

LIBERAL SNOWFLAKES

If you spend more time occupying Wall Street than you do occupying a shower or a job,
you might be a snowflake.

If you believe, by virtue of being born, you are entitled to anything you don't earn,
you might be a snowflake.

If you spend your days tweeting, chanting, writing, or otherwise that Donald Trump is
'not your president', *you are for damn sure a snowflake.*

These are snippets of Tomi Lahren's "Final Thoughts" for conservative news outlet The Blaze in which she describes multiple reasons someone could qualify as a "snowflake." Her point comes across within the first 30 seconds, but seeing as how Lahren is known for her inflammatory remarks, her rant goes on for the next 4 minutes (no I'm not kidding). As much as I want to counter her baseless, ignorance-fueled remarks, I'm going to refrain, instead opting to dissect the origins of the term she repeats throughout.

The caricature of a "special snowflake" is that of a whiny millennial who concentrates their time protesting instead of getting a "real job." This is an individual who believes the lesson we teach preschoolers, that no two snowflakes are alike and that every one of them is just as beautiful and unique. This derogatory term envelops an entire generation, those who became adults in the 2010s, as prone to taking offense and being too emotionally vulnerable to digest views that challenge their own.

Lahren and the alt-right, amongst other conservatives, are responsible for having popularized the

term. "Cuck" is the equivalent used by the alt-right to lump together establishment conservatives and dismiss their ideals. This insult is yet another that characterizes another as weak, a slave to ever growing PC culture.

The notion of calling another a "snowflake" in a negative light can be traced back to cult classic *Fight Club*, in which it was first introduced to the mainstream.

"You are not special. You're not a beautiful and unique snowflake," protagonist Tyler Durden says in effort to remove any sense of individuality from the men he's indoctrinating. "You're the same decaying organic matter as everything else."

This is a novel written by Chuck Palahniuk, an openly gay author who describes his work as "transgressional fiction", a genre of literature that works exclusively to tell the story of characters who illicitly attempt to break free of societal norms by which they feel confined. An ad hominem attack, accusing another of snowflake behavior means to cast doubt on another person's character as a way to discredit their argument.

Yet another irony is that

by those same standards, Donald Trump, a man whose entire campaign was fueled by negative rhetoric, is himself a snowflake, one who denounces those who don't entirely agree with him and is hypersensitive (still) about the number of people who attended his inauguration. Other individuals on the right also overreact to situations like being wished "Happy Holidays" instead of "Merry Christmas."



In times of conflict language is often weaponized, often used to create an “us vs. them” narrative. During the American Revolution, for example, the British called the colonists “Yankees” which was intended to cause offense, but Americans, in one of the first instances of such reclamation, made the word their own. Opting to give the taunt a positive spin, the song “Yankee Doodle” became the United States’ first unofficial anthem. Hillary Clinton’s case against Trump’s “basket of deplorables” too went awry when his supporters opted to embrace the name. With this statement occurring in the midst of the 2016 election, Jason Miller, the senior communications adviser for Trump’s campaign, used this as a chance to say that Clinton, “revealed her true contempt for everyday Americans.”

According to Robin Tolmach Lakoff’s essay “The Power of Words in Wartime,” “Just the fact that we can name them gives us a sense of superiority and control. If, in addition, we give them nicknames, we can see them as smaller, weaker and childlike -- not worth taking seriously as fully human.”

The idea of snowflakes being crybabies that throw fits is absolutely true if that entails that they’re a diverse set of individuals who speak out for their beliefs. Like the women who embraced the term “nasty woman”, emblazing it onto chests at the Women’s March on Washington, they too should reclaim it. And some already have with protest signs reading “Damn right we’re snowflakes. Winter is coming.”

