



Digital Media Strategies of the Far Right in Europe and the United States

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With the leverage of digital reproducibility, historical messages of hate are finding new recipients with breathtaking speed and scope. The rapid growth in popularity of right-wing extremist groups in response to transnational economic crises underscores the importance of examining in detail the language and political mobilization strategies of the New Right. In Europe, for example, populist right-wing activists organized around an anti-immigration agenda are becoming more vocal, providing pushback against the increase in migration flows from North Africa and Eastern Europe and countering support for integration with a categorical rejection of multiculturalism. In the United States, anti-immigration sentiment provides a rallying point for political and personal agendas that connect the rhetoric of borders with national, racial, and security issues.

Digital Media Strategies of the Far Right in Europe and the United States is an effort to examine and understand these issues, informed by the conviction that an interdisciplinary and transnational approach can allow productive comparison of far-right propaganda strategies in Europe and the United States. With a special emphasis on performing ideology in the far-right music scene, on violent anti-immigrant stances, and on the far right's skillful creation and manipulation of virtual communities, the contributions foreground the cultural shibboleths that are exchanged among far-right supporters on the Internet, which serve to generate a sense of group belonging and the illusion of power far greater than the known numbers of neo-Nazis in any one country might suggest. Moreover, with attention to transatlantic right-wing movements and their use of particularly digital media, the essays in this volume put pressure on the similarities among the various national agents, while accommodating differences in the virtual and sometimes violent identities created and nurtured online.

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Digital Media Strategies of the Far Right in Europe and the United States From Lexington Books Bibliography

- Sales Rank: #2693474 in eBooks
- Published on: 2015-05-06
- Released on: 2015-05-06
- Format: Kindle eBook



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Editorial Review

Review

Simpson and Druxes' edited collection provides a timely exploration of the role of digital media in political radicalism across Europe and North America. Drawing on an impressive array of rigorously researched studies, the volume considers not only Internet extremism, but the media strategies of contemporary far right parties and movements as well as how homophobia, racism, and radicalism are transmitted through a range of popular cultural forms. Avoiding the temptation to ascribe agency to the Internet itself, this book constitutes a rounded and nuanced contribution to the debate about how digital media is employed by the far right today. (Hilary Pilkington, The University of Manchester)

This is a truly impressive volume. The range of topics covered provides substantial breadth while each chapter offers a richly textured level of analysis. For scholars of social movements, political extremism, and digital culture this volume is a must read. (Pete Simi, University of Nebraska, Omaha)

Digital Media Strategies of the Far Right in Europe and the United States compiles a variety of perspectives on the ways right-wing activists and extremists are using popular media to advance their political—sometimes violent—agendas. Whether they opportunistically exploit democratic structures or position themselves on the radical fringe, New Right groups now share a pragmatic approach to mainstreaming their message in order to shift popular support away from liberal or centrist positions and toward rightist goals and beliefs. The transatlantic, interdisciplinary focus is a distinguishing feature of this collection.

About the Author

Patricia Anne Simpson is professor of German studies at Montana State University in Bozeman.

Helga Druxes is professor of German at Williams College.

Users Review

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Amelia Gallup:

Do you considered one of people who can't read gratifying if the sentence chained in the straightway, hold on guys this specific aren't like that. This Digital Media Strategies of the Far Right in Europe and the United States book is readable by simply you who hate the perfect word style. You will find the details here are arrange for enjoyable reading through experience without leaving perhaps decrease the knowledge that want to deliver to you. The writer of Digital Media Strategies of the Far Right in Europe and the United States content conveys thinking easily to understand by many individuals. The printed and e-book are not different in the content but it just different by means of it. So , do you nonetheless thinking Digital Media Strategies of the Far Right in Europe and the United States is not loveable to be your top list reading book?

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The knowledge that you get from Digital Media Strategies of the Far Right in Europe and the United States is the more deep you excavating the information that hide in the words the more you get thinking about reading it. It does not mean that this book is hard to understand but Digital Media Strategies of the Far Right in Europe and the United States giving you buzz feeling of reading. The article author conveys their point in particular way that can be understood by means of anyone who read that because the author of this publication is well-known enough. This particular book also makes your current vocabulary increase well. It is therefore easy to understand then can go with you, both in printed or e-book style are available. We suggest you for having this Digital Media Strategies of the Far Right in Europe and the United States instantly.

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Meghan Drucker:

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