

THE POLITICS OF HATE: UNDERSTANDING IDENTITY SENSITIVITY, DISCOURSES, AND RACIAL RADICALIZATION IN WHITE NATIONALIST AND ALT-RIGHT MOVEMENTS

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Abstract

The elements of white supremacy and white nationalism are deeply embedded in the American society since the end of American civil war. White nationalism and the Alt-right movement fundamentally revolve around the identity politics and considered race as the lens to view all political issues. This paper attempts to find out the historical evolution of the white nationalism and Alt-right, their core beliefs, views and motivations, discussing the proponents and ideologue and criticism on the ideology. The findings revealed that both white nationalism and Alt-Right movement have risen and fallen over the course of history but the online social media platforms and meme culture provided a new dimension and brought them back to the mainstream political and societal discussions.

Keywords: *White Supremacy, White Nationalism, Alt-Right, Racial Radicalization, Social media.*

Introduction

A pro-white ideology that emphasizes on the protection and enhanced legal rights for white people and/or calls for a separate territory is "White Nationalism". The white nationalists often separate themselves from the white supremacists by arguing that they represents a distinctive branch of white power movement which has primary focus on the preserving and protection of "white race" and ensuring white supremacy upon all other races (Willis, 2016). The phenomenon of while nationalism has various fractiousness in geographical and ideological terms as the white nationalists want a ethno-state for whites claiming whites as the superior race and the hierarchical structure of their ethno-state have whiteness at the top whereas all other races as inferior and those inferior races must have ethno-states of their own. There must be stricter policies and controls over the immigration process in order to limit the ethnic cleansing of whites as the growing multiculturalism in US is causing fears of "white replacement" and "white genocide" through squeezing out of their existence due to miscegenation, low birth rates among whites and increased prolific reproduction among other non-white races (Geary et al., 2020).

The white nationalist discourse attempts to create a difference from white supremacy through working among and against a modern setting of the mainstream liberal multiculturalism. In this regard, white nationalists affirm the notion of "diversity" in its abstract value however asserting that liberals presented its risky comprehension while promoting multiculturalism. Therefore, the white nationalists after making the abstraction of diversity claim white nationalism as the true protector of diversity as it emphasized on the preserving differences among various culture through the separatism. Consequently, developing a distinctive discourse from white supremacy in the perspective of identity politics to avoid allegations of racism and hatred and contending that through this approach, white people can claim the demands for the identity based claims for specific rights and protections similar to other racial and ethnic groups and this approached paved way for the inclusion of the "Alt" discourse among the white nationalist ideological strategies (Hartzell, 2018). Richard Spencer, a prominent Alt figure and self-proclaimed white nationalist called upon all the whites "to have an identity" by stating the need to identify themselves as white and argued that all whites must retain implicit dominance and cultural relevance. This tempered version of white nationalism favoring the pro-white discourse provided rhetorical and theoretical foundations for the alternative right discourse commonly known as "Alt-right" and the understanding for maneuvering both the pro-white formations into the mainstream public discourses. The white nationalism discourse constructed as a pro-white racial ideology and on the contrary, the "alt-right" discourse developed an alternative political ideology (Bar-On, 2019). Therefore, this article will focus on the historical evolution of white nationalism and Alt-right movement, proponents and main ideologues, core concepts of white nationalism and Alt-rights, and main

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scholarly critiques on them.

Literature Review

In United States, the history of white nationalism has a long and complicatedly interlaced throughout the nation's foundation since the institution of slavery to the modern era. In the recent times, the 2016 elections of USA has brought a public surge and embrace to this radical ideology with the goal of establishing a white homeland through the use of violence. The US white nationalism has been celebrated in the state constitution and the curriculum books, biased political divide, the efforts in reforming criminal justice and racial tensions upon them, and political leaders who avoids to condemn them publically made this ideology as the "lethal and persistent threat" to the US and the world peace and harmony (Department of Home Land Security, 2020). While conducting literature review on white nationalism and alt-rights, an incredible variation emerged among different sources, covering often overlapping but range of subjects, but frequently affirming various aspects overall. A brief account and analysis of history, early developments of white nationalism, numbers were presented in older sources while, on the other hand, the emphasis of newer sources is on the inner and outer motivations of movement, the strategies and tactics especially internet and social media for creation of snow ball effect for shifting the new alt-right movement from online to the conventional politics.

