

**Masaryk University  
Faculty of Arts**

**Department of English  
and American Studies**

Teaching English Language and Literature  
for Secondary Schools

Bc. Šimon Evin

**Alex Jones vs. the Globalists:  
Conspiracy Discourse in America  
Today**

Master's Diploma Thesis

Supervisor: Jeffrey Alan Smith, M.A., Ph. D.

**2018**

*I declare that I have worked on this thesis independently,  
using only the primary and secondary sources listed in the bibliography.*

.....  
Author's signature

## **Acknowledgment**

A great deal of gratitude belongs first to my supervisor, **Professor Jeffrey Alan Smith, M.A., Ph. D.** His course *Conspiracy and Paranoia in American Fiction and Culture* inspired me to write this thesis. Professor Smith provided me with manifold assistance and guidance throughout the process of writing, including supplying me with sources and offering prompt and extremely helpful suggestions and observations. I also very much appreciate his willingness to discuss issues not directly related to this project, such as the art of creating powerful PowerPoint presentations. But most importantly, I learned from him that academic life can be great fun.

Further thanks belong to those who let me participate in the Teaching Track courses before I was enrolled in the program and who then allowed me to transition smoothly to it, thus sparing me a lot of trouble, especially **Nicola Catherine Fořtová, B.A., M.A., Mgr. František Tůma, Ph.D., and doc. PhDr. Jana Chamonikolasová, Ph.D.**

I am also thankful to my parents **Štefan Evin** and **Anna Evinová** for their incessant support in the ups and downs of my life; to two *exceptional* guys who have been especially close to me in walking that winding path: **Pajči** and **Čimo**; and to **Evka** and **Čilip**, who continue to challenge me when they see I need it— more clearly than I often do.

Naturally, a special thank-you goes to **Charlie**—she knows why.

I also feel the need to thank all the commentators on conspiracy theories. Their insights provided me with very sound theoretical foundations. I am especially indebted to **Brian P. Keeley, Mark Fenster, Peter Knight**, and, of course, **Richard Hofstadter** in memoriam.

# Table of Contents

<b>Introduction .....</b>	<b>6</b>
<b>1. Conspiracy Discourse: Hofstadter and Beyond.....</b>	<b>9</b>
1.1 A Note on Terminology .....	9
1.2 What Hofstadter Said.....	13
1.3 What Others Say .....	16
1.4 Summary .....	25
<b>2. Meet the Infowarriors .....</b>	<b>27</b>
2.1 The Origins .....	27
2.2 The Scope.....	28
2.3 The Significance .....	29
<b>3. The World According to Alex Jones.....</b>	<b>34</b>
3.1 The Method and Material .....	34
3.2 Jones in the Conspiracy Tradition .....	37
3.3 Jones’s Core Belief.....	38
3.4 The Extraordinary and Various Sources of Power .....	43
3.5 The Concrete Globalists .....	48
3.6 The Exposure and the Call to Action .....	51
3.7 The Data.....	53
3.8 The Counterpoint.....	56
<b>4. The Values, Trump and the Globalists’ Defeat.....</b>	<b>59</b>
4.1 What Jones Treasures.....	59
4.2 The Problem with the Meta-Government.....	60
4.3 The Problem with the Government .....	61
4.4 What is Actually Hindered?.....	63
4.5 The Possible Bottom Lines.....	64
4.6 The Messiah.....	67

<b>5. The Comparison and Its Implication.....</b>	<b>72</b>
<b>Conclusion .....</b>	<b>75</b>
General Conclusion .....	75
Suggestions for Further Research .....	79
<b>Works Cited .....</b>	<b>80</b>
<b>Appendix: Glossary.....</b>	<b>90</b>
<b>Abstract (English).....</b>	<b>98</b>
<b>Abstract (Czech).....</b>	<b>99</b>

## Introduction

*“People love conspiracy theories.”*

-Neil Armstrong

*“The cancer of conspiracism has begun to metastasize.”*

-Robert Alan Goldberg

Elvis Presley is alive. Lee Harvey Oswald had accomplices. Vaccines cause autism. Airplanes spray chemicals that dumb people down. 9/11 was an inside job. The moon landing never happened. Barack Obama was not born in America. Hurricanes and earthquakes are not exactly natural phenomena. The top government officials are communist agents. The world is run by a secret cabal of bankers. Or Jews. Or the Freemasons. Or the Illuminati. Or shapeshifting lizards. Or all of these combined.

Not so long ago, one could easily dismiss such stories as ludicrous hallucinations of a few paranoids. But when Hillary Clinton, reacting to accusations that her husband was inappropriately involved with an intern in the White House, stated that such claims were a result of “a vast Right-wing conspiracy,” it signaled a turn. It became “clear that the conspiracy theory mindset had come out of the shadows” (Arnold 3). And when heads of state endorse paranoid radio-hosts, it is no longer true that the beliefs in vast conspiracies “in the English-speaking world . . . are of no political consequence” (Ramsay 145). Instead, “what is becoming increasingly clear is that conspiracy theory can no longer be dismissed as a trivial sideshow to real politics, but has become a part of political and cultural life in the United States that demands to be taken seriously” (Knight *Encyclopedia* Introduction 24).

The thing is that “[a]ll embracing conspiracy theories” are not just “simply bad theories, held irrationally” (Ramsay 94). Conspiracy theories in general are also a “distraction and a form of false consciousness” (9) which “has moved Americans beyond a healthy skepticism of authority” (Goldberg 260) and which makes “academics and journalists dubious about the alleged influence of real groups” (Ramsay 96). They even “can express—and in American history frequently have helped organize—virulent hostility to racial, ethnic, religious, sexual or political Others” (Fenster 11). They encourage “harmful scapegoating,” the “thinking that merely removing an individual or a secret group will transform society” or [lead] directly to fascism” (46). On the other hand, they can also “advance democratic or emancipatory politics” (288) question “how much we are in control of our own minds and our own actions (Knight *Encyclopedia* Introduction 17).

Be that as it may, they should be paid attention to, which is the purpose of the present thesis: to continue the exploration of what once was considered a marginal phenomenon but has turned into “a flexible weapon in the struggle for power in recent American history” (Goldberg 64). The thesis explores primarily the notions of a vast conspiracy, frequently attributed to the “globalists,” in contemporary American thinking as especially vigorously exemplified by Alex Jones. He used to be “a fringe lunatic” (Smith) but has become virtually a national phenomenon and, as some believe, a “bona fide force in mainstream American politics” (Cush). The thesis focuses on a selection from the material Jones produces and analyzes it within the framework of conspiracy discourse. Its aim is to show how general American thinking in conspiratorial terms today is represented by Jones, but also where Jones expands it by his idiosyncratic contributions. Granted, much has been written on conspiracy theories, in lay and scholarly circles alike, but as of yet, Alex Jones and his “globalists” specifically have

not been given satisfactory attention. Therefore, they deserve to be explored in detail. Not only is such exploration a contribution to the roadmap of typical American conspiratorial thinking, but it also helps identify its possible underlying incentives and thus might serve as a preventive measure or factor in their treatment.

Concerning the thesis's structure, Chapter 1 is devoted to the theoretical discussion and the establishment of the framework of a "conspiracy discourse," Chapter 2 introduces Alex Jones in detail and explains his significance, Chapter 3 offers the analysis proper of the individual aspects of Jones's output, Chapter 4 explores Jones's possible motivations in relation to conspiracy discourse features unique to him, and Chapter 5 presents an integrative comparison of the relationship between the "standard" conspiracy discourse and that of Jones, and interprets the findings. The thesis is summarized in the Conclusion, which also offers suggestions for further research.



# 1. Conspiracy Discourse: Hofstadter and Beyond

*“Just because you’re paranoid doesn’t mean they aren’t after you.”*

-attributed to Joseph Heller

One cannot discuss a body of material in relation to “conspiracy discourse” constructed around the notion of the globalists without first properly understanding what the expression actually encompasses. The following is a discussion of commentators’ views on conspiracy discourse, attempting its schematization. Due to restricted space, however, the issue is not covered here in its entire complexity—some of its features are not included or are mentioned very briefly,<sup>1</sup> other aspects are only touched upon because despite their importance, they are well agreed-on by the commentators or there was not sufficient material covering them. When selecting which aspects to include in this study, Richard Hofstadter’s essay “The Paranoid Style in American Politics” was used as a basis, meaning that the focus is on his main points, followed by what more recent comments seem to emphasize or where they disagree with or expand on Hofstadter.

## 1.1 A Note on Terminology

Merriam-Webster defines conspiracy as “the act of conspiring together“ or “an agreement among conspirators” (“Conspiracy”) and the verb “to conspire” as “to join in a secret agreement to do an unlawful or wrongful act or an act which becomes unlawful as a result of the secret agreement” (“Conspire”).

---

<sup>1</sup> E.g. formal rhetorical strategies employed by conspiracy theories’ proponents, religious beliefs their discourse betrays or the interplay of conspiratorial themes in art and culture.

The definition of “theory” is more complicated. It can mean several things, such as “a plausible or scientifically acceptable general principle or body of principles offered to explain phenomena,” a “hypothesis assumed for the sake of argument or investigation,” “an unproved assumption,” or “the analysis of a set of facts in their relation to one another” (“Theory”).

Putting the two terms together, Wikipedia states that a conspiracy theory “is an explanation of an event or situation that invokes an unwarranted conspiracy, generally one involving an illegal or harmful act carried out by government or other powerful actors. Conspiracy theories often produce hypotheses that contradict the prevailing understanding of history or simple facts. The term is a derogatory one” (“Conspiracy Theory”).

Unlike Wikipedia, I choose to use the expression “conspiracy discourse” to label what is generally understood by and might be broadly identified with the term “conspiracy theory(/ies)” and I mean by it “discourse comprised of unwarranted conspiracy theories.” There are several reasons for this choice of terminology.

First, the generally accepted and most widely used expression “conspiracy theory” suggests something standalone and isolated, whereas my understanding of the issue as well as my analyzed material rather represents a set of numerous theories, claims, assumptions, relations and, in some cases, even facts, that are sometimes closely, sometimes loosely linked, intertwined, that often reference each other and comprise one grand, ever-expanding scheme involving them all—hence “discourse.”

Second, “conspiracy” is preferred to “conspiratorial” because it indicates quite clearly a discourse about alleged conspiracies rather than discourse that is part of a conspiracy. Put differently, this thesis is about how someone *thinks*, say, the world will be enslaved rather than how the world will be enslaved or even how to enslave the

world. This might seem obvious, but “critics of the conspiracy myth also too easily succumb to the seductive power of what they are trying to overcome” (Hagemeister 95).

Third, even though there are some other well-established terms such as Hofstadter’s “paranoid style” (3) or “conspiracism” proposed by others (Walker 32), they do not adequately catch what this thesis attempts to stress. Both “paranoid style” and “conspiracism” highlight a mode of expression and thinking—which is a valid observation—but lack the emphasis on the specifics on the content itself as one grand scheme. “Paranoid discourse” might seem to be a better alternative, but “paranoid” still lacks the nuance of expressing that what is assumed is a complex plot, and that the target of this plot is something much greater than the paranoid person themselves, as will be shown shortly.

As to the “unwarranted” in the definition, the thing is that terms like “conspiracy theory” or even “conspiracy” do not have neutral denotational meaning, as seems to be a consensus among commentators. Gordon B. Arnold is quite mild when he believes that “[c]onspiracy theory is sometimes used as a pejorative label for ideas that people think are outlandish” and is “frequently taken to indicate an unhinged and implausible view” (4, 6). Peter Knight is somewhat more emphatic and concedes that “the phrase is often not a neutral description of a form of historical analysis. Instead, it usually carries an implicit accusation . . . [of] woolyheaded thinking that verges on the mentally disturbed” (*Encyclopedia* Introduction 16). Robin Ramsay’s formulation is the bluntest, but also the most easily understood: “The problem with conspiracy theory is that it comes with a lot of negative baggage” (10) and that according to general belief, “only ignorant simpletons believe the world can be explained by conspiracies” (12).

However, Brian L. Keeley concedes that “[c]onspiracy theories, as a general category, are not necessarily wrong” and that “cases of Watergate and Iran-Contra

affair\*<sup>2</sup> illustrate [that] small groups of powerful individuals do occasionally seek to affect the course of history, and with some nontrivial degree of success” (111). Arnold also reminds us that there were actual Soviet spies working against America during the McCarthy period (5) and Ramsay premises his whole book on the conviction that “[c]onspiracies are real and by no means necessarily the product of a paranoid imagination” (136).

Moreover, Knight points out that “a conspiracy theory that has been proven is usually called something else—investigative journalism, or just well-researched historical analysis” (*Encyclopedia* Introduction 16). This thesis uses “conspiracy discourse” the same way as the term “conspiracy theory” is usually viewed—with negative connotations—since there indeed is “a lot of negative baggage” not only about it, but within it, even though not necessarily everything analyzed is “woolyheaded thinking” (but it can be assumed it is a vast majority). Keeley suggests the term “unwarranted conspiracy theories (UCTs)” for the group of explanations to “which we should not assent, *by definition*” (111, emphasis in original). “Unwarranted” thus indicates that the concern here is not with “investigative journalism” or “well-researched historical analysis” and that conspiracy discourse is purposefully looked at with significant skepticism.

Lastly, “conspiracy discourse” is not an expression other authors generally use, but their standard “conspiracy theory(ies)” in references here was usually replaced with it for consistency.

---

<sup>2</sup> Terms and abbreviations labeled with an asterisk at the end are explained in the Glossary in the Appendix,

## 1.2 What Hofstadter Said

A seminal (if not *the* seminal) work on the topic of conspiracy discourse comes from the historian Richard Hofstadter, who in 1964 published his now famous essay “The Paranoid Style in American Politics,” where he made a number of excellent observations that remain pertinent to this day. Even though there exists now a substantial body of both scholarly and lay/popular literature on conspiracy discourse, these subsequent works—this thesis being no exception—often rely heavily upon Hofstadter’s original text and can be considered its variations, expansions or reworkings. This is why Hofstadter is here the main point of departure.

By choosing the expression “paranoid style,” Hofstadter does not have in mind clinical paranoia, but, “above all, a way of seeing the world and of expressing oneself” (4). He explains that in such way of seeing the world, the “central image is that of a vast and sinister conspiracy, a gigantic and yet subtle machinery of influence set in motion to undermine and destroy a way of life,” while the “paranoid spokesman sees the fate of this conspiracy in apocalyptic terms – he traffics in the birth and death of whole worlds, whole political orders, whole systems of human values.” Such conspiracy is not occasional but works as “*the motive force* in historical events” (29, emphasis in original) which those events “not taken as part of the stream of history, but as the consequence of someone’s will (32).

This someone is likened to “demonic forces of almost transcendent power” (29). The enemy is “a perfect model of malice, a kind of amoral superman: sinister, ubiquitous, powerful, sensual, luxury loving . . . He is a free, active, demonic agent. He wills, indeed, he manufactures, the mechanisms of history himself, or deflects the

normal course of history in an *evil way*” (31-32, emphasis added). The enemy can perform such evil actions because he is

held to possess some especially effective source of power: he controls the press, he directs the public mind through ‘managed news’; he has unlimited funds; he has a new secret for influencing the mind (brainwashing); he has a special technique for seduction (the Catholic confessional); he is gaining a stranglehold on the educational system. (32)

Furthermore, Hofstadter also explains that for such apocalyptic “grandiose theories of conspiracy,” a “feeling of persecution is central” (4), which further shows that conspiracy discourse indicates a great dissatisfaction, caused by the sense that some values are threatened. Hofstadter writes that “the paranoid style . . . represents an old and recurrent mode of expression in [American] public life which has frequently been linked with movements of suspicious discontent” (6) and that “the paranoid disposition is mobilized into action chiefly by social conflicts that involve ultimate schemes of values and that bring fundamental fears and hatreds, rather than negotiable interests, into political action” (39). Indeed, since what Hofstadter describes is not just a “way of seeing the world” but also a way of “expressing oneself,” conspiracy discourse is not an isolated phenomenon appearing sporadically, but an explanation of aspects of reality that are connected to the proponent’s values that they feel are endangered.

Strikingly, conspiracy discourse might also serve as a denial of those values. Hofstadter points out that the enemy often functions as a “projection of the self: both the ideal and the unacceptable aspects of the self are attributed to him” (32). However, the importance of the enemy “lies not in what can be imitated but in what can be wholly

condemned”, thus giving the theorists “an opportunity to project and freely express unacceptable aspects of their own minds” (34).

This proposed function of the enemy is important because Hofstadter (and other sources) do not elaborate extensively on the ultimate purpose of the conspiracy for the conspirators. Granted, the conspiracy is supposed to gain control of the world, history, mankind, etc., but one might ask whether control or power themselves are the conspiracists’ ultimate goals, or whether they want to gain them to satisfy some other desires. What the proponents of the conspiracy discourse attribute to the enemy might be a possible indication—more on this in Chapter 4.

