

ALT-RIGHT FIXATION ON THE IMAGE OF VIKINGS

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Vikings

- Active roughly between 7th century - 11th century. Spanned across Scandinavia, to Mongolia, to North America.
- Vikings were not the narrators of their own history. Majority of the written sources we have come from Christian chroniclers with *anti-pagan agendas*.

Historical Memory vs The Past

- What do you think of when you think of Vikings?
 - Do you imagine them to be a diverse people?
- The perception we have of history is just as important as the reality of history
 - If no one cares about the "reality" does it matter?
- Reality of history is also subjective
 - Combo of sources, archaeological record, & interpretation

Rise of the Alt-Right 21st Century

- "Alternative Right-Wing" groups whose core belief is that white identity is under threat from the modern political scene
- Increase in globalization has led to political retaliation, often as aggressive nationalism.
- Seeing this as a worldwide trend

Research Question:

Why does the American Alt-Right utilize Vikings and Nordic representation as an outlet to outsource their patriotism?

Project Goal

Understanding what with Vikings/Medieval Nordic culture resonates with the Alt-Right and how that shows up in practice

Yearning for National Identity

Increase in globalization

- Ignites want to connect with "roots," ethnic or national
- Calls into question how one maintains an identity when being confronted with so many other identities
- Can manifest in harmless patriotism, or harmful nationalism

What is "American"?

- How do you connect with "roots" in a nation with no common history?
- Searching for a mythological past that embodies American values
- Outsourcing to Vikings as the "pure" history of whiteness

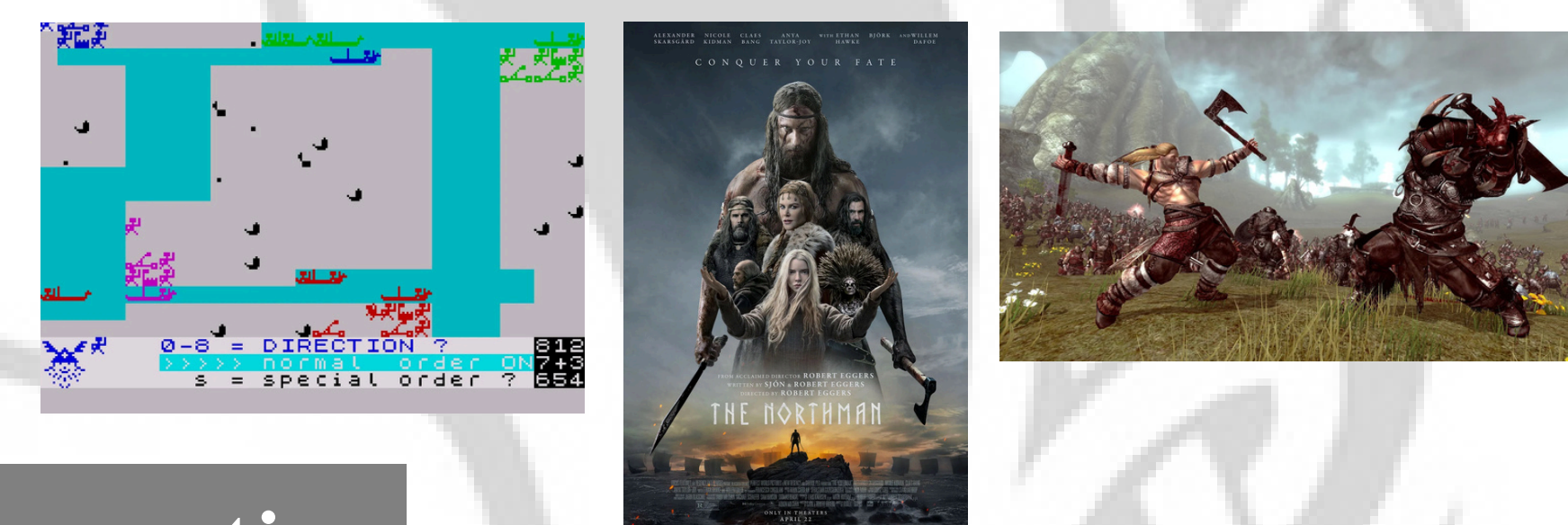
Representation of Freedom

American Values

- Freedom & Equality, the idea that everyone has the equal opportunity of your chosen path of success
- Complex understanding of personal identity within lower class white men

Vikings In Media

Achieve success through physical power and choice



Intersection & Resonance

- Hyper-masculine, or hyper-American individuals like the idea of autonomy over independence and freedom
- Vikings meet them where they are while also leaving room to inspire what they could be

Case Studies

Two examples of how "Viking Nationalism" has manifested

Vikings View on Gender

- Based on archaeological evidence, Vikings did have gender binaries, but gender roles were much more fluid
- Concerned more with social status, which both men and women could achieve high social status
- Vikings did not diminish "women's work" just for the sake of it being traditionally a female role

Gender

Why there is an expansive appeal

Femininity

- Attractiveness of having agency within their traditional roles
- Maintaining binaries within that does not threaten males

