



Centre of Discourse Studies

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Fascism 2.0? Or, the affective logics in contemporary right-wing discourse

Johannes Angermüller
Open University

Resumen:

The rise of right-wing leaders and movements is shaking up democracies all over the world. In my contribution, I will discuss this development in the context of a return of fascism. While fascism mobilises affective energies that one could see in the 1930s and in earlier periods, those energies are unleashed once more again in contemporary social media discourse. Existing rationalist discourse theories often miss the affective dimension of fascist discourses. I will therefore go back to conceptualisations of fascism inspired by Critical Theory, psychoanalysis and poststructuralism for which discourse is not just about the rational negotiation of ideas, values and interests. I will relate these theoretical and historical considerations to some examples I find in debates about Brexit in the social forum of the Daily Mail, a conservative newspaper in the UK.