
WILLIAM LUTHER PIERCE'S *THE TURNER DIARIES* ON NEO-NAZI VIOLENCE LANGUAGE USAGE IN SOCIAL MEDIA PROPAGANDA "UNITE THE RIGHT" RALLY

Yesaya Parasian Pratama
Universitas Gadjah Mada
Email: yesayaparasian@mail.ugm.ac.id

ABSTRACT

The US has a long history of revolution where the ideological and cultural systems are deep rooted in the people. Apart from its democratic system, the country is also full of conservative ideology of racism, where one of them is Neo Nazi. This article employs in-depth method using Structural-Functional Approach to describing how *neo-Nazi* compiling their power as a group, Critical Discourse Analysis to analyze how William Luther Pierce's *The Turner Diaries* can make impact of the movement, and *Neo-Nazi* as a white supremacy ideology based on post-nationalism concept showed that the similar norms and perspective in different countries can lead to unity and integration as well as omit borders from Germany to the United States. Moreover, factors of language and government system can also intensify of the method result. From the confederation and *The Turner Diaries*, the ideas of white supremacy were disseminated and manifested through the parade and Jason Kessler's propaganda in social media towards the campaign of anti-Jewish, Asian, and black people. All the factors matter for the *neo-Nazi* movement to run the rally and the fuel for defending their identity.

Keywords: *Neo Nazi; Post-nationalism; The Turner Diaries*

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INTRODUCTION

On August 11 and 12, 2017, the "Unite the Right" rally occurred in Charlottesville, Virginia; This was one of the largest, most violent gatherings in the United States in decades. The rally brought together various racist, anti-Semitic, white nationalist, and White Supremacist groups, including the alt-

right, *neo-Nazi*, and the Ku Klux Klan (Macfarquhar, 2021). Kessler, the rally organizer, claimed that the rally's goal was to save the statue of Confederate General Robert E. Lee symbolized the triumph of white people during the Civil War. During the rally, hundreds of people came to Charlottesville to march and show their anti-Semitic and racist views. Protesters chanted

“you will not replace us”, “Jews will not replace us”, and “blood and soil” (Jake, 2018), directly echoing the chants and slogans used in Nazi Germany. Many brought full battle gear, including torches, weapons, shields, and flags with Nazi and Confederate insignia. Many openly gave Nazi salutes during the marches (Jake, 2018). There were numerous fights with counter-protesters throughout the day.

The Daily Stormer, a *neo-Nazi* news site, used meme *Jews will not replace Us* to drum up enthusiasm for the demonstration. GoDaddy initially provided the Daily Stormer’s domain name before moving to Google; both companies eventually revoked the website’s registration (Sharwood, 2018). Furthermore, just as the violence was unfolding in Charlottesville, the Guardian published a story about how young white men are becoming radicalized through YouTube videos that uploaded by *neo-Nazi* and White Supremacist (Sharwood, 2018). The videos contain the ideas that idea that white people are oppressed by non-white groups such as Jews. The demolition of Statue Robert E Lee can be portrayed a disgrace to White Pride heritage as their symbol of their freedom history. The Internet has helped White Supremacists’ ideas and organization.

Along with the racist movement and ideology, the people apparently adhere to various White Supremacist and Nazi ideology references, of which is *The Turner Diaries* (Boucher, 2021). The novel is written by Spencer William Pierce focusing on how white people must raise against non-white people. Its presence of shapes the form of US society based on racial discourses and messages. Thus, this research attempts to

analyze the use of social media and its influence the movement.

DISCUSSION

Effect of the Literature

In modern fascist propaganda, novels have replaced political manifestos, Military manuals, and missionary testimonies (Robert, 2004). This type of didactic fiction is written in a realism loop through modes and increasingly plausible *neo-Nazi* terrorism and guerrilla scenarios of rebellion, fierce ethnic conflict, and fascist dictatorship. It can dodge avoiding censorship and punishment, these fictions belong to the moment of a fascist strategy of “leaderless resistance”. The influential ideology wrote the terrorist organization, activation of the movement from a legally protected distance, and their role as literary writers, magazine editors, and religious prophets. After the surge of far-right authoritarians’ recent domestic terrorism and social mobilization, those concerned about democracy and tolerance can no longer afford to ignore this phenomenon.

These fictions share a very similar starting point for a fictional dystopia. Includes democratic constitutional efforts to curb fascist uprisings and Separatist rebellion. However, they fan out to cover the most crucial religious terrain Far Right in America: More on Nazis, the Christian identitarian movement, and anti-Christian Neopaganism (Barkun, 2018, p. 1–19).

