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Capstone Analysis

In my analysis I will be arguing that podcasts like *Nick's Right Podcast* use constitutive rhetoric to create a group believing there way of life is being threatened by liberal women and muslims. In my analysis I will identify how they express their belief and constitute the viewer to go about it the same way they do. I argue that *Nick's Right Podcast* uses majority hate speech to constitute a group based on fear. To be a part of this group, you must be an American who believes white christian men are being attacked in their country. *Nick's Right Podcast* consists of majority conservative rhetoric that uses religion, masculinity, and political affiliation to constitute the viewer. Their main methods use logic and labels to promote a subculture online, driven by hate. They implement this method in their posts, podcast episodes, and merch featured on their YouTube channel. To represent these messages they use certain visual, textual, and physical language that creates a sense of mutual understanding among the viewer.

The main speaker/host is Nicholas Rice and he starts each podcast episode with the catch phrase: "Welcome to Nick's Right Podcast where Nick is always right." He then introduces his cohost Nick Keller and they both pray before starting each episode. This is a representation of their belief to always put faith first. However, it also implies Nick will "always" be "right" even against factual evidence. Starting off with these two statements at the beginning of every episode, sets the groundwork for what content is being covered. Because these statements are repeated in every video, they create the implication that their faith and Nick being "right" has never been proven wrong. They use the term "right" as a double meaning to both express their logical correctness and political correctness.

The podcast was originally supposed to be about two different generations arguing about differing beliefs relating to culture, politics, and "everything in between" (VoyageDallas). So how did it grow to be more of a combined view on culture with similar religious and political beliefs? Both Nicks barely argue between each other anymore and instead either discuss mutual understanding of an issue, or team up against people with opposing beliefs. In some of their older posts Nick Rice takes more of a cautionary stance during discussion rather than agreeing right away with Nick Keller (episode 7). He is instead asking questions and asking him to justify his claims. In some of their more recent content Rice clearly agrees with what Keller is saying and therefore engages in discussion of mutual agreement with little to no questioning. Of course "Nick is always right" when he is surrounded by people who agree with him.

It is worth exploring how this christian conservative content is being related to Trump and their general perception of what he stands for in republican politics. We can see this represented in not only Trump, but a majority of Republican politicians and influencers. In my analysis you will see several references to Trump as well as conservative belief. During Trumps presidential campaign in 2015, he called for a complete "shut down" of all Muslim immigration into the US, this also happens to be around the time that Nick Rice says he first started talking about politics. Trump was able to implement a limited version of this plan as president, restricting immigration into the US from a number of Muslim countries. Both Trump and his Vice President have publicly spoken about their opposition of Muslims in congress. Republican Ted Cruz had also stated Muslims "hate Jews, they hate Christians, they hate capitalism, they hate America" (Gedeon 1). This kind of stance is referenced strongly in *Nick's Right Podcast.*

Christian Nationalism

Before I reference any of the merch in my analysis, it is worth noting that it seems a lot of the merch that was previously advertised on their youtube channel has since been deleted. It is possible that their merch went against YouTube guidelines because they state that they will remove any monetization or content that goes against it. Some examples of this includes hate speech, vulgar language and misinformation. Luckily I had analyzed a number of the merchandise before it was removed from the channel.

Nick's Right Podcast merch includes a lot of Christian rhetoric expressing their beliefs. By wearing their merch, you are constituted into a group that does not practice their beliefs of christian nationalism privately. These beliefs undermine and belittle other religious groups openly and unapologetically. Their merch places other religious beliefs as opposites to theirs. Nick's Right Podcast mainly uses islamaphobia in this way.

They feature a "100% not Muzlim" shirt priced at $26.50. This product description does not describe the intended meaning of the phrase and instead just restates that the buyer should express their belief or "stance" and wear their merch proudly. Although it seems they want them to do this without fully understanding what a phrase like this means. A phrase like this implies anybody who wears it is certainly not "Muzlim" therefore, *Nick's Right Podcast* makes it clear to the viewer that there is absolutely no room for muslims in their community. They constitute a group that does not accept Muslim identity. The intentional misspelling of "Muzlim" even goes further to categorize this group as American. The misspelling is a symbol of an americanized mispronunciation of the word "muslim" commonly associated with american resistance towards muslims. It is a disrespectful mispronunciation of the word that also means "darkness" in arabic (Elzanaty 1).

Their $29.99 “Jesus Is King” shirt has the same words pasted in big letters on the front. This shirt has about three different designs, and the phrase is consistent on other products. A phrase like this constitutes the buyer as unapologetic in expressing their beliefs. This is evident in their product description, stating “designed for believers who aren’t afraid to stand for their faith.” They also go on to encourage viewers to “share the message of christ with confidence.”

