



## MASTER PROGRAMME PEACE AND CONFLICT STUDIES

### New Article: "Humorous parodies of popular culture as strategy in Boris Johnson's populist communication"


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**Humorous parodies of popular culture as strategy in Boris Johnson's populist communication**

Daniel Beck 

**Abstract**  
This article examines the role of parodic humour in Boris Johnson's populist communication. Populist parties and conservative politicians have increasingly drawn humorous connections to films and entertainment in their political communication. But, despite the increasing research on populism, the role of humour in political communication is not yet at the centre of populism research. The article shows how professionally designed humour can dominate discourses and bring immense amounts of media attention to specific details while distracting attention from other political issues. The argument of the article is illustrated by analysing humorous communication of the former British PM Boris Johnson in 2019 and 2020. Among others, Johnson compared himself to Marvel's Hulk, a parody that echoed through the news media. The article provides a very specific and new insight into the means by which populist strategies make use of parodic humorous elements in their communication.

**Keywords**  
Boris Johnson, humour, parody, populist communication, populist style

Our team member Daniel Beck just published his latest article in *The British Journal of Politics and International Relations (BJPIR)*. The journal is the world's premier outlet for research on British politics.

In the article, Daniel looks on how humour and populism are related. "is common for British politicians to use humour, but the style of Boris Johnson's humour is due to its parodic and emotional quality unique", states the article.

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