

## **The Black Slum: the Implications of Political Satire in Alternative Right Memes**

**Jazmine Benson**

Illinois State University  
Normal, Illinois, USA

### **Abstract**

The Alternative right, a sect of the conservative right political ideology, blends neo-nazi and xenophobic values under the guise of promoting and preserving the “White identity” (Southern Poverty Law Center 2024). Marketing to a base of younger White men, Alt-Right content is used to promote White supremacist agendas online. The objective of this research focuses on the exploration and analysis of Political Satire in Alternative Right circles through analyzing media, particularly memes in these spaces.

On February 5th, 2024, Neo-Nazi and known White supremacist Jack Posobeic posted a meme to the social media platform X (formerly twitter), which is shown as Figure 1. Figure 1 displays a world map, which was covered with black figures. There were also a few white figures, but only in North America, Europe and Australia. The caption read: “The Great Replacement!” This meme (Figure 1) was discussed on the America First podcast, where Holocaust denier Nick Fuentes called the meme “on-the-nose” (Eyes on the Right 2024). The concept of the “Great Replacement Theory” stems from the belief that people of color will “replace” Caucasian people globally and exterminate their race. Fuentes later stated on the show that “the whole planet’s gonna be filled with Black people” and the earth would become this “giant Black slum” (Eyes on the Right 2024). Similar rhetoric is utilized by Alt-right media to spread hate against marginalized groups, primarily Black and Jewish people. Payton S. Gendron, the 18 year old man who shot 10 African American patrons in a grocery store in Buffalo, New York, was allegedly influenced by online social media groups that pushed Great Replacement sentiments (Wilson and Flanagan 2022). He later stated

in court that he “believed the things he read online and acted out of hate”(Ingram 2024). Alternative right groups have found and exploited the sweet spot on the corner of bite size entertainment and racist rhetoric. By hiding “dog whistles” or call signs for white supremacy under bubble text and silly images, racist individuals are able to spread their agenda without upsetting the algorithms of social media sites. According to the Southern Poverty Law Center (SPLC), the number of White nationalist and general hate groups has jumped from 89 to a staggering 230 from 2000 to 2022. The utilization of the internet memes by hate groups has intensified the spread of racist, antisemitic, and homophobic rhetoric. To understand the satire behind alternative right memes, there must be an understanding of the classifications of certain groups by White supremacists and their interpretations of world events.



Figure 1. The Great Replacement, *Source: Twitter*

## Method

Throughout this research paper, the terms Alt-Right and White Supremacist are used often and interchangeably. It is important to note that White supremacist ideology and Alt-right values have strong correlation to each other, and both are not mutually exclusive.

### *Background*

Alternative right celebrity Richard Spencer referred to Alternative right members as younger people, specifically recent college graduates, who recognize the "uselessness of mainstream conservatism" in a "hyper-racialized" world (SPLC 2024). Considering that the majority of the talking points presented by Spencer and his allies are stereotypical and "hyper-racial" in nature, this comment feels sardonic. Conceptually, the Alternative Right believes that certain traits (physical, psychological, etc.) are biologically defined by race and that the White race is the most valuable (ICSR 2020). One of the main pillars of alternative right ideology is the rejection of moderate conservatism in favor of forms of conservatism that embrace "implicit or explicit racism or white supremacy" SPLC 2024). The Southern Poverty Law Center defined the term as "a set of far-right ideologies based around the premise that the 'White Identity' is under attack by multicultural forces that use 'political correctness' and 'social justice' to undermine White people and their civilization." White supremacist culture lumps programs such as Diversity, Equity and Inclusion (DEI) and Critical Race Theory (CRT) under the umbrella of "woke." Woke refers to the liberal agenda of being "concerned about injustice and discrimination."