“Deus Vult” is also a very common phrase used in their products, usually accompanied by a cross. This phrase literally means “God wills it” in Latin and was used in the times of crusaders (Merriam Webster dictionary). According to Nick Rice himself, this phrase was used “whenever they [Christian crusaders] were taking out the marauding muslims” (ep. 29 1:22:45). *Nick’s Right Podcast* uses this phrase to promote the conquering of muslims. Therefore, they constitute the buyer as a group of Christians in support of conquering muslims. A more modern version of this could be, preventing them from “invading” the US.

In most of their debate style YouTube videos using phrases like “vs” or “debate” they have at least two (not including the Nicks, who are also present) guests with opposing views. One of the guests often represents the views of *Nick’s Right Podcast*, a christian conservative man. What inevitably ends up happening is both Nicks end up taking their side and it turns into a 3v1, sometimes even a 4v1 (ep. 44). In episode 37 of *Nick’s Right Podcast* (*Can Sharia law threaten america? Christian vs Muslim Debate*) there is a debate between a muslim and christian about Sharia law. Even though the debate is meant to be between these two, the Nick’s also get involved in the debate siding with the Christian. The title clearly states “Christian vs Muslim” giving the impression that it is a one on one debate (christian not christians). It is also worth noting that the muslim representative brought onto the podcast for the debate, is also conservative. The guest is a conservative and also is the president of muslims for Trump. He is

an eye surgeon who identifies as a libertarian and he does a lot for the Muslim community. He even said some of the rhetoric coming out of the republican party is losing the muslim vote (5:45). The other guest on the christianity side identifies himself as strictly religious and doesn't want anything to do with political discourse. Michael Pagano, is another Christian influencer and the christian representative guest featured in this video. Matt (the muslim representative) also states that he does not want to talk about religion because he believes the conflict is entirely political. Knowing this, Nick Rice still invited him on to talk about religion with a christian guest his entirely base don religion. This proves *Nick's Rice Podcast* strategically chooses the kind of content they want to be exposed to audiences, even going on to ask Matt at the end of the podcast about his religion more in depth with more personal questions.

They make a lot of references to "Takia" throughout this video and categorize it as the main characteristic of Muslims seeking to takeover the US. They believe it is a form of deceit that muslims use to hide their faith and intentions from the general public. The belief is that it is mainly used in political discourse. This is what they call a grand plan to deceit people and subtly take power. This is what they believe the Quran is teaching Muslims (ep. 37 1:12:15).

The Nicks present islam as a religious and political issue. They will take over "our" government and enforce their beliefs onto US citizens, using Sharia law. "It's not a religion (islam), it's a terrorist group disguised as a political movement, disguised as a religion" (ep. 29 1:10:34). Their main justification for this is because they believe most islamic dominated countries are implementing Sharia Law against christians. However this is already what christians are starting to do themselves. Christians in power are enforcing religion into society via education (the ten commandments in schools). *Nick's Right Podcast* is constituting a belief of the constitutional right to the separation of church and state, but only when it is applied to opposing religions. Nick Rice also says himself that he would vote to ban the hijab, but later

states that christians would not vote for such a banning (ep. 37 1:17:54). Even though he identifies himself as a conservative christian who believes in christian values. By saying this, he is also saying that it is okay to abandon ones christian values when it comes to Islam. Rice also identifies liberal candidates as majority muslim, so if democrats win, it will be the first step of this islamic takeover being put into place. Therefore, Nick Rice calls for the viewers to go vote red because they are already taking over our government (ep. 52 38:00-41:00). In this case he is not telling people to vote according to their personal beliefs but for his. He is constituting a group of Americans to go vote red in order to prevent islamic takeover.

Their posts also have a lot of themes regarding religion, specifically "anti-Islam." In one post they feature an article by "The Hollywood Reporter" that comments on the movie 'Run Hide Fight: Infidels' and it's reference of a retired Delta Force officer claiming "Muslims desire death and will use immigration and the wombs of our women to defeat the West." They end up featuring this article twice (Sept. 11 post 2). In another post titled "BREAKING NEWS" it highlights a proposal for the building of a new mosque and "Islamic academy." They go on to mention the proposed location in Celina, "Collins County's second major mosque project" in almost a month. They then restate the public outrage accompanied by the news. They imply that many more mosques will be made. They also address their concerns of "who will operate the academy, what children will be taught and whether its leadership believes the United States Constitution–or islamic law–is the highest authority in America." They say this could cause "permanent influence in communities" due to oppositional values. They then call to action Collin County residents to organize and attend every public meeting to "demand" answers before the project moves forward (Sept. 7 post 1). Posts like these constitute a group identity of individuals who believe in the perception of Muslims coming into the US as a hostile take over of religion

and culture. The comments consist of viewers calling for people to "wake up" and threatening that it's only the beginning. This is possibly due to the "FBI memo" claims presented to viewers by Nick (ep. 37 49:55). Which constituted a group feeling threatened by a "Muslim takeover" of America.

