

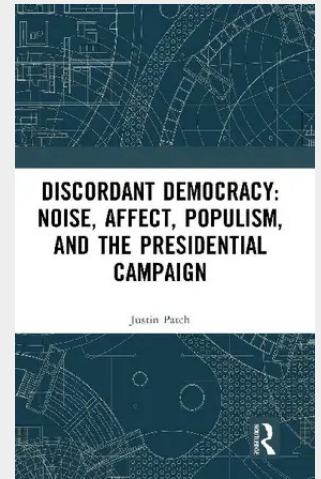
Patch

Discordant Democracy

Noise, Affect, Populism, and the Presidential Campaign

Discordant Democracy: Noise, Affect, Populism, and the Presidential Campaign paints a portrait of the political experience at a pivotal time in American political and social history. The modern political campaign is aestheticized and assimilated into mass culture, divorced from fact and policy, and nakedly tethered to emotional appeal. Through a multi-modal comparative examination of the sonic and emotional cultures of the 2008 and 2016 campaigns, Justin Patch raises critical queries about our affective relationship to modern politics and the impact of emotional campaigning on democracy. Discordant Democracy asks: how do campaign sounds affect us; what role do we the electorate play in creating and sustaining these sounds and affects; and what actions do they generate? Theories from anthropology, cognitive science, sound studies and philosophy are engaged to grapple with these questions and connect bombastic mass-mediated political events, campaign media and individual sonic experience. The analyses complicate notions of top-down campaigning, political spin, and enthusiastic millennial populism by examining our role in producing and animating political sounds through conversation, applause, laughter, media, and music.

Discordant Magic: Sound, Affect and the Presidential Campaign paints a portrait of the political experience at a pivotal time in American political and social history. Through a multi-modal comparative examination of the sonic and emotional cultures of the 2008 and 2016 campaigns, Justin Patch raises critical queries about our affective relationship to modern politics and the impact of emotional campaigning on democracy. Broadly stated, Discordant Magic asks: how do campaign sounds affect us; what role do we the electorate play in creating and sustaining these sounds and affects; and what actions do they generate?



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