

What to do? How do we communicate a politics of care?

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This [was posted on the blog yesterday](#) by a commentator called Beebop. I thought its novelty and the questions it raises were important, so I am sharing it here.

I ran your [politics of hate glossary entry](#) through AI, asking it to rewrite in the style of a Sun newspaper article. The bigtech movement has relied on controlling the lowest common denominator, and we need to reach them as well. This was the first result:

EXCLUSIVE: POLITICS OF HATE UNLEASHED - Is Your Future Being Sold Out?

February 17, 2026

The shocking truth behind the sinister 'Politics of Hate' sweeping the nation! Is it a clever tactic to keep YOU distracted while the real power players rake in the cash?

This toxic strategy is all about DIVIDE AND RULE. Politicians peddle fear and resentment, blaming migrants, minorities, and the poor for YOUR problems. Meanwhile, the rich get richer, and public services crumble.

THE PLAYBOOK:

- 1: *DISTRACTION TECHNIQUE***: Austerity bites? Blame the immigrants!
- 2: *DEMOCRACY DESTROYED***: There's not enough to go round - WRONG!
- 3: *SOCIETY IS PROFITABLE***: Culture wars and lies replace accountability.
- 5: *SOCIETY COLLAPSES***: Trust, cooperation, and communities shattered.

But **WAIT!** There's hope. We can fight back with the "Politics of Care" - fair taxes, social security, and honesty.

*The choice is yours: Fear and division OR truth and solidarity? The future of our economy and democracy hangs in the balance!

SHARE THIS ARTICLE AND WAKE UP THE NATION!

Beebop then. added:

What stands out for me reading that is that it did galvanise support for action, however there was no obvious suggested action other than 'share this article'. I found myself thinking yes, I agree with that, but wondering what I could do about it.

Because the population is reading these kind of things regularly, and we feel the outrage, and what then? We carry on as usual. People are feeling so powerless. Here, in this blog, we have a consensus of thought. How can we 'activate' people? I think if there are suggested actions, we can move past the mass outrage which is where we're all stuck. Does this make sense?

Let me address those last three sentences.

Yes, it makes sense, and Beebop is right: people are not apathetic, but they have been trained by neoliberal politics to feel powerless, and outrage without agency leads nowhere. So, I agree, we must always link analysis to action.

I have often ended posts with this comment:

Taking further action

If you want to write a letter to your MP on the issues raised in this blog post, there is a ChatGPT prompt to assist you in doing so, with full instructions, [***here***](#).

One word of warning, though: please ensure you have the correct MP. ChatGPT can get it wrong.

When used, that means ending posts and videos with something concrete: a suggestion to write to an MP. That might, though, I accept, not always be enough. It may also be appropriate to support:

- * other campaigns,
- * a local housing or migrant-support group.

Or it might require:

- * attending a council meeting,
- * challenging misinformation in your own networks, or (maybe)
- * helping organise a Funding the Future discussion group.

These are small, practical steps to rebuild confidence and solidarity because the politics of care is not just an idea. It is about participation. When people see that their actions matter, outrage then becomes about change.

What do you think?