Nick's Right Podcast constitutes a public that believes Muslims will take away "our" American culture. They are "Worried about all the traditions and holidays, thanksgiving, the football season going away or not having the freedom to go where I want to go and practice christianity." What brings about this fear is seeing the mosques rising up around the country due to a muslim majority (ep. 37 47:00). Therefore they tell the viewer to vote republican to help prevent this from happening.

The content posted in the community page and "posts" tab is mostly biblical scripture posted by "Nick's Right Podcast." But, you are not allowed to post anything (with the exception of comments) in the community forum unless you are a subscriber. A lot of their posts are social commentary and news articles about politics and culture. Along with each of these posts promoting different articles, they tell the reader that it supports them financially the more views the article gets. Saying "they do pay us for people to view this article." Their posts operate to constitute a group that feels informed about the political state of the world while being able to support the channel. They do this by using Christian nationalism, conservative rhetoric, and masculine commentary. In analyzing the comments and post content, this group agrees opposite ideologies should not have power to change their American culture. They believe in freedom of speech, until it goes against their beliefs and culture.

Conservative Representation

Their merch expresses a lot of their beliefs regarding right-wing conservatism. They approach these products in a lot of the same ways they do Christian products. They constitute a group that unapologetically express their beliefs against the "radical left" and think of themselves as superior. Using a lot of hate speech, they belittle the liberal left. This is most likely due to Trumps 2020 presidential campaign because they use a lot of the same rhetoric and aesthetic.

Rather than a common phrase, they also use a specific style associated with Trump's Make America Great Again campaign. Specifically bright red hats, with slogans like "Make America Christian Again", "Make Jesus First Again" and "Freedom" making up the majority of their headwear. This kind of rhetoric functions as an ideogram (McGee), subliminally associating them directly with Trump. By using this kind of messaging they are constituting the buyer into a group representative of Trump's beliefs and values he creates policies with.

Political news regarding Trumps achievements and democratic backlash because of it (Sept. 11 post 1) is highlighted in a lot of their posts. One in particular attacks the accusations of manipulation in "Trump's 2024 election victory" by Elon Musk. The post is titled "ELON MUSK FIGHTS BACK" and addresses an Elon Musk documentary that implies Starlink was used to manipulate the election. The post informs the viewers of what legal action is taking place to fix the issue even though filmmakers are "protected by the First Amendment." But in this case they say that freedom of speech "does not protect defamation." They then say that they implied election interference without legitimate evidence and that Musk has every right to take legal action against them (Sept. 13 post 3). This post constitutes a group that denounces the election interference accusations against Trump. This is confirmed by one commenter that says "he (Musk) will win." The post constitutes a group that fights for freedom of speech, unless it goes

against conservative achievement in politics. As labelling it as unfair they disregard the overall validity of the ideologies (Lawless et. al 4).

Their $14.99 “Raised Right Not Liberal” shirt is an example of how *Nick’s Right Podcast* uses the term “right” with a double meaning. The product description states “Not politically correct. Just politically honest.” and “this shirt is for those who believe common sense still matter.” This phrase alone tells us all we need to know about what they want their viewers to believe. They are constituting a group of people that common sense takes priority over fact and liberals are not taught this (Dowling et. al). Nick Rice says himself, that it’s almost a “badge of honor” to not go to college, and how much better public schools are compared to private schools (ep. 29 27:00). Their product description also states “hard work still counts, and personal responsibility isn’t outdated” and reference the importance of faith, family, freedom and hard work. This gives into a lot of masculine attributes that support the idea of being able to pull yourself up by your “bootstraps” (Catano 421) relating to hard work. The wording “Raised Right not liberal” implies liberals were never taught these values, and therefore don’t believe it. Since these values are also very traditionally masculine, it is reasonable to assume that they also don’t believe liberals can be masculine. According to this part of the product description, they also want to constitute a group of masculine men valuing faith, family, freedom and hard work.

