

The Use of the Social Media as a Propaganda Tool from the Political Parties in Europe against the Immigrants

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Abstract : In Europe, it is seen that the immigrant population has increased in recent years. The rapid increase in the immigrant population has led to that some extreme right-wing parties increased their harsh discourse against the immigrants in Europe. In particular, it is seen that some right-wing parties in some European countries have demanded that the immigrant population could be controlled in the countries they are in, and even those immigrants should be removed from their countries. In this process, it is seen that these parties have effectively used social media platforms in the propaganda activities carried out for immigrants in recent years. In particular, the social media has great advantages in that these parties can address to the entire population in the country, apart from the limited masses that political parties address. How these political parties benefit from these advantages has great importance for the political parties to demonstrate their influence in political arena. In this study, it was tried to investigate how and why the extreme right-wing parties in Europe have used social media in their propaganda activities towards immigrant populations in Europe. For this purpose, the political parties of the three German-speaking countries in Europe were elected; Die Nationaldemokratische Partei Deutschlands (NPD) from Germany, Die Freiheitliche Partei Österreichs (FPÖ) from Austria, Die Schweizerische Volkspartei (SVP) from Switzerland. As social media platform, only their Facebook accounts were analyzed in this study. Accounts The political parties selected were examined with content analysis, and that social media was effectively used by extreme right-wing parties for propaganda purposes towards immigrants in Europe revealed. In this process, it is seen that these parties have effectively used social media platforms in the propaganda activities carried out for immigrants in recent years. In particular, the social media has great advantages in that these parties can address to the entire population in the country, apart from the limited masses that political parties address. How these political parties benefit from these advantages has great importance for the political parties to demonstrate their influence in political arena. In Europe, it is seen that the immigrant population has increased in recent years. The rapid increase in the immigrant population has led to that some extreme right-wing parties increased their harsh discourse against the immigrants in Europe. In particular, it is seen that some right-wing parties in some European countries have demanded that the immigrant population should be controlled in the countries they are in, and even those immigrants should be removed from their countries. In this process, it is seen that these parties have effectively used social media platforms in the propaganda activities carried out for immigrants in recent years. In particular, the social media has great advantages in that these parties can address to the entire population in the country, apart from the limited masses that political parties address. How these political parties benefit from these advantages has great importance for the political parties to demonstrate their influence in political arena. In this study, it was tried to investigate how and why the extreme right-wing parties in Europe have used social media in their propaganda activities towards immigrant populations in Europe. For this purpose, the political parties of the three German-speaking countries in Europe were elected; Die Nationaldemokratische Partei Deutschlands (NPD) from Germany, Die Freiheitliche Partei Österreichs (FPÖ) from Austria, Die Schweizerische Volkspartei (SVP) from Switzerland. As social media platform, only their Facebook accounts were analyzed in this study. Accounts The political parties selected were examined with content analysis and that social media was effectively used by extreme right-wing parties for propaganda purposes towards immigrants in Europe revealed.

Keywords : content analysis, political parties, propaganda, social media

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