

**SIGNS OF**



**HATE**

**A SAFEGUARDING GUIDE TO ONLINE HATE**



# **SIGNS OF HATE**

## **A GUIDE TO SPOTTING AND UNDERSTANDING THE SIGNS OF FAR-RIGHT RADICALISATION**

### Content note

This booklet is designed to provide information to safeguarding leads in schools and to others who work to support young people and to educate about the harms of far-right extremism and radicalisation.

The content includes offensive and upsetting imagery and text.

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HOPE not hate

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### About HOPE not hate Charitable Trust

HOPE not hate Charitable Trust uses research, education and public engagement to challenge mistrust and racism, and helps to build communities that are inclusive, celebrate shared identities and are resilient to hate.

The charity monitors far-right extremism and produces in-depth analysis of the threats and consequences of hate.

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# INTRODUCTION

Schools play a massive role in society; teachers and other education staff are often at the front line of many of the major issues that we face and extremism is no exception.

As part of my wider role as Director of Education & Training, I often find myself presenting at conferences, talking about the threats and issues extremism is bringing into the classroom and the impact modern extremism has on young people. There is a common theme – ease of access.

It does not matter what exact topic I am speaking about, the underlying issues are always the same, and that is how easy it is these days to access extreme content online through social media platforms. It does not matter if I am talking about the rise of the Alt-Right, Holocaust Denial, even misogyny, it all boils down to the fact that young people can come across extreme material without even having the intention of looking for it. However, before looking at the scale of the problem, let us look at how this is happening in the first place. Let us take YouTube as a study, a widely-used platform that has replaced the television for most young people.

YouTube wants you to stay on their app as long as possible in order to pump more ads to you and earn money. One of the ways it does this is by offering you content that it has determined captures viewers attention best. Sometimes this will be more extreme and emotional content.

Take someone looking at videos about common but not in itself a directly harmful conspiracy theory, that the moon landing didn't happen.

A student goes onto YouTube to look at videos about the moon landings, just out of personal interest or because it is related to a project at school. There will be both historical and accurate documentaries as well as conspiracy theory videos about how they did not happen. Other people who watch conspiracy theory videos have previously watched content with different theories and so YouTube may recommend videos about secret societies for example. It is still not directly harmful but the conspiracy theory world contains so many theories and some of them will point out minorities, especially Jews, as being behind conspiracies. That is why it is possible to progressively be taken on a journey that leads into more extreme and sometimes violent and racist content, without looking for it from the start.

Only a few years ago dealing with extremism in a local community was rather straightforward. Most people knew who the 'bad eggs' were and as long as you stayed away from them, you would generally be okay. However, now these bad eggs are in the pocket of every person in the country. Gone are the days where to access this material you needed to go to the backroom of a seedy pub and listen to a racist spouting his vile – this material can be accessed 24/7 with a few swipes of your phone!

The impact of all this is that traffic to websites that harbour extremist material and dangerous conspiracy theories have greater monthly hits than some mainstream newspapers such as *The Economist* and *Newsweek*, with traffic from the UK making up a large proportion. From the great work that our research teams



do into investigating such matters, we are looking at a situation whereby the vast majority of young people have come into contact with extremist material online. I am not saying that the vast majority of young people are out there looking for it, but it is shared so widely that it is landing in their feeds and phones. What we are witnessing is on a similar scale as sexting.

Sexting is at epidemic proportions among young people at the moment. Studies suggest that every teenage girl will be asked to “send nudes” at some point. Unfortunately, this is an issue that many young people are unwilling to discuss with adults for fear of getting into trouble, or for some unfortunate people, because they lack the social structure at home that can provide guidance on such matters. This is where teachers come in.

When the plague of sexting hit schools, most teachers were in an utter panic. The scale of the problem already seemed insurmountable and the ease at which these images was being spread around appeared unstoppable. What on earth could the profession do?

Talking to many teachers across the hundreds of schools I have visited, many admit to feeling powerless when shown the scale of the problem. However, once the initial shock had subsided they realised it was up to them to fill the vacuum that many young people lacked on the dangers of spreading naked photos around messaging apps. The message of “don’t do it” would not work. Today, most schools now have fantastic education schemes to address the problems and dangers around sexting, and although the problem is still a large one, I believe we will see the tide turning as these programmes really start to kick in.

Those of us dealing with extremism are in the same boat as those dealing with sexting were a few years ago, and it is by working with the education sector that we can begin to turn that tide.

