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The Mediatization and Culturalization of Populist Political Communication

A B S T R A C T

Researching the impact of populist political communication on media, art, and the cultural sphere in Serbia, the authors investigate various different phenomena that are rising under the pretext of market liberalisation and identity politics. Deregulation of media may have brought "independence" from power, but also complete market-dependence. In the cultural sphere, pressures on the arts from right-wing populism have lead to extreme nationalism in Serbian media and cultural practices while simultaneously seeing a commercialisation of programming. "National discussions" regarding the status of reality show programmes on commercial television and accusations of anti-patriotism against most prominent Serbian artists have been lead by right-wing populists. At the same time, this research takes into account several forms of left-wing populism, mostly developed within the independent scene.

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