

Back Cover - This is Right Wing Pseudo Populism
 It IS a Broad & Circuses, Charade - Without the Broad

5. Earlier Conservatism was about fiscal sobriety. Now - The great Backlash finds exploding social issues - Premise that Culture outweighs economics in public concern - Values matter most. Beneficiaries are well-to-do people on the planet. Has a marked welfare state.

- Channelled much more wealth to wealthy
- Cut taxes on corporations and the wealthy

BACKLASH - A working class movement that has done incalculable historic harm to working class people.

6. They TALK Christ - They walk Corporate

8. Examples - Class War - Like the French Revolution in reverse - Aim to push the acceptable even more to the right. Aim to repeat mid 20th Century New Deal, War on Poverty, New all the way back to the Estate Tax - & Anti Trust Laws.

- It is derangement, enchantment, lies and trickery - that has brought so many ordinary people to such a self-damaging political extreme.

10. It is the culture war that gets the goods - Movement propelled by carefully cultivated derangement of places like Kansas. Examples of Farmers, Workers destroying their own interests.

11. We are America - Republicans are the enemies of a moral America.

14. Dream of Conservatism since the 30's a working class movement that undermines the gains they have won

23. Moral Decay That is Theme - Don't Vote Republican

30 - I must have that virtuous self assurance

64 - For Agribusiness - Over production - All out Competition

- low prices - is their goal.

64 - 4 Companies Control our Food - meat/grain. Prices ↓

66 - Grain Subsidies - Support the Giant Companies

68 Poverty is "spiritual" - not mechanistic

Voters "Not Concerned about Economic Issues" - Care about "The purity of the nation" Evolution, Abortion, Gay marriage.

MORAL CRISIS - Yes, indeed Moral Crisis

Right Wing Platform.

Deregulate - No regulate for sustainability

Dismantle Govt - No control it.

Roll Back the Welfare State - Yes. Corporate Welfare State

72 Family Farm / Not helped by repeal of the estate tax.

Problem is Farm Income and Corporate Concentration

- see Note 44 companies - Means NO actual competition
- Then "freedom to farm" - makes them all kind of sharecroppers in the big man's market place.

75 Mixing Culture War and Capitalism is the manifesto of Conservatism.

This historical shift is the mystery of America

Right Wing & Working Class Rebels demand more of the policies that bring ruin to them.

88 - Flint Mich - used as symbol of blight.

97 Threat of Religious Government in USA will backfire / Discredit Christianity / Setback Spiritual Mission

102 Above all it is a CLASS WAR - Backlash beginning with George Wallace - Material Economic Class

104 - The more working class the more likely to be conservative

Political Geography of Social Class turned upside down.

109 - For Decades we've had a populist uprising that only benefits those it pretends to target.

114 - Conservatives cry "class war fare"

117 Ann Coulter on morals.

118 Any Bad Thing a Conservative does to a worker is OK if their cultural solidarity is affirmed.

119 "Liberalism" is beyond politics, it is cultural and creates "victimhood" of the disrespected underdog

↑ Trait learned from the left.

121 Most of us think of politics as materialist / Machian / Utilitarian

Backlash sees it as cultural crusade - suspending material interests for all important cultural grievances that can now be satisfied (under our form of government)

Backlash - has had few success - culturally - Point is to battle where victory is impossible / Dramatize Powerlessness / alienation

As culture won the Backlash was born to lose. Goal is to TAKE OFFENSE - BE INDIGNANT - hair Trigger Irritability

128 We won't discuss economics, goal is cultural class war. First step is to deny the economic basis of social class. If you acknowledge the existence of the

corporate world you can't call liberals the elite.
The corporate world creates the real elite - and operating the real class system - and wields the Republican party as its tool
129. Popular Culture is not made by ~~liberals~~ liberals - but by business (corp.)

131. It is big money corporations that dominate - not liberalism
Rhetoric lifted from Marxism Not "the interests"

133 - It is the MARKET that makes culture perverted - lowers family values
ALSO BY THOMAS FRANK
values "6 zealous promoter of every form of cultural deviance"

136 Great Backlash - ~~empowered by the~~ One Market Under God
coming together got rich
of 2 groups) Business Republicans 2) Working Class on
The Conquest of Cool
Commodify Your Dissent (coeditor) "Family Values"

137 Backlash Commentators Lie so much - it is accepted -
Because it's a personal and emotional politics about frustration and indignity.

Have elaborate theoretical system for generating politicized ANGER + diverting anger from economics (its natural course). By separating class from economics. Republicans created (right wing) alternative for disgruntled blue collar American. FACTS - wrong - But they got the subjective experience right.

140 We Also - Must have endless - replaceable - spectacular ANGER

141 - In our cauldron of Rebirth - New Age - of the 60's they saw only decline.

140 STAGGERING -
Backlash were successful people - Should be satisfred, not bitter BUT - Something had gone so wildly wrong
for them in the 60's - and staggered wrong (Limits, failure criticism of culture to answer the needs of the times. Sex roles whole of patriarchy / Domination. Legitimacy of it. Life permanently lost its luster. They were successful (but the Culture Revolution changed the standards) yet every day culture rankled them they way pollen affects me with hay fever.

141 Politicians. Played on Anger - WON But "real America was Never Back - Those 60's people always snuck in the back door and ruined everything.

145 - We Have the Constitution as the Bedrock - a document beyond questioning. He carried it around with him.

67 - Campaign - Must be All About Principle - Since Principle is what distinguishes us.

W - "Wan to restore the mythic social order of a distant past.

87 - The 60's came and ruined everything.

What's the Matter with
91 Anti-Intellectualism is one of the Great Unifying
KANSAS?

Themes of the Backlash.
201 - The Professions - G. B. Shaw - All professions are Conspiracies against the laity. - Public Ed?

202 Conservative Right - Des Higher Ed as part of problem - source of the Know it all.

208 What they are after is cultural turmoil - which serves mainly to solidify their base.

220 Prayerful Scoundrels - Incompetents full of Piety elected constantly invented new moral crusades to battle the devil - since otherwise they would have to promise the people some material good to stay in power and they aren't going to do that
⊗ This is it - Culture War

226 Two Kinds of Conservative 1 True Believers

2 Opportunists
235 - marvel at deafness of cons. to patent insincerity of their leaders.

239 "Wall Street Journal Ran an article" "Where Hatred Trumps Bread." But it was about the Arab states in conflict with Israel, not Shawnee Kansas
Cons. will admit things have gotten materially worse but That is just the forces of nature" Politics - is about Blasphemous art or trial lawyers - or pop stars bedeviling America

242 - The Culture is a product of CAPITALISM NOT liberals

242 - Starts on blame of liberals for this happening.
Fantastic Dems gave upon class demands / court corporate Republicans fashioned class politics based on cultural wedge issues rather than economics.

Conclu: We are expected to renounce our
prosperity for a fantasy of middle American
Righteousness.

What's the Matter with **KANSAS?**

How Conservatives Won the Heart of America



THOMAS FRANK

METROPOLITAN BOOKS

Henry Holt and Company | New York