Simply confronting with the challenge “that’s racist” or “that’s sexist” just will not work anymore. The material they are looking at online is sophisticated and naming it as racist or sexist is not an effectively nuanced counter argument. Worse this approach will drive students further underground and into darker and darker spaces.

There is one massive advantage of working with the education profession, and that is that they stand on the shoulders of decades of high quality teaching practice. They understand, more than anyone, how to equip young people with the critical thinking and mental tools needed to see through the lies extremists spread, and dismiss them and not fall into those traps. But they need expert help in order to have the clearest picture into what they are dealing with.

The challenge is a lot like the Covid pandemic. In order to deal with it we need to rely and act on what the NHS advises us, but cannot fully leave it to them as they will be overburdened. Extremism is the same – schools are the best placed to start the fightback and are full of high quality professionals with the skills to deal with it, but we cannot just leave it to them. Our challenge – how can we provide the most effective support to schools to allow them to deal with this problem as best they can?

We hope that this book can go some way to help equip teachers in the fight against far-right extremism by providing a resource that highlights the nature and style of activity of the contemporary far-right.

HOPE not hate’s Research Team has extensive knowledge of how the modern day extreme right operates and the signs to look out for in those young people who have been in contact with the darker elements of this movement. We have collated this learning in this book in order to help educate the sector around the changing nature of the extreme right and allow them to be better prepared with their safeguarding of children.

The aim is to help teachers, and Designated Safeguarding Leads in particular, to gain a much greater understanding of the world of the extreme right and to provide a platform to help inform their safeguarding policies and procedures.

No one wants to spend time reading about these groups and their activities, but what we have put together here should provide a guide to anyone looking to support who are showing signs of being drawn into hateful groups and ideologies.

We hope you find it useful.

### **Owen Jones**

Director of Training & Education, HOPE not hate Charitable Trust.

# IMAGE GALLERY

**This image gallery is split into three sections: General White Supremacist and Neo-Nazi Symbols, Organisational and Movement Logos, and Modern Online Symbols and Memes.**

**It is not an exhaustive list, but it does cover the most prominently used far-right symbols alongside an explanation of how and why they are used.**

## GENERAL WHITE SUPREMACIST AND NEO-NAZI SYMBOLS

This section includes the symbols most associated with the extreme far right. Many are directly linked to Hitler's Third Reich or extreme white supremacy groups. While not always the case, the use of the symbols in this section will often be a clear sign of radicalisation.

### SWASTIKA

The swastika is the best known of all hate symbols, due to its use by the Nazi Party during the period of the Third Reich.

The swastika is an ancient symbol not native to Germany, and it emerged independently in numerous cultures on several continents. Most of its pre-20th century uses have positive connotations, such as the Indian subcontinent where it signified good luck and life.

While the Nazis adopted it as an emotive symbol in the early 1920s, it had already been in use among anti-Jewish groups in Germany in the late 19th century.

Today, the use of the swastika remains common amongst neo-Nazis, antisemites and white supremacist activists.

Contemporary use of the symbol may indicate that an individual has been radicalised into the more extreme elements of the far right, or at the very least has an unacceptably casual attitude towards hate symbols.



### CELTIC CROSS

The Celtic Cross has its origins in the Bronze Age. It reappeared in the late 19th to early 20th century as part of the German nationalist and later Nazi movement effort to invent a Germanic history with pre-Christian pagan roots. In more recent years, some of the most hardline Nazi organisations have adopted it, as well as some far-right organisations that claim to have democratic, political and legal goals.





It must also be stated that the Celtic Cross is one of the most abused of all European symbols. For many people, in particular Celtic peoples of the Catholic faith, the cross is seen as a symbol of love and peace and a sign of god. It is common to see the Celtic Cross in old churches or cemeteries.

It is also popular amongst certain subcultures, such as goths, who feel an affinity with many of the old religions, mystic beliefs and the ties and bonds of friendship and peace. In these cases, the Celtic Cross is often portrayed as entwined with leaves. In the case of the far right, it is often drawn harshly and simply.

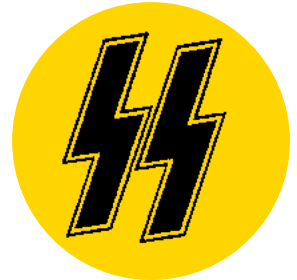
Whether this symbol is a sign of far-right radicalisation depends heavily on the context in which it is being used.