Pat Buchanan, former White House Communications Director referred to equality efforts as "an ideology of Western suicide," showing the outward disdain for "woke" programs amongst conservative activists. Alt-right supporters make the connection between concern about discrimination and being anti-White, which

seemingly implies that to be pro-white is to discriminate against others. Between education and the media, Alt-right supporters believe that they are fighting a war to protect the White race on multiple fronts. The speculation of a White minority predates America as a nation, as Benjamin Franklin once boasted that though "the number of purely white People in the World is proportionally [sic] very small," the promise of America [was that it] was on the path to become home to a majority White population (Pierce 2019). Yet, how is the oppression of White people possible in a country they supposedly built from the ground up? Considering the institutional advantages of generational wealth and access to governmental resources that White Americans specifically had and continue to have, the once powerful majority becoming the victims of oppression seems unreasonable. If the White race were superior, there would be no need to be concerned about other civilizations' progression. White supremacists calculate their power through how much global economic, social and political dominance members of their race have (Pierce 2019). They view media companies and Hollywood as Jewish-owned propaganda machines, focused on pushing anti-White agendas.

### **Thesis**

The utilization of memes and other forms of political satire in alternative right circles promotes and displays false concepts and hateful misinformation for the world to see. Like shopping, television and gaming, White nationalism has also evolved to fit into the digital age. Alternative right political satire involves recurring themes and techniques such as fear mongering, stereotyping and idolization to influence the opinions of the viewer.

### *White Supremacy and the Internet*

The introduction of the World Wide Web took the mid 1990s by storm, and afforded internet users the opportunity to connect on

screen. Websites with White nationalist themes and information started circulating through forums and newspapers, hoping to attract the attention of like-minded individuals. One of the most popular early instances of a White Supremacist website was Stormfront, which posted quotes of the week, a “texts library of White Supremacist literature,” and a host of links to other similarly branded sites. (Hankes and Zhang 2017). Created by Don Black, a former Grand Wizard of Ku Klux Klan, Stormfront is recognized as the first major hate website on the internet. Stormfront did not include a forum until 2001, so users did not have a direct way to communicate with each other on the site until then. (Hankes, Zhang, 2017). The amount of registrations on the site continued to gradually increase until mid 2007, after Hillary Clinton dropped out of the 2008 presidential race and Barack Obama became the predicted Democratic nominee. (Hankes and Zhang 2017). Obama’s apparent nomination also drove many preexisting Stormfront users to post for the first time on the site. The Website’s motto, “Every Month is White History Month” is proudly stated beneath the title. Stormfront is still alive today, with forums discussing topics such as the degeneracy of Martin Luther King, White supremacist literature and a section designated for memes sharing on the site. The success of Stormfront rippled way beyond the United States, with Stormfront international chapters popping up in France, Italy and Australia. (Hankes and Zhang, 2017) As White supremacist information spread online, different pro-white groups were formed to expand on the work of Stormfront. The dissemination of pro-Nazi imagery and symbolism flourished on forums like Stormfront, which led to the adoption of characters and figures for White supremacist recruitment and entertainment.

The power of Symbolism within Alternative Right Communities: The appropriation of symbols and graphics is a historical practice for radical right extremists. One of the world’s most infamous racists, Adolf Hilter, appropriated the buddhist

swastika, which previously served as a symbol of peace (Roy 2020). Today's alternative right supporters still follow in the footsteps of their predecessors, as different symbols and phrases have been corrupted for hate. A commonly used symbol in these circles is a beady eyed, cartoon frog named Pepe. The year is 2005. Matt Furie just debuted a comic book strip with a frog and his friends smoking Marijuana and eating pizza called "Boy's Club" (Roy 2020). A few years later, a panel with Pepe saying his iconic phrase "feels good, man" was circulated online in 2008 (Roy 2020). What should have been an ode to stoner culture became a weapon for hatred thanks to editing and photoshop. Variations of Pepe hit the alt right scene, including Pepe with a "Hitler Mustache" with his well-known phrase being warped to "Kill Jews, Man" (Roy 2020). Nazi Pepe became a sensation amongst White supremacists, with supporters of such groups using the frog emoji to show their allegiance (Roy 2020). Pepe was also seen as a klansman, a nazi soldier and as Donald Trump himself (which he did repost a picture of on Twitter before the 2016 election). (Institute for Strategic Dialogue 2023) The frog became a symbol, like a bat signal for the most intolerant and hateful people on the internet. This led to Pepe being labeled a hate symbol by the Anti Defamation League in 2016 (Roy 2020).

