Belief, Fake Facts 11.11

* General
  + No Office Hours this week!
* Collective Introduction for Final Projects: Political Actors
  + Use of fandom
    - Rallies used to just be for the campaign trail, but he continues them
  + Creation and maintaining of movement
  + Folk Hero Figure
    - I’m one of you but different
    - Self-Made Man
      * The ability to see oneself as creating their own destiny
      * “I could be like him”
  + Creation of a Persona
  + Keeping other powers weak
    - Rotational power positions
    - Punching-bag figure of Pence
  + Trump and Abe Lincoln
    - Compares but then sees himself as better
    - Hugo Chavez did this with Bolibar
      * Wanted to be like him, and even changed the portraits of him
    - Trump steals lines and
      * Less imitation, more like sampling
  + Appearance/Acting
    - Performance becomes nearly unbeatable, because he has been doing this for years
  + Mobilization of shame, making fun of enemies
    - “Make America Great Again” can be a rallying call to mobilize on behalf of his whiteness
      * For whom is America “not great now”?
        + Under-employed, white male population that doesn’t have college degrees
        + They are losing status, and so this then means “Make America White Again” and go back to the 1950s where they were the privileged worker.
  + Changing topic
    - Facts don’t matter, crises keep coming up so you move on
  + Censorship
    - Control of public space
      * Negation
      * Addition
  + Relationship to Truth
    - Being Efficacious or not being efficacious
  + Charisma
  + Weaponizing Affect
  + Strategies:
    - Brutality
    - Language
      * Easier to control people who speak your language and share your culture
        + Notion of “Purity” in language, culture, etc.

Becomes easier to control AND assimilate others

* + - Assimilation of others
    - Scapegoating
    - Creation of Fear/enemies
  + Attributes of Political Actors
    - Race, Gender, Class, Language, Age…
      * Can affect how one is perceived
  + Passion versus Reason
    - Emotions are the drivers of political action
  + Aspirational
* Machiavelli
  + Populus is by nature fickle
    - Affinity groups make it so that we can identify and protect each other makes it easier for us to survive (rather than reason)
  + Power by Wicked Means
    - Lead them to slaughter and try to get them all at once
      * If you must, avoid the vengeance
    - Not in favor of wickedness, but if you find yourself in this position…
  + Good and Bad Cruelty
  + Generosity
    - Being perceived as being nice/obtaining soft power in the world even if you in reality aren’t
    - Image of generosity is different for the fascist
  + Practicing Peacefully
    - Supporting those who support the City
  + “Don’t take away from those who have it and don’t promise to those who don’t have it”
    - They have no idea how to imagine these things
    - Strategy of taking away to give doesn’t satisfy them, then
    - Perhaps this is why Elizabeth Warren isn’t gaining ground
  + Avoid Flatters who become dangerous
  + How can we expand the attributes of the political actor: race, gender, etc.
  + Power through association (of maleness… Bush Dynasty, Kennedy Dynasty, Clinton with association with Bill…)
    - Altenatively: Thatcher
      * TINA : There is no alternative
      * Insertion of the Neoliberal economy into the world
      * She had to perform “harder” in the masculine economy
  + If you have to chose, it’s better to be feared than loved
    - Weaponizing affects in the populous
    - Inspiring fear without hatred towards you
    - Do this through DANGER
  + War as necessary
    - The longer you postpone it, the weaker your position becomes
* Belief vs. Fact
  + Study
    - When proven wrong, people double down on their beliefs
    - When proven right, there is a rush of dopamine and you get confident
    - We are always in dialogue
    - “My side bias”
      * We are able to spot weaknesses in our opponents arguments but not in our own
    - Use of Rally with this effect
      * It is gratifying to hear and support those who agree with you
  + Reason becomes minor relating to people’s opinions
  + Folk Hero Complex
* Final Project
  + 2 groups go on the 2nd, 2 groups go on the 9th
    - Each group has 40 minutes
    - Will discuss groups 3 and 4 on the 2nd afterwards to prep for the 9th