

Communication strategies of extremists

Strategic polarisation

Right-wing extremists' strategy manuals in common say that by means of strategic polarisation they want to achieve political transition. The instrumentalization of the media and the exploitation of new media weak points are a key components of a broad-based policy aimed at eliminating grey areas and progressively reforming them. Just some of the examples of the tactics used to accelerate online and offline polarization are outwitting algorithms, hijacking 'trending hashtags' and optimal use of echo chamber impact. Extremist right-wing mobilization attempts, especially foreign alt-right online campaigns, often refer to the internet and pop culture. For instance, in reference to the video game God of War, the right-wing terrorist Luca Traini, who fired on African migrants in February 2018, was portrayed as the God of Race War by Italian neo-fascists.

Strategic polarisation

Precisely the same logic can be found in the right-wing terrorist concept "strategy of tension", which exploits the desire for security, law and order in society. The feeling of uncertainty could help right-wing nationalist groups, which instantly denounce the weakness of the democratic state and demand a "hard line" against crime. However, on a metapolitical basis, non-violent radical groups such as the American alt-right and the identity movement speak of similar approaches. A "strategic polarisation" of culture is to be accomplished with the help of targeted provocations and media stunts to promote the normalization of their language and the mainstreaming of their ideologies. The aim is to force people who are undecided, moderate or even apolitical from the middle of society to decide on which side of the conflict they stand. In the mainstream staging of their offline campaigns and connecting online and offline activism, identitarians are particularly good, differentiating them from previous youth cultures of the far right. Activists usually record their acts and upload them on YouTube instantly to post them on social media. They are then further disseminated, "liked", and commented on, resulting in additional offline support and an increasing number of members.

Strategic polarisation

- Right-wing extremist organizations are now steadily following a dual media strategy: attempting to attract conventional media coverage through coordinated provocations in order to attract mass attention; while at the same time building up their media ecosystem and attempting to undermine the legitimacy of the existing media. Another ideology shared by right-wing extremists is the concept of the lying press, frequently combined with antisemitic conspiracy theories.
- The right-wing extremists' media war is largely about confronting the masses and expanding their audience. The Daily Stormer, a leaked style guide from the world's largest neo-Nazi blog, explains that appearance is of primary importance for “spreading the idea of nationalism and antisemitism among the masses”. There are guidelines for the style of presenting quotations, and the form and even the tone of publications and public statements. For instance, for propaganda and media content to be effective, the importance of using simple psychological means to achieve positive messaging is emphasized.

Recruiting strategy

- The multinational right-wing nationalist troll armies have a far more advanced digital media strategy than IS. Traditional media workers were presented with the dilemma of believing in their responsibility to educate, without increasing the exposure and credibility of right-wing extremists to the public at the same time. Younger and older journalists had varying levels of experience of online media trolling and manipulation and were treated inconsistently.
- Younger and older journalists had differing levels of knowledge about trolling and manipulation of online media and there was inconsistent handling of it. Many online activists therefore free to developed and test new strategies for journalists' manipulation and influence.

Recruiting strategy

Most popular methods used in the past few years:

- ‘Triggering’ – Trying to cause a 'mainstream media' overreaction by provocative words or acts;
- ‘Doxxing’ – disclosure of personal information to intimidate journalists;
- 'Source hacking' is a deliberate sharing of fake information with reputable sources, such as local media or research institutes, which journalists then quote nationally.

Recruiting strategy

- These practices are aimed at distorting public opinion and shaping political discourse. Therefore, political extremist organizations have steadily merged over the past few years to accomplish their goals with the help of social media organized troll, hate and misinformation campaigns. Since Donald Trump's election victory was celebrated by the American far right as a result of their large-scale online troll operations, right-wing extremist activists in Europe have copied their strategies to manipulate their countries' political discourse in favor of right-wing populist parties.
- They often use fake user accounts and infiltration tactics to ensure that their offensive posts and comments hit the top trends and are available to as many people as possible. Detailed instructions for techniques for engaging in the 'information war' are given. A 'sniper mission' is, for instance, a targeted verbal assault on a 'big enemy account' in order to undermine and derogate the person behind it.

Recruiting strategy

- Trolling acts are a kind of computer game in which minorities or political adversaries are hounded by a fun element. Among the descriptions and orders for the 'information war', in the right-wing extremist troll factories such as Nazi symbols, Holocaust denial and hints of a race war can be found.
- With these methods, organized trolls, right-wing extremists can reach the 'tipping point' of the media at which traditional media can hardly ignore their campaigns and can have negative effects on the mainstream media's credibility.

The strategic style of addressing and communication between the public and activists are very important mobilization topics that are based on traditional myths.

The myth of "white Europeanness"

- The difference between the segregation of the white race from the period of World War II. and the period of the current extreme right lies mainly in the concept and interest of the white race. The categorization among whites itself replaced the protection of the interests of the white race as a whole, which the extreme right began to perceive as an endangered human species fighting for its survival.
- The myth of "white Europeanness" introduces the idea of a single European civilization that:
 - Does not that includes immigrants, racial minorities, and the states of Israel and Turkey.
 - Claims that races should be territorially separated.
 - Claims that Europeans are an elite race and the founders of all the developed cultures in the world.
 - Recognizes only the equal Aryan status of all the original European nations. Although the Nordic Aryan is the subject of special respect, it does not disqualify white Europeans as subordinates.

Antisemitism

- The extreme right spectrum is notorious for its radical-conservative and anti-Jewish views. In the sense of extremists, the Jews have taken over Western society and stand in the background behind every revolt and revolution against the order.
- In speeches and debates, citizens and radical conservative Nazi activists convince citizens of their conspiratorial interpretation of the causes of the migration crisis, which finds the culprit in alleged global Jewish domination.
- According to the extreme right spectrum, the Jews deliberately opened the imaginary European gates of Islamists

A strong nation-state against the centralization and unification of the European Union

Another extreme-right topic is the resistance to European integration and the membership in the European Union.

- According to extremists, the Nation-state shouldn't be involved in solving international problems that do not exclusively concern it. Instead, it should focus on building its defense forces, while withdrawing from international organizations of a transnational nature.
- Extreme right claims that: The process of European integration should be abolished immediately, favoring the model of nation-states and mutual bilateral agreements. This extreme right is associated with the European Union in particular neoliberalism, neo-Marxist leftism, and all the hated modernization changes.

Conflicts with the liberal-democratic regime

- Liberal-type parliamentary democracy is not an ideal system for the extreme right scene but rather sees it as a system that must be tolerated given the political situation.
- Democracy is from an extreme right perspective, synonymous with the destruction of a nation and homeland.
- The extreme right spectrum sees it as a system that, with its openness, allows the penetration of foreign elements into the nation and thus helps to weaken the national organism from the outside.
- There is important to point that no one can expect open communication about the demand for the abolition of the liberal-democratic regime.

Migration and "Islamization" of Europe

Resistance against immigration is one of the central mobilization issues of extreme right that claims:

- The extreme right associate immigrants with a threat to the survival of a small nation, an increase in crime, the introduction of valuable anti-European cultures, the threat of terrorism, rising unemployment, and the social burden of the state. In this area,
- The extreme right uses the anti-immigration concept „Fortress Europe“, which advocates the prevention of migration of color minorities, the cessation of integration programs, and the development of repatriation measures.

Historical myth

- The extreme right purposefully and unhistorically distorts the facts in favor of the destitution authoritarian regime.
- Adoration to historical patterns is needed in the study of the extreme right, especially in connection with the possible inspiration in the systemic instruments of totalitarian regimes.