## SS RUNES

This is a symbol derived from the runic alphabet, but is now most associated with the Schutzstaffel (SS), a paramilitary organisation within Hitler's Nazi regime. The SS included members of the German secret police, soldiers in the Waffen SS and concentration camp guards.

Today the symbol remains popular amongst extreme antisemites and neo-Nazis.

Almost any contemporary use of the symbol is a worrying sign that an individual has been radicalised into the more extreme elements of the far right.



## TOTENKOPF (SS DEATH'S HEAD)

This was the symbol of the most feared and hated part of Hitler's Nazi regime, the SS. It evokes memories of the death camps and mass graves across Europe, due to its status as the symbol of the SS-Totenkopfverbände, whose job it was to guard the concentration camps.

Today the symbol is used by antisemites and neo-Nazis who venerate the Holocaust. In the UK the symbol has been adopted by the notorious football hooligan gang *The Chelsea Headhunters*, which has extensive links with racist and neo-Nazi groups.

The symbol is also popular on tattoos.



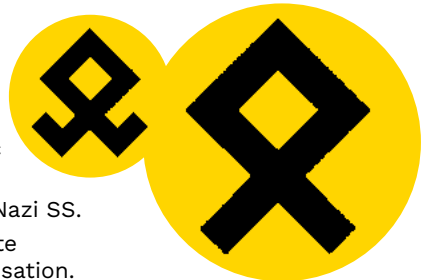
## THE ODAL RUNE

The Odal rune, an ancient Norse symbol, comes in various forms. It has been, like the Celtic Cross, misappropriated to evoke a mythic "Aryan" past.

The symbol was used by some divisions of the Nazi SS.

Today the symbol is used by neo-Nazis and white supremacists, and can indicate far-right radicalisation.

However, it is a part of the runic alphabet that is used by non-racist pagans, meaning it can be used in a non-extremist way.



## THE THREE SEVENS

The Three Sevens is a far-right version of the Triskele, an ancient European symbol that was appropriated by the Nazis. In the postwar period it is best known for its adoption by the South African hate group, the Afrikaner Weerstandsbeweging (AWB). In the UK the image was used by the neo-Nazi groups Blood and Honour and Combat 18.

However, one version of the Triskele, with three human legs, is on the coat of arms of the Isle of Man and versions of the Triskele are used across Europe to this day without extremist connotations. It is generally only the specific “Three Sevens” version that indicates an affinity with the far right.

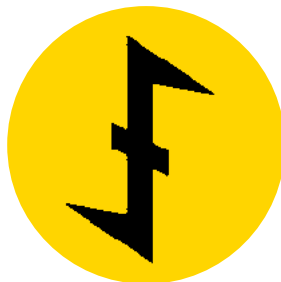


## WOLFSANGEL

The Wolfsangel is an ancient runic symbol that was widely used in Germany in the coats of arms of numerous German towns. However, it was adopted by the Nazis and used as a symbol by some Waffen SS units, including the Panzer Division.

As a result of this the symbol is used by white supremacists and neo-Nazis, often as a tattoo.

Due to the specificity of this symbol, its use ordinarily indicates a knowledge of, and affinity for, the extreme far right.



## LIFE RUNE

Also known as the Elhaz or Algiz rune, the Life rune is a pre-Christian runic symbol that was subsequently appropriated by the Nazi Party.

The Nazis used the symbol as part of the SS-initiated Lebensborn project which aimed to raise the birth rate of “pure” Aryan children.

The symbol has continued to be used by neo-Nazis and white supremacists, and while more common in North America due to its adoption by the neo-Nazi National Alliance, it is also used by modern day far-right extremists in the UK and Europe. The symbol is sometimes inverted.

Due to its close association with the Nazis and notions of Aryan “purity”, use of this symbol is a strong indicator of far-right radicalisation.

However, it is a part of the runic alphabet that is used by non-racist pagans, meaning it can be used in a non-extremist way.



## SONNENRAD (BLACK SUN)

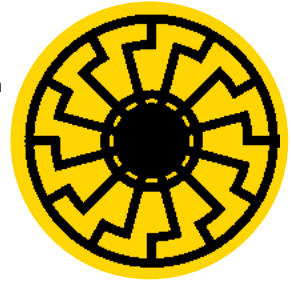


The Sonnenrad is an ancient symbol used in numerous cultures, including Norse and Celtic culture.

However, it was later appropriated by the Nazis and became a feature in the SS castle of Wewelsburg, the redesign of which was carried out by Heinrich Himmler.

The symbol remains popular amongst modern day neo-Nazis. Many place another fascist symbol at the centre, such as a swastika.

