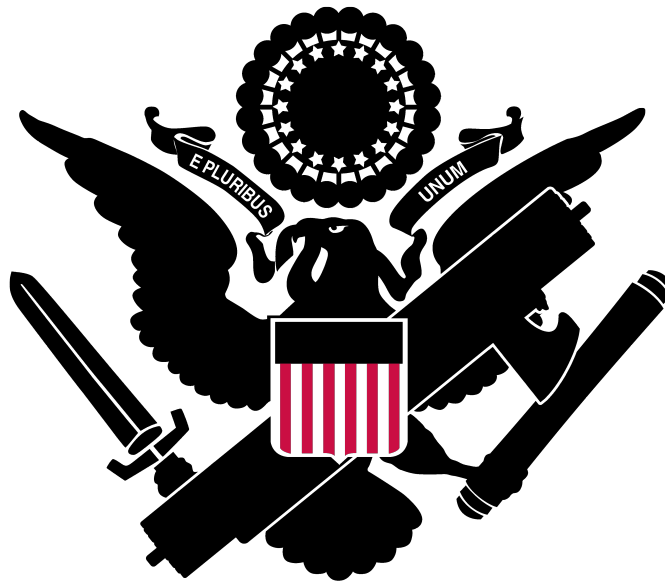


# A REPORT PREPARED FOR THE NATIONAL FEDERALIST PARTY



## LONG TERM PSYCHOLOGICAL TACTICS AGAINST THE RADICAL LEFT

SECRET / NR PB-REL

This guide is an **overview manual** designed to educate others on the high level concepts being implemented on the field.

For **technical instruction** please refer to the following manuals:

Psychological Operations: Concepts and Structures  
Long Term Infiltration: Practical Implementation  
Inside the Mind of the Antifascist (video)  
Message Building and Influence: The complete guide

For **technical data** please refer to the following tables:

Project 7 subproject A, B, and E  
Results from initial black propaganda testing  
Interaction tables 3-4 (an-com focus group)  
Interaction tables 5-6 (trot focus group)  
interaction table 1 (maoist focus group)  
Negative response tests (all)

# OVERVIEW

Lets face it, the radical left as a whole has entered a vulnerable phase. Although their meme's are considered "normalized," all effectiveness has been lost as their ideology enters the mainstream. Currently all groups have unknowingly entered an "adjustment" phase, where certain groups will be selected for and against based on their effectiveness.

The NFP currently has a huge hold over leftist facebook, twitter, and tumblr blogs (see *Report on Left Social Influence* for more details). A major shift in message across platforms would not be easy to achieve, however it would be noticeable to the average leftist. It is for this reason that a more articulate approach needs to be taken.

Most leftist memes are not viewed positively or negatively in the eyes of the average person (see negative response tables), however the average response will deviate from the mean from message to message. With careful deployment and monitoring, messages can be crafted that would scare the average person.

However most leftists are quick to see things that don't fit in with their ideology. Therefor messages must be crafted that appeal to the average radical leftist while scaring away the average reader.

# EXECUTION

All memes need a starting point before they can be spread. A convincing origin if you will. There are only a few distinct places for these types of memes in the leftist world.

## **8chan's /leftypol/**

Mostly made up of leninists and anarchosyndicalists, /leftypol/ is probably the best breeding ground for this type of activity. /leftypol/ is a dynamic community, and receives the benefits brought in from being a chan. Anonymity is a plus in these types of operations, and allows for the same meme to get re-posted by a few people across threads.

## **Reddit r/socialism and r/anarchy**

Both populous places and well traveled, however both focus more on effortposting rather than memes. Memes would have to be built elsewhere and then brought here and spread within threads. Sockpuppet accounts would be required.

## **Various tumblr tags**

There are too many “tag” communities to count here, however tumblr, being more laid back than other sites, has high potential to be a new breeding space for black propaganda. Well established sleeper blogs have been around for as long as 2012, and have large audiences.

## **Facebook “meme” groups**

Although cringy these type groups have proven extremely useful in the past, with some gaining larger audiences. These types of groups are definitely not first hand content producers, although act as a good way to re-circulate previous messages and gain traction as well as an air of legitimacy in the case of long established accounts.

A few core places with highly dynamic cultures, such as /leftypol/ and tumblr will act as the place of origin for these manufactured “memes.” After a significant amount of shilling, a second team will begin spreading these to reddit, facebook, and to high influence “repost” tumblr blogs.

# MESSAGE

Crafting a well made message is probably the most difficult of the tasks outlined in this plan. Under normal circumstances, crafting messages is not something that is difficult for the average media team. However, these messages need to be intentionally malformed, while still appealing to a select audience.

To get the average radical leftist on board, established and somewhat obscure existing memes need to be employed. These memes, which have already seen success, need to be built upon and used as carriers for our message. However these memes need to be similar to low context chan memes (/leftypol/), where context is added with the posting.

To mess with the average viewer, negative power-words need to be employed heavily. Yes thats write folks, get out your copywriting wordlists (P7SE) its time to get heavy with wordplay. It is important that this kind of message be lightweight, and not detract from the original meme.

Thus the meme can be digested in two ways. First and foremost the meme could be viewed as good by the people who re-post it. Radical leftists have to feel comfortable with it. On the other hand, the average person must not be able to identify with the humor, and must find the message negative (at least -3 points see interaction tables 1-13 for a good idea on what this looks like).

# BARRIERS

There are many possible barriers to this plan. The first and foremost is secrecy. These style tactics only work well if used on an unknowing group. Otherwise the group will easily identify and work against our style of content. Thus only people needed for this operation should be told of its existence, anyone outside should be kept on a need to know basis.

Next is the possibility that the average leftist may view the message as negative and not validate it based on existing memes. This is a low chance but it relies on these communities staying separate and not interacting. If a meme isn't already in someone's repertoire then it won't be in there soon.

Also for messages to spread well between communities, interactivity between them must be maintained. There is already a rift between /leftypol/ and reddit, it cannot be allowed to grow wider. There are many divides between the ideologies themselves that also need to be held together for this to work, meaning messages need to have a common enemy.

These actions take time. Although I hope to see significant progress in 2016, it could be 2018 or 2019 before real damage has been done (see: Results from initial black propaganda testing). Keeping people engaged has never been a problem for us, but it could be if circumstances change.