Hofstadter moreover makes useful observations on the methods of production of conspiracy discourse. He acknowledges that it is almost always characterized by pedantry and “elaborate concern with demonstration” that starts with assumptions that can be defended and observations that are or at least seem to be facts, which are then together supposed to prove the particular conspiracy, leaving “no room for mistakes, failures or ambiguities” (36). Hofstadter sees the major problem in the “curious leap in imagination that is always made at some critical point in the recital of events” and in “this appearance of the most careful, conscientious and seemingly coherent application to detail, the laborious accumulation of what can be taken as convincing evidence for the most fantastic conclusions, the careful preparation for the big leap from the undeniable to the unbelievable” (37-38).

For the conspiracy theorist, however, there is another important reason to believe in the conspiracy, one related to how the conspiracy theorists operate with data. This curious aspect of thinking in conspiratorial terms is the “figure of the renegade from the enemy cause” who “brings with him the promise of redemption and victory.” It is a person who has been a part of the plot, but for some reason decided to leave, and, more

importantly, reveal it. The renegade “brings forth with him or her the final verification of suspicions which might otherwise have been doubted by a skeptical world” (35).

Lastly, Hofstadter explains that in the conspiracy discourse, since the conspiracy is so vast and the enemy so powerful, “the quality needed is not a willingness to compromise but the will to fight things out to a finish. Nothing but a complete victory will do” (31). Therefore, the theorist calls his listeners to “an all-out crusade” (29).

### **1.3 What Others Say**

There are several points on which more recent commentators do not differ from Hofstadter, like when they acknowledge the existence of renegades, whose “confessions and first-hand accounts are used to reveal ‘real motives’ and the mechanics behind the implementation of the devious plot” (Byford 83) or when they agree that the response to the conspiracy must be absolute. Mark Fenster puts it this way: Since “the existing order is a sham . . . nothing short of a comprehensive political, social and economic transformation of the nation—and perhaps the world—is necessary” (23). Nonetheless, they also offer ideas worth combining with what Hofstadter proposed.

#### *The Scope*

To begin with, unlike Hofstadter, more recent theorists make a noteworthy distinction between what Fenster calls “grand conspiracy theories” (23), that, according to Knight, some describe as “‘world conspiracy theories’ which involve warnings about a political takeover by a malign cabal with large-scale or even global aspirations to power” on the one hand and “‘petty conspiracies’ which merely involve fears about groups secretly scheming to gain local or small scale advantage” on the other (*Encyclopedia* Introduction 16). Arnold also sees a distinction and says that “the most



ardent conspiracy theory advocates often claim that the conspiracy is a widespread, maybe even all-encompassing, facet of everyday existence” (8), implying that there are also other, much less ardent conspiracy theory advocates who propose only “petty conspiracies”, and anything between these two poles.

Even though the remarks about various scopes of conspiracies is important to keep in mind—so that misunderstandings or overgeneralization can be avoided—“conspiracy discourse” here indicates theories about conspiracies that are huge, either on their own or combined with others, because they are more interesting, offer more input for analysis, and, especially because, as Arnold believes, “the public’s appetite for news and stories about conspiracies revolves around those that are huge and global” (8).

In addition, Hofstadter’s appears to be stating that the vast apocalyptic plot is believed to operate only on one or few level(s) of organization or influence—it is either the press or the managed news or the unlimited funds or brainwashing or a special technique for seduction or the educational system. Today, however, one must go a step further to give justice to conspiracy discourse, like Arnold, who writes the following of the global conspiracies:

Their far-flung reach is expansive not only in geographical terms, but also sprawled across many dimensions of modern human experience. The global conspiracy is a near total conspiracy, which is said to so permeate our experience that it dominates our lives, mostly without our knowledge, and exerts enormous control over our destinies. Such conspiracies may bring together political, social, and scientific efforts to shape our lives for the benefit of someone, or even something, other than ourselves. To some, in fact, it defines modern life. In the extreme variants of conspiracy theory, layer upon layer of

conspiracies mask a supposedly underlying truth that is deeply hidden from ordinary people. (8)

As if it was not enough, the plot may also include “such natural phenomena as earthquakes, storms, and abnormally warm weather” (Pipes, qtd. in Bennett 191). In the most extreme cases, even the word “global” is no longer sufficient, as there are also theories including “trans-dimensional alien-humans interbreeding to support a program of cosmic imperialism on an unimaginable scale” (Lewis and Kahn 45).

Be as it may, Jesse Walker, remaining down-to-Earth, recognizes “five primal myths” of American conspiracy thinking, according to the social position of the alleged enemy. He mentions

the Enemy Outside, who plots outside the community’s gates, and one is the Enemy Within, comprising villainous neighbors who can’t easily be distinguished from friends. There is the Enemy Above, hiding at the top of the social pyramid, and there is the Enemy Below, lurking at the bottom. And then there is the Benevolent Conspiracy, which isn’t an enemy at all: a secret force working behind the scenes to improve people’s lives. (28)

Therefore, the notion of a global conspiracy theory can then be seen as a combination of all of the above with the exception of the “Benevolent Conspiracy.”

Analogous to this poly-sphericity of the conspiracy is the often-present claim that the enemy possesses some special source of power—as Hofstadter pointed out—or usually several such sources. This does not refer now to the enemy’s influence in several areas of existence, but rather to what creates or provides such influence. Jovan

Byford distinguishes between two categories of such sources – the “materialist” and the “occultist.” The former is primarily concerned with “money and corruption”, the latter with “arcane powers” (80) and the ability of the conspirator “to monopolise and use knowledge which is not readily available to others” (Thurlow, qtd. in Byford 80). Whereas the materialist sources of power are more easily imaginable, those of the latter category include magic, subliminal effects of symbols and imagery and hypnosis (Byford 80-81), the conspiracy-theory perennial of brainwashing (Melley 5) and usually all kinds of scientific and technological advancements or those that are on the verge between science and magic.

Uniting the vastness of the conspiracy’s scope and the extraordinariness of the conspirators’ sources of power, one could trivially characterize the global conspiracy as involving all the items listed in any encyclopedic work on conspiracy discourse (and much, much more) in one huge masterplan. It is this global scale conspiracy comprised of a large number of other conspiracies of varying extents that constitute the conspiracy discourse.

### *The Enemy*

Hofstadter described the entities responsible for the conspiracy as utterly evil and totally morally corrupt, without analyzing them in greater depth. Others discuss the enemy in more detail and explain the necessity of them being so evil: It is natural for a conspiracy theorist to perceive the world in Manichaeic terms, meaning that for them, all events in the world, especially the political ones, are “the consequence of a contest between good people and malevolent people, rather than between self-interested actors possessed of different perspectives and priorities” (Oliver and Wood 953). Manichaeism is to a large certain extent similar to Christian eschatological millennialism, which has

been a significant feature of the American society since its beginnings. This religious view states that in the penultimate phase of history, after much suffering and tribulation, there will be a long period of peace—the millennium—where Christians, the elect of Christ, would live under Christ’s rule, him being even physically present in some versions, after which the world will end (Grudem 438-452). Americans have often tended to view America as the place where this millennium would take place if they lived according to Christian teachings, which, they believed was not the case in the rest of the world.

Things, however, are more complicated. The problem is that “[w]hile legal definitions of *conspiracy* require the plotting of a crime, society accepts a broader meaning that includes any covert combination against the public interest, whether or not laws are broken” (Newton v). Different people, groups and institutions have different convictions about both what is illegal and evil, especially “in the arena of history. . . . What to one person may look like a conspiracy to alter the course of events, to others will seem merely the regular dog-eat-dog spectacle of political maneuvering” (Knight *Encyclopedia* Introduction 15). Here, conspiracy discourse is about what its authors are convinced is illegal and therefore evil, or legal but evil nonetheless because not in public interest, or simply evil by definition because purposefully carried out by inherently evil agents. In other words, conspiracy discourse is left to speak for itself on matters of ethics and legality—even though its assertions are often very questionable.

Regarding the “most fiendish character” of conspiracies, Walker, as demonstrated, proves that there also exist theories of “benevolent conspiracies” or “conspiracies of angels”, as he calls them—conspiracies that are intended to make people’s lives better. In such cases, the cabal is “a small group of highly evolved beings intervening to improve our earthly affairs” and this group either works with God or

takes his place (28-29). However, it is safe to assume that such conspiracy theories are rather marginal compared to the ones describing evil plots and therefore not part of conspiracy discourse as understood here.

Speaking of supernatural beings, even though the enemy is thought of as “demonic agent” and “demonic forces”, the alleged conspirators are usually perceived as humans and the above labels are used more metaphorically than literally, despite the fact that Manichaeism and millennialism might complicate the matter. Nonetheless, some also propose theories where the enemy is definitely not human. Maybe the most notable one is David Icke. Even though he is not American, his audience is global as is the content of his comments. Icke advocates the “Reptoid Hypothesis” the premise of which is “the idea that alien lizards conspiratorially control the Earth and with it human destiny” (Lewis and Kahn 45). However, the non-humanness of the enemy is not necessarily a prominent feature of conspiracy discourse. And those non-humans that do appear are usually just pieces in a machinery controlled by humans, such as in theories of government cover-ups of UFOs, sightings, alien abductions and other forms of contact with the extra-terrestrial—but even UFOs were originally thought of as being manned by Earthlings (Hague 699-705). In contrast to this, other stress the prominence of aliens in conspiracy discourse and American culture (Lewis and Kahn 48). For present purposes, it can be contended that the enemy is *usually* human, but not necessarily so.

Despite the fact that it might seem obvious and/or trivial, it is important to stress at this point in discussion that for there be a conspiracy discourse (or a conspiracy at that), there needs to be a “deliberate agency.” Put differently, it cannot merely “emerge from the implicit, taken-for-granted assumptions and patterns of thought that slowly accumulate over time and really do shape history”. From this it follows that the

conspirators are organized into explicit groups, be they more specific such as the Freemasons or the Illuminati, or broader such as communists or globalists or even just leftists. I mention this because, as Knight contends, some conspiracy meta-theorists have suggested that “[y]ou don’t need to say it out loud for there to be a conspiracy” (*Encyclopedia* Introduction 15-16).

### *The Logic*

Hofstadter pointed out the wrong conclusions made by conspiracy theorists, or, as Fenster puts it, the practice of making “broad claims about power while remaining purely speculative“ (46) and, in Ramsay’s words, the fact that they pay no “attention to basic rules of evidence and inference” (12). They even “love the argumentum ad ignorantiam\*” (Roeper x).

Here it is important to make a distinction between relating separate events to one great conspiracy and between tying them together and *then* to a conspiracy. For example, assume that there are events A and B and an alleged conspiracy C. One way of looking at this is that (1) because A happens and because B happens, there is the conspiracy C and therefore A and B are related. However, there is also another, expanded way of looking at things: (2) it is because A is related to B that there is conspiracy C. To put more vividly, a conspiracy theorist might either claim that (1) because (A) Hurricane Katrina devastated Gulfport and because (B) Richard Nixon visited China in 1972, there is a (C) plot to undermine US sovereignty, by means of politics and weather control. Since (C) this plot exists, (A) Katrina and (B) Nixon’s visit are related. But a theorist might also claim that (2) since (A) Elvis Presley celebrated his coming of age 18<sup>th</sup> birthday in 1953, and the (B) Asian Socialist Conference opened the

same year, just two days before, (C) Elvis Presley was (and probably still is) an Eastern bloc socialist agent working to undermine US democracy.

Of course, these two ways of thinking about conspiracies are often not easily distinguishable, but it might be argued that the second one indicates conspiracy discourse more strongly than the first one, even though its authors may often present connections such as offered here as a result of a conspiracy rather than as evidence for it, like, for example, in a statement that Elvis Presley was a prominent socialist agent and therefore the opening of the Asian Socialist Conference was planned on his 18<sup>th</sup> birthday when he officially entered his function.

Essentially, it is possible to state that conspiracy discourse involves grand apocalyptic scenarios which are “proven” by various seemingly unrelated events. For the theorist, the connection of events points to a vast conspiracy and since such a conspiracy exists, all events must be related. So, it might become difficult to define what Hofstadter’s “decisive events” are (32), or, rather, what events are not “decisive”, since, for the conspiracist, the New Deal might be equally important as hand gestures made by the former president Bush during public speeches.

### *The Unwarrantedness*

However, the recent commentators go even further and question not only the conclusions drawn from the sources and facts, but also the sources and the “facts” themselves. Fenster observes that conspiracy discourse is often “based on wrong or incomplete data from questionable origins” which depends on “unnamed sources and suspect, anecdotal evidence, lacking adequate documentation for the evidence it does present” (46). Chip Berlet highlights especially “a murky netherworld of ex-intelligence agents, retired military officers, and self-anointed investigators” in this context (67). Put

succinctly, conspiracy discourse “lack[s] substantive proof, rel[ies] on dizzying leaps of logic, and oversimplify[ies] the political, economic, and social structures of power” (Fenster 11).

Keeley’s important characteristic of UCTs is useful in identifying such discourse. It states that UCTs work “counter to some received, official or ‘obvious’ account” which they must prove wrong or at least dubious (116-17) because, as Arnold explains, “[o]fficial accounts mask hidden truths” (9). “The more evidence piled up by the authorities in favor of a given theory, the more the conspiracy theorist points to how badly ‘They’ must want us to believe the official story, (Keeley 120). According to Fenster, conspiracy discourse “reinterpret[s] the meaning and significance of historical and current events as evidence of some hidden truth” (13). Richard Roeper offers the view that “a lack of understanding of an event or an unwillingness to accept substantial evidence somehow constitutes ‘proof’ that [the theorist’s] version of events is more plausible—even though the conspiracy theory is almost always far more complex and implausible than the actual chain of events” (xi).

At the same time, from the perspective of the unwarranted conspiracy theorists, the official story is “the most damning evidence for any given conspiracy; the fact that someone has gone to such pains to create a false explanation points to a conscious effort to deceive” (Keeley 117). Fenster comes to a similar conclusion when he asserts that it is characteristic of conspiracy theory to involve the belief that “although the truth of a conspiracy remains hidden to the general public, anyone with enough fortitude and intelligence can find and properly interpret the evidence that the conspiracy makes available” (7-8).

In relation to the tension between the official and unofficial accounts, Keeley stresses that “conspiracy theories are the only theories for which evidence against them



is actually construed as evidence in favor of them. From this it follows that “the conspiracy theorist is working in a domain where *the investigated actively seeks to hamper the investigation*” (120, emphasis in original). Basically, Keeley is saying that conspiracy theorists believe that not only is the conspiracy supposed to remain secret passively, like not leaving behind “evidence”, but that they also make active effort to deceive others and convince them about the non-existence of the conspiracy. That is because if these hidden “truths” are revealed, the conspiracy is doomed to failure. Thus, it is important for the conspirators that “the truth is not revealed, or if it is, that it is not widely believed” (117), which, in turn, is closely linked to the theorist’s distrust of official sources of information.

Keeley insists that “[i]nherent in the claim that alleged evidence against construed as evidence for that theory is a pervasive scepticism about our public, fact-gathering institutions and the individuals working in them” (122). Fenster argues similarly that conspiracy theory “preys on believer’s weakness, including their excessive distrust of or cynicism about powerful institutions” (8). Essentially, they are arguing that conspiracy discourse can be at least partially be recognized by their proponent’s significant mistrust of standard sources of information that are generally believed to be reliable.

## **1.4 Summary**

What follows is an attempt to summarize some of the most important features of conspiracy discourse logically and comprehensively. They are ordered hierarchically according to the categories and sub-categories they might be divided into, but due to their interrelatedness, such categorization might admittedly sometimes appear forced or ambiguous and other logical ways of schematizing are possible (and, in fact, welcome).

## **Discourse of unwarranted conspiracy theories is**

- a result of a way of thinking and expressing oneself
- a display of skepticism about social institutions, public figures and official accounts
- comprised of elaborate and interconnected theories
  - as part of one grand theory
  - running in opposition to generally accepted views
  - about a group
    - of humans and/or other beings
    - categorically evil in nature
    - operating
      - in an organized way
      - in secrecy
      - in all areas of life and existence
      - committing illegal and evil acts
      - to control the course of history and mankind
        - for their own benefit in terms of control and power
      - having and using extraordinary sources of power
    - both concealing and misinforming about their actions
    - that serves as a projection of the theorist's self
- based on data that is
  - unreliable due to unreliable sources
    - including alleged renegades
  - handled inappropriately which includes
    - leaps of logic such as
      - interconnecting everything
      - regarding evidence against as evidence for
- in effect a call to action
  - conditioned on the conspiracy's revelation
  - necessarily all-in in terms of scope and effort

## 2. Meet the Infowarriors

*“Alex Jones isn’t going away.”*

-Megyn Kelly

### 2.1 The Origins

Prominent conspiracy theorists are characteristic of every period of modern history of America and the rest of the world. The 18<sup>th</sup> century had Abbé Barruel, the 19<sup>th</sup> Samuel Morse (Hofstadter 12-13), the 20<sup>th</sup> Joseph McCarthy (Arnold 14-15), Robert Welch (Byford 60), Glenn Beck or Pat Robertson (Smith) and the 21<sup>st</sup> is no exception, as anyone at least slightly culture-conscious knows. One of the conspicuous contemporary ones is Alex Jones, the subject of the present investigation.<sup>3</sup>

Alexander Emerick Jones, a lifelong Texan, started spreading his conspiracy theories using Austin’s community-access cable TV instead of devoting himself to education beyond high school. What kickstarted this particular career path was the discovery of a historical analysis he had not heard of before. It came in the form of the book *None Dare Call It Conspiracy* by Garry Allen, a member of the notorious John Birch Society\*. After a transition from having his own show on a local TV station to broadcasting from his home, Jones’s career as a “newscaster” grew, together with the number of conspiracy-discourse-driven movies he produced, which number 17 as of today (Warzel; Medick; Zaitchik; “Who Is Alex Jones”).