Masculinity

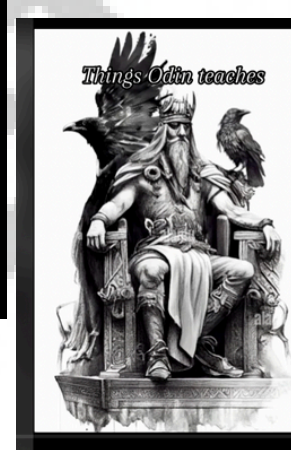
- Attractiveness of confident femininity, while still serving the family and the patriarchy

Rejection of Immigration

- Trend of rejecting 3 Abrahamic religions in regions receiving influx of Middle Eastern immigrants
 - A rejection of celebration of the victim with Christianity
- Creates a recall to ancestral "roots"
 - Community with pride in their whiteness

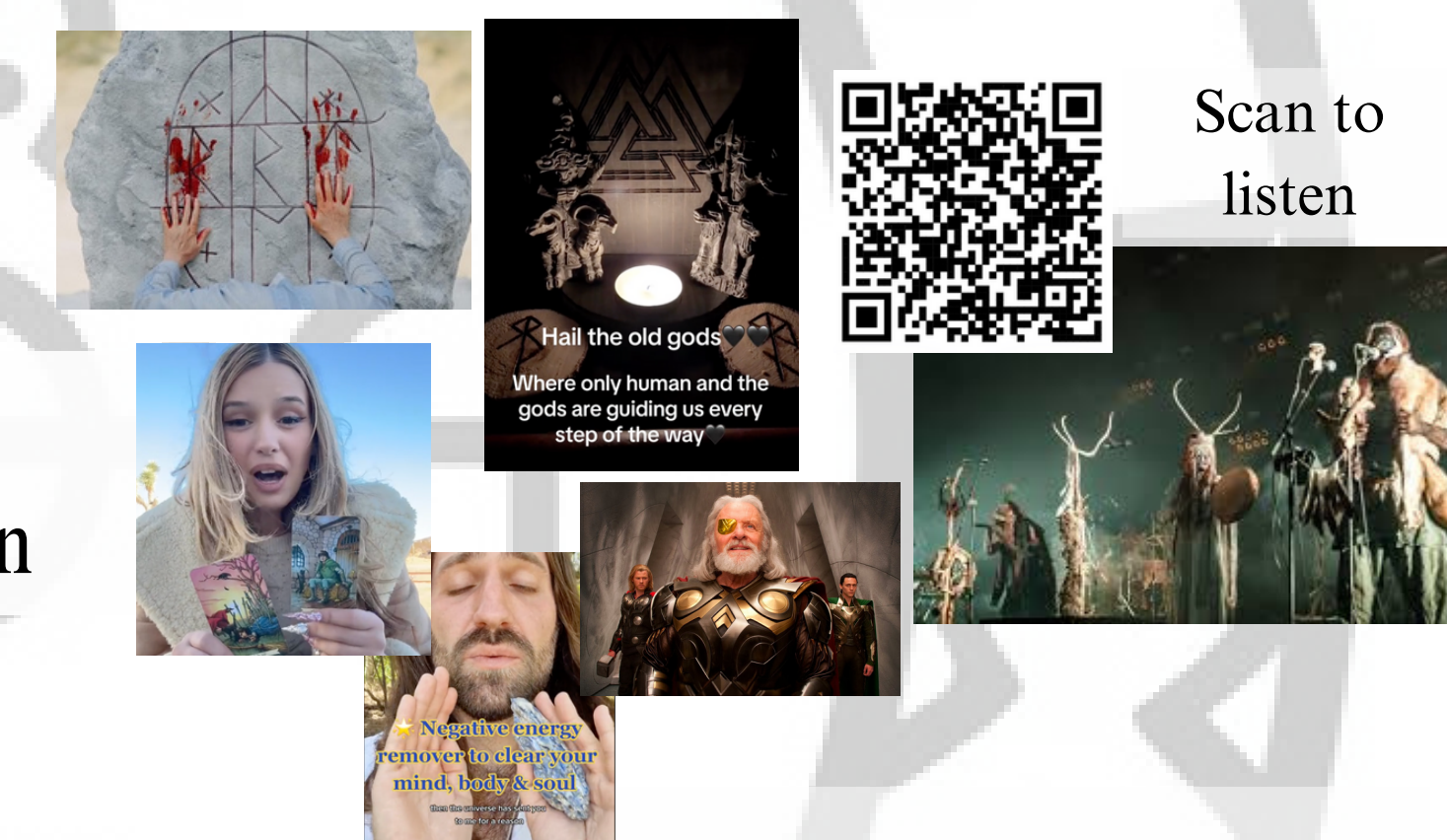


Images of Odinism



In Pop Culture

Movies, Music, Horror, & Aesthetics



Odinism

- New-Age "religion" which claims to take roots from traditionally nordic rituals
- Celebration of Odin by promoting violence and hyper-masculinity

Neo-Paganism

Acting on the idea of a religion

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