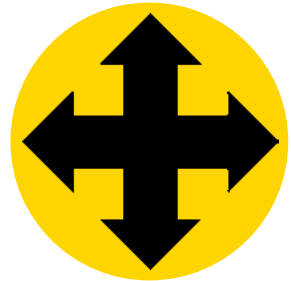
The use of this symbol is a strong signifier of extreme far-right affiliation, however, its wide usage around world means it can often be found in a non-fascist context.



## ARROW CROSS

The Arrow Cross was the symbol of the Hungarian fascist party, the Arrow Cross Party, active between 1935-45. The party perpetrated extreme violence and mass murder of Jews in Hungary during its active years.

The symbol has subsequently been used by other Nazi groups and is circulated in far-right spaces online. Use of it is an indication of engagement with extreme far-right ideas, but because of the simplicity of the symbol itself, similar symbols can be found on clothing (often rotated 45 degrees) and elsewhere without connection to its fascist significance.



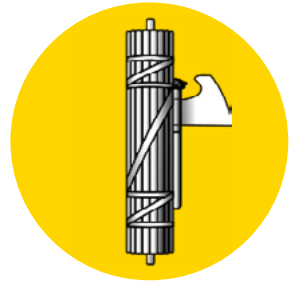
## FASCES

The fasces originated in ancient Rome but has since been used around the world as a symbol of government authority, meaning it is often found on government buildings and military units.

However, the symbol was adopted by Benito Mussolini, and the word "fascism" is actually derived from the word fasces. The symbol was also used by the British Union of Fascists in the 1930s.

In the postwar period the symbol has been adopted by numerous neo-fascist groups, and is sometimes used due to it being less obviously recognisable compared to a swastika.

Because of the range of uses this symbol only indicates far-right radicalisation when used in specific contexts.



## THOR'S HAMMER

Thor's Hammer is an ancient Norse symbol that has been appropriated by neo-Nazis and the far right.

Importantly, the symbol is widely used in non-racist circumstances, especially by non-racists who follow the Asatru religion and other pagans.

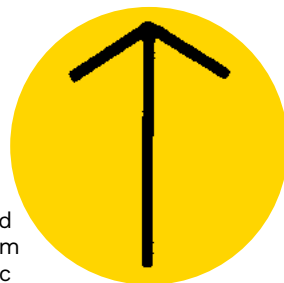
Because of its wide array of uses it is not a clear sign of radicalisation. However, people on the far right often decorate the hammer with other fascist imagery, such as a swastika.



## TYR RUNE

Like other runes, the Tyr rune has non-racist, ancient European origins. However, it was the symbol was adopted by the Nazis who used it for the Sturmabteilung, the leadership school of Hitler's Brownshirts.

Due to its use by the Nazis the Tyr rune is now widely used by neo-Nazis and white supremacists, many of whom deem it to be the "warrior rune". However, it is a part of the runic alphabet that is used by non-racist pagans meaning it can be used in a non-extremist way.



## VALKNUT

The Valknut is an ancient Germanic symbol sometimes associated with the god Odin.

The symbol has been appropriated by the modern day far right, especially amongst racist Norse pagans, who use it as a sign that they will give their life to Odin in battle.

However, the symbol is also used widely by modern day pagans with no racist connotations, so context of its use is important for understanding whether it indicates a level of radicalisation.



## THE CONFEDERATE FLAG

This is the flag of the Confederate States of America, which were the eleven Southern states that seceded from the United States so as to continue slavery.

Today the flag is still used widely in Southern states of America as a sign of Southern pride. However, many deem it to be highly offensive and a racist symbol. As such, it is widely used by far-right people in the US, but also amongst international online far-right activists. In a British context its use is likely to indicate some affiliation with racist politics.



# ORGANISATION AND MOVEMENT LOGOS

This is not an exhaustive list of far-right organisations active in the UK, but rather it is a selection of groups most likely to be seen. Some of these logos are specific to a particular party, while others are used by far-right movements. While all are far right, they also vary in levels of extremeness.

## BRITAIN FIRST

Britain First is a far-right, anti-Muslim organisation that was founded in the UK in 2011. The group is best known for its controversial stunts such as “mosque invasions”, but it also stands in elections.

The slogan “Britain First” has long been used by the far right unconnected to this specific group, but is now best known as the name of this specific organisation. Either the use of this logo or the term “Britain First” is a likely indicator that an individual is engaging with nationalist or far-right ideas.



