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"YIHADISMO DE GÉNERO": ANTI-FEMINIST LEXICAL ARSENALS OF SPANISH NATIONAL-POPULISM.

This paper will focus on the analysis of the political *Sprachverwendung* of the emerging Spanish new extreme right, with a particular emphasis on their anti-feminist rhetoric and language use. The categorization and critical study of their neologisms, semantic resignifications, political euphemisms, and "snarl words" -words with pejorative, unpleasant or disparaging connotations, as stated by Ichiye Hayakawa- will highlight eventual translations and importations of certain "core words" of anti-feminism from other ultra-nationalist European contexts.

The initial hypothesis, to be simultaneously developed in my forthcoming postdoctoral project, considers the "special language" development taking place at the core of Spanish national-populism, as crucial in the construction of their "national resurrection" promises, and challenges to invert and complete the asseveration of Orwell: the "decline of language" precedes the "political collapse" defined by the British author, and not the opposite. The spectacle produced by vibrant words and rhetoric is more important for ultra-nationalist movements than everything else: language shapes "imagined communities", defines racial or cultural enemies, permits the construction of the national *self* and gives form to violently defined gender roles. Extreme-right party leaders -from VOX to the most radical wing of traditional conservative party PP- developed a new rhetoric of the "Reconquista" in which the so-called "feminist yihadists" and "nazi-feminists" became one of their most common enemies and political targets. The overwhelming response of progressive sectors on the 8th March 2019 -with 400.000 protesters in Madrid and more than 200.000 in further capital cities- guarantees the exacerbation of extreme-right radical discourse and justifies the importance of this research.

Keywords: Nationalism, populism, political language, gender roles, Spanish extreme-right, anti-feminism.

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Miguel Rivas Venegas (1989) is Doctor Summa Cum Laude in Art History from the Universidad Autónoma de Madrid (2018). Having developed his PhD research as an invited PhD researcher at the Humboldt Universität and the Rosa Luxemburg Stiftung, his work focuses on the compared analysis of visual communication and language use of transnational fascism (1931-1945) and contemporary national-populism. Currently

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