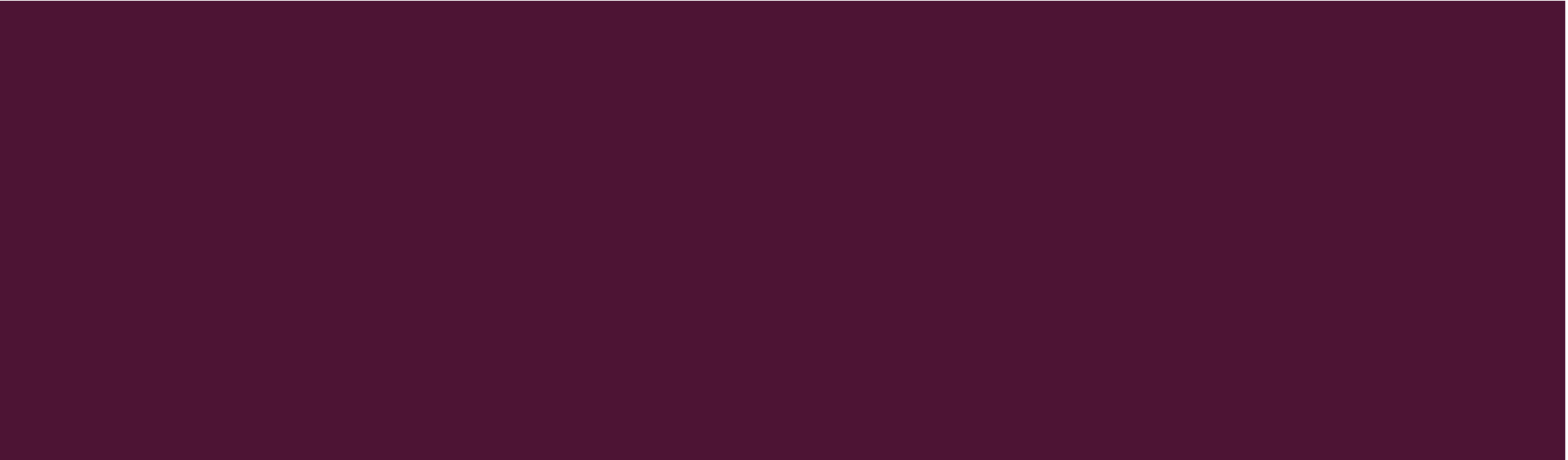




THE CSOS ROLE IN FACING POPULISM IN RURAL AREAS?



A lie gets halfway around the world before
the truth has a chance to get its pants on.

Winston Churchill

PROBLEM WITH POPULISM IS...

...that no populist force defines itself as one

- **Several world-known academics: anti-elitism and identity politics**
- Anti-elitism: critical of the so-called elite – the ruling politicians, the financial institutions, the EU, the liberal democracy
- Identity politics: anti-immigration, anti-integration

WHY

- **Populism accompanied by disinformation campaigns is a threat to democracy**
- Rhetorical context: “us” vs “them”, the latter often defined as not “us”
- Framing, story-telling, communication play important part in populist discourse

EDUCATION

- **Focus: equip pupils and students with necessary skills and knowledge**
- Media knowledge – included in curriculum
- Societal studies – what does it mean to be a citizen

TRAINING

- **Focus: equip civil servants and employees with necessary skills and knowledge**
- Local governments training their civil servants and a wider community
- Private companies training their employees

CO-OPERATION WITH MEDIA OUTLETS

- **Focus: free media as a pillar of democracy**
- Local media as a neutral, objective facilitator
- No thought-control