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Capstone

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Foreward:

I have had a very busy few months, between school and my wife's newly understood chronic health condition, which we are tantalizingly close to getting medication for, I've been pretty busy. I also have two exams due this week and had to finish an overdue essay I didn't budget for. This isn't me looking for sympathy, though it is appreciated; I'm simply giving you a warning that this paper is probably going to be a bit of a mess. I'm awash in ideas and directions I can go, and I'm still working to understand it all myself. I'll try and title sections and roughly organize it, but I need to redo almost my entire context description and some of my lit review. With that in mind, I will likely presume that a future reader would know something that I will explain in a later version of those two sections. To give you the gist of the relevant bits of info: Fascism is an ideology that is highly malleable and dependent on the culture it emerges in. It uses nostalgia for an idyllic past, real or imagined, as well as the imagery of the culture it is in, as a springboard to demonize and scapegoat immigrants, gender and sexual minorities, racial minorities, the disabled, leftists, and religious minorities as the source of a current malaise affecting the culture. It's a populist movement that starts out with a relatively large in-group that over time shrinks as the ideology gets more of a political foothold. It is staunchly against critical thinking, nationalistic, and downright mean. Additionally, the EndWokeness account is reportedly the main source for popularizing the Haitian migrants eating pets in Springfield

conspiracy theory, with a post from the account amplifying a Facebook post about it getting 5 million views as of time of writing. With that out of the way, let's begin.

Introduction:

EndWokeness is, as I will argue, a clear case of a fascist cultural project, scapegoating immigrants, demonizing minorities, and pining for an imagined 'pure' past 'we' must return to. It does this through the usage of misleading or outright false statistics, out-of-context images or videos, repetition of a narrative, the creation of witty slogans, promoting a lack of critical thinking, dehumanizing language, and the rhetorical construction of an in-group and out-group. To demonstrate this, I will first discuss the things that mark this account as distinctly fascist, such as its persona, the way it talks about immigrants and nonwhite people, and how it frames things. Then I will deconstruct the ways it uses ideographs such as [wokeness], [immigrant], and [the media]. Finally, I will discuss how it constitutes people into a particular identity, in this case, a white, cishet, American, one.

Fascism, Immigration, Violent Crime:

While it is difficult or, in some cases, impossible to make an argument about the goal of an anonymous X account like this, it is important to make an argument about the ideology it espouses, what the rhetoric it uses supports, and what it's against. In the case of the EndWokeness account, it has one very obvious topic it always comes back to: immigrants. This is perhaps most clear with a tweet that it made on September 1st, 2025, where it simply listed the migrant population of majority white countries from 1990 compared to 2024. Adding in the

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comments, adding in the comments “The situation is even more bleak if you take birth rates into account” (EndWokeness). This post is somewhat foundational for the account, in a sense. While it is not their most popular post by any means, it works as a clear answer to the inherent question posed by much of the account's other content. It gives the audience a justification for why things are so bad. I start with this because much of the accounts' bias is left implicit; it's assumed that the viewer already agrees with them. The supposed extreme nature of what it posts so self-evident that, of course, you would see the issue. There are other posts of this nature, ones that work to connect the dots, to give a simple explanation to the viewer as to why the things that happen happen. There are three separate posts on the account listing stats for single-parent households by race. One is subtitled “We have a fatherlessness crisis in this country. We don't talk about it enough.” (EndWokeness). The other two have incarceration rates by race and top income by race, contrasting the single-parent household statistics. Statistics like these are lynchpins of far-right discourse. When accounts such as EndWokeness tweet things like “Say their names: Shannon Lassere and Marianne Weis 2 weeks ago, they were brutally stabbed to death while out for a walk” (EndWokeness) with an image of the nonwhite perpetrator, it construes nonwhite people and immigrants as violent murderers. Nowhere in the post does it explicitly say this, of course, but the juxtaposition frames it as such. Nationalism is at the core of fascist ideology, and the consistent, repeated portrayal of nonwhites and noncitizens as violent and unintelligent is important for fascist ideology to spread. They are one of the main scapegoats in the fascist mind, and to create and preserve that image, it must be maintained that they are violent.