In our daily life, white supremacist is often mixed and used as a synonym to white nationalism whether used in media or in our daily life discussions. In fact, these two terms are different and cannot be used interchangeably as the rhetoric and discourse of both ideologies are different. One can just believe in white nationalism, or just white supremacy, or on both depending upon individual's ideology. The focus of white nationalism is creation of ethno-state for white while the white supremacy believes on the idea of white superiority upon all other races (Byrne, 2018). In short, the ethno-state of white is supposed to be a sovereign state in which all the citizens must be purely white and of European descent. Greg Johnson (2015) in his book Truth, Justice, and a Nice White Country provided the best explanation of white nationalism in concise manner by describing it as "ethnonationalism" the idea which focuses on the preservation and promotion of peace, cultural and racial diversity and general welfare all around the world. The objective is to establish culturally and racially homogeneous sovereign states for every race living upon the earth so that justice and peace among the human race. Johnson highlighted the phenomenon of "white genocide" and "white extinction" mentioning that both are being carried out actively and no necessary actions are being taken, it will eradicate the white race due to predation, hybridization, invasive species, and habitat loss. He referred predation to the phenomenon that non-whites appeared as violent predators that are causing the white extinction by restricting fertility in whites, murdering fertile adults and white

children and thus contributing to the extinction of white race. On the other hand, hybridization is explained as mixing and diluting of bloods of both non-whites and whites and producing a race-mixing or miscegenation. The invasive species is denoted as the demographic competition being faced by the whites due to the integrated invasion of other races into the country. Lastly, habitat loss referred to the taken over of the land of white by non-whites which were integrated into the country and their increased population caused suburbanization which caused uncomfortable situation for the whites. He concluded that these aspects are not just accidental rather results of planned and purposeful strategies for what he called "white genocide".

Carol Swain in *The New White Nationalism in America: Its Challenges to integration* argued that the assistance of government in policy areas for black nationals is backfiring and due to the diminishing numbers of whites, the white nationalism is growing. She has presented various arguments in the growing influence of right-wing generation of white nationalist Americans political thinkers and activists who have orientations from white supremacist groups like skinheads, KKK, neo-Nazis, and others but this contention has been rejected by white nationals stating that they are not right-wing at all rather their ideology emphasized that they must distance themselves from non-whites either literally or figuratively. There are seven policy points which Swain highlighted as the bolster effect for the increased numbers of white nationals and attracting the moderate whites towards their inclination for the cause and these areas included the extensive immigration patterns and increased birthrates of minority races which threatened whites that they will become minority in near future; the competition over the scarce employment opportunities among whites and non-white races; increasing hatred due to racially induced policies over immigration, crime rate, affirmative action and likewise by the non-white races; the Black-on-White violent crimes and their persistence; the growing competition among the multiculturalism and American cultural values which are highlighted by white nationals for the promotion and legitimization of their ideology; the demands for economic and political influence and representation by the other minority ethnic and racial groups which threatened the whites for having less power due to their minority status; and the growing number of underground supporters for the white nationalism due to internet accessibility.

Contrary, other leaders of the white nationalism ideology are more concerned about maintaining the heritage and cultural values in American society rather worrying about the eradication of white race. Russ Nieli and Carol Swain in *Contemporary Voices of White Nationalism in America* endorsed the same views of elitist white nationalist and KKK leaders. The Grand Wizard of KKK – David Duke was asked by Nieli during an interview about his ideals for an ethno-state and what he believes that how it can be created? He responded while expressing his fears that the Europeans heritage and values will be going to defaced and white will become a minority as a

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result of immigration induced invasion of other races and ultimately, white nation would fall for a third-world status. The main argument of Duke in creation of white ethno-state was that he visions for strict border laws and their enforcements and only white immigration will be allowed in that ethno-state.

George Hawley (2018) in *Making Sense of the Alt-Right* distinguished white nationalism as a distinct ideological development than white supremacy. The objectives of white nationalists across US vary from person to person and group to group stating that each person and/or group has its own justifications and motivations for agreeing and/or joining the movement and therefore, no specific justifications and motivations are where across the board though there are some concordant upon which majority of white nationalists agree like the perpetual victimhood mindset, economics, and ethnic pride and preservation. During the 19th and 20th century, radical white nationalist groups like Ku Klux Klan (KKK) held power which was majorly unorganized and violent but the contemporary white nationalism emerged much more organized in nature but not always remain on scene. Thus, he stated that the white nationalism and white supremacy movements are now driven by the white nationalists and alt-right activists and therefore, it is considered more as an online phenomenon.