Around the same time, Trump also reposted a meme that was modeled after the disc cover for the 2010 movie "The Expendables," featuring Pepe as Jason Statham, Shown as Figure 2 (Roy 2020). Pepe is still seen as a symbol for hatred today, with its original message lost in White supremacist translation. Symbols in White Supremacist media are extremely important, as they relay intended offensive messages in a covert and inconspicuous way. Swastikas are very notable for their hateful message, which makes their usage very evident. However, signs like the Blood Drop Cross (utilized by the Ku Klux Klan), the Deux Vault (Which serves a remnant of the crusades) and other norse symbols are often used to communicate white supremacist agendas to others (Greene, 2019). White

supremacist propaganda made the transition from flyers to digital media, paving the way for racist symbolism online. Alternative right memes incorporate White supremacist themes while still maintaining satirical elements.



**Figure 2. The Deplorables, *Source: Twitter***

### *Memes and Their Impact*

Richard Dawkins coined the phrase “meme” in 1976 in his book “The Selfish Gene.” Rooted in the Greek phrase mimema, which means “imitated.” Dawkins saw memes as “genes” for culture as they “carry information, are replicated and transmitted from one person to another.” These characteristics can be seen in the digital images we call memes today. They carry information through symbols, graphics and plain text, they are replicated with different elements and messages, and they are shared digitally from one person to another. Oftentimes, a particular meme will “trend” or become popular on social media. The use of photoshop, editing and artificial intelligence made producing meme parodies easy and relatively common. The fate that befell Pepe as a cartoon is not uncommon, as

the adoption of a symbol that already exists is more efficient than to create and promote something new. This association of known graphics serves as a White Supremacist marketing tactic in this instance, as internet users can sense its familiarity. An example of this is “Handsome face” which was based on a still shot of “an effeminate looking Superman from a DC comic (Know your meme 2024). The Hitler “Handsome Face” meme is referenced as Figure 3.



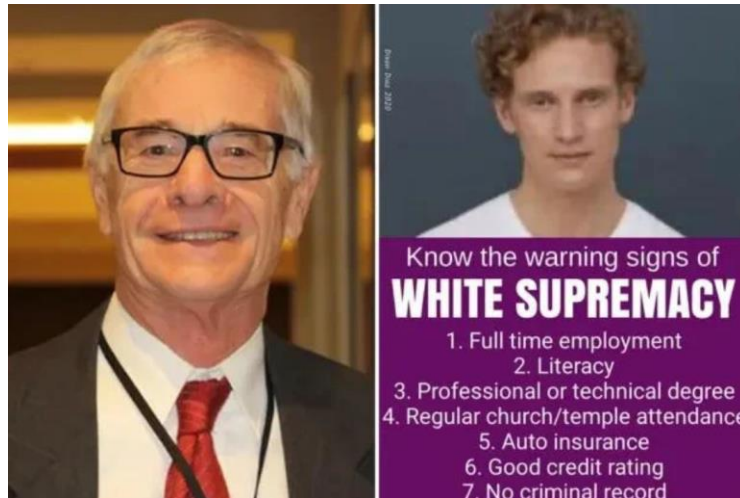
**Figure 3. Handsome Hitler Face, *Source: Know Your Meme***

Examples of appropriations of this meme are cartoon characters, political figures or objects that have a “handsome face” edited onto them (Know your meme 2024). Meme databases allow for entry of memes and templates for users to access, which promotes copying and redistribution amongst meme creators, such as Figure 3. In their modern form, memes are designed to be relatable, thought-provoking or funny. They often carry a message that can be interpreted in different ways, likely with underlying satirical meaning. The International Centre for the Study of Radicalization noted that “Some memes explicitly promoted violence and extremism, while some were considered ‘malleable’, which meant that the memes took



on those connotations only when situated within a broader extremist context” (Greene 2019) (ICSR 2024). A meme is considered successful when it is adopted and recreated by the target audience, not if it goes viral or attracts certain attention. (Greene 2019) The focus of the meme is usually not what explicitly stated, but rather the implication of what the image and the text alludes to when interpreted together.