This Journal focused on millennial religion’s centrality towards neo-Nazism is in stark contrast—ultranationalist and pseudo-evolution of classical Nazi politics. Dystopia, a scenario detailing the neo-Nazi imagination,

explains why. The Nazi religion sacrifices violence and sanctifies the elite. It is a valuable review of Racist Rights Literature and Millennium Existence (Kaplan, 2018, p. 503).

They do not propose sanctification as idealism and find this in the function of neo-Nazi religion or systematic historical issues with the effect of fascist promotion. To motivate this research acceptance of this hypothesis, start by contrasting classical and modern Nazism along the axes changed for obvious reasons-neo-Nazism. This significant and unavoidable fact poses a severe problem for fascist promotion—recruitment of fascists. In the literary expression that spreads neo-Nazi politics, Nazi religion has emerged as a solution with the effect of fascist promotion. To motivate this research acceptance of this hypothesis, start by contrasting classical and modern Nazism along the axes changed for obvious reasons neo-Nazism. This significant and unavoidable fact poses a severe problem for fascist promotion—recruitment of fascists. In the literary expression that spreads neo-Nazi politics, Nazi religion has emerged as a solution with the main idea of the politics such democracy or socialist. Neo-Nazi spread their ideology on this as their acceptance of influence.

Fascist Literature for Propaganda

The publication of *The Turner Diaries* showed a marked change in far-right message distribution. J.M. Burger, who studies extremist ideology, said Pierce and the National Alliance downplayed swastikas and instead focused on creating propaganda that could bypass mainstream media gatekeepers and appeal to more viewers. It is

rarely found in *The Turner Diaries* due to explicit conversion. Instead, it embeds the reader in a story popularized by decades of dystopian fantasy. Pierce himself is a sci-fi fan, and his novel uses the intersection of sci-fi and far-right conspiracy theory to make White Supremacists, many books, movies, and cartoons (Aja Romano, 2021).

Fascism is part of a popular imagination that can be difficult to recognize accurately or efficiently reject. It tells a story we already know. When Congressman Marjorie Taylor Greene says a Jewish-controlled space laser is the cause of a wildfire in California, it is easy to dismiss it as a stupid pulp fantasy. However, *The Turner Diaries* show that our dreams are not necessarily innocent, no matter how stupid or familiar. They can lead us to hatred and murder.

Critical Discourse Analysis on Internalized Ideology

Pierce's attempt was written in *The Turner Diaries* under Andrew Macdonald's pseudonym. Combine visionary statements about recruitment campaigns, rebellion manuals, and fascist utopia into one piece. These three intents are one after another. Inspector Earl Turner defines a plot of books based on the adventures of participating in a fascist movement called an organization and discovering its secret directorate, the religious order.

Due to the popularity of *The Turner Diaries*, William Luther Pierce endured the ideology of perhaps the most influential modern fascist in the US. Turner's story is studded with commentary by a fictional editor writing in the distant future, from the armed and advancing gun control rebellion to the heroic suicide bombing of the Pentagon.

This figure proudly fills the story of the world history of millennium origin.

The description of the story of *The Turner Diaries* novel above requires a social dimension, namely the first dimension of the text, the second dimension of discursive praxis, and the third dimension of socio-cultural praxis.

Text Dimension

In the novel, there are ideological words that are fought for. Through these words, the author wants to convey his ideology. The author invites the reader to be able to interpret the ideological words that are often used.

What's happening now is reminiscent of the media campaign against Hitler and the Germans back in the 1940s stories about Hitler flying into rages and chewing carpets, phony German plans for the invasion of America, babies being skinned alive to make lampshades and then boiled down into soap, girls kidnapped and sent to Nazi "stud farms." The Jews convinced the American people that those stories were true, and the result was World War II, with millions of the best of our race butchered—by us—and all of eastern and central Europe turned into a huge, communist prison camp. (Peirce, 1978, p. 19)

The word 'Jews' shows a relation of ideological meanings about how the Jews when they can take over a country will only create a war in which they deliberately use their power and authority. The power and authority are not based on the task assigned but on personal ambition. Sometimes more on the interests of the group when needed. It is even worse when power and authority are used for personal and group gain.