Historical Background of White Nationalism and Alt Rights

The roots of white nationalism have embedded long into American history where the main aspect of hate was the supremacy of white over the other races and this phenomenon existed in various means for various motives all over the American history. Hawley (2018) pointed out that both modern progressives and white nationals agree on the fact that USA was created as an all-white nation and founded on nationalistic ideals. There are four main periods in which white nationalism and white supremacy blossom were the era of Reconstruction which continued till Gilded Age; it sustained through the KKK resurgence in 1920s; getting pace during the 1960's movement for civil rights; and the Trump era. All these four phases have one aspect in common which was the provision of more rights to the minorities though these minorities lacked full rights and therefore it threatened the white nationalists and supremacists for losing power in the social and political realms of America. Since the dawn of US, these arguments remained center of political spectrum that through this country was created only for free whites or not.

After the end of American civil war, the rebuilding of war-torn south was started and efforts were made to strengthen the relationships among North and South and therefore this era is known as "Reconstruction era". This era is known for the provision of great leaps and bounds for minorities and freed slaves with the liberties and rights to them at least for that shorter period of time. This move created discomfort among the white nationals and in the following years, the granting of

citizenship to minorities and free slaves during the fourteenth amendment, and providing voting rights to all male citizens further added to the flame. The white nationalists started calling that colored people should not be given equal rights as the minorities. This enormous political backlash resulted in introduction of various policies which restricted the liberties and rights of minorities and freed slaves during the Gilded Age but also limited the entry of non-whites on the American soil (Huddle, 2007). The reconstruction era provided many positive developments for the non-white minorities in America but in the Gilded Age, things went too much wrong as it was full of hatred and corruption for which one has to look out of the way. The California Gold Rush 1848, the construction of transcontinental railway track 1869, and demand for more labor during 1890s and afterwards provided opportunities for Chinese laborer and immigrants for employment opportunities in the mining sector and during that period around 100,000 Chinese men, women and children looking for a prosperous life were brought by labor contractors. This too triggered alarm among the white nationalists as these Chinese workers became more demanded in the job market and thus white endured less attractive for the employers. Therefore, upon the pressure of white nationalistic tendencies, the Chinese Exclusion Act 1882 was passed by congress which was meant to last for a decade but later renewed in 1892 and became permanent in 1902 and cancelled in 1965 after the Immigration and Nationality Act. This era and efforts of white nationalist inclinations have significant impacts upon the economics, politics and demographics of the US (Foner 2017).

The second phase of white nationalism revolves around the Ku Klux Klan (KKK) though it emerged right after the civil war but it could not get much attention until the early two decades of 20th century where it became part of every sphere of life. In the initial phase, the KKK's objective was to ensure oppression upon the freed slaves in order to keep dominance of white race but later focus was shifted to being American native born, protestant, and white after the KKK's resurgence (BBC, n.d). The second decade of 20th century witnessed more focus of KKK on white nationalism instead of white supremacy. After the World War I, KKK feared that the increased migration from eastern and southern Europe eventually change the cultural values and will ultimately trigger the racial and cultural wars and thus focused on putting an end to "moral threats" posed by the other non-white races.. On the other hand, the KKK argued that the immigrants are taking over the employment opportunities of "racially pure" white Americans and similar to the modern white nationalists, KKK planned to ensure that their role in societal matters and government through violent activities like threatening violence, lynching, and cross-burning. The social and political activism of KKK, it emerged as a fraternal, nationalist, and patriotic organization which had around four to six million member in 1920 and it caused the white nationalism as the central focus of politics and social life especially in US as well as New England, the Midwest, and the South (Atkins, 2011). The end of 1920s saw

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downfall of KKK due to the widespread disregard from the general public towards the organization due to its violent tactics and assault intimidations upon the opponents. Another shock hit KKK in 1925 due to the murder trial of 23rd Grand Dragon – D.C Stephenson who was convicted on second degree murder charges against a female white schoolteacher and thus with the loss of leader, the membership dropped to 50,000 by the end of 1930 due to public outrage against the Klan and thus ending the second reign of the KKK.

