

# *Conservatives set trends in social media*

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## **Conservatives set trends in social media**

By Roberto Morejón

The global right resorts to cognitive warfare, cyberwarfare and social networks to spread its campaigns of distortion, to discredit progressive leaders and processes, and even to stage soft coups, those that no longer use the traditional military barracks.

The platforms often try to manipulate thinking and incite and applaud the persecution of political figures in favor of social causes.

The ideas of right-wing and far-right figures such as Brazil's Jair Bolsonaro, Argentina's Javier Milei, Spain's Santiago Abascal or Venezuela's María Corina Machado are often expanded.

The ultra-conservative former Brazilian president developed close ties with billionaire Elon Musk, owner of the X Network, who is now accused by the Venezuelan government of inflaming the situation and triggering a political crisis.

The X network closed its office in Brazil in a crusade with the Supreme Court, as Judge Alexandre de Moraes ordered the removal of hundreds of profiles that questioned the integrity of the country's electoral system.

Argentina's openly anti-communist strongman, Javier Milei, is a frequent visitor to the United States, where he exchanges ideas with technology entrepreneurs.

Former President Michel Bachelet pointed out that a sector of Chilean youth claims that the best government in history was that of Augusto Pinochet.

Every channel, be it traditional networks or the streets, seems to be useful to promote structures of hatred, fear and anger around any issue.

The favorite ones are race, nationalism, white supremacy, selfishness and even an operation to present characters like Donald Trump as victims, even if he promoted the attack on the Capitol.

The intention of the right and the extreme right is to attract the attention of large sectors of society, age groups such as the youth, in order to indoctrinate in them the particular philosophy of those who proclaim themselves to be the possessors of the "only truth".

The connection of ultras and even neo-fascists to technological resources has become more topical, since, according to them, control of the Internet is the key to power.

It is essential to explore the various platforms with a critical eye and to know the resources and tendencies of the most recalcitrant ones in order not to fall into their traps.

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