

The 2016 US presidential election was significant, among other reasons, due to being noticeably influenced by a new far-right movement. Coined in 2008 by Richard Spencer, the term “alt-right” refers to a fringe online far-right movement. This thesis aims provide a brief summary of all the significant aspects of the ideology. The most important ideological tenets: emphasis on masculinity, ethno-nationalism and anti-Semitism; will be described, as well as the online presence and conduct of its followers. The alt-right movement will be compared to other far-right and conservative ideologies and its rhetoric analysed as a form of propaganda.