

New Populism, New Conspiracism, and the Old Rhetoric of Purity

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Abstract

This entry investigates the connections between neo-populism and neo-conspiracism in the USA. One central thread is the rhetoric of purity that fosters rigid dichotomies of thought about identities, contributing to both populism and conspiracism, eliciting a neologism: *conspirapopulism*.

Keywords

Conspiracy theory

Propaganda

Purity

Rhetoric