

#### **4 preambles:**

- The far right serves the rich.
- Its strategy is heavily funded.
- They need the poor in the fight against the poor.
- They need to concentrate indignation on the affirmation of symbolic identity.

#### **6 propaganda keys:**

- Tactical use of hatred of minorities.
- Hoaxes. To be partly right.
- Denialism.
- Provocation.
- *Ad hominem*: discrediting the progressive, not his ideas; discrediting the professional, not the public service or the law.
- Overcrowding.

#### **5 keys to communication against their propaganda:**

- Initiative.
- Humility.
- Common sense.
- Transversality.
- *Ad hominem*.