

Chapter 1

Populism and Asianization: Basic Reason for Populism and How We Could Overcome It

Ryohei Nakatsu
Kyoto University, Japan

ABSTRACT

This chapter will clarify that the recent spread of populism is based on the fact that logical and emotional thinking/behaving are merging, especially in the West. In the West since the era of Greek philosopher Plato, people have tried to separate logic and emotion and have emphasized the superiority of logic to emotion. However, because of the invention and progress of media technologies, recently people's ways of thinking/behaving are becoming emotional. Therefore, the trend of populism could be understood that the people's ways of thinking/behaving in the West are approaching those in Asia. This phenomenon can be called "Asianization." This means that populism is not a temporal trend but a long-time lasting trend. Also, this chapter will describe how to overcome populism.

INTRODUCTION

Populism is gaining momentum in the world. In the United States, the former president Mr. Trump, who has a different personality from the previous presidents, was the US president and created controversial discussions among people as well as media through his behaviors based on the idea of "America First" (O'Reilly, 2019). In particular, he is disliked by people in the upper level of society who have been obsessed with traditional politics. On the other hand, he has been enthusiastically

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supported by many people in the bottom and middle class of the society, especially those who feel they are left behind by traditional politics.

Also, the wave of populism is spreading in Europe. The movement of the EU to combine European countries as one country has been understood and supported by the knowledge layer as a movement based on the vision of integrating the world into one. The Brexit took place as a reverse trend. The basic idea behind Brexit is to prioritize British interests which is totally against the idea of overcoming the differences with other countries based on the EU's philosophy and trying to unite European countries (O'Rourke, 2019). As if influenced by this trend in the UK, in other countries in the EU their nationalism is spreading, and the philosophy of the EU itself is shaking.

Populism is a concept that seeks to give priority to the interests of one's own countries contrary to the globalization trend of overcoming national differences and sharing the economy and politics across borders. Populism is mainly supported by people in the middle and bottom.

Although it has been explained that populism is a temporary trend that has just been caused by excessive globalization that is going too fast, this explanation is not sufficiently persuasive. There may be an essential cause at the bottom for such a large trend to occur. And this is not a temporary trend, but a trend that inevitably occurs in history. However, many of the papers and books that discuss populism are limited to the analysis of superficial events, and few mention the underlying cause (Muddle & Kaltwasser, 2017; Rachman, 2018).

In this chapter, it will be explained that the basic cause behind the spread of populism is that emotional thinking/behavioral patterns are being mixed and merged with logical thinking/behavioral patterns that have been considered a basic principle of our society. Also, it would be explained that overcoming populism can only be achieved by learning and understanding the old Asian philosophy.

There is a marked difference in the way of thinking and behavior in the West and East, which is based on the difference in the two functions of human brain activity. Human brain activity consists of two functions: logic and emotion. Since the era of Greek philosophy represented by Plato, in the West, people, especially those at high positions have separated logic and emotion and believed that logic is more important than emotion (Blackson, 2011). However, due to the invention and advancement of media technology, recently the way people think and act is shifting from logical to emotional. This is the basic reason why populism that appeals to people's emotions occurs and spreads in the Western world.

On the other hand, in Asian countries, the idea of integrating logic and emotions has been supported since ancient times by the ancient philosophers represented by Confucius, Lao-tzu, and Chuang-tzu (Van Norden, 2011). Based on this basic stance, it can be understood that the cause of recent populism is that the thinking

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