White nationalists again emerged on the political mainstream during the civil rights movements and this era is associated with various leaps and bounds by civil rights activists. The US laws have witnessed various changes regarding cultural and racial segregation prior to the Civil Rights Movement in 1960s. The passing and implementation of *Brown vs Board of Education* in 1954 and 1955 respectively, a massive pushback was there and white supremacist routed tax dollars and high-quality education towards the white children. In response, Supreme Court issued ruling to integrate the minorities and desegregation was forced by the federal government but many of the schools were shut down in the South. The US is believed to be a color-blind and post-racial society after the civil rights movement by most Americans but this assertion proved as incorrect. A radical white nationalist online forum and website Stormfront was created and published in 1990s which is considered as the dawn of the Alt-rights movement. In the wake of 9/11, the anti-Islamic fear and rhetoric developed especially among the white nationalists and even the general US public (Zeskind, 2009). A decade later, the victory of Barack Obama as the first African-American President of US caused backlash of white supremacists and nationalist by pointing out Obama as non-American and a terrorist.

The fourth and so far final phase of white nationalism starts with the dawn of Alt-right (short for “Alternative Right”) movement in the public consciousness. The term Alt-Right was coined by the ideological and political writer of Alt-right – Richard Spencer in 2007 and the theme revolved around the identity politics and thus called this ideology as “Identitarian”. The first wave of Alt-right started in 2008 but from the very beginning, Alt-right remained disconnected from American political tradition as a political ideology. Though, white nationalism associate themselves with the US flag, Protestantism, and spoke the middle-class language of US conservatism but the Alt-right activists ignored traditional symbols of US and expressed no or very less interests in the free-market economies and political theory as per the conservatism realm which placed it on a strange ideological position. The audience of Alt-right grew its audience in the first two years but it started decline soon after in 2012 and in his final article he expressed, “Looking back over the past two years, I feel that I have accomplished most of the goals I set for myself in founding AltRight, which was never meant to become an institution” (Hawley, 2018). The venture of alternativeright.com

remained functional but he shifted his focus on the new platforms like a new print journal and website Radix, a white nationalist perspective publishing company – Washington Summit Publishers, and National Policy Institute. The second wave of Alt-right started in 2015 when it appeared on Reddit and 4chan considered as dark corners of internet and the term Alt-rights unexpectedly and suddenly being used especially on social media and other multiple venues by the radical right. The new Alt-right is best known by the #AltRight Twitter hashtag and appeared to be pretentiously offensive and vulgar which violated almost every modern taboo related to gender, religion, ethnicity, and gender. The Alt-right in the contemporary perspective is a subgroup of massive purposive internet troll culture and this caused additional issues for the people who sincerely trying to understand the movement (Hawley, 2018). In the US politics, the election of 2016 brought a new momentum for the Alt-right movement during the election campaign of Donald Trump as a republican presidential candidate which attracted interests of various white nationalist and supremacist groups and soon after his victory but it was termed as “beginning of the end” of Alt-rights. Ironically, Alt-right remained a marginalized and powerless group even after the victory of Trump (Wending, 2018). In 2017 and 2018, the Alt-right again experienced downfall after the Charlottesville’s Unite the Right Rally which was expected to be the turning event in the movement from online to street-based but the violence happened during the rally including assaulting, car ramming incidents, and firing incidents (Hayden, 2018).

Proponents & Main Ideologues

During the 19th and 20th century, the ideas of white supremacy and white nationalism remained as dominant rhetoric in the American political discourse which was increasingly relegated and repudiated towards far-right political spectrum of the country soon after World War II. Therefore, white nationalism and Alt-right has various ideological forebears as the white supremacy has been reformulated by various white supremacists in late 20th century. While talking about the proponents and ideologues of white nationalism and Alt-rights, **David Ernest Duke** is one of the most prominent ideologue of white nationalism and the Alt-Right who is also known for being former imperial wizard of KKK, far-right politician, anti-Semitic conspiracy theorist, and American Neo-Nazi. In 1970s and 1980s, he unsuccessfully contest for state legislation election and later in 1988, campaigned for Presidential Nomination from the public party but failing to get attraction, he joined the “Populist Part” and then became a Republican in the same year.

George Lincoln Rockwell is the most prominent figure who was discharged by US Navy due to his political views and thereafter founded American Nazi Party. He considered Hitler as the savior of whites and denied the Holocaust while considering it a conspiracy of Jewish communist to dominate and rule the whites. He propagated the need of racial segregation and got along well with the Black Nationalism leaders

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(Goodrick-Clarke, 2003).

William Luther Pierce III is also a prominent ideologue of white nationalism as he was a far-right, white supremacist, American Neo-Nazi political activist who remained highest profile individual of white nationalism for more than 30 years and also founded a white nationalist organization "National Alliance". He inspired various hate crimes especially the bombing of Oklahoma City in 1995 through his novels *Hunter* (depicting a white supremacist lone-wolf assassin) and *The Turner Diaries* (portraying a violent revolution exterminating non-white races after World War II) (Nieli, & Swain, 2003).