---

<sup>3</sup> Figures like Glenn Beck, Pat Robertson or Sean Hannity are also known to America and still could be considered contemporary, but not treated here because they are arguably not as significant as Jones or because their conspiracy discourse is not focused on globalists as much as Jones’s, if at all.

## 2.2 The Scope

Jones's site informs that he "has built Infowars from the ground up putting profits back into the company to continue to grow Exponentially [*sic*]" ("Who Is Alex Jones"). Infowars<sup>4</sup>, originally only a website, evolved into a still growing multi-media-platform company with increasing net worth, content output, popularity and impact on people. The "Central Texan Command Center and Heart of the Resistance," Jones's headquarters, comprises four studios, promo-video room and other facilities, which, apart from Jones, host at least 17 further members of the editorial staff, who, together with others, comprise the total of more than 60 Jones's employees (Medick; Jones "Contributors").

Infowars publishes numerous articles, both original and adopted, on a daily basis and produces radio and video shows, the pinnacle of which is the *Alex Jones Show*, which broadcasts live via *YouTube* (where it is also stored) and more than 100 radio stations Monday to Friday four hours a day with an additional 2 hours on Sunday (Medick), accompanied by the *War Room* and the *Real News* shows hosted by Jones's colleagues. The show comprises mostly Jones commenting at great length on news and recent political and social developments in a manner that is undoubtedly at least partially responsible for his popularity. He

has an improviser's natural sense of rhythm: Sometimes, he is a boulder tumbling downhill, picking up speed and debris as he crescendos toward angry and invigorating catharsis; other times, he's a feather in the wind, fluttering down, then up, letting a thought hang in the air for one suspenseful moment before plunging in a different direction entirely. (Cush)

---

<sup>4</sup> also "infowars" or "InfoWars".

Apart from his greatest star—himself—Jones frequently features interviews with guests or callers, who usually have mindsets akin to that of the Infowars staff, such as Donald Trump’s former advisor Roger Stone or other “experts,” “researchers” and the like.

*The Alex Jones Channel* has 2, 329, 826 subscribers on *YouTube* as of the time of writing of these lines<sup>5</sup> with the number still growing. The most popular video of the channel was viewed 12, 821, 893 times and the net views of his channel’s content exceed 1.5 billion (“The Alex Jones Channel”). The Infowars website is visited monthly by more than 2.6 million people, 2.2 million (85%) of them from the US (“Infowars.com”) and Jones’s net worth is estimated to be 10 million US dollars (“Alex Jones Net Worth”). It is not surprising that Jones is openly planning an upgrade of Infowars into a television network which would also include a number of his co-workers having their own shows broadcast in the scope similar to Jones’s own one<sup>6</sup> (Medick).

Jones has also written two conspiracy-discourse-driven books: *9-11: Descent into Tyranny: The New World Order’s Dark Plans to Turn Earth into a Prison Planet* and *The Answer to 1984 is 1776*.

### **2.3 The Significance**

The scope of Jones’s activities is not the only reason behind his significance and impact on the American public. The surge of his popularity is to large extent connected to his ties to Donald Trump, whom he has supported since the presidential race and for

---

<sup>5</sup>7 April 2018.

<sup>6</sup>I use the terms “Jones” and “Infowars” interchangeably, even though, as indicated, not all Infowars output is produced by Jones himself. Since he is the director, however, I treat all Infowars content as belonging to his own conspiracy discourse.

which he earned Trump's support in return. On 2 December 2015, Trump appeared live on the *Alex Jones Show* where he talked, among other things, about his comments on the radical Islamic celebrations in America, and implied that Jones and himself are the same type of people, by which he established or at least confirming a bond between Jones and himself. Trump said to Jones that "we can't do that. *People like you and I* cannot do that so easily [apologize for their comments]" (qtd. in Jones "Alex Jones & Donald Trump" 0:50-1:52, emphasis mine). Towards the end of the interview, Trump made the following declaration: "I just want to finish by saying your reputation is amazing, I will not let you down, you'll be very very impressed, I hope and I think we'll be speaking a lot . . . you'll be very proud of our country" (30:37-31:00).

Later, Jones has claimed on several occasions to have been in contact with Trump, such as having a face to face conversation about the alleged manipulated elections ("Full Show 08/31/2016" 1:00:30-37), or that Trump has been contacting him (qtd. in Ron Gibson "Breaking! Alex Jones Emergency SOS" 0:57-1:10). Trump, in turn, cited claims made by Infowars on a number occasions during his presidential campaign, such as the theory that ISIS\* was founded by Hillary Clinton and Barack Obama (qtd. in USA TODAY "Trump: Obama, Clinton Co-Founded ISIS" 0:00-28) or that he saw a video showing Mexican drug smugglers (qtd in. Jones "Trump Mentions Infowars Report" 6:44-7:10).

Jones also boasted that Trump, having won the race, called him to thank him and his followers for support ("Donald Trump Thanks" 00:33-58). Roger Stone, who takes credit for introducing Jones to Trump, described Jones "a valuable asset" to Trump, as someone who will "rally the people around President Trump's legislative program" (qtd. in Roig-Franzia). Jones influenced Trump so much that Trump's during his

campaign even included a link to Infowars in an email to his supporters (NBC News 17:09-20).

Some even go as far as to claim that “thanks largely to the surprise success of Donald Trump’s undeniably Jonesian U.S. presidential campaign, Alex Jones is a bona fide force in mainstream American politics” (Cush) or that the interview “pushed . . . Jones . . . from realm of niche showman into the mainstream national dialogue” (Roig-Franzia), or that it was Trump himself who “has taken Jones from the fringes into the mainstream” (Hananoki).

Speaking of mainstream, the mainstream media (MSM), which is one of Jones’s favorite targets for his criticism, also recognize the growth of Jones’s significance. In a report on Jones by the NBC, the reporter Megyn Kelly, proposed that “Alex Jones isn’t going away” as a response to suggestions that the report should not even be broadcast due to the dangerous nature of Jones’s “baseless allegations” (00:19-00:31). Charles Sykes, a conservative author and commentator, believes that due to Trump’s victory in the presidential election and his connection with Infowars, it is no longer possible to “keep ignoring the fringe”, meaning Jones. He states that while Jones did not create a conspiratorial culture in America, he “has given it greater power”. Sykes sees the main problem with Jones to be his heavy influence on the political rhetoric on the right—even though Jones “peddles weapons-grade nut-jobbery,” he is commended by the *Drudge Report*, a site that is one of the most visited ones in America (known for its right-wing leanings, pushing hoaxes, conspiracy theories, and also praised by Trump) (“The Danger of Ignoring Alex Jones”). Sykes even referred to Hofstadter, saying that Jones, Matt Drudge (the creator and editor of the *Drudge Report*) and Trump “played a role in reviving what Richard Hofstadter called ‘The Paranoid Style in American Politics’” (“The Danger of Ignoring Alex Jones”). It appears that Jones’s significance

really is great when the *New York Times* explains Hofstadter's ideas and warns the public against their disseminators. CNN, another major MSM subject, also warned against Jones and pointed to his connection to Trump (Hanna).

Non-media organizations readily recognize Jones's importance, too. The Southern Poverty Law Center, a civil rights organization of lawyers ("About Us" [Southern Poverty Law Center]) lists Jones as an extremist, describing him as "almost certainly the most prolific conspiracy theorist in contemporary America," a one who "[i]n terms of audience . . . may be the one with the most far-reaching influence in the nation's history" ("Alex Jones"). Media Matters for America, a center devoted to exposing right-wing misinformation in the US media, ("About"), states that Jones "is perhaps the country's biggest producer of conspiracy theory media" (Hananoki).

The Newton Board of Education pointed to Jones in a unique way. It is difficult to figure out precisely what Jones thinks about the Sandy Hook Massacre\*, but it is safe to assume that he believes the "official story" was somehow staged and that "there has been a cover-up of whatever did happen there" ("Alex Jones Final Statement" 1:28-1:30). The problem is that this was only in his final statement on the issue and some of his previous claims were understood as proposing that the whole shooting was a hoax, which he denied (qtd. in NBC News 8:45-11:12). The Board, offended by such claims asked Trump in a letter "to try to stop Jones and other hoaxers like him," to clearly admit that the massacre did happen and to denounce conspiracy theories regarding it (qtd. in Hoffman).

Erica L. Lafferty, the daughter of the late Sandy Hook principal, also wrote a letter to Trump urging him to denounce the false claims and to "cut ties with Alex Jones and anyone who subscribes to these dangerous ideas." So far, I have not found any source confirming that Trump has complied with either of these requests.



Actions undertaken by people because of Jones are not, however, limited to filing petitions. Lucy Richards from Florida was sentenced for sending death threats to a parent of a Sandy Hook Massacre victim, having previously claimed like Jones that the shooting was a hoax (Segarra), supposedly motivated primarily by Infowars. Other families were also harassed and threatened (NBC News 11:48-56).

Lastly, Edgar Maddison Welch<sup>7</sup> was sentenced because of Infowars's influence on him. At the turn of 2017, Jones advocated the so-called Pizzagate theory, according to which high-standing Democrats used Washington, D.C. pizza restaurants for trafficking child sex slaves (qtd. in Infowarsinsider 0:20-2:20). Jones urged his viewers and listeners to investigate it on their own (NBC News 13:00-06), which prompted Welch to fire a number of rounds from his assault rifle in a pizzeria as a part of the "investigation" (Hauck).

Even though Jones has not yet sparked a movement that would have a serious *visible* impact on America, he no longer belongs to "a collection of fringe lunatics" and it remains a question how far his influence will reach in the future (Smith).

---

<sup>7</sup> I believe that it is no coincidence that he has the same last name as the founder of the John Birch Society. For present purposes, however, the issue was not pursued further.

### 3. The World According to Alex Jones

*“I’m the master of the game that’s made a fool of you*

*I’m watching from the highest tower”*

-Avantasia: Another Angel Down

*“Master of puppets I’m pulling your strings*

*Twisting your mind and smashing your dreams”*

-Metallica: Master of Puppets

#### 3.1 The Method and Material

As formulated in Chapter 1, conspiracy discourse is about one vast global conspiracy, and a multitude of smaller ones. This applies to Jones as well. Yet, this chapter does not *map* his conspiracy discourse completely, since that discourse is extremely extensive. Rather, it is a probe into it within the established framework. It systematically treats the discourse’s individual features on a collection of examples, some with extra attention when required. The focus is more on the contents of the discourse, i.e. the beliefs about the conspiracy, than on its formal<sup>8</sup> characteristics (even though those are mentioned nonetheless). Interesting as those may be, they do not offer as much insight as their counterparts.

Speaking of obtaining insight, it was important to choose parts of Jones’ discourse that are likely to be known by the American public and therefore likely to influence it. To select such pieces, I searched for samples on the Infowars website,

---

<sup>8</sup> “Formal,” as opposed to “content-related” here means relating to data and information treatment in general, such as interconnecting everything, or citing dubious sources, as well as to rhetorical style and factual and rhetorical flaws.

looked at articles with the label *Globalism* (as opposed to, for example, *Science & Tech* or *Government*). Since Infowars content is so extensive, I limited my focus primarily on articles and videos from 2017, which roughly corresponds to Donald Trump's first year in office (Trump's presidency is no coincidence— he plays a vital role in Jones's discourse). Even though there is much interesting Infowars content outwith 2017, treating it properly would mean the need to constantly rewrite this thesis in light of the incessant stream of new "insights."

Having established the corpus, for each month a small selection of articles, (usually 2) with the highest numbers of comments was chosen, with the assumption that the number of comments correlates to the interest of the public. It is a common practice of Infowars to enrich their articles with videos that are related in terms of content. Those videos are either standalone pieces by Infowars or affiliated sources, or they are recordings of the *Alex Jones Show* or the shows of his colleagues (or their parts). Therefore, those videos were also analyzed, and, in fact, they provided much more suitable material than the articles themselves. The articles turned out to be mostly informative while the videos were often explanatory and analytical. That is why most of the examples here come from the videos.

Also, the articles with the highest numbers of comments and related videos did not always provided useful information on the conspiracy thinking of Infowars that was related to globalists. Therefore, I tried to focus on the content that had both large number of comments and could be analyzed well. This means that I do not include here all the sources I analyzed, and those that are cited are not cited to the same extent.

Furthermore, I sometimes included older, more recent and/or possibly less-accessed content when it was useful for the argument, even though I tried to do so in

moderation. All in all, what follows is an analysis of only a very small dose of Infowars conspiracy discourse.

As to the analytical procedure itself, the videos and articles were examined using a set of questions. They were designed to obtain specific pieces of information about the beliefs that were stated or implied. The set was constructed in a way that would enable me to recognize all the major content-related features of the conspiracy discourse, but it also allowed me to partially examine the formal ones, too. The questions are as follows:

1. What is the political/social/historical context? What are the recent, current or upcoming situations and/or developments?
2. What are the highest values, stated or implied? What values are perceived as threatened and/or abandoned?
3. How are they threatened? Why are they lost and/or abandoned?
4. What are the proposed solutions to this?
5. Who are the proposed saviors? Who is capable of and responsible for dealing with this?
6. Who is the enemy?
7. What is the enemy's motivation? What are their reasons and goals?
8. How is the enemy operating? What means, methods, strategies, agents, connections, causalities and sources of power do they use?
9. What has the enemy achieved so far? What are their spheres and scopes of control? What events/developments/situations are they responsible for?
10. What are their means of escaping detection?
11. What are the enemy's weaknesses? What evidence did they leave behind?
12. How has the conspiracy theorist uncovered this?

13. Are there any other significant/interesting observations?

### **3.2 Jones in the Conspiracy Tradition**

Jones is not the inventor of the global conspiracy theory he so vehemently advocates. He is merely a very prominent follower in an old tradition, which he adopts and twists according to what happens around him. As mentioned, one of the things that kickstarted his life trajectory as a conspiracy theorist was the book *None Dare Call It Conspiracy* by Gary Allen and Larry Abraham, members of the John Birch Society. After all, the book itself says in its introduction: “After reading this book, you will never look at national and world events in the same way again” (Schmitz Introduction 1). The authors of the book openly claim to see the world in conspiratorial terms and argue his approach, even if they acknowledge the public disdain towards such an attitude: “We believe the picture painters of the mass media [Jones’s MSM] are artfully creating landscapes for us which deliberately hide the real picture. . . The major world events that are shaping our destinies occur because somebody or somebodies have planned them that way” (2). The authors, unsurprisingly, connect the conspiracists to the Illuminati and the Masons, “the archetypes of fear within American society” (Marcus 402), who are believed to control international organizations that will eventually transform into “one-world government that will restrict ‘traditional’ American freedoms” (401). The conspirators are a “power mad clique [who] wants to control and rule the world,” including “all natural resources, business, banking and transportation“ and “all individual actions” (5). That is almost verbatim what Jones reiterates ad nauseam.

Admittedly, it might seem simplistic or naïve to establish the link between *General Historical Fear of the Illuminati/John Birch Society/Infowars* so directly,

because there are numerous other influences on Jones and much conspiracy discourse in between. However, the main point remains that what Jones says is not new, but rather old with new twists.

### **3.3 Jones's Core Belief**

Jones, even if his speeches seem erratic at times, is purposeful in his endeavor. In his Facebook profile he states that he is “seeking the truth and exposing the scientifically engineered lies of the globalists and their ultimate goal of enslaving humanity.” He battles “the transhumanist goal of Social Darwinism and scientific dictatorship . . . in the eternal battle against tyranny.” His main enemy is what he calls “the globalists”.

However, he understands the term to mean something much different from what it is generally taken to mean. *Merriam-Webster* defines “globalism” as “a national policy of treating the whole world as a proper sphere for political influence” (“Globalism”) and the *Cambridge Dictionary* describes a “globalist” as “someone who believes that economic and foreign policy should be planned in an international way, rather than according to what is best for one particular country” (“Globalist”). Jones sees globalists not as people who advocate global political and economic action, but who cleverly and purposefully lie, who embrace social Darwinism and science for—and this is the core of his mission statement—their ultimate, tyrannical and dictatorial goal of absolute global control. For that purpose, this secret and organized group alters the course of history and mankind.

Jones's colleague Kit Daniels provides a succinct explanation of who the globalists are in the Infowars scheme of thoughts. He explains us that with the discoveries of the extent of the world by navigators and explorers, the “elites” —

another word by Infowars for the enemy—started to desire a “global government project which [*sic*] they control all habitable regions of the globe.” Daniels points out the difference between a world united by a common culture and nationality on the one hand, and a world according to the globalists where such things are erased. He cites Germany, which is becoming a “de facto Islamic califate increasingly controlled by political correctness and Sharia law” and the internet media, especially Facebook, where free speech is impossible. So, “by replacing the various world cultures with the unified zombie culture where free thought is discouraged, humanity can be subjugated into an ignorant and timid population ruled by a tiny elite controlling a global empire” (qtd. in Jones “Globalism” 00:20-00:57).

