

Sociological Forum

-- The Sociological Forum Political Process Debate

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Populism as a Collective Action Master Frame for Transnational Mobilization
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George Wall Street, the Greek and Spanish indignados, and other expressive movements, reflect across the Western world from 2011 onward, mobilizing political and social conflict during the global economic crisis. This article argues that these movements can be understood as expressions of a transnational master frame of "populism." By identifying the master frame as a tool and catalyst of mass processes of strategic social action, this article also highlights the importance of the concept of "expressive movement" in political science. In identity, the master frame is used to identify shared processes of strategic social action. The article also identifies the characteristics of the master frame, such as its capacity to unify primary data, express diagnoses, prognosis, and behavioral framing elements in favor of the movement. The article also identifies the characteristics of the master frame, such as its capacity to unify primary data, express diagnoses, prognosis, and behavioral framing elements in favor of the movement. The article also identifies the characteristics of the master frame, such as its capacity to unify primary data, express diagnoses, prognosis, and behavioral framing elements in favor of the movement.

KEYWORDS: Framing analysis, Greek Revolutions, master frame diagnosis, populism, social mobilization, social movements

INTRODUCTION:
The Great Recession instigated the global banking system and placed several national economies under considerable stress. The shocking impact of the 2008 credit crunch resulted in widespread losses from financial and sovereign debt to citizens and society, spreading across the Western citizenry in a manner unprecedented since the 1930s. The year 2011 marked the culmination of a period of social protest that had been gathering momentum since the 2008 financial crisis. The broader significance of these episodes for the dynamics of sociopolitical contention is that they have transformed the way in which citizens express their concerns, emphasizing the importance of resource mobilization, such as forming protest camps, occupying public spaces, and creating alternative government units, and forming a horizontal general assembly, as well as the heavy reliance on social media to spread their message (Ádámits 2013; Ádámits 2013; Castells 2012; della Porta and Mair 2014; Fischer Fomina 2014; Fischer Fomina 2014). The most significant aspect of these developments is that the emergence of horizontally inclusive platforms introduced by the activists and their embrace of horizontal, participatory decisionmaking procedures struck a chord with citizens

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