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FASHWAVE

1. Fashwave (fascism wave) is a microgenre of music within the electronic genre that appears to have been created by today's far-right groups. With a large portion of the songs being instrumental and unoriginal, it is the titles like "team white" and "death to the traitors", with the occasional sections of quotes from both Adolf Hitler and Donald Trump amongst others that make it different from other microgenres (Bullock & Kerry, 2017; Ugwu, 2016). The movement appears to encapsulate an array of different ideologies such as Neo-Naizism, White nationalism, Fascism and more. The microgenre contains alt-right/far-right ideas such as: maintaining racial purity, anti-semitism, ultranationalism (Aesthetics Wiki, 2020).

2. This genre has arguably become a new mode of propaganda for the alt-right, as it appears to make ideas like racism, ethno-nationalism and authoritarianism amongst others easier to accept by other groups like Gen Z's (1997-2012) and Millennials (1981-1996). The sub-genre was perhaps confined to alt-right circles until a Buzzfeed article gave it mainstream media awareness (Bullock & Kerry, 2017; Ugwu, 2016).

3. The sub genre's promotional visuals are arguably what has been drawing Gen Z's and Millennials, with neon or pastel pop art. It may use popular fascist symbology such as the Nazi swastika or refer to individuals like Adolf Hitler, Donald Trump, and the ideas they represent. Fascism and alt -right ideas have appeared in music in the past, but it possibly for the first time, are connecting factors, linking different generations, popular culture and politics together (Bullock & Kerry, 2017; Ugwu, 2016).

4. Prior to a Buzzfeed article written in 2016, Fashwave appeared to exist on sites like 4chan and pol. Now artists have been seen promoting their content on an array of social media platforms including Youtube, Twitter, Soundcloud and radio Gab (Bullock & Kerry, 2017; Ugwu, 2016). One could possibly see the effects of these echo chambers when looking at creators such as Nick Fuentes. He can be considered as a far-right, white nationalist, neo-nazi Gen Z (22 years old) political

commentator, podcaster, former Youtuber and a key figure in the creation of the groyper movement whose goal is possibly to introduce far-right politics into the mainstream media (Anti-Defamation League, 2021; Bateman, 2019)

5. Gen Z's and Millennials may be considered the two generations that are not only comfortable with technology, but immersed in it (Baker, 2018). These skills, alongside their education and passion for issues, conceivably allow them to make statements internationally across generations through their transnational advocacy networks (TANs) and the echo chambers surrounding social media (Perna 2019; Kale 2020; Kelshall, 2020). The concern is potentially that if these two generations can use their abilities for good - such as spreading awareness for security concerns - they could possibly spread extremist and violent ideas. Instances of this soft and kinetic violence can feasibly be seen with an example of Gen Z, Riley Williams (22 years old), one of the roughly 800 rioters that stormed the capital building. She allegedly stole the Speaker of the House Pelosi's laptop, and sold it to a Russian intelligence agency (Bellingcat, 2021). She is a potential example of the fashwave aesthetic, after her video heiling Hitler whilst wearing Atomwaffen paraphernalia was modified to fit this aesthetic.

CASIS Vancouver specializes in examining Violent Transnational Social Movements and the different ideologies that overlap an array of ideological segments. VTSM theory suggests that violent extremists are socially radicalized self-actualized individuals who arguably are radicalized through a societal normalization of extremist language and sentiments (Kelshall, 2021). Whereby self actualised actors want to impose legitimacy, dominance, authority, and supremacy over other identity groups using soft and kinetic violence as their main tools (Kelshall, 2021).

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