Samuel Jared Taylor is a white supremacist and white nationalist who is president of New Century Foundation – a white supremacist organization and writer of various books on white nationalism via this platform, editor of *American Renaissance*, former member of National Policy Institute and *The Occidental Quarterly*, and spokesperson and board member of Council of Conservative Citizens. Various academicians studying racism, news media, and civil rights activists accused him and his affiliated organizations for promotion of racist ideologies (Atkins, 2011). **Richard B. Spencer** is white supremacist having Neo-Nazi ideologies, anti-Semitic conspiracy theorist, President and Director of National Policy Institute, creator of online websites and forums like *alternativeright.com*, *Radix*, and white nationalist perspective publishing company *Washington Summit Publishers* and an Alt-right activist. He is best known for his views regarding his public use of Nazi rhetoric and gestures, racial views of ethnic cleansing of non-white minorities from US, advocating enslavement of Haitians by white, and advocating the political tactics of G.L Rockwell (Bar-On, 2019).

Andrew Anglin is also an ideologue of Neo-Nazi white supremacy, anti-Semitic conspiracy theorist, founder of website *Total Fascism*, and editor of *The Daily Stormer*. He is best known for his anti-Semitic conspiracy theories, essays on race and fascism, diluting Nazi principles in internet memes to attract youngsters (O'Brien, 2017). These are few of the prominent proponents of the white nationalism and Alt-right ideology while discussing all the proponents is nearly impossible.

Core and Important Books

In this section, an overview of major scholarly books regarding white nationalism and Alt-rights is provided. Winthrop Jordan (1974), in "*The White Man's Burden: Historical Origins of Racism in the United States*" which was an edited version of "*White over Black: American Attitudes towards the Negro 1550-1812*", highlighted the racial dynamics in the pre and post American Revolution arena, and explained the historical prejudice and hatred among whites and blacks in the United States. Robin DiAngelo (2018) in "*The 'White Fragility: Why It's So Hard for White People to Talk About Racism*" discussed the notion of institutional racism and explored cause and

effects of venomous responses to the accusations of white nationalists. Ashley Jardina (2019) in "White Identity Politics" presented the identity politics phenomenon in the voting patterns among majority of white populations just to maintain the supremacy of white in US politics. George Hawley (2018) in "Making Sense of the Alt-Right" explains the evolution and origins of the movement, core beliefs, methods adopted by the white-identity political ideology, and discussed differences of Alt-right from other white nationalist ideologies. Kathleen Belew (2018) in "Bring the War Home: The White Power Movement and Paramilitary America" traced the historical evidences of the role of white nationalists movements in planning and executing domestic terrorism from 1970s till 2018. Leonard Zeskind (2009) in "Blood and Politics: The History of the White Nationalist Movement from the Margins to the Mainstream" provides a comprehensive outlook regarding the evolution of white supremacist movement since Cold War by drawing racist publications, court documents, his personal observations and first-person reports. Elizabeth Gillespie McRae (2018) in "Mothers of Massive Resistance: White Women and the Politics of White Supremacy" highlighted the role of white women in the white supremacy propagation by maintaining and enforcing segregationist policies during the 20th century and endorsed its importance. Alexandra Minna Stern (2019) in "Proud Boys and the White Ethnostate: How the Alt-Right Is Warping the American Imagination" discussed the core ideas of the Alt-right movement, its resonance with antifeminism, right-wing white nationalism, and white supremacy, and explained how this loose movement managed to get a place in the digital, cultural and political landscapes of American politics. D. J. Mulloy (2021) in "Years of Rage: White Supremacy in United States From the Khan to the Alt-Right" presented a frightening history of various white supremacist groups operated from KKK's era till the Trump's Presidency and explained core racist beliefs and motivations, propagandas, their fears of displacement and extinction, and the role played by women

Core Concepts and Ideas

The white nationalism simply revolves around the notion that culture is a racial product and thus seeks the preservation of cultures of historically white nations and advocates the survival of white race. Their views holds that there should be dominance of white race in the economic and political life, preserve their historical culture, and must maintain majority in white countries mainly US and Europe. White nationalists believe and threatened that a white genocide is happening due to the low birth rates among white, the mass immigration, multiculturalism, and miscegenation of non-whites (Geary, 2020).