For now, we mustn't let them know that they are all inevitably headed for the gallows. Let them think they can make a deal with us and save their necks when the System falls. Only the Jews are under no illusions in this regard. (Peirce, 1978, p. 24)

The data shows how the author writes that if the group referring to is for white people to stay strong, they must work together to bring down the system the Jews gave them. It reinforces an ideology that creates a slogan that exists today, such as "Jews do not replace us". These are also the slogans they spread on social media and the internet to grow hatreds among the white Americans. Furthermore, a desirable interest in the quote above is reinforced by Macdonald's statement (2019, p. 11).

We are building the core of a new society, a whole new civilization that rises from the ashes of the old. Moreover, since our civilization is based on a very different worldview than today, we can only replace other civilizations in a revolutionary way. There is no way for a society based on Aryan religious values and Aryan worldview to emerge peacefully from a society that has succumbed to Jewish spiritual corruption.

The discourse of how cruel the Jews are is also explained in detail in the novel so that in this case the word 'Jews' intended for the Jews as a whole has an ideology where American society is required to fight the Jews for what they do.

The subsequent interrogation sessions were worse—much worse. Because a public "show trial" was planned for me, presumably in the Adolf Eichmann manner, Rubin avoided the eye-gouging and finger-cutting, which would have disfigured me, but the things he did were full as painful. (Note to the reader: Adolf

Eichmann was a middle-level German official during World War II. Fifteen years after the war, in 39 BNE, he was kidnapped in South America by Jews, flown to Israel, and made the central figure in an elaborately staged, two-year propaganda campaign to evoke sympathy from the non-Jewish world for Israel, the only haven for “persecuted” Jews. After fiendish torture, Eichmann was displayed in a soundproof glass cage during a four-month show trial in which he was condemned to death for “crimes against the Jewish people.” (Peirce, 1978, p. 34)

The word ‘Jews’ used by the author is still consistent to describe how racist or cruel the Jews were at that time in giving torture to a World War II criminal named Adolf Eichmann, amid the efforts of neo-Nazi to defend their ideology so that Jews could not pit each other against each other (Lippman, 2002).. From their point of view as a neo-Nazi group, the Jews have historically done many ways to be able to control countries. This point of view is the scenario of the Nazi party campaign that incites the German people to hunt down the Jews because the German people feel that the Jews control the economy and society of the German people. For the neo-Nazi, the US is also in grave danger because the vilest kind of Jewish nation has come there.

The author holds interactional control in determining ideological words. The ‘in-text’ readers and ‘out-of-text’ readers are controlled by the Author in their interactions. The author is dominant in determining interactional. When being read, the identity of the author in constructing the readers appears through the language used.

Dimensions of Discourse Practices

Through this novel genre, the author can develop critical discourse and ideas of ideological progressive resistance. The author fights and stands tall to change the social order. readers can easily interpret word for word that is woven by the author. The choice of ideological words that are common and often heard in everyday society, in this novel makes it easy for readers to digest and understand them.

The author is observant and understanding in exploring and explaining his ideological discourse of hatred towards Jews based on history in the past and the presumed-fairness for white people in peace. As citizens of the nation who represent the collective subject of their society through the discourse genre of this novel, the reader is presented with ironies that question the reader’s self-awareness of the political condition of the US.

All the liberals and the Jews had to do was begin screeching about “inhumanity” or “injustice” or “genocide,” and most of our people who had been beating around the edges of a solution took to their heels like frightened rabbits. Because there was never a way to solve the race problem which would be “fair for everybody or which everyone concerned could be politely persuaded into accepting without any fuss or unpleasantness, they kept trying to evade it, hoping that it would go away by itself. And the same has been true of the Jewish problem and the immigration problem and the overpopulation problem and the eugenics problem and a thousand related problems. Yes, the inability to face reality and make difficult decisions, is the salient symptom of the liberal disease. Always trying to avoid a minor unpleasantness now, so that a major

unpleasantness becomes unavoidable later, always evading any responsibility to the future— that is the way the liberal mind works. (Peirce, 1978, p. 16)

The novel sentences presented are no different from informative sentences which have the function of telling strengthening the reader's understanding. In this perspective, the reader is invited to realize how the world of politics in the country where they live is shameful, disgusting, and has no pride for American society. The appearance of direct sentences in this novel as grammatical sentences is very easy to understand by the reader, allowing readers to develop their interpretations with the end forming hatred towards government officials, political parties, high-ranking institutions, cronies, friends, colleagues, and even administrators of other related organizations. with the government system in the US as liberals who like to avoid problems. The dichotomy of 'Institutional injustice' is built so that it creates hatred from readers as a social representation of the collective people who live suffering against state officials who live in arbitrariness.

