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