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### **The Contagious Body: An Investigation of Affective Strategies in Contemporary Political Activism**

It seems that the increased disengagement in the traditional political sphere in Western societies is partly replaced by more intensity driven expressions of political engagement. Whether we think of event-making strategies of new media around political issues (summits, elections and inauguration ceremonials as events) or of how people in democracies exercise political passion around global issues, the shift in focus from a rational sphere of arguments to an affective sphere of embodiment is apparent. In this paper we focus on significant expressions of political activism related to COP15 – especially *Climate Justice Fast* – in order to analyze and discuss the way they 1) motivate themselves and use the activist-body to affectively spread an impulse to act and 2) employ new social media platforms to facilitate this logic of affective contagion. In order to characterize important elements of the new intensity driven political activism we will address theories of mass psychology (Gustave le Bon 1895), non-representational theory (Nigel Thrift 2008) and sensuous aesthetics (Laura U. Marks 2000).