Announcing the

# ★ PROJECT ★ DEMOCRACY

## LECTURE SERIES

Thursday, November 21, 2024
2:30PM – 4:20PM | 1P-119

## Explaining Trump's Alt-Media Strategy in the 'Podcast Election' of 2024

YouTube is the largest video-sharing site in the world. It is also a key media source where Americans get their news, and Gen Zers are on YouTube more than any other digital platform. YouTube is particularly popular with young men, a demographic that has trended rightward in recent years. This explains the Trump campaign's "alt-media strategy" to appear on 'manosphere' adjacent podcasts hosted by YouTube pranksters, video game streamers, anti-woke comedians, and MMA fighters. This talk traces YouTube's political trajectory and assesses the platform's role in driving the MAGA movement's new culture war during the "podcast election" of 2024.

CC CLUE Credit

**PROJECT DEMOCRACY,** a Dean of the Humanities and Social Sciences lecture series, presents insights, perspectives, and views that speak to and elucidate what democracy is and can be. The Project Democracy lectures will ask us to listen actively as well as deliberate thoughtfully with the goal to continue to weave our civic fabric and, ultimately, manage it well.

Recently, our country held a presidential election. Both major candidates spoke about "protecting our democracy" – why does a democracy need protection? What exists to undermine or threaten it? What form of government is democracy and how does it function?

**Reece Peck** is an Associate Professor at the College of Staten Island and The Graduate Center, CUNY, and is the author of *Fox Populism: Branding Conservatism as Working Class* (Cambridge, 2019). He provides commentary for outlets such as *The New York Times, The Washington Post,* and *Forbes.* He was among a select group of media scholars asked to provide written testimony to the Congressional Investigatory Committee on the January 6 Capitol riot. Peck grew up in an LDS family and was a member of Utah's first McNair Scholars program for first-generation college graduates.

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