Keynote lecture

Marketing Earth Exodus: Apocalyptic “New Earth” Rhetoric and Perceived Planetary Obsolescence in Mars Colonization Promotional Messaging

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28 September (Online)
5-7pm (CEST)

In promoting Mars colonization, SpaceX founder Elon Musk utilizes marketing strategies that tap into a number of powerful and culturally resonant other-worldly apocalyptic Christian-inflected themes. The fusion of marketing techniques, such as “manufactured urgency” and “perceived obsolescence,” with both doomsday and “manifest destiny” colonial rhetoric, fuels a grim self-fulfilling prophecy of earth’s demise. The message of earth’s disposability, combined with utopic visions of a promised libertarian terraformed paradise, where an “elect” will achieve salvation, activate troubling dynamics that legitimize siphoning off earth’s remaining fragile resources. The goal of this talk is to dissect the religio-cultural resonances of otherworldly escape in Mars colonization marketing and to urge public media/civic moral interventions into what are grossly misleading romanticized narratives.

Register [here](#) and we will provide a Zoom link and info on how to attend. Registration closes on the 27 Sep.

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