In June 2023, Republican lawmaker Ed Hudak, reposted a meme on Facebook, referred to as Figure 4. The meme shows a list titled “Know the Warning Signs of White Supremacy” with these “signs” being literacy, having a good credit score, not having a criminal record and full-time employment (Kenton 2021). In order for a meme to have the desired effect, it must invoke a level of association between the viewer's understanding and comedic delivery. White supremacists tend to find racist stereotypes funny, but it is obviously untrue that a White Supremacist can be identified by their credit score. One can argue that to have a White supremacist platform out in the open and not being affected by “cancel culture” is a type of privilege. Figure 4 uses a picture (what looks like a mugshot of a White male), and a list of characteristics that sound like a successful person (Kenton 2021). White supremacy seems to manifest itself in the form of a coin, with one side representing White Superiority and the other representing the Inferiority of all other racial groups.



**Figure 4. Figure 4. Signs of White Supremacy, Source: Facebook, via The U.S. Sun**

#### *Social Media Websites*

“Screw your optics, I’m going in,” Robert Bowers, a 46 year old man posted on Gab (the alt right social media site) before entering a mosque in Pennsylvania and shooting 11 people to death On March 15th, 2019. After committing the “deadliest antisemitic attack” on American soil, Bowers was sentenced to death for his convictions on August 3rd, 2023 (Shapiro 2023). After these events, Gab struggled to keep itself alive, as the site’s domain provider and other necessary sponsors started retracting support. The rapid dissociation with Gab by other social media entities further strengthened the White Supremacist undertones of the website, acknowledging the “Neo-Nazi haven” narrative of the site (Shapiro 2023). Other websites like Reddit and 4chan hold forums that focus

on political issues, which often leads to conversations about race, sex and society. Reddit is one of the top 20 visited websites globally, with about 330 million active monthly users (Conway, Scrivens, and Macnair 2019). Alt-right believers on Reddit infamously use the forum r\the\_donald, named for the 45th U.S. president. (Shapiro 2023)

Social media sites are grappling with the censorship (or lack thereof) of Alternative right voices on their platforms. Meta's website states that "hate speech is not allowed on Facebook, Instagram and Threads" as "It creates an environment of intimidation and exclusion, and in some cases may promote offline violence." However, research from the Tech Transparency Center shows that White Supremacist accounts work their way around the safeguards that protect against hate speech. X published a hate speech statement in April of 2023 which states that "[a user] may not directly attack other people on the basis of race, ethnicity, national origin, caste, sexual orientation, gender, gender identity, religious affiliation, age, disability, or serious disease." X does not speak out directly against hate speech, which likely stems from the values of owner Elon Musk, who is a fervent supporter of First Amendment absolutism. Under Elon Musk, X has allowed white supremacist accounts to access premium accounts by granting them automatically once an account reaches 2500 verified followers (Shapiro 2023).

These actions continue to cause speculation as to X's support and contribution to the spread of hate media. In November 2023, Musk filed a lawsuit on behalf of the company against Media Matters, a liberal advocacy group (Ortutay 2023). The group published a report claiming that companies' advertisements on X were plastered next to Neo-Nazi propaganda, which led to major organizations removing advertisements from the site. In the complaint, Musk claimed that Media Matters "knowingly and maliciously" displayed ads next to hateful material in their report in order to imply that the occurrence of White supremacist content

was a “typical experience.” (Ortutay 2023) However, 150 more paid accounts on X have posted or spread neo-Nazi propaganda over the course of recent months, which clearly violates community guidelines (Shapiro 2023). Even with promises and protections in place, social media sites are being bamboozled by crafty users who taught themselves the algorithms. For example, Alternative Right social media users began to get very frustrated with companies’ woke behaviors and decided to make their own. An example of this is Gab, which serves as a twitter-like alternative right website. Founded in 2016 during the height of the Presidential election, Gab was advertised as a free speech social media site. Gab has similar systems as mainstream social media sites, such as an upvoting system (Reddit) and post word character limit (X). Social media sites like Gab allow for White Supremacists to spread their content, but only individuals actively seeking out those communities would come across it. If all White supremacists shifted to solely using Alt-Right friendly websites, recruitment efforts would be futile. Social media companies are cornered with a decision, as White supremacist usage continues to grow on their platforms: Is free speech worth the potential violence? Or is censorship worth the user decline?

