

Wake Up, Democrats! Memes Matter in the Race to 2020 | WIRED

By Dan Pfeiffer

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Trump is kicking the Democrats' asses.

For decades, the theory of communications that undergirded politics was: Politician says something → press covers it → public reads or watches the press' account of what the politician said. The results of the 2016 election should make it crystal clear that approach is antiquated at best.

Political campaigns are now modern information warfare—massive state-adjacent propaganda operations with Twitter bots that fuel outrage and drive media coverage, Facebook pages that are run out of former Soviet republics and reach more people than *The New York Times*, and foreign countries like Russia trying to actively intervene in the election.

[...]

Source: [Wake Up, Democrats! Memes Matter in the Race to 2020 | WIRED](#)