

Fight Club's Incel To Exploitable Chad Pipeline

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<https://youtu.be/CRSONK4DOLU>

Abstract

United States politics has been predominantly centered around the ideas of populism: the idea of leveraging the concerns of groups who do not feel heard by their leaders. From Donald Trump's rhetoric of restoring jobs to the working class and strengthening of nationalist values to Bernie Sanders' promises of socialized healthcare and free higher education, populism simply refers to this idea of an appeal to people's sense of disillusionment with a status quo. And although this sense of disillusionment is equal between both extremes of the United States political climate, the populist rhetoric used by each side is vastly different and at times diametrically opposed. *Fight Club* is a book released in 1996 with a more prominently referred to movie released in 1999 that eerily foreshadows aspects of the right-wing populist campaign of Donald Trump. *Fight Club* tells the story of the disillusioned and emmasculated middle-class American "White Collar slaves" [1:10:30] as they rise from underground boxing clubs to terrorist organization. This story, as a lens of analysis, can be used to dissect aspects of the Trump campaign, specifically its use of the Incel, Pick-Up-Artist, and overall Manosphere to rise to power.