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It's hard to overstate how much this account focuses on crimes committed by nonwhite people and immigrants, or simply that there are immigrants at all. They posted about the murder of a 15-year-old white boy named Michael Garr, saying, "say his name... he was stabbed to death while walking around his small town of Drexel Hill... You didn't hear about this horrible story because it didn't fit the narrative." with an image of the perpetrator (Black) juxtaposed to the victim (White). (EndWokeness) This same framing was used for the murder of an elderly white woman named Vyleen White, "Say her name... she was stabbed to death in cold blood by a group of African teens in front of her grandchild," with an image of Black teens attached, contrasting the murder victim (EndWokeness) There are countless more examples of posts like this, but the trend that they all follow is that they show a white person, typically either a woman, young girl, or young boy, who was murdered by immigrants or nonblack people, frequently with mentions of past arrests. One particularly noteworthy example is that of the murder of Iryna Zarutka, a Ukrainian refugee murdered by a black man in a train. Frequently, this is accompanied by an image from the video of the attack, for example, the account posted "74,221 AP articles about George Floyd 0 AP articles about Iryna Zarutka" (EndWokeness) On another occasion, he posted "SAY HER NAME... She was killed on the train last week by a thug with several prior arrests for violent crimes... ZERO NATIONAL OUTRAGE." With an image of the victim in a dress with a full face of makeup, contrasted with the mugshots of the murderer (EndWokeness) This case particularly highlights the fascist tendencies of the account. For all their bluster about immigration, they only care about it when it's not white people. Iryna was a Ukrainian refugee, and the murderer is an American citizen, but because the races don't line up with the narrative of the account, that aspect of it is never mentioned.

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Outside of the supposed immigrant/nonwhite crime epidemic the account portrays, they also post about the supposedly negative effect on the economy. The account has repeatedly posted the house estimate for the cost of the “illegal migrant population in the US” being “\$451 billion”, contrasting it with the “\$15 billion to build a wall along the entire US-Mexico border” (EndWokeness) on both January 20th, 2024, and December 26th, 2023. In the latter post, they even explicitly state, “This is not a crisis. This is by design.” (End Wokeness). This is an element of the account that is somewhat less pronounced, but they do frequently make reference to the fascistic idea of a shadowy cabal of elites attempting to bring about the downfall of their country. This is most clearly illustrated in a post they made on January 27th, 2024, where they stated, “They impeached Trump 2x, arrested and indicted him 4x, and charged him 91x. They changed our voting laws before the 2020 election, colluded with Big Tech to censor stories, and are importing a new electorate. States are trying to remove him from the ballot. Colorado and Maine already did. He just got fined \$83M in New York for defending himself against an insane & unproven allegation. Then they say that WE are a threat to democracy.” (End Wokeness). The main focal point of this post is, of course, the reference to immigration, but it is very relevant to note that Donald Trump works as the central leader figure of the modern American fascist movement, particularly exemplified by the account’s banner being the famous image of Donald Trump after the assassination attempt made against him (EndWokeness). This obsession with a plot against them is also exemplified by the repeated usage of the phrase “you don’t hate the media enough” and variations thereof. In September of 2025, the account posted with an image of an Axios article titled “Grisly Charlotte stabbing video fuels MAGA’s crime message” with the moniker above (EndWokeness). Similarly, in July of 2025, they posted a screenshot of an article titled “Sydney Sweeney’s ad shows an unbridled cultural shift toward whiteness” subtitled

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“Advertisements are always mirrors of society, and sometimes what they reflect is ugly and startling” with the same moniker (EndWokeness).

