

Madlen Geidel

Christfluencer, Anti-Genderism, and Social Media A Netnography of Communication Strategies

As anti-genderism gains increasing visibility on social media at the intersection of religious and far-right actors, this paper examines the communication strategies through which such positions are articulated and distributed. The analysis is based on a netnographic research design and draws on empirical material from the German speaking social-media actor 'Ketzer der Neuzeit'. Social media platforms are conceptualized as communicative environments structured by platform logics that shape content and form. These conditions influence how religious references to gender and sexuality are presented and publicly negotiated. Using participant observation and sequential video analysis, the paper reconstructs recurring communicative strategies such as provocation, scandalization, irony, and deliberate decontextualization, showing how already socially controversial issues are picked up and intensified in online contexts. Based on empirical insights, the contribution explores how anti-genderism appears to function as a communicative link between religious moral claims and far-right political positions on social media in order to attract attention.

Madlen Geidel is a doctoral researcher in Media Ethics and a research associate at the Chair of Media Communication, Media Ethics and Digital Theology at Friedrich-Alexander University Erlangen-Nuremberg. Her research focuses on Christian influencing, the far right, and sexual ethics in digital media. Madlen Geidel's background as a news journalist for the French-German TV channel Arte has shaped her academic interest in communication strategies and their role in political influence.

Cynthia Freud-Möller

Canonizing Transphobia: Anti-Trans Discourses as a Religious-Political Mobilization in the Global Far Right

This paper examines transphobia as a key ideological and mobilizing element at the intersection of religion and the global far right. Focusing on anti-gender discourses

surrounding trans identities, it argues that transphobia functions as a political-religious “glue” that connects religious fundamentalist actors with secular far-right movements. Drawing on discourse analysis of political campaigns, religious statements, and far-right media, the paper shows how narratives such as “gender ideology” or “wokeism” are framed as existential threats to children, family, and the moral order. These frames enable cross-movement alliances by hijacking political conflicts and translating religious worldviews into broadly resonant political language. The paper further highlights how anti-trans narratives are strategically used to normalize far-right positions, mobilize affect, and facilitate transnational circulation of ideas. By analyzing transphobia as a site of convergence between religion and far-right politics, the contribution sheds light on the democratic risks posed by the religious legitimization of exclusionary and authoritarian agendas.

Rebekka Blum

Securing patriarchal relationships and defending against challenges - how antifeminism unites various actors in a common enemy image

My historicizing research makes it clear that antifeminism should be understood as an ideology in its own right and that it did not just emerge as a counter-movement to feminist, queer, and equality policy developments, but also secures patriarchal conditions at a structural level. Based on this, I have developed a systematic in which I understand antifeminism as a means of securing patriarchal conditions (structural antifeminism), clarify that these are being challenged by feminist movements, and show that this has led to the development of a movement-based antifeminism that resists feminist rebellion. In my presentation, I will argue that shared enemy images, both at the structural level and at the level of movement-based antifeminism, enable mobilizations across different political spectrums to rally around a common enemy.

Dmitry Uzlaner

The Moralist International in Times of War: Ruptures and Continuities in Russia's Traditional Values Agenda

This presentation examines the evolution of Russia's traditional values agenda in the context of the Russia-Ukraine war, focusing on its domestic radicalization and international projection through the Russian Orthodox Church. Domestically, the agenda has fostered repressive policies and an ideological framing of societal challenges, deflecting blame onto Western influences and internal “foreign agents.” Internationally, the war has disrupted Russia's ties with Western conservative networks but strengthened its appeal in the global South. As Russia pretends to develop a global counter-model to Western liberal democracy, it wants to be recognized as the leader of what we - with Kristina Stoeckl - call the “Moralist International,” a transnational network of actors united by conservative values. The analysis highlights the paradoxical reliance of Russia's anti-Western rhetoric on Western conservative ideas, revealing a fragile ideological foundation.