Jones himself, prophesying the collapse of the EU by 2022, described the globalists as an “organized, authoritarian, criminal technocracy” and “the global order of the United Nations EEU\* program of unelected planetary government” (“After Germany” 1:31-38, 2:27-30). The Globalists want to “build this great world government where they’d be gods in the Elysium fields and all us mere mortals would be down not even aware of their global government” (“Hungary Declares” 4:00-10).

According to Daniels, in a reaction to Trump’s comments on the NFL controversy\*, “[t]he NFL, much like other forms of entertainment, was long ago hijacked by the social engineers to both distract the population from the larger evils and to serve as the propaganda arm for post-America globalism” (“Did Trump Read 1984?”). The social engineers “drop little blue pills\* in every broadcast to slowly convince the viewing public that multinational corporations, the controllers of society, know what’s best for them” (qtd. in Jones “The Truth” 1:23-33).

Speaking of mass entertainment, Infowars also focused its attention on *Little America*, an upcoming dystopian movie where a Trump-like American president

destroyed the country's economy and China, in consequence, demands its debts. Instead of seeing this project as a mere socio-political critical statement, the Infowars writer Jamie White is convinced that the "efforts to portray Trump as a weak leader responsible for America's downfall is no coincidence. Neither is the portrayal of China as the real controller of America." It is intended to "serve China's agenda, including influencing public perception with state-sponsored propaganda . . . [and] also about tamping down any pro-American sentiment." This is in line with the contrafactual claim that "China bought all six Hollywood studios" ("Chinese Propaganda"). The problem is even more significant because what America is facing is not just China, it is *communist* China, as Jones emphasizes. He concludes that they mean "an information warfare coup that the communist Chinese with their globalist and liberal cohorts are attempting" ("Emergency Alert" 04:27-04:36). This is all a part of a plan of "the communist Chinese unelected president[, who is] promising the globalists that he'll be able to bully America into submission and that he'll be able to complete their world government when China is tottering on the edge of collapse" (06:45-07:00). That is how Jones interprets the Chinese president Xi Jinping's speech at the World Economic Forum in Davos 2017 in which the latter envisioned China as the leader in global economy.

Urban planning and development is another sphere where the globalists control history for their purposes. Rob Dew asserts that Agenda 21\* is a globalist plan. Under the guise of sustainable development, it drives local communities to many land and business regulations which almost always results in the community's resources and power being transferred to a small number of bureaucrats. An instance of this is Code Next, a series of land development rules in Austin, Texas, right where Infowars headquarters is based (qtd. in Jones "Globalist Regulations" 00:05-00:42). Through Code Next, the globalists "are openly establishing planetary system of total control



where the individual has absolutely no rights and where your very environment is a prison” (Jones 01:33-01:47). Zoning is a tool for “fully enslaving you and your family” (01:53-01:56) and this evil plan also includes the addition of concrete embankments for bike lanes. It is a means for congesting the traffic to keep people in smaller spaces (02:30-02:46). The plan also has the potential to “turn conservative districts into leftist progressive districts” (03:30-03:36) and, even “kill the middle class once and for all” (03:59-04:02). Dew concludes: “Through Agenda 21 and its manifestations like Code Next, we can see the dark cloud of sustainable development consuming us all” (05:03-05:09).

Concrete embankments are not the only instance where the environment is crucial in the globalist plan. Blending his criticism of environmentalism and movies, Jones “debunks” the then upcoming and leaked movie *An Inconvenient Sequel: Truth to Power* by Al Gore. The movie, like its prequel, highlights the problems associated with global warming and calls people to action. Jones, however, shifts his attention from carbon dioxide to carbon taxes. The movie is a manipulative urge to pay carbon tax to companies owned by Al Gore in response to the false promise of salvation. That would eventually make Al Gore, presenting himself as “the second coming of Christ,” “the carbon billionaire” (“Al Gore’s New Movie” 3:00-6:59). Putt succinctly, the movie is

all about cutting off human resources, all about saying humans are cast as the bad guys, except for the elite who are busy reducing our population and enslaving us all for own good... They want a system, a new Dark Age for the general public where they use environmentalism and political correctness to shut down free thought and bring about a great psychological tyranny. (9:26-10:22)

Another globalist attempt to bleed people with taxes was cloaked by #scienceisreal\*. Jones introduces the Club of Rome\*, which, financed by the UN, wants to promote that “humans are bad and have a system to tax energy worldwide to found a corporate world government” and “neo-feudalistic serfdom” (“#Scienceisreal Protest” 0:42-52, 1:52-57). The Club’s activities included Rockefeller funding China and Mao (2:00-09) and Bill Gates running a secret geoengineering program and controlling hurricanes (3:27-32). The globalists also want to restrict people’s access to energy to impoverish them and make them serfs like in North Korea, Venezuela, Cuba and China (19:28-34). They are in possession of the world monetary system: “[T]he biggest banks on Earth are funding communism to create slaves and dumb people” (19:41-46).

Jones opens another speech thus:

I have a message for the globalists. I have a message for the crony capitalists\*, who are openly trying to establish a planetary dictatorship run by a handful of crony-capitalist corporations that are seeking to establish unelected planetary rule and through that rule, affect modern eugenics and austerity on the population of the planet. (“Alex Jones: The Elite” 00:00-33)

The globalists were “gonna transfer power and productivity out of the west into Third World hellholes [they] controlled. [They]believed [they] could really establish planetary regimes” (1:23-34). Other descriptions of what the globalists wanted to establish include “anti-American world government” (03:11-03:12) or “planetary monopolies—something the royalty and other oligarchs always dreamt of” (3:24-31).

That is is the grand purpose of the evil conspiracy, the de facto spine of the conspiracy discourse: to control the course of history and mankind towards one world global government to give power and control to the conspiratorial group, the globalists.

### **3.4 The Extraordinary and Various Sources of Power**

The globalists have various sources of power, as indicated: they control the movie industry, urban planning and international institutions. But the power they wield is far greater than that. It is extraordinary and spreads through many spheres of existence.

Politics, or, rather, quasi-politics is one such area and a dominant one at that— Jones comments on it very frequently. It was shown that the Chinese “aim of transforming Hollywood into a propaganda tool to promote Chinese interests while also diminishing American values” (White and Daniels). But there is much more to China, one of the greatest enemies of America, naturally run by the globalists. China often accuses the US of what it “openly and routinely does.” In February 2016, Infowars published a “list of China’s hypocrisies laid bare as it fuels a coup on US soil against president Trump.” The crimes of China are various. Apart it being “busy buying up Hollywood studios and waging a ‘holistic’ cyber-economic campaign to infiltrate American politics, finance, information technology and energy,” it is also pressuring Silicon Valley “to adopt Chinese-style censorship.” And while it failed to stop Trump, “the tech elite are still proceeding with internet censorship to prevent future Trump-style populists from blocking their globalist agenda . . . it seems that China is simply promoting another technique for the power elite to maintain dominance over society.” Another coup-instigating tactic is “Immigration Hypocrisy,” meaning that China continually accepts fewer and fewer Muslims while “lectur[ing] the U.S. to take in as

many Muslim migrants as possible.” Last but not least, China wages cyberwarfare against America. While this indeed may be true, it remains very questionable whether “Chinese cyberattackers . . . launched an unprecedented and sophisticated DDoS\* attack against *Infowars.com* and *Prisonplanet.com* last December which lasted for days.” All these actions have a very specific reason: China is a “Defender of the Globalist Faith,” a “microcosm of [a] model” where “a tiny, unelected elite controls the world’s population, national resources and wealth” (White and Daniels).

The globalists’ evil meddling with politics is, however, also much closer to American people. The policies of Barack Obama were dictated to him by the globalists of whom he himself is a member. Rappoport knows why “Obama never intended to create jobs” for Americans: “[I]t’s clear that Obama choose to IGNORE jobs” because “the globalist agenda forbids the creation of new jobs, and Obama is a globalist.” How can Rappoport be so sure? The answer is that Obama “was plucked out of nowhere by Ted Kennedy\* and mentored by Zbigniew Brzezinski, the co-founder of the Trilateral Commission\*, along with David Rockefeller.” And the Trilateral Commission is “the most important globalist force in the world. And of the 87 members of the Commission who live in the US, Obama appointed 11 of them to key posts in his administration.” What does this imply? “This is no accident. This is intentional.” Knowing this, it is only natural to see why “[Obama] has never taken action to correct the true crime—which is there for all to see: Globalists are committed to torpedoing economies.” The globalists control not only foreign policies, but domestic ones as well (“Here’s Why Obama”).

Another important sphere of the globalists’ control is media, especially the mainstream ones, used for nefarious ends. They belong to regular targets of Jones’ attacks: “[I]f it wasn’t so dangerous, it’d be comical to watch CNN, MSNBC, NBC,

ABC, CBS\*<sup>9</sup> constantly caught in fake news. Constantly caught doing dirty tricks against America, against Christians, against gun owners and nastily stirring up racial and cultural divides that play us off against each other” (“After Germany” 0:34-1:00). After this declaration, Jones then continues by criticizing the “global order of the United Nations EEU program of unelected planetary government”, which betrays the link between the media and the globalists in his beliefs (1:34-39). Elsewhere, he mentions “the Hollywood combine and the NFL and late-night talk-shows with so-called comedians reading of teleprompters” in relation to promoting globalism (“Hungary Declares” 3:21-27). More daring accusations include one that “the globalist went too far in their open alliance with Islam, in an attempt to flood Europe and the United States with Muslims and then make us basically submit to them and convert to the end of free speech” (“Secret” 0:26-40), which is explained by the fact that “CNN is in alliance with the Arab spring, with Al-Qaeda, with ISIS” (1:02-06).

The MSM criticized by Infowars are not limited to television. For example, the *New Yorker* is “globalist-oriented” and “[A]nti-Trump,” because it published an article which critically discusses the American Revolution. The article is a piece of the globalists’ evil work:

the globalists claim the idea of nation-states based on shared culture is “obsolete,” despite the fact the technocratic system they propose is simply repackaged feudalism in which a handful of central banks control everything. So of course, they’re going to attack historical symbols of freedom which serve as rallying point for resistance against globalism. (Daniels “Globalist Mag”)

---

<sup>9</sup> See the entry starting with “CNN” for all of these abbreviations.

The *New Yorker*, however, essentially contrasted the political and social developments of America on the one hand and of Canada and Australia on the other. The author of the article commends the latter because they were more peaceful. (Gopnik). Daniels, on the other hand, writes: “That’s exactly what globalism wants: ‘peaceful peasants’ who are too scared and powerless to rebel against the ruling elite” and that consequently, it is “not surprising, then, that globalist magazines like the *New Yorker* and *Foreign Policy* advocate the overthrow of President Trump who was duly elected by the people through a constitutional process.”

The internet and the social media are also in the globalists’ grip. Facebook, Twitter and Google are censoring anti-globalist content, including content by Infowars under the fake excuse that it needs to be analyzed and assessed whether it is or is not fake, questionable or disputed (“Live! Breaking” 5:06-30). An example of such content is what “former top CIA analyst . . . Larry C. Johnson” disclosed about practices of certain government organizations that spread information about Donald Trump which was obtained illegally (8:50-9:4). But Jones knows the truth behind such censorship. He knows that in reality, “[t]hey don’t want this information out to anybody and so they just blocked it. That’s what Zuckerberg’s doing. It’s robbing you, being able to hear it from senior whistleblowers, sticking their necks out for this country and for the President” (9:14-9:30). Later, he adds: “I can spend all my time analyzing the globalist crime syndicate while they’re busy analyzing what different threats they’d been put on... but if I can’t get to you over Google, or over Facebook and now Twitter started to block our tweets... they’ll be able to silence you next” (17:08-40).

Since these censorious actions are aimed against Infowars and Trump, Jones takes them personally. “I’m not at war with Facebook,” he claims, “they’re at war with me. They’re at war with you. They’re at war with the President.” The evidence of this is

how Google illegally helped Hillary Clinton (another of Jones's important sworn enemies and targets): "Google fixed all the comments and fixed all the results for Hillary, it was admitted. You couldn't even find corrupt stuff about her and they'd put fake info out. They courted with her every day and her people every day. They had seven meetings every day" (17:49-18:9).

Another important role the MSM play in the globalists' game is that they purposefully mask the reality. They fly the "false flags\*." "You were counting on using corporate controlled media," Jones explains to the globalists, "to deny the establishment of the TPP\*, the IMF\*, the World Bank, NAFTA\*, GATT\* and other systems" ("Alex Jones: The Elite" 1:10-23).

Jones's beliefs about the power and means of the globalists also include some that require more creative imagination. For instance, the Club of Rome prevented

certain countries, corporations and individuals from developing and using what we call disruptive technologies—zero-point energy and things like that, things that they knew were theoretically possible even in ninety-sixties and of course were discovered in the eighties and the media discredited all that in the nineties. It has been proven everywhere, you just don't hear about it... But there are hundreds of different types of advanced technologies that had been developed on the energy, communication—you name it—they get shelved . . . [the globalists] have technology, they have advanced systems like life extension. You don't. ("#Scienceisreal Protest" 0:55-1:52)

In a similar vein, the meeting of the director of CERN\* with the Bilderberg Group\* reignited "fears CERN will cause unfathomable changes to human civilization

and may even lead to parallel dimensions. . . . “Is Bilderberg discussing the future implications CERN will have on humanity,” Daniels wonders, “or is there even more sinister reason for Gianotti’s [CERN director] invitation?” Quoting the physicist Sergio Bertolucci on what could happen within the collider, Daniels is concerned that: “[o]ut of this door might come something, or we might send something through it” (“Cern Director visits Bilderberg”).

The globalists, not surprisingly, are not just scientists, but also sorcerers. Owen Shroyer reports on several instances where “witches gathered to hex President Trump” (qtd. in “The Satanic Establishment” 3:57-4:00). The purpose of this spellcasting is unquestionable—it is a piece of evidence that the globalists control the deep state\* in America and have been trying to overthrow Trump: “What [*sic*] are witches from Hollywood casting hex on President Trump? What is that!? That’s part of the same deep-state establishment coup, folks. The same corruption that has infiltrated politics has infiltrated Hollywood” (4:28-38).

### **3.5 The Concrete Globalists**

For Jones, any set of people that display at least some level of organization or group identity can be a part of the globalist cabal or at least its tool, from Antifa\* through democrats to “eastern elites” (“Democrat Plan” 36:06). But he also holds strong convictions about a number of specific individuals, who participate in the globalist plot. Together with the already named Barack Obama, Xi Jinping, Marc Zuckerberg, Bill Gates, Al Gore, Ted Kennedy, Zbigniew Brzezinski or, despite the life extension technologies, the *late* David Rockefeller, there are, for example, George Bush (“George Bush”) Angela Merkel (“Globalism”), the allegedly demon-possessed Emanuel Macron (“Secret”), Theresa May (“Prediction”), the congressman Paul Ryan (“Live!



Breaking”), the sportscaster Bob Costas (“Did Trump Read 1984?”), the science communicator Bill Nye, (“Al Gore’s New Movie”) the economist Jeffrey Sachs, the physicist Hans Schellenhuber, and possibly even the “socialist” pope Francis (“Pope Gives Trump Eco-Tract”). This list, illustrating that anyone can be a globalist, is far from exhaustive—it only mentions some notable individuals that emerged during the analysis.

Among them are two that deserve treatment in greater detail. They are—or at least were—the primary targets of Infowars. These public figures have political views and values that strongly contrast with those of Jones, and, more importantly, of Trump.

One of Infowars’s main enemies is “the crooked” Hillary Clinton. Jones has been publishing numerous videos about her, some overflowing with most bizarre accusations, some as fantastic as the following: “She is an abject psychopathic demon from hell that as soon as she gets to power is gonna try to destroy the planet,” (“Hillary Clinton: Demonic Warmonger” 0:16-23) or that she had given birth to an alien life form (“Hillary Caught on Tape”). But the greatest grievance Jones has against her runs in the standard anti-American globalist vein: “Hillary Clinton is a globalist shill who is doing everything that she can to push the TPP and finish America off for good” (video description “Hillary: She’s Not with You”). She “is the vessel of a corrupt globalist establishment that’s raiding our country and surrendering the sovereignty of our nation” (Knight qtd. in Jones “Hillary: She’s Not with You” 9:02-10).

Interestingly, Donald Trump has made some statements at Hillary Clinton’s address that are very similar. He identified a “global power structure that is responsible for the economic decisions that have robbed our working class, stripped our country of its wealth and put that money into the pockets of a handful of large corporations and political entities” (qtd. in FOX 10 Phoenix 3:57-4:16). He then pointed out that “[t]he

Clinton machine is at the center of this power structure. We've seen this first hand in the *WikiLeaks*\* documents in which Hillary Clinton meets in secret with international banks to plot the destruction of US sovereignty in order to enrich these global financial powers, her special interest friends and her donors" (4:56-5:20). It should be noted here that the *WikiLeaks* documents indeed showed that Clinton had met with international bankers. The problematic thing, once again, is Trump's interpretation of the purpose of these meetings. It is very unlikely that the documents prove Clinton's plot to destroy the sovereignty of the US.

