

Core Need: Ppl -> to use    Elite -> to target    General will -> favor of target audience to bring change

**Definition and Nature of Populism:** A political strategy employed by a specific type of leader who seeks to govern based on direct support from their followers

- Populism is framed around a conflict between "the pure people" and "the corrupt elite."
- It is an adaptable style rather than a fixed ideology, fitting both left- and right-wing agendas. Left-wing populists often focus on economic inequality, while right-wing populists might emphasize national identity or traditional values
- Populists claim to directly represent the people's voice, often sidelining institutional procedures.

#### Historical Background:

- Historically, populism gains traction during social or economic crises, where public distrust in established systems rises.
- Notable waves of populism have arisen globally, often following political or financial turmoil.

#### Core Characteristics:

- **Anti-elitism:** Opposes established powers and institutions, branding them as self-serving.
- **Direct Appeal to the Public:** This approach skips intermediaries (like media or party structures) in favor of direct public engagement, often via rallies or social media.
- **Simple Solutions to Complex Problems:** Populists simplify issues to resonate emotionally rather than analytically, favoring a "common sense" approach.

#### Examples of Populism:

- Populist movements are diverse, from Latin America's left-wing leaders focusing on inequality to Europe's right-wing parties with nationalist agendas.
- Leaders often use populist tactics to mobilize disenfranchised groups by tapping into fears of cultural or economic displacement. rally marginalized grps

#### Critiques of Populism:

- Critics argue populism undermines democratic institutions and promotes divisiveness. hostility
- Populism is seen as a threat to checks and balances, with populists potentially concentrating power to act "on behalf of the people."
- There are concerns over populism's promotion of authoritarianism, where populist leaders disregard or weaken institutional limits.

Imran Khan -> populism got support then started to question democratic institutions undermining them (blaming corruption, rigged election) dividing ppl (polarization)

Threat to check balances: Populists using power to act 'on behalf of the ppl' disturbs the working system when everything is questioned, govt authority senate nab all are brought in question creating distrust among citizens of the institutions leading to the disregard for the checks and balances that exist to prevent the abuse of power when institutional limits are weakened

## Core concepts

**The People vs. the Elite:** Central to populism is a virtuous, unified “people” opposing a morally corrupt elite. This binary division simplifies complex societal structures into a struggle between good and evil.

**Popular Sovereignty:** Populists advocate for the will of the people to be the ultimate authority, often pushing for direct democracy or measures that bypass traditional institutions.

**Charismatic Leadership:** Populist movements often revolve around a charismatic leader who claims to embody the people’s will, creating a strong personal connection and loyalty.

**Anti-Establishment Rhetoric:** Populists frequently challenge established political norms and institutions, viewing them as self-serving or ineffective.

**Nationalism and Identity:** Some forms of populism emphasize national identity, portraying the elite as undermining national interests for global or foreign agendas.

## The Advantages of the Ideational Approach: It view populism as a worldview

- Provides a flexible framework that can be applied across political contexts and regions.
- Helps differentiate populism from other political movements by focusing on its core ideas, regardless of ideological leanings (e.g., left- or right-wing).
- Enables analysis of populism’s moral appeal and its impact on political discourse.

Basically, its a set of ideas rather than a specific political strategy

Advantages:

**Flexible Application:** This approach is adaptable across different political systems and regions.

like trump in US, imran in pak , Narendra modi in india

**Distinction :** It helps differentiate populism from other movements which are either based on some political strategy or some ideology (like pak two nation theory) while populism is based on its core ideas, that can be made by anyone (might depend on the leader) hence it effects ppl more as its diff

Rather than just plain politics, Morals come into play the good vs the bad , the representative of the ppl, differentiating ppl to gain support frm one side