A variety of other posts also promote politically right-wing activists and specifically how they are being treated by the public in a negative way. For example, one of their posts highlight the defacing of a Charlie Kirk memorial headlining it as “ABSOLUTELY VILE” (Sept. 13 post). The post also includes hashtags “#News” and “#FoxNews.” They go on to then link their newsletter, Patriot Mobile promo code and merch page. Majority of the posts about news and politics are accompanied by these hashtags and links. They clearly express outrage towards the

vandalizers, but say it did nothing to erase or deface the Kirk "legacy". They frame Charlie as someone just trying to help society, and receives unwarranted attacks because of it. The comments seem to be assuming the vandalisers were liberals disrespecting the vision of Christ. Therefore they claim it to be the work of satan. This post constitutes a grouping of viewers who believe their enemy is satan and liberals are the disciples.

Their official logo for their podcast is advertised on a number of their shirts promoted on the youtube channel. They promote it by saying that by representing the show you are supporting independent media. In the description of this shirt they once again brand themselves as standing for faith, freedom, as well as independent voices. By wearing this shirt and the brand you are letting people know "you're part of the Nick's Right Podcast family." This constitutes a group of supporters who believe in freedom of speech and supporting independent media.

Masculinity and gender

Nick's Right Podcast represents their masculinity in how they talk about women and gender. They don't believe any person but a man should be put in charge and in positions of power. When women are given too much power they get "pampered" and their claims shouldn't be made as serious as they are. We can analyze this by looking at their commentary about the Cornell 7 and the Lindsey Clancy case.

They constitute a belief that women are now calling "anything SA" after commenting on the Cornell 7 (ep. 52 25:30-30:20). From this statement alone we can see how they constitute a group believing women are given too much power which gives them the ability to "deflect truth" as much as they want. This is implying that they also believe women should be set below men and should not be taken as seriously as men.

To prove this assumed perception we can also analyze their conversations about the Lindsey Clancy case. They believe people are siding with Lindsey Clancy because they don't believe a woman could do something like "murder her own children." This is possibly because traditional masculinity believes women are meant to take care of the children and home. They use this claim to justify why people are blaming the husband for actually doing the killing. Nick Keller states that there is a clear "victimhood mentality, no one understand me, and I'm all alone in the world, so same Lindsey same" (ep. 52 47:00). This once again proves how they view women. They present this mentality as a threat to men and children, saying there are multiple "clones" that have resulted from this case. They also believe that these actions are mostly because men are trying to gain custody over the children after divorce (ep. 52 50:00). They then correlate majority of women to be liberals that believe men should have less rights. To express this threat they use an analogy of "100 women couldn't take out 5 guys."

In both of these cases *Nick's Right Podcast* presents their masculinity as superior to liberal woman. They place liberal women as a threat to masculinity and American society.

In episode 29 (*feminism*) they invite on an "anti-feminist" woman named Lilly Kate. Nicks introduce her as someone they think combats feminism very well. She says feminist ideology is one of the deadliest ideologies we've ever had in this world. Saying it was meant to be implemented in order to destroy what we already had. Breakdown the family, church, destroy femininity, remove men from their masculinity, kill babies at large. *Nick's Right Podcast* videos address gender mainly in videos like these, where they imply specific gender roles.

They specifically choose to adrees gender and masculinity when they think it is contrasting their religious beliefs. A lot of their posts attack other religions and even their own religion if they go against their belief, even going as far as attacking a methodist church's

posting about modern interpretation of scripture. For example, they attack a post by the "Minnetonka United Methodist Church" titled "Mathew 25:35 TRANSlation" by associating it with "medical care, harassment and misgendering." They say this "replaces the actual words of Jesus" and that it does not accurately represent what Mathew 25:35 states. The main issue they have with this post is that "Christians are commanded to love others, but loving others does not give a church permission to rewrite scripture." They say the church is meant to submit to "God's Word" instead of twisting gods words to "gain approval" (Sept. 11 post 3). They then say that by doing this, the church is actively representing a "different religion." One comment identifies the "changing" of scripture as a "hell worthy trespass". This is an example of how their content constitutes a group where any kind of opposition to their belief is seen as sinful.

Nick's Right Podcast YouTube channel seems to have always and always will be about culture and the interplay between religion and politics that affect masculinity and American culture. They identify themselves as Christian conservative men and they use patriotism to express their belief. Using this method they have constituted 14.5k subscribers into a similar identity. With majority of them joining the channel in January of 2026. Most of their content around this time was focused on religion, politics, and gender. They started the channel in 2013 and now make around 44$ - 710$ a month. *Nick's Right Podcast* is able to monetize these messages through media, and it comes from the group of people they are constituting ("Nick's Right Podcast YouTube Statistics"). They post all of the same content featured in my analysis, on their social media and other platforms as well. On every platform they promote more intimate environments for subscribers and donators giving them exclusive access to be more involved with their brand.

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