However, with Clinton losing the presidential election, Infowars's attention has shifted more towards other individuals, of which arguably the most notable one is George Soros. Soros, having survived the Nazi occupation in his native Hungary, he emigrated to the US in the 1950s, where he became rich working with finance. He is now famous due to his many philanthropic endeavors, of which probably the best known are his Open Society Foundations, "a network of foundations, partners, and projects in more than 100 countries" which promote values of "democratic governance, freedom of expression, and respect for individual rights" ("The Life of George Soros"). For Jones, Soros is not a "prominent international supporter of democratic ideals and causes" ("George Soros") but a "Globalist puppet-master" ("Alex Jones: I'm Going to") and "one of the most evil men on the planet [who] wants nothing more than destroy the western world" ("Why George Soros"), whose foundation "is used to destabilize governments and form discontent within countries" (White, "'Stop Soros'").

This destabilization is already underway in America. Doug Hagmann, a guest in the *Alex Jones Show*, explains that various activist groups belonging to the "hard left, the progressive left, the communist left" are preparing for civil war in America targeting "civilians who openly support Donald Trump or capitalism or free enterprise. Civilians

who openly support free speech, conservative Christians, conservatives and Christians.” These activists are training for war, being financed by either Organizing for Action\* or “the Soros group of NGO’s\*” (qtd. in Jones, “Democrat Plan” 6:25-7:50).

Hillary Clinton and George Soros are so despised by Infowars that Infowars Store even offers a t-shirt with the slogan “Hillary for Prison 2017” on the front and “Deport George Soros” under a picture of Soros’s “true globalist goblin form” on the back. The product description encourages the customer to “help get the word out that all these globalist criminals, Republican and Democrat alike, should be held accountable for their crimes.” The customer should buy the t-shirt to “[f]ight against the globalist agenda and the George Soros domination plan” (“Hillary for Prison”).

### **3.6 The Exposure and the Call to Action**

Hillary/Soros clothes as well as Jones’s numerous rants function as a call to action to the public to fight against the evil conspiracy. The very slogan of Infowars runs: “If you are receiving this transmission, *you are the resistance.*” For instance, in a video dedicated to “proving” that globalism is collapsing, Jones summarizes his guest Ron Paul (another conspiracy theorist):

we’re at the crossroads, there’s a vacuum, every person has to be more involved than ever, waking people up, being engaged, supporting independent media like *Ron Paul Liberty Report* and what you’re doing and understanding we’re turning the tide but we’re in a very very dangerous climate because the authoritarians are cornered and are flailing. (“Ron Paul” 20:10-31)

The resistance Jones calls his audience to is conditional on the conspiracy's revelation. He often appeals to the "fact" that the conspiracy has been revealed to urge his audience to take action. He combines this challenge with the conviction that once revealed, the conspiracy is doomed to failure:

The global order of United Nations EEU program of unelected planetary government is collapsing. Now that it's out in the open, now that people know it's authoritarian, now that people know it's aims it is dead on arrival, just as I envisioned it would be. Knowing that something this authoritarian, if we just exposed it, once it finally had to emerge in the final takeover phase people would be ready to reject it, even though we'd be demonized in the process before it was admitted. By exposing it, we would be absolutely the definition of credibility once it was admitted. ("After Germany" 1:30-2:15)

In a segment shorter than one minute, Jones repeats the concept of the conspiracy's revelation as many as eight times: (1) "it's out in the open," (2) "people know it's authoritarian," (3) "now that people know its aims," (4) "if we just exposed it," (5) "once it finally had to emerge," (6) "before it was admitted," (7) "By exposing it," (8) "once it was admitted." The exposure is crucial:

If you have a private, corporate, above-the-law, tax-free world government that also backs authoritarianism, once you expose it, it's dead . . . once you're aware of all these unelected corrupt systems that we pay for and that we live under, it's over! . . . I can tell you historically and culturally, the tide isn't just going out on

globalism. Globalism is a dead letter. Globalism is the plague. Globalism is a failure. (“Hungary Declares” 2:13-3:16)

As stated in his Facebook profile: “informing people about the true nature of power, we can foster a real debate about humanity's destiny and allow the species to evolve towards a more orderly singularity that has humans at the core of a system which is based around maintaining free will and integrity.” Jones truly does justice to his company’s name Infowars. Being informed about the conspiracy almost equals defeating it. One is only left wondering why the conspiracy, albeit dying, is still there, after almost 20 years during which the “bullhorn for true libertarian principles and the empowerment of humankind” has been ceaselessly debunking it and mobilizing people into resistance (Jones “About”).

### **3.7 The Data**

Infowars, “the tip of the spear in the alternative media,” frequently mishandles data. (“The Alex Jones Channel”). In June 2017, they published a video called “Independent Researcher Exposes Secret Government” in which Shroyer is in Chantilly, Virginia, where a protest rally is taking place outside the venue where the Bilderberg Group is meeting. Shroyer interviews a woman named Eva Brzezinski, who, he claims, is “red-pilling people.” The “independent researcher” tells Shroyer that “pretty much everything we’ve been told is a lie” and mentions the Iraq War, the 9/11 and the Federal Reserve, after which she continues to explain how people have been scientifically altered to be submissive, how fluoride in the water which the “powers” put there “dumbs us down,” or how the wavelengths of the media mimic the human brain and how the flicker rate of television shuts the frontal lobe and human ability to think

critically and imaginatively. Brzezinski also shows a graph explaining how the banking elites control everything down to individual humans, and also a few-step-manual of how to take down the New World Order. Shroyer appears to be taking all Brzezinski—Berlet’s “self-anointed investigator”—says and shows seriously (qtd. in Jones, “Independent Researcher” 0:00-4:25).

Together with “independent researchers,” Infowars often include renegade figures in their videos. Not just people belonging to other categories of Berlet’s dubious sources, like the “former top CIA analyst Larry C. Johnson,” but people from other areas as well. In a more recent video, called “Hollywood Whistleblower Exposes Subliminal Messages Hidden in Plain View”, Jones discusses a report called “Are You Awake? This Is Your Last Chance” with his colleague Millie Weaver, one of the report’s authors. Talking about how the globalists manipulate the public, Weaver says that “the millennials\* and the SJW’s\* were created by this massive mind control system that’s pertinent and present in movies, television, music and especially in the mainstream media.” Her video is supposed to prove it and wake people up (2:48-3:48). Jones and Weaver then introduce the lady that plays the major role in the report—Elisabeth Everett—who supposedly has “a whole bunch of, you know, backgrounds in Hollywood, in the media, in production” (4:28-32) and “a lot of expertise in neurolinguistics programming, hypnotism and this whole mind control system that we’re seeing in place here” (4:50-5:04). In the actual report, Everett explains how subliminal messages supposedly work (qtd. in Jones “Are You Awake?”). Infowars understands her disclosures as evidence of the globalist mind manipulation and brainwashing, and, consequently, of their grand plan.

What is very visible in the above instances is the practice of interconnecting everything and using leaps of logic: concrete embankments in Austin are evidence that a

small group of people wants to control the planet's population, so is a movie about global warming, Chinese interest in Hollywood studios and the existence of the SJW's phenomenon.

Concerning the usage of evidence against the existence of the conspiracy as evidence for it, I did not find an explicit example, but such mode of thinking can be deduced from Jones's speeches, too. He has claimed on several occasions that the MSM misrepresent what he says and does (he sometimes performs skits to make a point where he uses irony). The MSM might indeed have sometimes failed to report on him accurately, but they also often point out the flaws in his conspiratorial claims or his general way of presenting things. Sometimes, Infowars content is banned due to its conspiratorial and contrafactual nature. However, Jones tends to group all MSM claims about himself together and has an explanation of why he is the MSM's target: "They don't like us because we are able to get a talking point out that's true and the system wants the monopoly of control over the news and over the information. That's why they lie and say we are fake news" ("Alex Jones Responds" 6:38-50). Elsewhere, manifesting again Hofstadter's "sense of persecution," Jones explains that "every major channel [was] saying I'm insane. And why? Because I've actually read thousands and thousands and thousands and thousands of whitepapers" ("#Scienceisreal Protest" 4:12-22). Put simply, Jones thinks that Infowars content is censored by the globalists because it exposes them, because it is "credible" ("Live! Breaking" 11:50-12:00). Thus, the criticism of the conspiracy discourse becomes further "evidence" for its validity.

The "beacon of truth" does not think of himself as someone who mishandles information ("The Alex Jones Channel"). But he *does* hold strong convictions on how the information he has can be obtained. Generally, his claims about his discoveries have two main sides to them. On the one hand, he believes he is not doing anything

remarkable. He does not see himself as a special investigator. He merely describes what lies in the plain sight, he studies what is public. Commenting on “trojan horses” in mobiles, vaccines, electronics, drugs and broadcasts and flicker rates of television, he insists that “most of it is publicly available, if you actually research. It’s not that we guessed all this . . . I didn’t guess any of it . . . it’s not my opinion, it’s declassified” (“Live! Breaking” 3:40-4:35). On the other hand, in other videos but also in the very same one, he highlights the fact that he is not stupid and that he is able to do proper research, read between the lines and connect the dots. He believes people listen to him because “they hear somebody that knows what they’re talking about, that knows the facts, that knows the history and that interviews all the experts and integrates the info together” (16:52-17:04).

Sometimes, he combines both of these approaches: the art of doing serious analysis with the basic ability to notice the obvious: “I’m actually not a pseudo-intellectual. I’ve actually read the Club of Rome publications, hundreds of them. There’s a periodical they put out every month. I have read the CFR\* reports. You can read this, these are all public” (“#Scienceisreal Protest” 2:10-23). Put together, it can be said he thinks he does proper intellectual work, but that such work can be done by anybody.

### **3.8 The Counterpoint**

Finally, it is reasonably safe to assume that Jones does *not* do proper intellectual work and that even though he might be right on some points, a large portion of what he says should not be believed to be true. Based on the available data, there is a very low likelihood and even lesser real evidence that his main thesis about the globalists’



conspiracy is valid. And while the aim of *this* thesis is not to refute Jones, one should at least ask oneself a number of questions when exposed to his discourse:

1. If the globalists are so powerful—so numerous, so widespread, so equipped, so experienced, and disposing of such technologies and other powers— why have they not already realized they plan?
2. If they are so powerful, why did they fail to crown Hillary Clinton as the next US president?
3. Why have they not silenced Infowars long ago, given that Infowars has been exposing the truth about them?
4. Why is it characteristic of every surge of thinking in conspiratorial terms that the evil plan is about to be realized very soon, and yet this “soon” never comes, as it did not come, for instance, with Abbé Barruel or McCarthy?

These obvious problems do not seem to pose complications to Jones’s thought processes, though. On the rare occasions he addresses them, his explanations are not very plausible. His main line of reasoning is that the globalists were so arrogant that they relied too heavily on the media they controlled and underestimated those whom they sought to dominate, thus allowing them to find out the truth. “You were counting on using the corporate-controlled media to deny the establishment. . . .you were so arrogant you believed you’ve always had superiority through your dinosaur legacy media” (“Alex Jones: The Elite” 1:10-2:36).

This view is ancillary to the conviction that now that truth has been found, it is impossible for the globalist to silence it effectively. In an interview for BBC in 2013, David Aaronovitch, a British journalist co-interviewed with Jones, asked him why he

was still alive given the existence of the conspiracy and Jones's opposition to it. Part of Jones's reply was that "if they kill me, it turns me into a martyr, it puts big exclamation points on the end of what I've said." Later he explains that he has many viewers and listeners, that "the information has become too big" and "the establishment doesn't know what to do" (qtd. in StuartDWright 0:45-3:57). He does not explain, though, how the establishment can be so capable that they plan the dominion of the whole world but at the same time unable to cope with himself and his followers. All this, however, is just another way of conditioning the conspiracy's defeat on its revelation.

Lastly, is interesting to note that the time when "the information has become too big" was in 2013, but since then, Jones has not changed his rhetoric. It is 2018 and the conspiracy is still hibernating in its finally-exposed state conditioning its failure, but, as Fenster notes, "the coming end of a moment cursed by secret power" and a "new beginning where secrecy vanishes and power is transparent and utilized by good people for the good of all" is never to arrive (288).

## **4. The Values, Trump and the Globalists' Defeat**

*"I alone can fix it."*

-Donald Trump

Much of Jones's discourse has been recently revolving around the messianic figure of Donald Trump. Despite the apocalyptic scenarios of world domination by the globalists, the countless exposures of nefarious schemes, and uncountable grievances against all kinds of wrongdoers, Jones has been convincing his audience that Donald Trump is the final solution of the globalist question. That is why Jones has been praising and promoting virtually anything Trump has done or said.

### **4.1 What Jones Treasures**

But to see why exactly is Trump so appealing to Jones, one must first look more closely at what values, stated or implied, Jones feels are threatened, and then how Trump represents and protects those values in Jones's thinking. As shown, the core of the globalist's plan is the unified planetary government where a comparably small number of elites rules a global population of slaves. This core allows us to assume that what Jones considers endangered is a number of intersecting values. They are difficult to categorize neatly, but could be narrowed down to freedom, equality and voice ("Voice" is used here due to lack of a better word. It means a state of affairs where ordinary people can make decisions that influence politics, the public life and the general course of the country's development). The main point is that Jones wants those whom he considers ordinary people, including himself, to be equally free to influence their own lives as those who supposedly manipulate them now.

## 4.2 The Problem with the Meta-Government

As to the category of voice specifically, Infowars frequently uses the word “unelected.” One might even call the expressions such as “unelected elites,” “unelected leaders,” “unelected groups” collocations coined by Infowars. During the meeting of the Bilderberg group, Shroyer interviews a young man and asks him at the outset: “Are you aware that there is a group of unelected global leaders meeting just down the street right now, trying to undermine this country’s sovereignty?” This statement in the guise of a question shows that Infowars equate “unelected” to “globalist” (in the conspiratorial sense). Since there is a body of leaders not elected by the country’s citizens, they, by definition, cannot possibly share the interests of the American people. On the contrary, they must have opposing ones. As Shroyer explains to his interviewee, “some of their talking points or agendas are undermining Trump’s America First policy, re-instilling the values of the Trans-Pacific Partnership and the NATO alliance.”

The TPP and the NATO are spheres which are naturally concerned with interests other than exclusively American, and over which the American people do not as much influence as Jones would desire. Shroyer continues his interview: “Just basically on the principle of unelected leaders meeting as a corporatocracy to try to initialize the global agenda, what do you think about that? *You are not involved*” (qtd. in Jones “Trendy Scared” 0:07-2:02, emphasis mine). For Infowars, globalism is “a network of central banks, international political and monetary institutions like the United Nations, the IMF, the World Bank” (Christoff-Kurapovna). Thus, Jones considers almost any international treaty, agreement or organization America is involved in, be it a bank or a non-profit, as a direct threat to the voice of the American people and America’s independence. It reflects the paradox that “greater government control [involvement] could lead to a loss of government control” (Knight “A Plague of Paranoia” 40).

The final confirmation of the nefarious ends and the deliberate exclusion of the people from the decision-making processes is secrecy. Shroyer asks: “[D]on’t you think if these people really cared about the world and the rest of humanity, they wouldn’t do it in secret, they wouldn’t have hundreds of security guards not letting media in, they wouldn’t lie about it saying that they don’t do it?” (qtd. in Jones “Trendy Scared” 3:01-11). In Infowars’s idiosyncratic (mis)understanding of privacy, if someone holds a meeting without public access, especially if it is an international unelected group, they must want to exclude the people from deciding their own fate and instead dictate it to them.

In sum, Infowars despise decisions and agendas adopted by bodies the people are not informed about sufficiently (whatever they might think sufficient is) and of whom they have not approved by means of election, because such decisions and agendas are always against the interests of the people. The main problem is not the unelected’s policies themselves, but the fact that they are *by* the unelected. If they were by the elected, they certainly would not be so anti-American.

#### **4.3 The Problem with the Government**

However, not just the unelected, but also the elected block the voice of the American people. The notion that the power of the government needs to be kept within strict limits, a traditional (not only) American right-wing position, is also strongly manifested in Jones’s discourse. His betrays the conviction that if the government has too much power, it does not seek the good of those it governs, but its own globalist/elitist/establishment agenda. It also works the other way round: Since the government serves its own evil globalist interests, it must have too much power. Wehner and Gerson explain that “[p]articularly among libertarians and some of those

conservatives who identify with the Tea Party movement\*, government overreach found its mirror image in fierce *anti*-government fervor.” This fervor “involves a rhetorical zeal and indiscipline in which virtually every reference to government is negative, disparaging or denigrating” (emphasis in original). Jones, who describes himself as a libertarian and who also defended the Tea Party, has been in many ways anti-government, he just usually does not use the word “government.” Instead, he adopts the notorious “elites” or the “establishment”: “Throughout history, the minions of the elite are basically groomed and hired and promoted and put in positions of power because they enjoy trampling their fellow citizens, because they enjoy dumbing them down” (“Emergency Message” 4:50-5:07). This is typical for conspiracy discourse. Fenster explains that it understands “state and private power as an estrangement of the people from the power bloc” (288).

