



Canadian Universities Alumni in Greece

Athens, 12 May 2025

**RE: Canadian “Freedom Convoy” Examined in Public Lecture on Affective Politics,
Monday 12 May 2025, 9 Chalkokondili Street, 10677 Athens, Greece.**

On Monday 12 May 2025, a public lecture titled “**The Affective Politics of the ‘Freedom Convoy’: Conspiracy, Nostalgia, and Masculinity**” was organized by the Athens Institute. The event was sponsored by the [Canadian University Alumni in Greece \(CUAG\)](#) and featured Dr. **Zeinab Farokhi**, Assistant Professor at the University of Toronto Mississauga, as the invited speaker. Dr. Gregory T. Papanikos, President of the Athens Institute, served as moderator.

Dr. Farokhi’s talk explored how the Canadian “Freedom Convoy” mobilized emotional rhetoric on social media to legitimize extremist ideologies. Using tweets associated with convoy-related hashtags, she illustrated how conspiracy theories act as “sticky objects” that generate strong affective attachments. Her analysis, grounded in affect theory and critical discourse analysis, highlighted how digital narratives rooted in nostalgia, white victimhood, and masculine grievance helped cultivate a sense of belonging while demonizing perceived outsiders. The lecture drew interest from scholars and attendees concerned with political communication, digital populism, and the emotional dynamics of contemporary protest movements.