### **White Boy Summer and the threat of Violence**

The Christchurch Al Noor mosque attack was one of the first terrorist attacks to actively occur on the internet. (Conway, Scrivens and Macnair 2019). The incident was streamed on Facebook live on March 15th, 2019 through a head camera the assailant was wearing as he opened fire. The content of that video was not reported to Facebook administrators until 12 minutes after the livestream ended, and facebook moderators had to retroactively remove 30 thousand reposted copies of the attack. Many of these duplicates were recordings of the live videos that were edited in various ways that were not noticed by Facebook's detection systems (Conway, Scrivens and Macnair 2019). Some of these methods included adding

watermarks and logos, changing the size of clips, and recording the content on a separate device (Conway, Scrivens and Macnair 2019). There is a clear connection between online racist communities and the organization of White supremacist gatherings and violent acts. Several recent racially motivated domestic terrorist attacks garner support and praise from Alternative right social media users, with mass shooters being revered as heroes. A noticeable theme in White Supremacist meme content is the utilization of phrases and symbols that are popularly used by the groups they discriminate against. The concept of "White Boy Summer" serves as an explicit example (Evans 2022). Chet Hanks, son of actor Tom Hanks In August 2019, coined the phrase as a "mock movement" that "focused on the social liberation of White men." (Know your meme 2024).

The use of seasons to describe popular lifestyle trends stemmed from the release of the song "Hot Girl Summer" by rapper Megan the Stallion, which became an anthem for young adult women. The song's premise is to promote women to party, have sex, and surprisingly references going to college and being educated. The concept of Hot Girl Summer represents a "coming out" or reintroduction to the world, which makes the White Supremacist adoption of this both frightening and comical. "White Boy Summer" was supposed to resemble an era of camaraderie and reckless fun, with the addition of violence and hate against groups they dislike. (Evans 2022) The meme referenced as Figure 5 shows an image of a larger White man standing over a smaller Black boy, almost representing racial dominance. In Alt-right communities, the term "accelerationism" refers to the instigation of violence and aggression to trigger a "societal collapse" intense enough to support their agenda. (Walther and McCoy 2021). COVID-19, then followed by the death of George Floyd and the Black Lives Matter protests spurred White supremacists to want to respond. Citing "riots" at protests, violence or vandalism occurred, White Supremacists see Black Lives Matter as a terrorist group promoting Black degeneracy. As seen in

the 2022 Buffalo shooting, hateful content on the internet can directly cause violence against others. This makes “White Boy Summer” particularly dangerous. Alternative Right memes can have themes that are appropriated from the cultures that are being targeted, which explains phrases like “dindu”, which is mocking African American Vernacular English (AAVE), is popularly used in these communities. White supremacist forums serve as a communication tool for the orchestration of rallies, hate crimes and assemblies. Many of the recent perpetrators of terrorist attacks rooted in White Supremacy had discussed their beliefs or actions in a forum online. Attacks live streamed and recorded on platforms like Twitch, directly put domestic terrorism committed by White supremacists in the public eye.



**Figure 5. White Boy Summer, Source: Twitter, Source: *Bellingcat.com***

## Women in the Alternative Right

In old age White Supremacy, a woman's role was with her children. Female submission came with the territory, as many hate groups operated under the teachings of the Christian Bible. (Blee 1996, 681) The modern neo-Nazi household functions differently as “Women are particularly active in some neo Nazi groups, especially racist skinhead groups with younger members, as they are less tied to the male exclusive practices of many previous racist movements.” (Blee 1996, 681) Women were a commodity within the Ku Klux Klan, as they “stabilized membership amongst men.” (Blee 1996, 682) The allure of White women proved to be a weakness that White Supremacist groups could exploit against the insecurities of prospective members in their area. The ideal woman in the eyes of White Nationalists have Aryan physical traits, strong religious connections and sense of duty to her family, which allow her to continue her legacy of whiteness and purity. President Roosevelt encouraged “White” women to procreate at a rate that would prevent “race suicide to combat immigration from Southern and Eastern Europe. (Blee 1996, 681) White women were forced to execute the priorities of their husbands, primarily by carrying multiple children to term. Considering how dangerous childbirth was and continues to be, their contribution is respected but the women themselves are not. (Blee 1996) White supremacists see organized racism as “a male province” and women as “ideological appendages” of their racist men (Blee 1996, 681). The story of April Gaede shows ways women were able to implement White Supremacy in their lifestyles. Gaede was born in Kalispell, Montana in 1966. She grew up immersed in Nazi pride, growing up on a farm in Fresno, California where her father branded his cattle with swastikas. (SPLC 2024) She cited her husband Kris Lingelser’s “Aryan looks” as a reason why she chose to marry him at 20. After eight years, she gave birth to twin girls, Lynx and Lamb, who she would later weaponize to seduce the neo-Nazis she entertained. (SPLC 2024) While married to Lingelser, Gaede did