Jones’s anti-government stance, underlined by this feeling of estrangement, is poignant in how he relates to Obama. Wehner and Gerson argue that by introducing Obamacare, Obama “extended the power of the federal government to an unprecedented degree.” Jones sees it rather as a “massive mess,” and the failure to deliver on the promise to create jobs and to solve various other problems of the American people, such as high crime rates in certain neighborhoods or the “pernicious globalist trade treaties” (Rappoport). Most importantly, Obama care is a “model of things to come, a global private corporate tax” (Jones “Emergency Message” 6:58-7:07). Infowars hate any government action (save for that of Trump’s administration) on the premise it is an intervention that damages the public and serves the globalists. Daniels sums it up: “[e]ven the smallest regulation imposed against the individual entrepreneur is a great crime” (qtd. in Jones “Globalism” 2:15-20). As characteristic of the new right\*, “business is their champion and government their foe” (Farago).

This a priori hate for government strongly resembles what Gupta sees as republican opposition to virtually any progressive policy. The reason is that such opposition “allows the right to actualize their ideals [for Jones personified in Trump] that both motivate and define their base” (171). Concerning those ideals, the right wing believes that what can save America is the return “to the governing philosophy of the American founders as it is embodied in the Constitution” (Wehner and Gerson). According to Farago, this “American right’s mythical constitutionalism” is the result of “globalization, relative economic decline and a sense that the political establishment isn’t listening to them.” Infowars also sometime invoke the Constitution and the freedoms they think it represents—such as the freedom of individual enterprise. Not surprisingly, the Constitution is presented as something under attack (Hagmann, qtd. in Jones “Democrat Plan” 25:50-26:15; Stone, qtd. in Jones “The New Yorker” 7:15-30). However, what they appear to forget is that while “federalist founders were indeed wary of the concentration of power in the federal government”, they “did not . . . view government as an evil, or even as necessary evil.” Instead, they “fully expected America to... emerge as a global actor” (Wehner and Gerson).

#### **4.4 What is Actually Hindered?**

One should ask at this point whether free enterprise conditioned by the voice is the ultimate value for Jones, or whether there is more. Freedom of enterprise might be an important theme among the far right, but Jones does not speak of this particular kind of freedom that often. Sometimes he speaks of freedom and liberty as general concepts, sometimes he mentions many other specific kinds. Some of his videos suggest what is at stake are communities’ properties and resources (“Globalist Regulations“ 0:19-2:35). Elsewhere it is free speech, free open society (“Emergency Alert” 4:50-6:22), freedom

of thought (White “Stop Soros”), freedom of the press and media (Jones “Scienceisreal Protest” 16:50-17:10), freedom from the control of the media (White and Daniels), freedom from surveillance (Johnson), or the freedom to wield guns (Daniels, qtd. in Jones “The Truth about the NFL” 1:40-47).

One especially strong freedom-theme is American sovereignty, overlapping with the desire to put America’s interests first. For Infowars, American sovereignty/America first *is* freedom. The communist Chinese takeover of Hollywood studios is “a clear and present danger to the very sovereignty of our country” (“Emergency Alert” 1:40-46). Similarly, the praised “senior whistleblowers” are “sticking their necks out for this country and for the president” (“Live! Breaking!” 9:25-31). Jones simply “wants this country back” (17:15-23).

Put together, these freedoms are, however, only a different way of expressing that Jones wants as little intervention from the government or the unelected elites and as much voice for himself and the people as possible. Yet, it remains unclear what he wants to use it for once he obtains it.

#### **4.5 The Possible Bottom Lines**

There are various ways to explain this. One brings us back to Hofstadter’s proposal that the theorist’s enemy serves as the projection of the theorist’s self. One can speculate that Jones wants, even if unconsciously, as much power and control as possible. That might be why the globalists are so powerful and have such a wide grasp and limit others so severely. What is more, Jones might want the power to control not just his own life, but the lives of others, ideally the life of the whole nation, if not the world—a thing of which he regularly accuses his targets.



This is partly analogous to what most commentators on conspiracy discourse list as the reasons for its existence and recent surge in its popularity. They do not ascribe to the theorist the desire to be in total control instead of his proposed enemies, but they seem to agree that conspiracy discourse “assumes a disabling vision of political power in which control is always elsewhere” (Fenster 14). They also unanimously explain that conspiracy discourse is a symptom of the “growing sense of the illegitimacy of federal powers” and of “fears about increased government interference and control in daily life” (Knight “A Plague of Paranoia” 40). The discourse might also represent “a way of talking (in a displaced and distorted form) about issues such as globalization, and the loss of control of personal and national economic destiny” (20). In this, it “factors into the deep discontent men and women feel about their leaders and the direction they have set for the Republic.” Therefore, it serves as a vehicle for “hope, unity and purpose in a world that often seems beyond the reach of the powerless” (Goldberg 260). From this position, the Alex Jones might simply be one of the many voices of the general sense of discontent with the state of affairs in America. Yet, unlike many others he is amplified and popularized thanks to his appealing persona(lity) and entrepreneurial prowess manifested as his Infowars project. That should not be surprising, because, as Robert Alan Goldberg points out, “the conspiracy-minded were quick to capitalize on new technologies” (59).

Another explanation would be that Jones might indeed lack desired welfare, for which he in turn blames the government. This also appears plausible since he mentions freedom of enterprise, the advancement of mankind and similar concepts so frequently. Ramsay observes that “the American Dream is faltering. At best, real wage rates are no higher for many of the working class in America than they were twenty years ago [written in 2006]” (53). Knight, similarly, argues that conspiracy discourse indicates

that “a traditional faith in the American dream no longer comes naturally” (Knight “A Plague of Paranoia” 41). The reasons behind the rise of conspiracy discourse include

the restructuring of the labor market over last three decades [written in 1999], which has meant that insecurity and resentment have become an everyday reality for many Americans. Under the pressures of globalization, the security of a job for life and all its attendant benefits has eroded. . . . Globalization for some has meant increasing localization for others. The acceptance of structural unemployment, coupled with the erosion of the welfare state, has led to an increasing feeling of alienation from the political process and the American ideal. (29)

Running somewhat contrary to the “bad government” position, another explanation could be found in Manichaeism. Gupta claims that “right-wing politicians and media figures boil [rightist ideologies] down to a crude Manichaean dualism to mobilize supporters based on group difference: good versus evil, us versus them” (171). A survey conducted by Oliver and Wood lists the inclination to indorse Manichean narratives as one of the most significant predictors of thinking in conspiratorial terms (952, 54). Manichaean thinking is attractive for the conspiracy theorist: It offer “satisfactions to be gained from becoming a self-taught expert challenging the establishment” (Knight “Outrageous” 173). The Manichaean division is obvious in Jones’s thinking: us versus the elitist globalists. Ramsay moreover diagnoses Americans as “handicapped in their ability to understand the world by the power of the American myth . . . that anyone can make it and become rich if they try hard enough.” Therefore, they “find it impossible to believe that there is something wrong with their economic

and social *system*. . . . Things are going wrong because of the actions of...*bad people*” (55, emphases in original). American exceptionalism thus produces an “abiding faith in American innocence and the fundamental soundness of the system of government” and puts the blame on an evil enemy for things going wrong (Knight “Outrageous” 175, 166). Brockes even identifies an “American tradition of scapegoating, in which all blame is cast onto a demonized enemy” (qtd. in Knight “Outrageous” 169). The exceptionalism, combined with “the self-righteous inability to understand ‘why bad things happen to good people’” explains why the system—as represented, for example, in the Constitution—is okay. The only reason it does not work is that the globalists are constantly trying to overthrow it.

#### **4.6 The Messiah**

It is hard to state for certain what the main underlying cause for Jones’s discourse is. The explanations listed previously intersect, and favoring a single one over the others would mean explaining a complex phenomenon in too simplified a way, a mistake typical for conspiracy theorists themselves (Fenster 43). Whatever Jones’s deepest desires and drives exactly are, he has found all the answers in Donald Trump, his champion.

Kreiss identifies the values Trump’s supporters see in him as a “rejection of multiculturalism, cosmopolitanism, and globalization, and the triumph of white, Christian populist nationalism.” FitzGerald, similarly, argues that Trump “presented himself as opposed to elites, to the academic and political and journalistic establishments. . . . He is spontaneous and improvising—‘telling it like it is’ in his supporters eyes” (qtd. in Wills). Narrow down to the two sides of the same coin, Trump represents the opposition to the globalist elitist establishment and the embrace of

populist nationalism. That is the spirit of the The West Palm Beach Speech: the accusations of “the Clinton machine” and its globalist agenda of robbing America of its wealth.

Jones could hardly imagine a better ideal that stands for all that is American: “The appeal of Donald Trump, in his graceless way, has tapped into this core of the American character. His electoral victory represents not so much a movement as it does a revival; a reawakening of the energetic ideal of local power, regional power, sovereign power against ghoulish One-World omnipotence.” Especially, Trump is applauded for “his remark that the nation-state must return as a force in world affairs” (Christoff-Kurapovna).

That is why Jones defends him so vehemently and why he takes the globalists attacks against him so personally and so seriously. In attacking Trump, they attack Jones’s ideal and Jones himself. “[T]he globalists still hate him because he’s actually an American president trying to do something real and trying to transfer power back to Washington from the globalists and back to the States and the people. We’re transferring power from Washington back to you. From the UN back to America, back to you” (Jones “#Scienceisreal Protest” 15:26-44). Jones is not even aware of the change from “Trump” to “we” in the matter of just a few seconds.

Jones’s love for Trump (or himself) shows itself especially strongly when he thinks Trump is falsely accused. The congressman Paul Ryan’s accusation that “Trump’s a Russian agent” made Jones very angry— that is, angrier than usual:

I’m so sick of this Russian stuff! We’re restoring the republic! We put three trillion in stock market, you did, listeners, three hundred billion into new jobs, securing the borders, returning the republic, rebuilding the military, cutting the

UN funding, getting conservatives into the Supreme Court. If that's Russian, then I want to be under Russian rule! But it's not! It's people saying we don't want to be America merged with the world government becomes socialist! Oh, but "Trump's anti-American"! No, they're anti-American! They're the plague! ("The New Yorker" 3:35-4:13)

Trump's victory is also greatly responsible for the downfall of the conspiracy. At times, it still retains significant power nonetheless:

These arrogant globalists thought they defeated humanity. The truth is, whether it's Obama or George Soros, they're losers. Everything they had, everything they threw against us failed. Now, just because we've defeated these tyrants—for now—doesn't mean we've won the war. . . . Yes, we've won the first phase, but the battle for the soul of humanity has just begun. But, Obama and Hillary and Soros: you were losers from the day you were born. ("Live! Breaking" 0:30-1:24).

Elsewhere, the ultimate victory is imminent: "Now, no one trusts you [the globalists]. You have the mark of failure upon your head and everyone is running away from anything and everything you push" ("Alex Jones: The Elite" 2:39-50). Jones is so certain that he even adopts ornate rhetoric: "Internationally, sovereignty movements, nationalist movements are exploding... humanity's survival instinct, that you fought so hard to suppress, is triggering again and coming back to life. And to watch this fiery phoenix rise from the ashes is something awesome to behold." But it gets even more absurd. "If you continue your prosecution against humanity, if you continue to murder

our Caesar that is the American republic, a Mark Antony will rise from that crisis that will make you beg for death” (3:52-4:35). During this confused likening of a republic to the de facto one-man dictatorship, Jones—Trump’s high priest—is complemented by a video in the background showing a Trump-like figure attacked and killed while delivering a speech at a rally. Than Jones explains to his nemeses:

your plan is already failing on every level . . . the path you are advancing on is assured destruction. Your defeat will be humiliating and will be intense. And if you do not sue for peace, I can assure you: you and all of those that serve you will be destroyed . . . just as the sun came up this morning and will set this evening, you and your entire folk will be destroyed. (4:44-6:27)

The link between Trump and the globalists’ defeat is tight indeed. A way of explaining this connection is that, as shown, Jones has been claiming for quite some time now that the conspiracy theory had been revealed and must therefore fail. However, it still haven’t failed. And yet, Trump is the first top political figure—and a strongly populist one at that—who seems to believe in these revelations. At least he acts as Jones imagines a person would if they believed in them: Trump advocates the values Jones feels are threatened (whatever they exactly are), as one can see in Trump’s populist stances and his America First policy that Jones so praises. Trump speaks against international policies, presenting them as harmful to America. He promises prosperity and jobs for Americans. He empathizes with the “common man,” and vilifies the elite establishment. He describes the world in Manichaeian polar opposites. And he has the power and influence Jones never had.

Therefore, he functions for Jones as the confirmation that he was right: that people finally came to believe in the conspiracy and started resisting it on the systemic level. Due to this unique function, Trump has to be protected from the globalists' attacks—that have always targeted what was the most precious for Jones.

## 5. The Comparison and Its Implication

*“Whilst some people inspire, others conspire!”*

-Ernest Agyemang Yeboah

Taken as a whole, Jones’s conspiracy discourse is *almost* a textbook example of its kind, as it has all the standard characteristics:

- Jones thinks about the world in conspiratorial terms and presents his ideas accordingly.
- He displays very strong skepticism about social institutions such as the mainstream media, political and/or international organizations or activist groups. He distrusts a host of public figures from top politicians to schoolteachers, and ceaselessly questions official accounts of events, be they historical like major changes of political orders or mundane like local news.
- He has been proposing innumerable interlinked conspiracy theories dealing with all sorts of subjects, from concrete embankments to Barack Obama’s policies. Together, they all belong under the grand umbrella-theory that greatly differs from the generally accepted view of the world.
- It runs that there is an organized group of fundamentally evil people, who are secretly active in all aspects of life. Committing most evil and unlawful acts, such as spreading communism or systematically dumbing the public down, they have been manipulating the world’s history in order to achieve absolute power and control, while also trying to blind others to this truth. This group is already



very powerful—it is very influential, very widespread and has at its disposal technologies that even verge on the supernatural, such as life extension systems.

- It is possible that Jones uses this group, the “globalists” he imagines, to project his secret desires.
- Jones often works poorly with data. He normally draws on unreliable sources, of which very important are the alleged renegades, who used to be parts of the evil plot—government agents, for instance. He also mishandles the data by illogical procedures: he interconnects everything into his grand theory and when he is criticized for his approaches and has his errors pointed out, he understands it as an attempt of the conspiracists to silence him, which serves for him as evidence he is right.
- Finally, Jones uses his conspiracy discourse to call his audience to action. He believes that since the conspiracy has been revealed, it is necessary for the public to muster and overthrow the evil establishment and their vision for the world. This must be done on a massive scale and without compromise.

Nonetheless, there are further important features of Jones’s discourse. They do not contradict these standard ones—rather, they expand on them. Unlike most conspiracy theorists, Jones believes that a specific high-standing and influential individual presents a force that is capable of overcoming this conspiracy. Specifically, this figure is the American President Donald Trump. Combined with the conspiracy’s (another) “final” exposure, he—as the personification of Jones’s values—is the key to the conspiracy’s defeat. Even though the war is not over yet, the cabal’s fate is sealed. One may conclude that currently, Trump is the proof for Jones that he was right. And since Trump poses this great opposition to the globalists (even though he himself might

not be aware of the fact), he has been the victim of their incessant attacks. Jones understands attacks on Trump as attacks on himself and therefore takes them very seriously and very personally, which further strengthens Trump's presence in his discourse.

This messianic figure, a feature unique for Jones, gives an important insight into conspiracy discourse in general and its possible developments. It is evidence that conspiracy discourse is a mode of expressing dissatisfaction and presenting one's values on the level of public discussion. However, it further opens possibilities for better identification of such values. So far, values of conspiracy theories and theorists were mostly examined and defined negatively: what the theorists do not want, what they are afraid of, what they feel sceptical and dissatisfied about. But messianic (and similar) figures enable positive definitions. Since a figure is so praised by the theorist, he or she can be examined in terms of what he or she stands for, which can be then compared and contrasted to what the theorist criticizes. The only drawback is that there has to be such a figure in a given conspiracy discourse, which, so far, has generally not been the case.

## **Conclusion**

*“There’s no evidence that we’re about to go over a cliff, even if some people have gone around the bend.”*

-Steve Chapman

## **General Conclusion**

The present master’s diploma thesis examined conspiracy theories, which have become substantially significant social phenomenon in American culture, and, consequently, a subject of much (not only) scholarly discussion. It focused especially on Alex Jones, a prominent contemporary conspiracy theorist, and his notion of the “globalists” conspiracy.

First, I argued for using the expression “conspiracy discourse,” a shortened form of “discourse comprised of unwarranted conspiracy theories” to describe what would be examined, because it best captures its nature, as opposed to some other terms such as the general “conspiracy theory,” or “conspiracism” or “paranoid style.” Conspiracy discourse labels a large body of interconnected conspiracy theories creating one great theory—as opposed to a single theory or a set of several isolated ones. Moreover, these theories comprising a grand theory have the characteristics indicating that they should not be taken seriously (in terms of belief, not scholarly engagement) and are therefore viewed skeptically, even though it is precisely such grand theories that have gained most interest.