Dimensions of Sociocultural Practice

This dimension focuses on the social struggles that occur and determine a discourse. It is assumed that texts and social structures are mediated by the social context of the discourse. The novel is composed from a Nazi understanding into a neo-Nazi who felt oppressed by the Jews. neo-Nazi groups argue that most non-Jewish Americans are people who have felt and survived the chaotic government in the United States caused by Jews, political parties, and high-ranking institutions.

But there's more than one kind of quality that's important to us. Most Americans are still coping, some barely and some quite successfully. They haven't dropped out, because they lack a certain sensitivity—a sensitivity which I believe we in the Organization share with Elsa and the best of her friends—a sensitivity that allows us to smell the stink of this decaying society and which makes us gag. The copers out there, just like many of the non-copers, either can't smell the stink or it doesn't bother them. The Jews could lead them to any kind of pigsty at all, and as long as there was plenty of swills they would adapt to it. Evolution has made skilled survivors of them, but it has failed them in another respect. (Peirce, 1978, p. 32)

The data excerpt informs the reader of the binary opposition between neo-Nazi and Jews. The author assumes that there are still many Americans who struggle to survive in society. They are said to be people who survive the decay of society but have a sensitivity to the dangers in it. The author adds that those who are strong enough to persevere can eventually be led to the plans or agenda of the Jewish people although there are those who survive but also many who fail in the experiment.

There is also a struggle between the author's ideology and the ideology of state officials. The democracy adopted by high-ranking officials is transactional democracy, which is based on buying and selling (means of exchange of interests). Social justice embraced by the authorities is liberal social justice. On the other hand, the author defends the people who are in a position of being oppressed, suffering, and powerless to fight back. This ideological struggle is what builds the literary discourse of this novel. The social struggle of the American non-Jewish

community, the 'oppressed' community with the 'oppressor' community, is the main problem in this novel. The contradiction between what is enjoyed by the ruler and what is experienced by the people. This is an expression of the author's anger in the production of this novel because of social inequality and the indecisiveness of the leader of this country. The leader of this country is not in line with his attitude and actions. The author also confirms that state or government officials only prioritize the interests of the Jews who will rule the world. These statements and views cannot be considered true in their entirety just because of hatred for groups like Jews. This pattern of thinking is no different from the ideological thought of fascism which has been buried deep in the dark history of world wars.

There is only one fascist utopia, a destructive orgasm motivated by other hatreds where satisfaction and destruction are the same. Destruction and reconstruction, on the other hand, merge into an indefinite "transformation" that invites believers to "force the millennium" through political violence. This is very devastating from the bondage of oppression. Introducing ferocious champions like chastity belts and whiplash torchbearers who give up their instinctive satisfaction read in the secrets of nature. "Inner knowledge carved into our souls by the Creator": The instinct of life is death. Suicide is associated with authoritarian discipline in life. Mental impulses are spelled out in catechism as "a man who has not mastered this. The chaos of conflicting forces within itself cannot do full service" (Pierce, 2013).

The affinity of such authoritarian doctrine for terrorist activity is apparent, but

what does it have to do with fascist violence in particular? Against this background, the purpose of the fascist religion is to provide ideal comfort and imaginary solidarity. "Boobus Americanus" connects 1% and 99% Fascist Religious Express. It does not provide universal social glue or popular political justification. Instead, nationalism plays this role temporarily and generously in the transition from authoritarianism—populism for the holistic system and populism for the full-scale war. Instead, the fascist religion is a "spiritual person" or superman, believing in this choice and oppression, the force necessary to carry out suicide bombings and atrocities.

The Turner Diaries says so explicitly. Earl Turner starts at important points Order, a religious order with esoteric teachings, leads to an organization inside. While the story of *The Turner Diaries* concerns the historical achievement of the fascist utopia through an orgiastic release of apocalyptic violence, the novel's plot formally resembles a tale of redemption. The sparse details of this religious experience is in line with Macdonald's remark (2019, p. 71).

What I had read . . . had lifted me out of this world, out of my day-to-day existence as an underground fighter . . . and it had taken me to the top of a high mountain from which I could see the whole world, with all its nations and tribes and races, spread out before me. And I could see the ages spread out before me too, from the steaming, primordial swamps of millions of years ago to the unlimited possibilities which the centuries and the millennia ahead hold for us. . . . For the first time, I understood the deepest meaning of what we are doing. I understand now why we cannot fail, no matter what we must do to win and no matter how many of us

must perish in doing it. Everything that has been and everything that is yet to depend on us. We are truly the instruments of God in the fulfillment of His Grand Design.

