
Victorious Victimization: Orbán the Orator—Deep Securitization and State Populism in Hungary's Propaganda State	165
Miklós Sükösd	

The Voice and Message of Hugo Chávez: A Rhetorical Analysis	187
Pierre Ostiguy	
Populism: A Definition Sought and Tested	217
Christian Kock and Lisa Villadsen	