Having established the term, I then discussed in detail some of the main characteristics of conspiracy discourse, drawing first from Richard Hofstadter’s famous essay “The Paranoid Style in American Politics” and then also from other, more

contemporary authors. These characteristics define conspiracy discourse as something that is the result of a specific way of thinking and expression. Such attitude is very skeptical about social institutions, public figures and official accounts. Instead of trusting them, the theorist rather believes in a view running in opposition to them: there exists an organized, evil group that influences all areas of life and existence. It has extraordinary power(s) and uses it/them to manipulate history for their own purposes, which are mainly, again, control and power. At the same time, the group tries to remain in secret, systematically conceals its actions and deceives the public. There is also a reasonable possibility that such enemy is the projection of the theorist's self—their secret desires. Furthermore, conspiracy discourse is based on unreliable data that come from dubious sources, such as alleged renegades. The data is frequently mishandled, meaning that the theorist, as seen, interconnects everything and undertakes serious leaps in logic, such as considering evidence against the theory as evidence for it. The conspiracy discourse's final function is to serve as a call to action to the public to fight against the enemy. The resistance is caused by the conspiracy's revelation and must be absolute, without any compromises.

Following this discussion, I introduced Alex Jones and explained his significance in contemporary America. Jones is becoming one of the major figures in American public debates and even politics, if he has not already become so. The facilities he operates, the extent of the content he produces, and the scope of his audience are arguably unrivalled. A special factor strengthening his importance is his connection to Donald Trump. Apart from him, the mainstream media and also some non-media organizations recognize Jones's growing influence and point to criminal actions undertaken by his audience or the appeals to the President to cut ties with him.

After introducing Jones as a public figure, I moved to his discourse. I selected a number of videos and articles produced by Jones and his company Infowars, mostly from 2017, that are likely to be known by the public and that show Jones's conspiracy views. Using a set of questions, I systematically analyzed Jones's beliefs and to an extent, his operations with data. The analysis showed that Jones and his colleagues are classic conspiracy theorists. The various examples of the content they produce I examined demonstrate that their conspiracy discourse has all the main characteristics of its kind as defined previously, from the discourse's magnificent scope in which everything is interconnected, through the delineation of the enemy and their various aspects to the theorists' poor work with data and the discourse's function as a call to action. The pivotal belief is in "the globalists," an evil cabal of elites who have been seeking to establish one world rule with them as masters and the rest of the planetary population as their slaves. For these purposes, this incredibly powerful enemy uses various means from political manipulation to weather control. In the final part of the analysis, I offered some counterpoints to what Jones proposes and provided an argument about why he should not be believed. I stressed the discrepancy between the alleged power of the globalists and the fact that they have done nothing to stop Jones or that they still have not brought their plan to its final realization.

On the basis of this analysis, I discussed the possible values Jones feels are in danger. Without being too definitive, one can see that Jones has problems with too much power being in the hands of international organizations, as especially manifested by his opposition to "unelected leaders." He also seems to despise too much American government involvement in the affairs of the people, a typical right-wing stance. Possibly, his general skepticism of the government and its over-involvement are symptoms of another problem he perceives: the general lack of welfare and the

impossibility to achieve it by personal endeavor. All this might also be conditioned by his Manichaeic, black-white perception of the world, where bad things are caused by categorically bad actors as opposed to flaws in the system. Also, it is possible that the globalists Jones imagines are the projection of his hidden desires that concern influence.

The treatment of Jones's values led to discussion of the differences between his discourse and the "standard one." The main area where Jones defies tradition is in his devotion to Donald Trump. Trump is a messianic figure in the battle against the globalists, because he personifies Jones's values and functions as the confirmation of Jones's claims on the systemic level. Therefore, he is very important for Jones and has a prominent place in his discourse. Trump's presence, in consequence, leads to another difference, namely the conviction that the conspiracy is already bound to be defeated, even though the fight is not over yet.

Lastly, I systematized the findings of the analysis and the comparison of Jones and standard conspiracy discourse and suggested the significance of the found differences for further exploration of conspiracy, namely that messianic figures can serve as means to better understanding of the values conspiracy theorists hold.

All in all, Jones is originally a standard conspiracy theorist who further develops and re-shapes the conspiracy theory tradition, which is growing in popularity together with its proponent and the public concern. The real scope of the "national treasure[']s" impact on America is yet to be seen (Palast, qtd. in Jones "About"), but it has already shown its destructive potential, and what it tears down appears to be something much different from the "electronic Berlin Wall of media control" (Jones, "The Alex Jones Channel").

## **Suggestions for Further Research**

The corpus of conspiracy theories is vast—Infowars alone has produced hundreds of hours of video footage and thousands of pages of articles. Therefore, there is much room for further exploration of Jones. One way of doing it might be using a larger set of material than here and exploring the nuances of the globalist plot to greater detail. One could focus on aspects of conspiracy discourse not treated here, such as rhetorical strategies or religious beliefs/motifs. Looking more into Trump as the messiah and related values would be a further natural option, as would be the attempt to identify other messianic figures in Jones’s discourse and outside it, and then comparing them. The research could also be diachronic, tracing the development of Jones’s important themes and influences on him since his humble Austinian beginnings, which could then also be compared to those of other theorists. Or one could just contrast Jones and a number of other grand conspiracy theories. Still another option would be comparing grand conspiracy theories and “petty conspiracies,” possibly monitoring the factors that influence the scope of the alleged conspiracy. Finally, an interesting area worth exploring due to its under-treatment might be the “benevolent conspiracy,” i.e. theories about conspiracies that have good aims. Whatever the researcher chooses, the field is vast and the map is far from complete.

## Works Cited

**Note:** Infowars content without an explicit author as well as videos uploaded by The Alex Jones Channel are listed under the author “Jones, Alex” to keep all sources by Jones together. Secondly, I provide URL’s and dates of access only with sources where other information relevant for tracing them, especially the author and the date of publication, could not be found.

“About.” *Media Matters for America*, [www.mediamatters.org/about](http://www.mediamatters.org/about). Accessed 9 Apr. 2018.

“About Us.” *Club of Rome*, [www.clubofrome.org/about-us/](http://www.clubofrome.org/about-us/). Accessed 11 Apr. 2018.

“About Us.” *Southern Poverty Law Center*, [www.splcenter.org/about](http://www.splcenter.org/about). Accessed 9 Apr. 2018.

“Agenda 21.” *Sustainable Development*, United Nations, [sustainabledevelopment.un.org/outcomedocuments/agenda21](http://sustainabledevelopment.un.org/outcomedocuments/agenda21). Accessed 12 Apr. 2018.

“Alex Jones.” *Southern Poverty Law Center*, [www.splcenter.org/fighting-hate/extremist-files/individual/alex-jones](http://www.splcenter.org/fighting-hate/extremist-files/individual/alex-jones). Accessed 9 Apr. 2018.

“Alex Jones Net Worth.” *Celebrity Net Worth*, [www.celebritynetworth.com/richest-celebrities/alex-jones-net-worth/](http://www.celebritynetworth.com/richest-celebrities/alex-jones-net-worth/). Accessed 7 Apr. 2018.

Allen, Garry and Larry Abraham. *None Dare Call It Conspiracy*. Concord, 1971.

“Antifa.” *Urban Dictionary*, [www.urbandictionary.com/define.php?term=Antifa](http://www.urbandictionary.com/define.php?term=Antifa). Accessed 16 Apr. 2018.

Arnold, Gordon B. *Conspiracy Theory in Film, Television and Politics*. Praeger, 2008.

Bennett, Brian P. “Hermetic Histories: Divine Providence and Conspiracy Theory.”



- Numen*, vol. 54, no. 2, 2008, pp. 174-209. *JSTOR*.
- Berlet, Chip. "Big Stories, Spooky Sources." *Columbia Journalism Review*, vol. 32, no. 1, 1993, pp. 67. *ProQuest*.
- Byford, Jovan. *Conspiracy Theories: A Critical Introduction*. Palgrave Macmillan, 2011.
- Carroll, Robert Todd. "Argument to Ignorance (Argumentum ad Ignorantiam)." *The Sceptic's Dictionary*, 15 July 2016.
- Christoff-Kurapovna, Marcia. "The World According to Trump: The Anti-Globalist Agenda." *Infowars*, Free Speech Systems, 12 Apr. 2017.
- CNN Staff, compilers. "5 Years After Sandy Hook, the Victims Have Not Been Forgotten." *CNN*, 14 Dec. 2017.
- Connoly, Katie. "What Exactly is the Tea Party?" *BBC News*, 16 Sept. 2010.
- "Conspiracy." *Merriam-Webster*, [www.merriam-webster.com/dictionary/conspiracy](http://www.merriam-webster.com/dictionary/conspiracy). Accessed 27 Mar. 2018.
- "Conspiracy Theory." *Wikipedia: The Free Encyclopedia*, Wikimedia Foundation, 25 Mar. 2018, 11:44 pm.
- "Conspire." *Merriam-Webster*, [www.merriam-webster.com/dictionary/conspire](http://www.merriam-webster.com/dictionary/conspire). Accessed 27 Mar. 2018.
- "Crony Capitalism." *Cambridge Dictionary*, [dictionary.cambridge.org/dictionary/english/crony-capitalism](http://dictionary.cambridge.org/dictionary/english/crony-capitalism). Accessed 10 Apr. 2018.
- Cunningham, Sean P. "New Right." *Encyclopaedia Britannica*, [www.britannica.com/topic/New-Right](http://www.britannica.com/topic/New-Right).
- Cush, Andy. "The Invisible Empire of Alex Jones." *Spin*, Billboard Music, 26 Oct. 2016.
- Daniels, Kit. "Did Trump Read 1984? He Woke Up the Proles by Slaying the NFL."

- Infowars*, Free Speech Systems, 27 Sep. 2018.
- . "CERN Director Visits Bilderberg, Fuelling Fears Collider Opens Doors to 'Extra Dimensions.'" *Infowars*, Free Speech Systems, 2 Jun. 2017.
- . "Globalism: What They're NOT Telling You." Uploaded by Resistance News. *YouTube*, 12 Jan. 2018.
- . "Globalist Mag Claims American Revolution 'Was a Mistake.'" *Infowars*, Free Speech Systems, 16 May 2018.
- "Deep State." *Cambridge Dictionary*, [dictionary.cambridge.org/dictionary/english/deep-state](http://dictionary.cambridge.org/dictionary/english/deep-state). Accessed 25 Apr. 2018.
- Denslow, Neil. "Iran-Contra." *Conspiracy Theories in American History: An Encyclopedia*, edited by Peter Knight, ABC-CLIO, 2003, pp. 349-353.
- Elbaum, Rachel. "What is ISIS? Key Facts about the Islamic State." *Euronews*, 18 Apr. 2018.
- "False Flag." *Oxford Living Dictionaries*, [en.oxforddictionaries.com/definition/false\\_flag](http://en.oxforddictionaries.com/definition/false_flag). Accessed 25 Apr. 2018.
- Farago, Jason. "Comparative Far Right Politics, US and Europe." *The Guardian*, 26 Apr. 2012.
- Fenster, Mark. *Conspiracy Theories: Secrecy and Power in American Culture*. U of Minnesota P, 2008.
- FOX 10 Phoenix. "FNN: Donald Trump Delivers 'Major Speech' – Denies Groping Allegations - in West Palm Beach." *YouTube*, 13 Oct. 2016,
- "Frequently Asked Questions." *Bilderberg Meetings*, [www.bilderbergmeetings.org/frequently-asked-questions.html](http://www.bilderbergmeetings.org/frequently-asked-questions.html). Accessed 16 Apr. 2018.
- "Frequently Asked Questions." *Organizing for Action*, [www.ofa.us/faq/](http://www.ofa.us/faq/). Accessed 16 Apr. 2018.

- “Frequently Asked Questions.” *The Trilateral Commission*, [trilateral.org/page/17/faq](http://trilateral.org/page/17/faq). Accessed 10 Apr. 2018.
- “George Soros.” *GeorgeSoros.com*, [www.georgesoros.com/the-life-of-george-soros/](http://www.georgesoros.com/the-life-of-george-soros/). Accessed 11 Apr. 2018.
- “Globalism.” *Merriam-Webster*, [www.merriam-webster.com/dictionary/globalism](http://www.merriam-webster.com/dictionary/globalism). Accessed 28 Mar. 2018.
- “Globalist.” *Cambridge Dictionary*, [dictionary.cambridge.org/dictionary/english/globalist](http://dictionary.cambridge.org/dictionary/english/globalist). Accessed 28 Mar. 2018.
- Goldberg, Robert Alan. *Enemies Within: The Culture of Conspiracy in Modern America*. Yale UP, 2001.
- Gopnik, Adam. “We Could Have Been Canada.” *The New Yorker*, 15 May 2017.
- Grudem, Wayne. *Bible Doctrine: Essential Teachings of the Christian Faith*. Zondervan, 1999.
- Gupta, Arun. “Republicans and the Tea Party of No.” *At The Tea Party*, edited by Laura Flanders, OR Books, 2010, pp. 171-79.
- Hagemeister, Michael. “The Protocols of the Elders of Zion: Between History and Fiction.” *New German Critique*, no. 103, Winter 2008, pp. 83-95. *JSTOR*.
- Hague, Angela. “UFOs.” *Conspiracy Theories in American History: An Encyclopedia*, edited by Peter Knight, ABC-CLIO, 2003, pp. 699-705.
- Hananoki, Eric. “A Comprehensive Guide to Alex Jones: Conspiracy Theorist and Trump’s ‘Valuable Asset.’” *Media Matters for America*, 1 Dec. 2016.
- Hanna, Jason. “What is Infowars?” *CNN Politics*, 27 Jan. 2017.
- Harman, Greg. “Agenda 21: A Conspiracy Theory Puts Sustainability in the Crosshairs.” *The Guardian*, Guardian News and Media, 24 June 2015.
- Hauck, Grace. “‘Pizzagate’ Shooter Sentenced to 4 Years in Prison.” *CNN Politics*, 22

June 2017.

“Hillary for Prison 2017 Deport George Soros.” *Infowars Store*,

[www.infowarsstore.com/hillary-for-prison-2017-deport-george-soros.html](http://www.infowarsstore.com/hillary-for-prison-2017-deport-george-soros.html).

Accessed 11 Apr. 2018.

Hoffman, Christopher. “Newton Tries—and So Far, Fails—to Get Trump to

Acknowledge Sandy Hook Massacre.” *Columbia Journalism Review*, 31 Mar.

2017

Hofstadter, Richard. “The Paranoid Style in American Politics.” *The Paranoid Style in*

*American Politics and Other Essays*, Harvard UP, 1996, pp. 1-40.

Infowarsinsider. “Pizzagate Is Real.” *YouTube*, 26 Nov. 2016.

“Infowars.com.” *Quantcast*, [www.quantcast.com/](http://www.quantcast.com/)

[infowars.com?qcLocale=en\\_US#trafficCard](http://infowars.com?qcLocale=en_US#trafficCard). Accessed 7 Apr. 2018.

Jinping, Xi. “Full Text of Xi Jinping Keynote at the World Economic Forum.” *CGTN*,

17 Jan. 2017.

“The Life of George Soros.” *GeorgeSoros.com*, [www.georgesoros.com/the-life-of-](http://www.georgesoros.com/the-life-of-george-soros/)

[george-soros/](http://www.georgesoros.com/the-life-of-george-soros/). Accessed 11 Apr. 2018.

“John Birch Society Founded.” *This Day in History*, A+E Networks, [www.history.com/](http://www.history.com/this-day-in-history/john-birch-society-founded)

[this-day-in-history/john-birch-society-founded](http://www.history.com/this-day-in-history/john-birch-society-founded). Accessed 20 Apr. 2018.

Johnson, Jeremiah. “The Transformation of Our Nation into a Surveillance State is

Almost Complete.” *InfoWars*, Free Speech Systems, 29 Mar. 2017.

Jones, Alex. “About.” *Facebook*.

---. “After Germany Prepares for EU Collapse, Alex Jones Predicts the European

Union Will Dissolve By 2022.” *YouTube*, 7 Nov. 2018.

---. “The Alex Jones Channel.” *YouTube*, [ww.youtube.com/user/TheAlexJonesChannel](http://ww.youtube.com/user/TheAlexJonesChannel).

Accessed 7 Apr. 2018.