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Another important facet of fascist ideology is the appropriation of the symbols and religion of the place it's emerging from. This is typically done only symbolically and without any real commitment to the ideals they take the aesthetics of. An example of this is the Christian bent of the account; they tend to tweet some variation of thoughts and prayers for tragedies, for example, saying “Prayers up” regarding a story about a fire in a lab (EndWokeness) and saying “Pray for Charlie Kirk and his family” in regards to his murder earlier this year. It is, of course, difficult to quantify how religious an individual truly is, but the rhetoric of the account is very much not Christian in nature. An example being EndWokeness reposting an account encouraging people to run over protestors, saying “Everyone take note” with a video of a man driving over the legs of someone at a peaceful pro-Palestine demonstration in the middle of a road (Liberacrat). Another clear example is their support for the death penalty, saying “Swift trial, death penalty, televised” (EndWokeness). Despite their supposed pride in being American, they are fine at the very least joking about Donald Trump cancelling the next election by declaring a state of emergency (EndWokeness).

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Another one of the primary elements of fascism is the longing for an idealized past, real or imagined. This is somewhat seen in the immigrant population statistics post from earlier, but it's also more directly seen in one where they list the declining rate of homeownership and marriage by the age of thirty, adding “This is a devastatingly bleak statistic” (EndWokeness). Much of their content implicitly harkens back to a fictionalized past without immigrants as well,

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it's one of the baseline assumptions of declaring that people are being "imported" or are "invading" that they are new arrivals, explicitly not a historic part of the country.

While typically infrequent, they do occasionally post about transgender people, typically just mocking them, but sometimes also sometimes incorporating them into the dangerous and violent people who are different from you narrative, posting a debunked bar chart comparing the supposed rate of transgender/nonbinary shooters to that of Asian, Black, White, Hispanic, and Native American shooters (EndWokeness).

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Overall EndWokeness exemplifies a fascist commentator to a tee, with an obsession over foreigners, conspiratorial thinking about shadowy elites, a focus on law and order, and an extreme focus on race and in-group/out-group dynamics. They do this by selectively discussing acts of violence that fit their narrative and acting on people's anxieties and suspicions about people different from them.

Rhetorical Tools and Strategies:

The EndWokeness account has remarkably strong rhetoric given its nature as a social media gimmick account, strong enough that it was even able to popularize the widely debunked Haitian migrants eating pets conspiracy theory (EndWokeness). The rhetorical tactics I will be discussing in this section are as follows: Deliberate repetition, the adoption and co-option of slogans, and the usage of ideographs.

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One of the most important rhetorical strategies employed by the EndWokeness account is the deliberate use of repetition. This is seen both in the previously discussed deluge of content surrounding migrant and nonwhite crime, but in many other ways too. Going back to the Haitian migrant tweet, they say “Springfield is a small town in Ohio. 4 years ago, they had 60k residents. Under Harris and Biden, 20,000 Haitian immigrants were shipped to the town. Now ducks and pets are disappearing.” (EndWokeness). This was posted early in September of 2024, in early July of 2024 they posted “Springfield is a small town in Ohio. 4 years ago, they had 60,000 residents. Under the Biden administration, 20,000 immigrants from Haiti have flooded the community. Yes you read that correctly. Not a typo. Not 200. Not 2,000. 20 THOUSAND.” (EndWokeness). Now, I do believe it is worth noting a few particular things about the rhetoric here, such as the usage of “flooded” to describe the active movement of people, likening it to a natural disaster, the allusion to the Great Replacement Theory with it being described as “Under the Biden administration”, as well as how that contrasts with the later tweet which brings in Kamala Harris, likely due to her being the one in the presidential race. However, it’s notable that they made this post before the one that got popular. It’s the same rhetoric, except tweaked. This is present in a lot of their posts, they have three separate posts with the same image/video of a migrant fistbumping a border patrol officer all on the same day, one with 3700 likes, one with 29,000 likes, and one with 70,000 likes (EndWokeness), the post with the most likes being the third posted on that day.

Another commonly repeated post type goes ‘this may look like a majority nonwhite country, but it’s actually a majority white country’, such as them tweeting “You may find this hard to believe, but this is a real video of Paris.” over a video of Hindu Indians breaking

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coconuts as part of a festival (EndWokeness)]. Another case is them posting “3rd world marketplace? Nope–Paris.” over footage of a number of what appear to be Indian people outside with a handful of stalls and boxes set up (EndWokeness)]. These are particularly odd cases, and I’ll get back to them later, but they illustrate yet another pattern.

