

POST BREXIT

#MSCA



MARIE CURIE ACTIONS



European  
Commission

Horizon 2020  
European Union funding  
for Research & Innovation

# POSTBREXIT → The Brexit effect in media coverage: how the intra-party democracy counters the rise of European populism:

Unraveling the complexities of populism's ascent in Europe, offering insights and strategies to effectively counter its influence in a diverse and ever-changing political landscape.

## Introduction:

Populism has surged to unprecedented levels across Europe, prompting vital questions about its origins and drivers. This complex phenomenon defies a single explanation, necessitating comprehensive research. The EU-funded POSTBREXIT project seeks to comprehend the adaptation of populism in the European context and develop strategies to address it effectively.

## Research Focus:

- Assess the post-Brexit landscape and its impact on populism.
- Examine the discourse and strategies employed by politicians.
- Analyse media coverage and its role in shaping perceptions of populism.

## Cross-Country Perspective:

The insights gained from the UK case study will serve as a foundation for potential cross-country research. This expansion will allow for the identification of common trends and regional variations in populism's adaptation.

## Objectives:

- Investigate the rise of populism in Europe.
- Analyse the multifaceted factors contributing to its growth.
- Examine the impact of populism on European politics.
- Develop informed strategies to counteract the influence of populism.

## Methodology:

A pilot study will be conducted in the United Kingdom (UK) to explore the evolution of populism after the Brexit referendum. This investigation will focus on how journalists and politicians engaged with populism-related issues during this critical period.

## Impact:

The findings from this research project will have significant implications:

- Enhancing our understanding of the complex dynamics of populism in Europe.
- Providing evidence-based recommendations for policymakers.
- Contributing to the development of strategies to counter populism.
- Informing analyses of European Parliament election results and their connection to populism.



[www.postbrexit.blog](http://www.postbrexit.blog)

## Conclusion:

By delving into the intricacies of populism in Europe, the POSTBREXIT project aims to shed light on this pressing issue, offering valuable insights and strategies for countering its influence. Together, we can work towards a more informed and resilient democratic landscape.

## Project Information

### POSTBREXIT

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