- . “Alex Jones Final Statement on Sandy Hook.” *YouTube*, 18 Nov. 2016.
- . “Alex Jones: The Elite Must Surrender Or Be Destroyed.” *YouTube*, 24 Jun. 2017.
- . “Alex Jones: I’m Going to Expose George Soros.” Video description. *YouTube*, 15 Aug. 2017.
- . “Alex Jones Responds to Claims He Is an Actor.” *YouTube*, 18 Apr. 2018.
- . “Alex Jones & Donald Trump Bombshell Full Interview.” *YouTube*, 2 Dec. 2015.
- . “Al Gore’s New Movie ‘An Inconvenient Truth 2’ Leaked.” *YouTube*, 3 May 2017.
- . “Are You Awake? This Is Your Last Chance!” *YouTube*, 16 Jan. 2018.
- . “Contributors.” *Infowars*. Free Speech Systems.
- . “Donald Trump Thanks InfoWarriors for the Win.” *YouTube*, 11 Nov. 2016.
- . “Emergency Alert: Communist Chinese Now Taking Over US Media.” *YouTube*, 26 Jan. 2017.
- . “Emergency Message! Why the Elites Must Destroy Donald Trump.” *YouTube*, 16 Oct. 2016.
- . “Full Show - DHS/UN Steal Election, Whistleblowers on Anti-Trump Bias - 08/31/2016.” *YouTube*, 31 Aug. 2016.
- . “George Bush Shows His True Anti American Colors.” *YouTube*, 19 Oct. 2017.
- . “Globalist Regulations Set to Enslave American City.” *YouTube*, 8 Feb. 2017.
- . “Hillary Caught on Tape Birthing Alien Life Form.” *YouTube*, 7 Sep. 2016.
- . “Hillary Clinton: Demonic Warmonger.” *YouTube*, 10 Oct. 2016.
- . “Hillary: She’s Not with You.” *YouTube*, 12 Oct. 2016.
- . “Hillary: She’s Not with You.” Video description. *YouTube*, 12 Oct. 2016.
- . “Hollywood Whistleblower Exposes Subliminal Messages Hidden in Plain View.” *YouTube*, 16 Jan. 2018.
- . “Hungary Declares George Soros an Agent of Satan.” *YouTube*, 11 Oct. 2018.

- . "Independent Researcher Exposes Secret Government." *YouTube*, 3 June 2017.
- . "Live! Breaking: Facebook/MSM Now Censoring Whistleblowers/Vault 7." *YouTube*, 8 Mar. 2017.
- . "The New Yorker Claims American Revolution Was a Mistake." *YouTube*, 16 May 2017.
- . "Pope Gives Trump Eco-Tract Written by Radical Zero-Population Globalists." *YouTube*, 25 May 2017.
- . "Prediction: After Saudi/Iran War, Trump Will Be Removed from Office." *YouTube*, 7 Nov. 2017.
- . "Ron Paul: Globalism Is Collapsing/Donald Trump's Back Is against the Wall." *YouTube*, 18 July 2017.
- . "The Satanic Establishment in Full Blown Panic over Trump." *YouTube*, 25 July 2017.
- . "Secret to Why Globalists Hate Christianity Revealed/US General: We Are Prepared to Strike N. Korea." *YouTube*, 7 June 2017.
- . "Trendy Scared Speechless over Bilderberg." *YouTube*, 1 June 2017.
- . "The Truth about the NFL." *Facebook*, 27 Sep. 2018.
- . "Who Is Alex Jones and What Is the Infowar? ...and Why Should You Care?" *Infowars*, Free Speech Systems, [www.infowars.com/about-alex-jones-show/](http://www.infowars.com/about-alex-jones-show/). Accessed 30 Apr. 2018
- . "Why George Soros Wants to See the World Burn." Video description. *YouTube*, 28 Nov. 2016.
- . "#Scienceisreal Protest Is Fake Science." *YouTube*, 23 Apr. 2017.
- Keeley, Brian P. "Of Conspiracy Theories." *The Journal of Philosophy*, vol. 96, no. 3, Mar. 1999, pp. 109-126. *JSTOR*.

- Knight, Peter, Introduction. *Conspiracy Theories in American History: An Encyclopedia*, edited by Peter Knight, ABC-CLIO, 2003.
- . "Outrageous Conspiracy Theories: Popular and Official Responses to 9/11 in Germany and the United States." *New German Critique*, no. 103, Winter 2008, pp. 165-193. *JSTOR*.
- . "'A Plague of Paranoia': Theories of Conspiracy Theory Since the 1960s." *Fear Itself: Enemies Real & Imagined in American Culture*, edited by Nancy Lusignan Schultz, Purdue UP, 1999, pp. 23-50.
- Kreiss, Daniel. "Trump, Breitbart, and the Rejection of Multicultural Democracy." *Vox*, 30 Jan. 2017.
- Lafferty, Erica. "Denounce Sandy Hook Denier Alex Jones." *Medium*, 16 Nov. 2016.
- Lewis, Tyson and Richard Kahn. "The Reptoid Hypothesis: Utopian and Dystopian Representational Motifs in David Icke's Alien Conspiracy Theory." *Utopian Studies*, vol. 16, no. 1, Spring 2005, pp. 45-74. *JSTOR*.
- Marcus, Brian A. "Freemasonry and the Illuminati as Archetypes of Fear in America." *Fear Itself: Enemies Real & Imagined in American Culture*, edited by Nancy Lusignan Schultz, Purdue UP, 1999, pp. 391-410.
- Medick, Veit. "Meet Trump's Propagandist." *Spiegel Online*. Translated by Christopher Sultan. 28 Feb. 2017.
- Melley, Timothy. "Brainwashed!: Conspiracy Theory and Ideology in the Postwar United States." *New German Critique*, no. 103, Winter 2008, pp. 145-164. *JSTOR*.
- NBC News. "Alex Jones of 'Infowars,' Conspiracy Theories, and Trump Campaign (Full) | Megyn Kelly | NBC News." *YouTube*, 19 June 2018.

- Newton, Michael. Preface. *The Encyclopedia of Conspiracies and Conspiracy Theories*. Edited by Michael Newton, Facts on File, 2006.
- Oliver, J. Eric and Thomas J. Wood. "Conspiracy Theory and the Paranoid Style(s) of Mass Opinion." *American Journal of Political Science*, vol. 58, no. 4, Oct. 2014, pp. 952-966. *JSTOR*.
- Ramsay, Robin. *Conspiracy Theories*. Pocket Essentials, 2006.
- Rappoport, John. "Here's Why Obama Never Intended to Create Jobs." *Infowars*, Free Speech Systems, 13 Jan. 2017.
- Roeper, Richard. *Debunked!: Conspiracy Theories, Urban Legends and Evil Plots of the 21<sup>st</sup> Century*. Chicago Review Press, 2008.
- Roig-Franzia, Manuel. "How Alex Jones, Conspiracy Theorist Extraordinaire, Got Donald Trump's Ear." *The Washington Post*, 17 Nov.
- Ron Gibson. "Breaking! Alex Jones Emergency SOS to Donald Trump." *YouTube*, 21 Feb. 2017.
- Sykes, Charles J. "The Danger of Ignoring Alex Jones." *The New York Times*, 17 June 2017.
- "Theory." *Merriam-Webster*. [www.merriam-webster.com/dictionary/theory](http://www.merriam-webster.com/dictionary/theory). Accessed 27 Mar. 2018.
- Schmitz, John. Introduction. *None Dare Call It Conspiracy* by Garry Allen and Larry Abraham. Concord, 1971.
- Segarra, Lisa Marie. "Sandy Hook Conspiracy Theorist Gets Prison Time for Threatening 6-Year-Old Victim's Father." *Time*, 8 June 2017.
- "SJW." *Urban Dictionary*. [www.urbandictionary.com/define.php?term=SJW](http://www.urbandictionary.com/define.php?term=SJW). Accessed 3 Apr. 2018.
- Smith, Jeff. "Re: thesis." Received by Šimon Evin, 1 Jan. 2018.



Stein, Joel. "Millenials: The Me Me Me Generation." *Time*, 20 May 2013.

StuartDWright. "Alex Jones Goes Nuts on the BBC and Host Calls Him an Idiot & 'Worst Person Ever Interviewed.'" *YouTube*, 9 June 2013.

USA TODAY. "Trump: Obama, Clinton Co-Founded ISIS." *YouTube*, 11 Aug. 2016.

Walker, Jesse. *The United States of Paranoia: A Conspiracy Theory*. Harper, 2013.

Walzer, Charlie. "Alex Jones Will Never Stop Being Alex Jones." *BuzzFeed News*, 4 May 2017.

Wehner, Peter and Michael Gerson. "A Conservative Vision of Government." *National Affairs*, winter 2014.

"What Is a DDoS Attack?" *Digital Attack Map*, Arbor Networks, 2013.

"What is WikiLeaks." *WikiLeaks*, 3 Nov. 2015.

White, Jamie. "Chinese Propaganda: New Hollywood Movie Depicts Trump-Like President Killing Us." *Infowars*, Free Speech Systems, 25 Jan. 2017.

---. "Stop Soros' Movement Sweeps Europe." *Infowars*, Free Speech Systems, 26 Jan. 2017.

White, Jamie and Kit Daniels. "5 Ways China Is Igniting a Coup Against Trump." *Infowars*. Free Speech Systems, 16 Feb. 2017.

Wills, Garry. "Where Evangelicals Came From." *The New York Review of Books*, 20 Apr. 2017.

Zaitchik, Alexander. "Meet Alex Jones." *Rolling Stone*. 2 Mar. 2011.

## **Appendix: Glossary**

### **Agenda 21**

An action plan by the UN aiming at creating sustainable development on the global, national and local scales. The plan is non-binding (“Agenda 21”; Harman).

### **Antifa**

Anti-Fascists: “an autonomous, self-styled militant movement” opposing the Alt Right, notorious for aggressive and violent tactics (“Antifa”).

### **Argumentum Ad Ignorantiam**

Appeal to ignorance. An argumentative fallacy of proposing that something is true if it has not been proved false or vice versa (Carroll).

### **Bilderberg Group**

Also called the Bilderberg Meeting, the Bilderberg Group “is an annual meeting designed to foster dialogue between Europe and North America. . . .The meeting has one goal: to foster discussion and dialogue. There is no desired outcome, there is no closing statement, there are no resolutions proposed or votes taken” (“Frequently Asked Questions” [Bilderberg Meetings]).

### **CERN**

European Organization for Nuclear Research, studying the fundamental particles using particle accelerators and colliders.

## **CFR**

Council on Foreign Relations

## **Club of Rome**

“[A]n organisation of individuals who share a common concern for the future of humanity and strive to make a difference”. The members of the organization include scientists, economists, businesspeople, civil servants and former state leaders from around the world. The Club sees its mission in promoting “understanding of the global challenges facing humanity” and in proposing solutions (“About Us” [Club of Rome]).

## **CNN, MSNBC, NBC, ABC, CBS**

Cable News Network, Microsoft News Broadcasting Company, National Broadcasting Company, American Broadcasting Company, Columbia Broadcasting System – major American TV companies.

## **Crony Capitalism**

“[A]n economic system in which family members and friends of government officials and business leaders are given unfair advantages in the form of jobs, loans, etc.” (“Crony capitalism”).

## **David Rockefeller**

An American banker and a co-founder of the Trilateral Commission.

## **DDoS Attack**

“A Distributed Denial of Service (DDoS) attack is an attempt to make an online service unavailable by overwhelming it with traffic from multiple sources” (“What is a DDoS Attack?”).

### **Deep State**

“[O]rganizations such as military, police or political groups that are said to work secretly in order to protect particular interests and to rule a country without being elected” (“Deep State”). A very popular theme among conspiracy theorists.

### **EEU**

Eurasian Economic Union

### **False Flag**

“A political or military act orchestrated in such a way that it appears to have been carried out by a party that is not in fact responsible” (“False Flag”).

### **GATT**

General Agreement on Tariffs and Trade

### **IMF**

International Monetary Fund

### **Iran-Contra Affair**

The Iran-Contra scandal, which broke during Ronald Reagan’s presidency, consisted of the discovery that the CIA had illegally traded weapons for hostages with Iran despite

an arms embargo against the radical Islamic regime. Using funds obtained this way, the CIA then secretly financed the Contra rebels that opposed the undesired leftist government in Nicaragua as part of Regan's prevention against communism's growth. After its revelation, the public interest in the affair quickly faded (Denslow 349-353).

## **ISIS**

Also known as ISIL or The Islamic State, ISIS is a militant group operating in the Middle East that originally split from Al Qaeda. It is known for its brutality and its goal to establish a fundamentalist caliphate governed by the Islamic Sharia law (Elbaum).

## **John Birch Society**

Founded in the late 50s, the John Birch Society was an "right-wing organization dedicated to fighting what it perceives to be extensive infiltration of communism into American society." It is still active today, trying to "expose a semi-secret international cabal whose members sit in the highest places of influence and power worldwide." ("Joh Birch Society Founded").

## **Millenials**

Western-Civilization people born approximately between 1980 and 2000. As a generation, they are often characterized by and criticized for laziness, narcissism, sense of entitlement and not respecting authority (Stein).

## **NAFTA**

North American Free Trade Agreement

## **NFL Controversy**

At the center of the National Football League controversy was the fact that several players adopted the custom of kneeling during the playing of the national anthem during sport matches to point to issues of racial inequality and police brutality, which divided the public.

## **NDAA**

National Defense Authorization Act

## **New Right**

A “grassroot coalition of American conservatives that collectively led to what scholars often refer to as the ‘conservative ascendancy’ or ‘Republican ascendancy’ of the late 20<sup>th</sup> century.” It is characterized, among other things, by its criticism of liberalism and of too much federal government involvement such as affirmative action or taxation (Cunningham).

## **NGO**

Non-governmental organisations

## **Organizing for Action (OFA)**

“[A] non-partisan progressive grassroots network,” and “an advocacy organization that trains and mobilizes citizens to speak out for the adoption and implementation of progressive policies” (“Frequently Asked Questions” [Organizing for Action]).

## **Red and Blue Pills**

In popular culture, the red and blue pills meme represents the choice between the harsh truth and reality on the one hand (red pill), and comfortable lies and illusions on the other (blue pill). The meme is based on the movie *The Matrix* by the Wachowski brothers, where the main protagonist, living in a virtual reality, is at one point offered a choice between remaining in that illusion or waking to reality. The choice is made by him swallowing either of the two pills offered to him by his mentor. Infowars sometimes uses the blue pill part of the meme to signal and criticize what they believe are lies by the conspirators to the public that aim at keeping it misinformed and complacent.

### **Sandy Hook Massacre**

A shooting by a single gunman in the Sandy Hook Elementary School Newton, Connecticut, in which six teachers and 20 children were killed (CNN Staff).

### **#scienceisreal**

A label used on Twitter, Facebook and other social media, is meant to designate posts supporting the idea that there are factual scientific arguments in favor of global warming and other contemporary global issues that can be verified scientifically. It originated as a reaction to increasing unscientific or pseudo-scientific claims that global warming and such issues are not real, hence the name.

### **SJW**

“Social Justice Warrior. A pejorative term for an individual who repeatedly and vehemently engages in arguments on social justice on the Internet, often in a shallow or

not well-thought-out way, for the purpose of raising their own personal reputation” (“SJW”).

### **Tea Party Movement**

Starting in 2009 after the economic crisis and as a reaction to government bail-outs of banks, insurance and auto companies, this strongly conservative anti-establishment activist movement is characterized by advocating the principles of “fiscal responsibility, limited government and free markets” (Connolly).

### **Ted Kennedy**

Edward Moore Kennedy, a brother of John Fitzgerald Kennedy, was a member of the Democratic Party and an American senator.

### **TPP**

Trans-Pacific Partnership

### **Trilateral Commission**

“[A] non-governmental, policy-oriented discussion group of about 390 distinguished citizens from Europe, North America, and Pacific Asia formed to encourage understanding and closer cooperation among these three regions on shared global problems” (“Frequently Asked Questions” [The Trilateral Commission]). Its principal founders were David Rockefeller, an American banker from the Rockefeller family, and Zbigniew Brzezinski, Lyndon. B. Johnson’s counselor and Jimmy Carter’s National Security Advisor.



## **WikiLeaks**

“[A] multi-national media organization and associated library” which “specializes in the analysis and publication of large datasets of censored or otherwise restricted official materials involving war, spying and corruption” (“What is WikiLeaks”).

## **Abstract (English)**

This master's diploma thesis deals with the concept of the "globalists" in the conspiracy discourse of Alex Jones, a prominent contemporary American conspiracy theorist. The thesis first discusses some of the most important characteristics of the conspiracy discourse in general, after which it introduces Jones and his significance, and provides the analysis of a selection of material from Jones's conspiracy discourse, both in terms of a systematic description of its features as well as of what it implies about Jones's values. The findings show that Jones's conspiracy discourse revolving around the "globalists" has all the standard features, but also that it exceeds them as it includes the messianic figure of Donald Trump, a personification of Jones's values, and the related conviction of the conspiracy's certain defeat.

## **Abstract (Czech)**

Magisterská diplomová práce se zabývá konceptem „globalistů“ v konspiračním diskurzu Alexe Jonese, prominentního současného amerického konspiračního teoretika. Práce nejdřív rozebírá některé z hlavních znaků všeobecného konspiračního diskurzu. Poté představuje Jonese a jeho důležitost a poskytuje analýzu výběru materiálu z Jonesovho konspiračního diskurzu, týkající se jak systematického popisu jeho znaků, tak i Jonesových implikovaných hodnot. Závěry ukazují, že Jonesův konspirační diskurz odvíjející se od „globalistů“ má všechny standardní znaky, ale také je přesahuje, protože obsahuje spasitelskou postavu Donalda Trumpa—zosobnění Jonesových hodnot—a s ním související přesvědčení o jisté porážce konspirace.