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Among their other repeated rhetorical motifs is the repeated usage and co-option of the ‘say her/his name’ slogan popularized by the Black Lives Matter movement, as was discussed earlier. This, of course, connects to another deliberate rhetorical strategy, the co-option of slogans. ‘Say her/his name’ as a term was coined as a response to media silence surrounding the murder of particularly black women but also black men by police officers. An act of police brutality would occur and would receive no media coverage, invoking the usage. The EndWokeness account uses it in the same way, but reversed, to talk about white people murdered by black people. Only instead of it being representative of largely systemic injustice, it’s random acts of violence that have nothing to do with race. This co-option of leftist language works to do a lot of things. It acts as a sort of effective parody, taking something and flipping it on its head is a reasonable way to generate comedy. It also makes it unpalatable to use in some sense. If someone uses it and is reminded of the incorrect usage, they’ll be less likely to want to use it in the future. The large scale effect, however, is that it waters down its usage, stripping it of its original meaning. This is also the case for another important part of the account, the name. The account is, of course, @EndWokeness (EndWokeness)]. Woke originally was a term used by black activists to describe being aware of racial injustice, to be woke was to be awake to the presence of systemic racism. Over time its usage was diluted, first by well meaning leftists who began to use it to simply mean left-leaning, then by right-wingers using it to mean left-leaning

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ideas, and now to describe all sorts of things. Based on the account, immigration is woke, people not being married or owning a house is woke, not driving over protestors is woke, and many other things are also woke. In this way it sort of works as a dual ideograph, having one meaning to a certain group of people, and another meaning to the majority group. I think it was Jaishikha Nautiyal who wrote about that sort of thing but don't quote me on that. Look you mentioned explicitly that I had these sorts of asides so I need at least one. Work is actually going great though I'm having a good time.

The EndWokeness account is laden with ideographs all throughout it. Most prominent are the ones present in its profile picture. The profile picture depicts a 'wojak', in particular the Yes Chad, with an American flag behind them, with the text "I support the former things" present also. There is a lot to dissect here, so I'll start with the simple part, the American flag. America as a concept inherently means a lot of different things to different people, in this case, based on the rest of the account, it's pretty clear that they mean white people and their freedoms. America is of course also seen as a land of opportunity for immigrants by a lot of people, or at least that was the idea at some point. Unfortunately though, the rest of the image requires a lot of context.

The original Wojak is a "MS Paint illustration of a bald man with a sad expression on his face." (Knowyourmeme) though the term over time has broadened dramatically to include a variety of other emotions and people. This format of meme is particularly popular on 4chan, a site well known for its far-right leaning. Because of this, while there is nothing inherently right-wing about the format, it typically is associated with the right more. Wojaks are also connected to another relevant part of the image, the text, which itself references and sort of co-opts the "I

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support the current thing meme”, depicting people as “NPCs” (knowyourmeme), a meme with its origin on 4chan describing people who follow trends or like popular things as soulless unintelligent ‘background characters’ and inversely the viewer, who is presumed to be different, as unique and special. A notable example of this meme is Elon Musk posting a variety of it with a number of different pride flags (Elon Musk). The Yes Chad is a variation of a wojak typically depicting an aryan man defiantly saying “yes” in response to someone’s criticism of them. It’s often used along side the “Trad Girl” which is a female Wojak “meant to represent traditional values” (knowyourmeme). It’s not a coincidence that the defiant aryan man is set alongside the traditional aryan woman, usually contrasting angry wojaks. They’re frequently used as right-wing memes about how they don’t care about how others perceive their ideology. In the case of EndWokeness, these in conjunction paint a specific picture: A defiant, proud, aryan man supporting traditional (white) values in opposition to the screaming masses insulting them.

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The rhetoric and style of this account is somewhat typical for online far-right accounts, but it is rather honed in this case, with the posts themselves usually being short and fairly memorable, using and reusing easy to remember slogans or espousing credible sounding statistics that seem to support their position.