not participate in neo-Nazi activities. However, after citing her husband's drug abuse and issues of domestic violence; Gaede filed for divorce and remarried. After a second divorce, Gaede found community in radical activism by joining the neo-Nazi National Alliance in 2001. As her twin girls grew up, Gaede saw the opportunity to capitalize off her daughters' Aryan features.

When Lynx and Lamb were 9 years old, they began touring with their mother under the name "Prussian Blue." The name originates from the color of Zyklon B residue left in Nazi gas chambers. (SPLC 2024) The duo performed at many Nazi and White Nationalist events, particularly covers of existing hate anthems or creating their own music, such as I Will Bleed For You. As it pertained to the success of her daughters, Gaede once asked "What young, red-blooded American boy isn't going to find two blonde twins, 16 years old, singing about white pride and pride in your race ... very appealing?" (SPLC 2024) The traits most attractive to White supremacist men are softness, submission and silence, which are in direct contrast to the harshness of racism. Many women who participate in White supremacy identify their significant others with the movement, and were likely led to it by their husbands or male family members (similar to Gaede) (Pierce 2015).

Figure 6 is a meme that depicts two women and is titled "The liberated Feminist" and "The Tradwife." The phrase "Tradwife" refers to a "traditional wife," which is a married woman who sets and upholds gender norms and values within her home. Many of these gender norms include maintenance of the home, homeschooling and nurturing children, submission to one's husband, and maintaining a soft and feminine appearance. The concept of "the liberated feminist" is particularly interesting as the author of the meme highlights the following "traits" to contrast the tradwife. Figure 6 explicitly references "fake tan so dark she looks mexican." How particularly does "looking Mexican" imply feminist views? When looking at celebrities, conservative or liberal, the use of fake tan is



prominent. Former President Donald Trump routinely utilizes fake tanners to appear less fair, as do many of his constituents. Fake tanner is a niche privilege, practiced by individuals with access to tanning beds or stores that sell tanning lotion. Even further, the use of fake tanner is used primarily by those with fair complexion, as those with darker skin would not need it.



Figure 6. The “Liberated Feminist”, *Source: Achan*

With this in mind, it is not accurate to say that tanning is an identifying characteristic of a feminist woman. Alternative right memes reinforce false stereotypes that are already accepted as fact by the viewer, so those with inherent bias against whichever group is “the joke” at the time will find the content funny. Alternative right individuals disrespect non-compliant women, women of color, LGBTQ women and feminist women, and impose harsh lifestyle restrictions on and alienate the Aryan women they desire. White

women (whether feminist or not) will always be respected by White Supremacists due to blood quantum at minimum (Blee 1996). However, their gender keeps them from having dominion over group organization or leadership. The intersectionality between race and gender does not just impact White women, as men of color continue to participate in Alt-right groups.

### **The inclusivity of White Supremacy**

The shift from “just White” White supremacist groups to Latino leadership in white supremacist groups is a direct example of the inclusivity shift in racism. Nick Fuentes, who initially referenced the “Black Slum” that America will devolve into, is of Mexican heritage. Yet, he is respected by his Alternative Right colleagues to the point where he continues to support them. White Supremacy, as a theory, is exclusionary because it demoralizes and dehumanizes other races to promote its own. With the alternative right taking pride in degrading moderate Mitt Romney-esque republicans, it is surprising to see them implementing diversity, equity and inclusion in their own organizations. There are many possible different theories as to why Latinos are being accepted into White supremacist groups: Is it the fact that many have Spanish heritage, which makes them ethnically European? Is it because the majority Hispanic people considered themselves to be White in a two race question format, according to the 2020 census(Noe-Bustamante 2020)?