## BRITISH NATIONAL PARTY (BNP)

The British National Party (BNP) is a racist, far-right party formed in 1982. Peaking in popularity in 2010, the party no longer poses an electoral threat and is now a shadow of its former self.

However, it remains one of the most recognisable names in the British far right. In terms of graffiti it is more likely that a far-right activist will just write “BNP” rather than the formal party logo.

Use of this logo is a very strong indication that an individual is involved in organised far-right politics.



## BLOOD AND HONOUR

Blood and Honour is a neo-Nazi music network that started in the UK in 1987. The network remains active in numerous countries around the world.

Use of this logo is a very strong indication that an individual is affiliated with neo-Nazi and white supremacist politics.



## COMBAT 18

Combat 18 (C18) is a neo-Nazi terrorist organisation that was founded in the UK in 1992. While at its largest in the 1990s, it still exists in numerous countries around the world and it remains one of the most recognisable names in on the British extreme far-right and neo-Nazi scene.

The logo includes the Totenkopf (SS Death's Head), and either use of the skull and bones or just “Combat 18/C18” is a sign of extreme radicalisation towards antisemitic and neo-Nazi politics.



## EDL / ENGLISH DEFENCE LEAGUE

The English Defence League was founded by Stephen Yaxley Lennon (AKA Tommy Robinson) in 2009. The group was most influential between 2010-2011, and today is a much smaller group.

However, it remains one of the most recognisable names in the British far right. In terms of graffiti it is more likely that a far-right activist will just write “EDL” rather than the formal party logo.

Use of this logo is a very strong indication that an individual is involved in organised anti-Muslim politics.



## FOR BRITAIN

For Britain is a far-right, anti-Muslim party formed in 2017. While it remains small, it is very active and stands in elections.

The trident symbol is very widely used in non-far right contexts, so its use alone is likely not an indicator of far-right radicalisation. However, specific use of the phrase “For Britain” may indicate a link to this specific organisation or a broader affiliation with anti-Muslim politics.



## IDENTITARIAN LAMBDA

The Lambda is the 11th letter of the Greek alphabet and can be used in a very broad array of contexts.

However, it has been co-opted by numerous far-right networks, most notably by the European “identitarian” network, Generation Identity (GI). This is a racist youth-orientated network that is primarily active on the continent but has been active in the UK.

While GI use a yellow Lambda other far-right groups have used different colours. Often the symbol appears in centre of a circle.

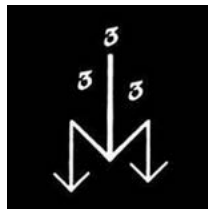
Whilst the symbol is used by far-right groups that specifically target young people, due to the varied use of the Lambda, it is not enough to identify radicalisation.



## LIBER 333 / TEMPEL OV BLOOD

This symbol is used by Tempel ov Blood, a US-based offshoot group of Order of Nine Angles, which joins Satanism with Nazism. The symbol is used to represent the group, and commonly accompanies Nazi-Satanist propaganda.

The symbol is occasionally used in circumstances not associated with the far right, especially within niche heavy metal subcultures, but less so than the O9A symbol. Liber 333 presents such extreme ideas that any use of the symbol should be investigated as a possible sign of radicalisation.



## NATIONAL ACTION

National Action is a neo-Nazi terrorist organisation founded in 2013, and proscribed by the British government in 2016.

The logo is taken from the insignia of the Sturmabteilung (SA), the paramilitary wing of the Nazi Party.

Any use of the symbol is an extremely worrying sign of extreme far-right radicalisation.



## NATIONAL FRONT

The National Front is a far-right party that started in 1967, and was at its most influential in the 1970s and 1980s. Today it is a tiny organisation, but due to its former size and influence the name and logo remain in use.

It is most likely to be seen as “NF”, rather than the specific party logo. Any use of this is a strong indicator that the individual is particularly interested in organised far-right politics.



## NATIONAL REBIRTH OF POLAND

National Rebirth of Poland (Narodowe Odrodzenie Polski, NOP) is a neo-Nazi Polish group formed in 1981 as an underground movement under Communist rule, and is now the longest surviving post-war Polish neo-Nazi group.

NOP has a presence in the UK where it draws members from mostly young men within the Polish diaspora, but also other neo-Nazi groups like Blood & Honour.

Use of the symbol is an indicator that an individual is engaging with extreme nationalist or far-right ideas.



## ORDER OF NINE ANGLES (ONA/O9A)

Starting in Britain in the early 1970s, the Order of Nine Angles is a Nazi-Satanist group that is associated with violence and terrorism. Some key texts discuss ritual sacrifice, both symbolic and actual.

