

The National Front in France: Ideology, Discourse and Power

European Journal of Communication 1– 16
DOI: 10.1177/0267323116680132

The 'new' discourse of the Front National under Marine Le Pen:
A slight change with a big impact

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Abstract

In recent years, the Front National, under the leadership of Marine Le Pen, has experienced a political revival. In elections, membership numbers and public opinion polls, the party has made impressive gains. We argue in this article that these gains stem, at least in part, from a strategic repositioning of the party based on a more populist discourse and communication style. Through a content analysis of posts (press releases) on the party's Facebook page from 2013 to 2015, we first highlight that, besides giving the Front National a more presentable image, Marine Le Pen has changed the Front National on two fronts: (1) she has rendered the party's discourse more populist and (2) she has managed to reframe the party's leitmotif of immigration. Second, through quantitative analysis of 'Likes' for each post, we find that this new discourse resonates well with Front National sympathizers.

Keywords

Methodology, political communication, populism, social media

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Introduction

Since Marine Le Pen took over the presidency of the Front National (FN) from her father Jean Marie Le Pen in January 2011, this radical right-wing party has been successful on three fronts: membership (an increase from 22,000 members in January 2011 to 83,000 members in December 2014 (Le Figaro, 2014)), electoral success (in the 2014 and 2015 European, departmental and regional elections, the party recorded its best results ever, winning 24.9%, 25.2% and 27.7% of the popular vote, respectively) and public opinion (e.g. opinion polls show that the percentage of individuals who consider the FN a 'danger' decreased by nearly 20 percentage points from 70% to 50% between 2002 and 2012).¹

How has this unprecedented success been possible? Recent studies have explained the resurgence of the FN in terms of structural conditions such as immigration (e.g. Della Posta, 2013), or the economic crisis (Hewlett, 2012) or changes in the electorate (Mayer, 2013). In this study, we focus on the party's discourse, which we define as a combination of stylistic, rhetorical and ideological elements. Using a 'supply and demand' framework, we argue that subtle changes in the party's discourse (e.g. the renewed populist focus and a reframing of the party's leitmotif immigration) have helped the FN to attract renewed support and to consolidate the backing of old sympathizers. We conduct our argument in two steps. First, using official party documents and press releases, we highlight the (subtle) changes in the party's discourse from Le Pen father to Le Pen daughter.

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Providing an enquiry into the particular type of nationalism which France embraces, this volume explores the value system of the movement and explains the. The National Front in France: Ideology, Discourse and Power [Peter Davies] on rutaciclistacastilloxybatallas.com *FREE* shipping on qualifying offers. This provocative and. Download Citation on ResearchGate On Oct 1, , Harvey G. Simmons and others published The National Front in France: Ideology, Discourse and Power }. Harvey G. Simmons; Peter Davies. The National Front in France: Ideology, Discourse and Power. New York: Routledge. Pp. viii, , The. The National Front and France: ideology, discourse, and power. Responsibility: Peter Davies. Imprint: London ; New York: Routledge, Physical. rutaciclistacastilloxybatallas.com: The National Front in France: Ideology, Discourse and Power () by Peter Davies and a great selection of similar New, Used and . This provocative and non-polemic examine explores the worth procedure of the nationwide entrance stream in France, and explains the best. This provocative and non-polemic study explores the value system of the National. Front movement in France, and explains the way in which the movements. This provocative and non-polemic study explores the value system of the National Front movement in France, and explains the way in which. This provocative and non-polemic study explores the value system of the National Front movement in France, and explains the way in which the movement's. Booktopia has The National Front in France, Ideology, Discourse and Power by Peter Davies. Buy a discounted Hardcover of The National Front in France. Ideology, Discourse and Power Peter Davies. The. National. Front. in. France. The Front National is the most controversial political party in contemporary France. ideological features of the Front National in relation to those of the French society; and 3) the FN practices the nationalist-populist strategy of the .. section served to demonstrate that the political discourse of new radical right immigration, purchasing power was among the most common themes (Hewlett,). experienced a sizeable degree of success in the French political arena for quite some I expect to find Front National's ideological discourse to be primarily .. Mussolini gained power as a result of economic and political instability, partnered . Price, review and buy The National Front in France: Ideology, Discourse and Power at best price and offers from rutaciclistacastilloxybatallas.com Shop Education, Learning & Self. Key words: Front National (FN), ideology, Marine Le Pen, Jean-Marie Le Pen French population now considers the FN as a party like others (TNS-Sofres, a; b). . translates into a political discourse, which advances anti- foreigner . purchasing power, as well as social and public security are. Keywords: Marine Le Pen; National Front; France (FN); radical right-wing parties. (), The National Front In France: Ideology, Discourse, and Power, New. The National Rally (French: Rassemblement national, RN), formerly known as the National The National Front in France: Ideology, Discourse and Power. France, Extreme right, xenophobia, Le Pen, Front National, Social Sciences, The National Front in France: Ideology, Discourse and Power. giving the Front National a more presentable image, Marine Le Pen has FN must

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