

**Viral but Under the Radar:  
Unmasking the Convergence of Far-Right and Pandemic Articulations on BitChute**

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***Abstract:***

The study aims to trace the emerging Canadian online discourse resisting COVID-19 official and public health measures and its relationship to far-right ideologies on the alternative platform of BitChute through the analysis of the top watched videos from eight Canadian channels. Employing articulation theory as an analytical prism, it aims to identify: 1) Which organizational/individual identities are associated with the collected accounts and what is their relationship to the far-right? 2) What are the major themes in the videos? 3) What ideologies are associated with these themes? The analysis reveals six key articulations: pseudo-legal actions and language, political conspiracies, medical and scientific language and expertise, war analogies, activist rhetoric and tactics, and family values. These discursive articulations disclose linkages between concepts that are usually contradictory but are bonded together in the conjecture moment of the pandemic. This convergence points to the sophistication and innovativeness of far-right discourse in responding to COVID-19 and to their continuing invocation of older tropes and metaphors that have characterized their ideologies

***Keywords:*** Articulation Theory; Bit Chute; Far-right; Canada; COVID-19.

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