

was in trouble. The

The more vexing question is whether, and to what extent strategies adopted from commercial marketing are remaking politics, particularly within more representative systems of government. However, despite a tendency to disparage market-based strategies, than clarifying what is meant, normatively, by

that reaffirmed existing power differentials in society by mobilizing public opinion within targeted voter segments against

in ANTIFA? Trump tweeted on August 30. A September 1 text message from the Trump campaign was even more explicit about the association and the threat: "Biden & Dems HATE America. They support ANTIFA wrecking our cities. Show them this is OUR country NOT °ᄁj ¥® In fact, by September, the threat was no IO.125 0.12ETe43[()] TJETQq0.00000912 0 612 792

information that consistently favors the political agenda and of promoting the agenda of groups such as Antifa and Black Lives Matter (Taylor 2020; Adler 2020). Unlike the mainstream reporting, then, which consisted mainly of verifiable, and more ideologically balanced information, the conservative coverage was more editorial in nature, and intended to reinforce the claim that ANTIFA was a central protagonist in violent, anti-police protests sweeping the country.

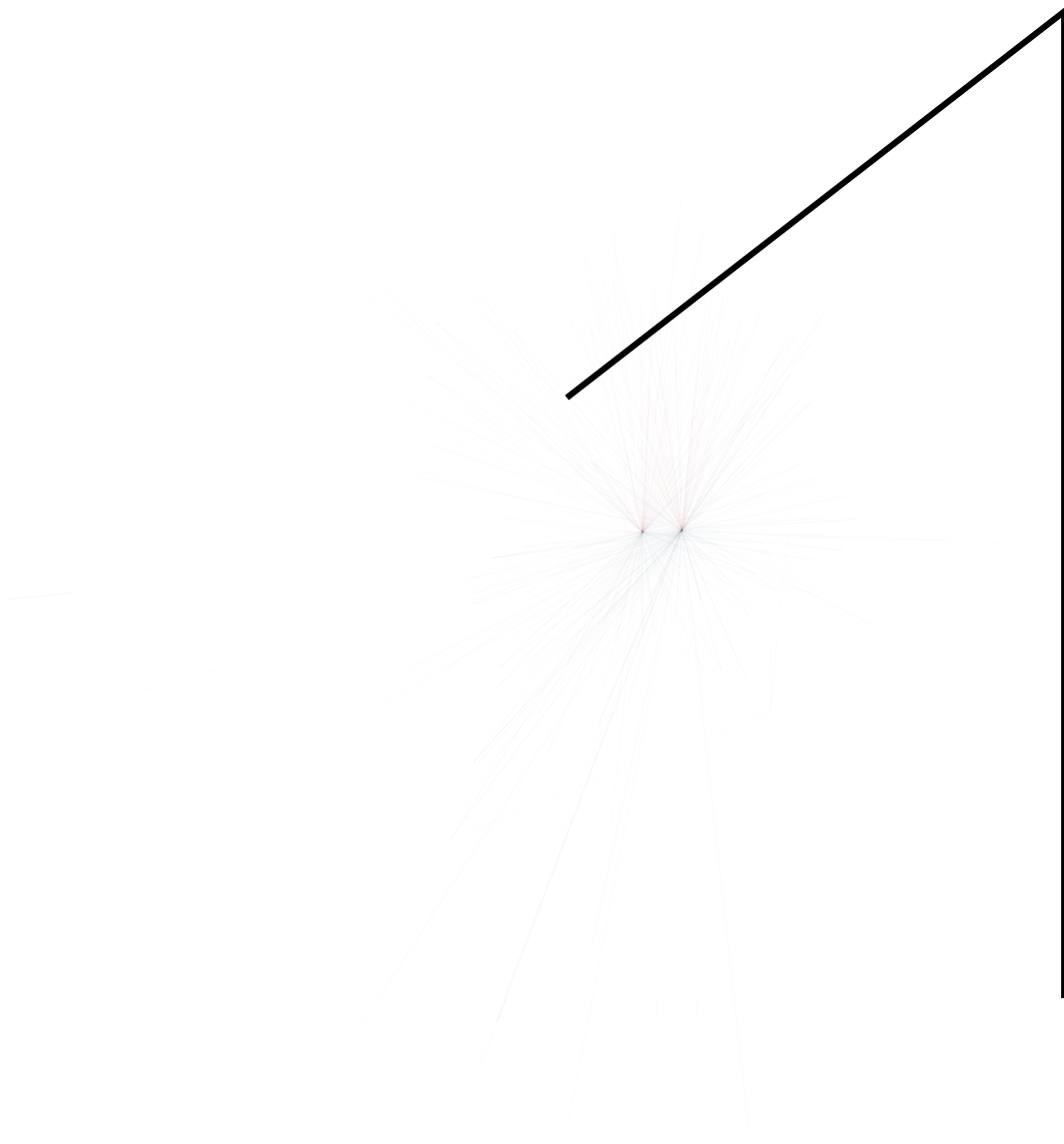
The partisan nature of the protest coverage also had a visible impact on the contours of public opinion. In the weeks following George Floyd's death in May, public opinion data showed broad support for the protests. A June *Pew* survey found that 67% of respondents supported the Black Lives Matter protests. This included 60% of whites, 92% of Democrats and 37% of Republicans (Thomas and Menasce-Horowitz 2020). Similarly, data from a survey compiled by *Civiqs* shows that there was an almost ten percentage point jump in support for BLM in the week

spectrum had no discernable impact on (④© - admonitions about socialism and the Democratic Party. Trump started the election year by tweeting, in characteristically dichotomizing language, that the Democrats are now the party of high taxes, high crime, open borders, late-term abortion, q0.000009t.hion,

articles mentioning Biden and socialism or socialist appeared on the right, compared to 11.3% in the mainstream, 32.7% in the op^a °j[®] and 14.3% on the left.

And, as was the case with ANTIFA, the partisan nature of the coverage of socialism is evident both in a network analysis of aggregate Twitter links between leading media sources, which reveals two relatively distinct clusters centered on mainstream and more conservative outlets, and in a comparative review of the content of randomly selected articles. (Figure 2 [Caption: N = 106,305 stories; 7,407 Media sources and 19,379 Media Links]).

Figure 5.2 Socialism Media Cloud



upon closer inspection, it is evident that the issue at hand has less to do with Political Marketing than with democracy itself. Although critics hav

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<https://www.c-span.org/video/?474842-1/president-trump-remarks-yuma-arizona-immigration>

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<https://apnews.com/article/donald-trump-race-and-ethnicity-archive-bdd3b6078e9efadcfcd0be4b65f2362e?fbclid=IwAR2zVic4ijSLEEICnpkyta2pmzaZFWPmKojoyWQ0wbCO5LPcYD6tgBvXj2gBzZaZF>