Both of these factors definitely play a role in Hispanic acceptance into Alternative Right groups. However, one of the most important principles of White supremacy is genetically being and looking White. Considering that Spanish descendants are geographically European, the likelihood of Hispanic people possessing Aryan-like traits are significantly higher than Indigenous, Asian and African descendants. When looking at policy as it pertains to race, it is evident that the “purity” of one’s blood prioritizes the percentage of how “Aryan white” an individual is. An example of

this is the “One Drop Rule” which was a legal principle that classified anyone with “a drop” of Black/African blood as negro. This concept, predating America itself, implies the importance of Aryan totality. So how does the precedence allow for the springboard into inclusive racism? The fear of the “great replacement” likely spooked White supremacist leaders into searching for allies in their movement. Many Hispanic (specifically Cuban or Mexican) immigrants that entered the country legally resent those who did not as “cheaters who skipped the line.”

### **Discussion and Analysis**

When reading the commentary and analyzing the media from this particular sect of the internet, common themes and alignments made themselves clear. The use of the word “Blood,” and the strategic use of the color red occurred frequently, either in reference to the spilling of blood (violence) or in the purity of Aryan blood and the importance of its preservation. Surprisingly, very few of the memes that were found for this study contained slurs directly in them, but rather were posted with captions that contained slurs or were responded to by comments with slurs. On forums like 4Chan, anonymity allows for anyone to participate in racist conversations without the societal backlash of “cancel culture.” Many prominent Millennial Alternative Right members attended university before they adopted radical views, which has led to a more educated and arrogantly convinced fanbase.

White supremacy ideologists acknowledge the differences between different racial groups, but refuse to acknowledge that those disparities stem from deeper foundational issues that colonialism and legal oppression caused by their predecessors. It seems as though there is always an excuse for a White Supremacist to hate a person of color. The “Signs of White Supremacy” meme basically implies that being a White Supremacist is contributing positively to society. However, many people of color practice those same habits, and are

still disrespected by racist individuals. It is important to recognize that White Supremacist views can manifest in different ways, from direct hatred, to white saviorism, the implications of racial inferiority remain the same. When referring to the “Great Replacement,” the use of “us versus them” is extremely common, as all other races are seen as adversaries to the White agenda. Because Alternative Right memes are marketed to such a small audience (those who support White Supremacy), there is no need for generalizations that cater to large groups of consumers. The prioritization of physical attractiveness, specifically physical fitness is also noted, as many Alt right memes that picture figures such as Trump or Hitler, usually do in a physically appealing way. Examples of this would be the use of physique altering and/or photoshop.

### **Conclusion**

After contextualizing and analyzing examples of Alternative right memes, the evolution of White supremacy is clear. I have reached 4 different conclusions as it pertains to the effects of political satire in Alternative Right memes:

1: White supremacy will continue to evolve with technology, and memetic expression of these themes will likely become more prevalent. The 2024 presidential election will certainly play a role in the trajectory of political climate online and could lead to violence based on the outcome.

2: The fear of the Great Replacement theory will likely lead Alternative right groups to continue to permit White women and certain men of color to participate. However, it seems that White supremacist groups will come to a point where they will have to decide the hierarchy of non-white male actors in their movement. White supremacists will have to determine whether they prioritize the patriarchy of their manhood or the racial purity of their

environment.

3: Social media companies will have to choose definitively whether to practice indifference towards or condemn White supremacy. I believe that the question of first amendment rights will continue to cause discourse about the censorship of White supremacist content in the United States.

4: Liberal policies pushed by Democrats, paired with political correctness being promoted in the media, will continue to promote a more offensive posture for Alternative right groups. White Supremacists see societal movement as a culture war they are actively losing. Considering the threat of domestic terrorist attacks, along with the insurrection attempt on January 6th, 2021, violence will only escalate with fear. Bipartisanship will not stop White supremacy, but might deter politically frustrated conservatives from radicalizing against their own party. Accelerationism will likely continue and spread, which could potentially devolve into a serious civil conflict. As long as Alt-right supporters feel attacked by society and their governments, they will continue to resist social justice reform and equality efforts.

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