Our Community Built on Hate

I’m sure many of you have noticed throughout this piece the repeated usage of words like “we” “us” “our” and “they” “them” “their” throughout many of EndWokeness’ posts. This sort of deliberate rhetorical identity construction is relevant to study of course. EndWokeness

repeatedly constitutes an audience of white men throughout all of their posts, this is very clear as the vast majority of their rhetoric is centered around non-white individuals. For example how Iryna constituted as part of the in-group and discussed in the same way American born citizens were in the context of her being murdered by a black man. Her race superceded her citizenship status and placed her in the in-group, in the same way that Black American citizens are placed in the out-group, despite their citizenship status being 'correct' for lack of a better term. The mention of prayer of course also constitutes people, EndWokeness isn't saying "Christians or otherwise religious people in my audience, please pray" they're presuming that you are already that. There are some interesting cases, such as the account posting "One of these lions is provided with free food, shelter, and medical care. The other lion has to fend for itself. Would you rather be the lion on the right or the lion on the left? Your answer says a lot about your political ideology. Send this to others and see what they say." with an image of lion held in a very small dirty enclosure contrasted with a... wait what the fuck that's ai generated. Who ai generates a lion image just literally google lions. This is the guy I have to spend the next two months analyzing. Contrasting a group of lions living in the wild (EndWokeness). It's a very clear parallel to real world politics, with them very ironically arguing that leftists want to make a dystopian surveillance state with free healthcare, that's rich. Okay I'm done now sorry about that. This hypothetical is clearly meant to generate engagement with an audience who would happily see themselves as a group of proud, ai generated lions in the ai generated savannah, despite the terms "we" or "us" never being used.

Many more of the account's posts have this sort of unstated assumption you already agree with them. For example, they posted images of the "Major of Derby, UK Ajit Atwal", one of him

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wielding what appears to be an ak-47, and another of him in proper attire in office

(EndWokeness) Given the content of the rest of the account, it is clearly meant for this image to be taken as an absurd and horrible situation. The image of the gun meant to represent the man as being a violent extremist. Going back to the examples of Indians in Paris, the same principle applies. Why is this video of Hindus breaking coconuts being posted, what's so wrong with that, one might ask. It is, in their narrative, another example of the idiocy and brutality of nonwhite foreigners. It is meant to be so clearly wrong and immoral that it completely goes without saying. The same principle holds for the market scene from the other post about Paris, the presumption of degeneracy is the intended message of the tweet. Utilizing this thinking illuminates much of the narrative of the account. They do not need to reconcile their opinions about a Ukranian refuge and a Mexican refuge because one is white and one is not. They almost explicitly think that race is a determining factor in violence. They have never said as such, but when they say something like "Young black men (14-49) are 3% of the US but commit 43% of homicides."

(EndWokeness) they seemingly are not doing so to be open to a discussion on social factors, they are presuming that you already "know" that the reason why is that they're more violent. When they post the statistics for single-parent households by race, they're not doing so with the context that the races with the lower average income are more likely to have single-parent households, they're doing it to signal to their audience that nonwhite, nonasian people are violent. Even in the posts themselves they center the status of the household first over the income of the household. When they post a video of a ship with a mexican flag approaching a dock in brooklyn, with muslims present in the crowd, captioned "This is an extremely depressing video" the only possible explanation is that they expect [you] to hate [them] for being different from [you].

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The overall world that this account creates is one of perpetual terror and violence and outside threat. It is one where the superior white race needs to fight back against violent Black, Mexican, Indian, and Muslim people. It is a sewage pipe of hatred and mockery and fear mongering to rile up the audience and spur them to action. With rhetoric like this not only present but popular on a site like X is it any wonder that according to the CSIS the far-right was responsible for 152 terrorist attacks between 2016 and 2025, slightly less than double all other ideologies combined. They construct a world of consistent violence where you must be hyper vigilant and defend yourself, that type of rhetoric is dangerous and must be countered and contained.

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