

GENDER DIVERSITY DEMOCRACY

CENTER FOR THE STUDY OF GLOBALIZATION AND CULTURES

PEPE THE FROG AND CUTENESS ACTIVISM AMONGST SINOPHONE YOUTH

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Pepe the Frog as a mascot of the global alt-right and male supremacist hate wars has been reinvented by the Hong Kong anti-extradition protest movement. What are some of the reasons that this mascot figure has crossed political frontlines? In this talk I will explain how USA and EU far-right netizens and activists have made great efforts to hijack and rebrand online imagery and personas within a Gramscian quest for cultural hegemony. I also critically ponder if the re-hijacked mascot personifies collectivism or elitism, inclusivity or xenophobia, gender freedom or machismo within the Hong Kong protest culture.

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