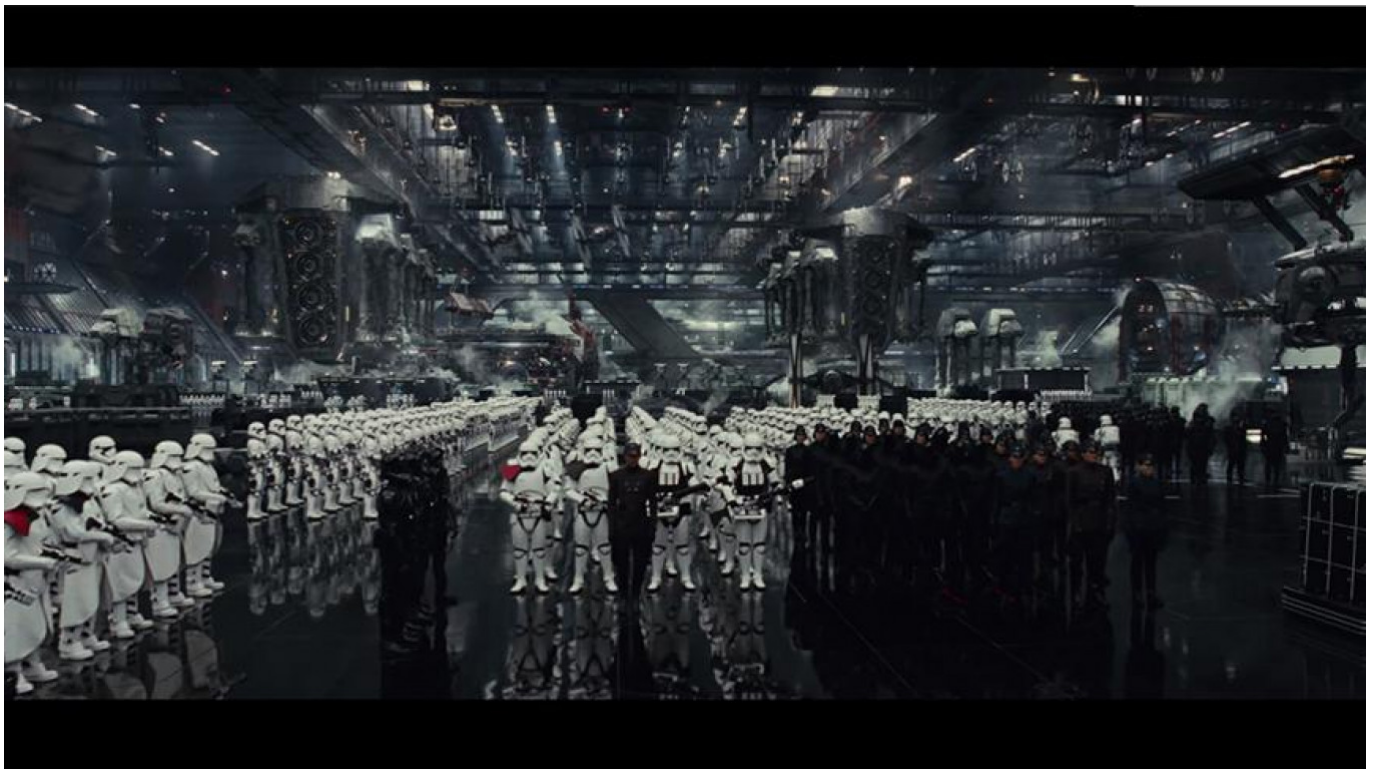


# Russian Bots Unleashed Campaign to Save General Hux, Star Wars Director Says

March 14, 2018



YouTube

“[Star Wars: The Last Jedi](#)” director Rian Johnson reportedly batted off a legion of Russian bots who launched a campaign pleading to save the life of a ruthless military general named General Hux.

The revelation was documented in a behind-the-scenes film about the making of *The Last Jedi* that [screened](#) at the South By Southwest (SXSW) festival in Austin, Texas on Tuesday. Johnson’s Twitter account flooded with #HuxLive hashtags early in the 2017 feature’s production, the [Film School Rejects](#) website [reported](#).

**Related article:** [Russian Boy Lands Role of a Lifetime in New Star Wars Film](#)

“It’s amazing [...] There’s a coordinated effort by these Russian accounts. Hundreds of them,” Johnson was cited as saying in the documentary that is [slated](#) for wide release this summer.

The #HuxLive hashtag has resurfaced in the past 24 hours with [users ironically questioning](#) whether their desire to keep General Hux alive meant they were “Russian bots.”

The franchise grossed over \$16 million in Russia and post-Soviet countries since its mid-December 2017 release.

“Why the Russians bots love Hux is clear now — they are way into authoritarian regimes — but at the time, it appears to have been perplexing for Johnson and his collaborators,” the website reported.

Original url:

<https://www.themoscowtimes.com/2018/03/14/russian-bots-unleashed-campaign-to-save-general-hux-star-wars-director-says-a60803>