Contradictory Populism Online: Nationalist and Globalist Discourses of the Serbian Radical Party’s Websites

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Core political ideas of the SRS

- the idea of a ‘Greater Serbia’ that became prominent preceding the Yugoslav civil wars and remains a key objective in SRS discourse today;

- the pan-Orthodox or Eurasianist movement, which links Serbian nationalism to other Orthodox and Eastern nations;

- the anti-globalist movement, which further expands the borders of ‘imagined community’ as a counterpoint to Western globalisation.
The Discourse of Greater Serbia and Kosovo as heartland

- Purely Serb territory, with Kosovo at a symbolic centre
- Kosovo allows claims to both superiority and victimhood
- National communion through ongoing suffering
Expanding ethno-nationalism: discourses of Pan-Orthodoxy and Eurasianism

- Cooperation and association between Orthodox countries and parties
- America and ‘the West’ are demonized
Demonic West

‘we do not accept the “sincerity” of the Westerners’ relation to God, because in fact it always turns out to be out of hate, concentrated hate. They wish to destroy those most valuable abilities in other people, to enslave other people, to exploit them, to instate that domination of Freemasons of which many secret groups have been dreaming for centuries (SRS Antiglobalizam, 2003)’.
Alternative globalisms: discourses of West and anti-West

- Rejection of Western models of global economic and political integration as illegitimate, oppressive and imperialistic.
- Positioning themselves, as Serbs, as aligned with the other alleged victims of this oppressive global regime.
- Constructing an ideology of an alternative globalism, in which these victimized non-Western powers (including Russia and Asian and Middle Eastern states) unite with Serbia to gain freedom and control on the global stage.
Rejection of Western Globalisation

- Against international law and multinational institutions: "organization of the United Nations was transferred into instrument of only one state which in totality sacrifice moral and humanism in order to be triumphant before the history, to destroy justice and humanity. The existence of mankind is jeopardised by selfish interest of the main creator of industrial, technological process, which results are converted in substantial vehicles/tools for domination and destruction of collective mind of nations" (SRS Antiglobalizam, 2010)
Refuses to recognise international organisations and institutions as legitimate forms of authority.

It is about American domination, both militarily and politically.

Against the ICTY – set up to punish the Serbs who fought against America’s wishes.

They accuse the current government of ‘giving in’ to the demands of the West.
Positioning with the other victims and calling for collective justice

- The rejection of West domination over Serbia is expanded to focus on other nations that are supposedly suffering the same fate.

- It positions Serbs and other non-Western peoples as united in a shared victimhood and a shared resistance under Western oppression.
America’s presence in the Middle East is an attempt to enslave non-Westerners

- The Americans want to destroy the Iraqi state in order to make an example out of it and suppress any kind of future Arab resistance and disobedience towards America and their domination’...

- '...If, God forbid, Iraq fails, mankind will be destined to an era of apathy, era of hopelessness, era of pessimism’. (SRS Antiglobalizam, n.d. (b)).
Despite the geographic, cultural and ethnic distance between Serb nationalists and Iraqi insurgents, the classifying between West and anti-West places them into the same community of the oppressed.

The very character of Western civilisation is considered to be the root of the problem – there is allegedly a historical legacy of division of society between citizens and slaves (Clover 1999,).

The SRS often frame a global West vs. anti-West struggle as a ‘battle’ between good and evil.
Community of victims can form a collective movement of resistance

“Those whose dreams are to install the Masonic New World Order, already proclaimed upon the one dollar bill 200 years ago, are in deep delusions. Proud freedom loving people do not tolerate their secret societies, do not tolerate their conspiracies. Proud and free people are striving for an open society, a society of friendship, where all nations and countries will live in sincere respect of each other” (SRS Antiglobalizam, “Anti-Global Policy”, n.d.)
after the top of the power achieved by winning in the cold war, we are witness to the fall of the domination of western civilization. The main challenge are eastern people, specially Chinese, with the most dynamic and they keep their independence...But, challenge to American egoism presents also Russia, Japan, India and Arab states’ (SRS Antiglobalizam 2010. Ideological Concept and Theoretical Paradigm of Globalism as a New World Order, Srpska Radikalna Stranka)
A ‘new Eurasian giant’: the Shanghai Organisation for Cooperation

- They believe that the organisation was formed in the interest of *strengthening regional cooperation in order to make more successful confrontation to the USA influence* and is *the struggle against movements for secession or for religious or cultural autonomy*.

- Main motive is a fight against the *three forces of evil – terrorism, separatism and extremism*.

- It was created in response to the US’ Global War on Terror; it is a *crystal clear association on global concept of struggle against terrorism*.