



## BIONOTE: KANIKLIDOU THEMIS

Dr. Themis Kaniklidou obtained her PhD in Translation Studies in 2012 from the Dept of English, National and Kapodistrian University of Athens. In 2020, she was appointed Associate Provost at Hellenic American University and Provost and CAO since 2021. Previously, she served as Director of the Hellenic American College, Associate Professor of Translation Studies and Director of the MAT and associate Director of the PhD program. Dr. Kaniklidou has been part-time faculty at the University of North Carolina at Charlotte (2016-2017) and since 2016 she has been visiting scholar at Rollins College in Winterpark Florida. Since 2012, she has been an institutional representing Hellenic American College at the European Association of Institutions in Higher Education (EURASHE) serving in two working groups. Themis Kaniklidou has presented work in International Conferences, published in peer-reviewed journals and edited volumes and has given keynote addresses.

### THEMIS KANIKLIDOU

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A contrastive analysis of left-wing populist communication: the case of *strategic*

This paper looks to identify traces of neopopulist discourse used by left-wing populist actors. It sets off by providing a contrastive qualitative analysis of the lexical item *strategic* in collocational clusters and argues that these are often discursively deployed to assign overtones of centrist, neoliberal populism to a more traditional or “old” left-wing populist ideology. It will be shown how English, Greek and French left-wing populist communication is played out by analyzing political speeches and news items. I argue that the semantic associations established between the business domain, by using the lexical items *strategy* and *strategic*, and that of politics may be key for legitimizing policies underway and for fostering trust-building. Also, this paper analyses other legitimization mechanisms deployed by Greek left-wing populist communication actors such as harnessing specific metaphors to enact a narrative of modesty for political actors.

Keywords: Left-wing populism, discourse, communication, strategic, trust, legitimization