On the other hand, Alt-right is considered as a far-right movement on political spectrum having no unifying manifesto where the objectives vary from person to person who associate themselves with the movement. There are certain frequent attitudes within the Al-right activists as more profoundly, they are having anti-

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egalitarian, and anti-Semitic, anti-feminist, misogynist and broadly secular and atheist views that also deny core assumptions of classical liberalism and age of enlightenment and also reject the liberal democracy within the political spectrum of US while demanding a separate ethno-state for whites. Ironically, Alt-right activists lack distinction between the members embracing white supremacist and Neo-Nazi discourse (who usually termed as 1488 – means slogan of 14 words and depiction of 88 with HH – means Hail Hitler) and the one having a moderate image but concerned about their national identity and thus demanding a separate ethno-state for them (Atkinson, 2018).

Criticism

It has been widely considered that the white nationalism and white pride are sanitized versions of white supremacist ideologies as it has been widely considered as “expression of white supremacy” (Hadjor, 1995). Many scholars criticized it as “a paranoid ideology” whose unstated objective is to get attention and sympathies of larger audience to promote racial violence and white separatist ideas. Critics often accuse the white nationalists for encouraging the destructive identity politics, racial bigotry, hatred and often been involved in committing hate crimes against other non-white races. Additionally, they are also accused of anti-Semitic discourse, planting conspiracy theories, and advocating interests of racial groups like KKK and Neo-Nazis (Swain, 2002).

On the other hand, critics often label Alt-right movement as an unorganized and leaderless movement utilizing vitriolic language mainly vituperative criticism, prejudicial stereotyping, coarse racial and ethnic humor, race-baiting, and flaunting extremist symbols. Alt-right also adopted humor and irony as innovative tactics and thus it is nearly impossible to figure out whether their views are genuine or for satire. Alt-right activists are often accused of employing parody of their leftist opponents like the Members of “Black Lives Matter” by portraying as LGBTQ activists. They also adopted “image-humor” based online culture and heavily use meme to influence and alter public opinion as a subculture of 4chan etc. (Gourarie, 2016). Critics also highlighted harassment as an increasingly adopted tactic by the Alt-right activists against the ones who criticized Trump especially celebrities and journalists mainly Jewish and conservative and therefore Hawley (2018) called it, “a subset of larger internet culture”. It is completely different from conservatism rather emerged as a new style of right-wing politics which is goofy, ironic, vulgar, and Pepe who is in its core, a racist movement.

Alternative Ideology

An Online based loose group emerged in 1990s which referred it as Alt-left or Alternative Left and distinct its view from the contemporary leftist ideologies. Their main focus was on the anti-work sentiment and universal basic income but later with

the popularity of Alt-right in 2010, mainstream media started associating Alt-left with the far-left groups. Moreover, various movements were brought in the political limelight especially the one using hashtag #BlackLivesMatter focusing on the protection of lives and rights of Blacks on the American soil which was emerged in 2013 and continued till date. As a reaction, a movement was introduced with the hashtag #AllLivesMatter demanding for the protection of rights and lives of every individual living on the American Land without any discrimination. In recent violent activities against the Police officials and officers, a movement was also introduced named #BlueLivesMatter.

Suggested Transformation strategies

Following are few of the strategies which can be beneficial in countering the growing white nationalist and Alt-right rhetoric and discourse. These are:

1. Enacting and implementing domestic terrorism and inclusive hate crime laws in US.
2. Increasing criminal penalties for lynching.
3. Limiting white nationalists in law enforcement and military institutions, and strengthening mechanisms to counter violent white supremacist and nationalists.
4. Ensuring monitoring of online and social media platforms to limit the spread of racial hatred, communication, recruitment, and ideological momentum.
5. Mainstream media need to reduce the coverage to such racial and separatism elements.
6. Promotion of civic education and anti-bias programs in schools and colleges.

Conclusion

White nationalism is not a new social or political phenomenon in US rather is the outshoot of white supremacy which embedded in the American society since the end of civil war that failed to get fame in history but in the current scenario, the Alt-right movement as a part of white nationalism has brought this ideology on the limelight as it has never been before. White nationalism and Alt-right are newer moderate versions of white supremacy with a less racist approach so to get more public attention and attract more of the American followers and supporters. This ideology got subscription of more and more Americans due to the motivations of pride and race preservation and therefore it cannot be called as the movement of elites. Ironically, the tactics and strategies adopted by Alt-right are more frighteningly violent as it was witnessed during the "unite the right" rally.



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