When the mob invaded the Capitol in the wake of President Trump, some saw something chilling in parallel with the events described in the novel. Experts of the far-right rhetoric notes the book has long been a reference point for White Supremacists who see the government as a repressive force that must be overthrown.

Cons of The Discourse

The Turner Diaries contains content that is contradictory with people of certain identities, one of which is Jews (McAlear, 2009). The discourse in this novel certainly has an effect or consequence for those who read and hear it. With hate speech and incitement to fight, the effects of this novel's discourse are counterintuitive to American society. In this meme, it can be seen that there are contradictions from society, such as one of the memes that reads "IT'S ALL IN THE TURNER DIARIES" which illustrates that the person who believes everything in the book is nothing more than an innocent and ignorant child. With the presence of this meme, it becomes an illustration that not all Americans agree with the contents and ideas contained in the novel.

The Relationship of Post-Nationalism with Neo-Nazi and White Supremacy

The emergence of neo-Nazi and White Supremacy in the concept of post-nationalism does not seem to have a strong stance in a country. Compared to other movements such as Feminism and LGBTQ, the existence of neo-Nazi and White

Supremacy have a very limited support or power to sustain their campaign (Rudy & Adhitya, 2022, 334). Basically, although they have some supporters from other countries, but their movement cannot drive or control the opinion or perspective of the government. First of all, it is related to the level of mass where this movement tends to be selective in choosing their followers, especially those who are Caucasian and white. Meanwhile, Feminism and LGBTQ cover almost the whole backgrounds of people around the world (Motta et al., 2011). Then, neo-Nazi and White Supremacy cannot adjust their goals to the system of the government. Although the US is a free speech and expression country, this country doesn't tolerate violence and racism because these things would destroy the true meaning of democracy. Thus, this movement is a utopian from the glory of German Nazi that had gone long time ago. That is why this movement would never get support from any country.

This term of utopia, however, does not mean that it cannot stimulate the fanatic of this ideology, as hatred towards Jewish does not fade hitherto. For instance, neo-Nazi in Germany launched its action during the Jewish holy day of Yom Kippur in Eastern Germany. He attempted to bomb the synagogue but failed and eventually killed a passerby (Kahn, 2021). This occasion could be traced back to the times of the US free speech about neo-Nazi and the Berlin Wall where West Germany also tried to 'denazify' its country and the people. The US free speech became an obstacle as well as the support of neo-Nazi to grow bigger.

Even though the US is the receiver of the Nazi ideology influence, this country also spread it to other countries, including

Australia (Hutchinson et al., 2022). The case of Dingocon in Australia by Mike Peinovich showed that the influence of this ideology from the US could affect any country. However, it would happen if the targets have similar characteristics with the influence, which is the movement. Since many of Australians are identified as white men, then this country is suitable to the vision of neo-Nazi and White Supremacy. Additionally, Australia and The US as western nations have the same language that enables them to interact and communicate easily. *neo-Nazi* and White Supremacy can be very limited in their scope of ideology spread where they will apply a strict selection to the targets.

CONCLUSION

Regarding the inclination of contradicting, certain social movements can be influenced with a perspective or ideology, analyzed in this research. As the neo-Nazi ideology is rooted in the US through social movements such as White Supremacist, Alt-right, and KKK. These groups are in attempt to raise the hatred and oppositions towards other groups, including those considered as Jews. In social media, they use words to persuade the readers. Furthermore, *The Turner Diaries* is based on three dimensions has encouraged the people to spread their ideology and belief about neo-Nazi. Based on the dimensions of text, this novel uses the word 'Jews' several times and frames the group as vicious and brutal. First of all, this novel denies the history where Nazi tortured and killed Jews by blaming that the history was lies of Jews. This novel also cites an example of Adolf Eichmann who was kidnapped and executed. Based on the dimensions of discourse practices, this novel pertains to the condition of the US where the government and Jews

have collaborated on the basis of liberalism to avoid minor problems and create bigger problems. The last, this novel also states that the Jews have created a decayed society and endangered the white people. As for the social-culture practice, the novels ask them as survivors to unite and keep strong as survivors to fight against the Jews. Apart from the dimensions, this novel apparently got counter-attack from memes in the internet. One of the memes shows a picture that has a message that people who believe in the novel are just children without knowledge and sensibility.

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