The symbol is occasionally used in circumstances not associated with the far right, especially within niche heavy metal subcultures, but the O9A are so extreme that any use of the symbol should be investigated as a possible sign of radicalisation.



## THE HUNDRED HANDERS

The Hundred Handers is a British group whose main form of activism is to put up far-right propaganda stickers and posters in public places. Much of their content is explicitly racist and antisemitic, and it is therefore lauded by the most extreme parts of the far right.

The leaders of the group make packages of images available each month and encourage anyone so inclined to download and print them as stickers or posters, and then distribute them.

For this reason the Hundred Handers does not have a traditional membership, but relies on mostly anonymous activists to disseminate its propaganda independently.

There are known cases of teenagers printing and putting up Hundred Handers stickers near schools.



## PATRIOTIC ALTERNATIVE

Patriotic Alternative is a fascistic far-right organisation founded in the UK in 2019. The group engages in sticker campaigns and banner campaigns, often reading “White Lives Matter”.

The group’s logo incorporates a Lambda (a symbol used by many far-right groups). However, those associated with the group are more likely to use “PA” or “Patriotic Alternative” rather than this exact logo. Use of the name or image is a strong indicator that an individual is engaging with the organised far right.



## THE FLASH AND CIRCLE

The Flash and Circle was used by the British Union of ~Fascists in the 1930s, and has subsequently been adopted by other far-right groups that embrace fascism as their core ideology. This includes the currently active, but very marginal, New British Union group.

Use of the symbol is an indication that the individual is involved in organised far-right politics, or engages with these groups online.





# MODERN ONLINE SYMBOLS AND MEMES

This section includes images and symbols mainly originating from, and spread primarily through, social media and specific platforms populated by the far right. They are of varying levels of extremeness, some being used by terroristic far-right groups, but even the less extreme often indicate engagement with the far right online.

Memes are hard to understand in isolation, and need to be analysed in the context in which they appear. Some are also reclaimed for progressive causes in order to subvert their original discriminatory meaning. This means that the context, and especially any combination with other far-right symbols, also needs to be taken into account when judging them.

Memes are not static, but are always evolving and often quickly renewed and recombined. Therefore many of the symbols below exist in thousands of variations, some with slightly different meanings. We have given a few examples when this is the case. Even completely new far-right memes often combine elements of old ones, traditional symbols or language described in the terminology section.

## ATOMWAFFEN DIVISION SHIELD

The black shield with a radiation hazard symbol was used as by the American neo-Nazi terrorist group Atomwaffen Division. It has offshoot groups in Europe and the UK, and has been connected to



multiple murders. The group continues to serve as an inspiration for later groups part of the most extreme elements of the far right, online and offline. These groups often reuse the black shield but put a different logo on it.

Uses of these symbols will indicate affiliation with the more extreme elements of the far right and consumption of their material online.

## PEPE THE FROG

Pepe the Frog is the most recognisable image connected to the Alternative Right, an often antisemitic and sometimes violence-



glorifying part of the far right. The Pepe image originated in a comic book series not related to racism or antisemitism, but was appropriated and heavily used by the Alternative Right to the point where it now symbolises the movement in the public consciousness. The Pepe meme exists in thousands of variations, drawn in different outfits, with different speech bubbles or against different backgrounds. The cartoon is often used to portray extreme ideas in a humorous manner, in order to make them more palatable.

Because of its popularity, Pepe needs to be interpreted based on its variation - for example, what it is saying, or the setting it appears in. If combined with clear antisemitic language, or placed in settings that can be associated with violence, it should be taken as a clear indication of radicalisation.

## GROYPER

Similar to Pepe the Frog, the Groyper is a green cartoon toad with its head resting on its hands. The symbol indicates support or association with a relatively young element of the far right that also call themselves “Groypers”. Their focus is to introduce far-right ideas (ranging from clear white supremacist ideas to anti-LGBTQ+ and anti-immigration) into the mainstream by asking provocative questions in public or private settings.



The symbol is used specifically by this group, and as such is a strong indicator of association with Groyper groups online, or other far-right groups that make use of this specific tactic.

## APU APUSTAJA / DUNCE PEPE

Apu Apustaja is a more poorly drawn version of Pepe the Frog thought to originate on Finnish image boards. It is often described as the helper of Pepe and is used in similar ways, including to portray extreme ideas in a humoristic manner, in order to make them more palatable.



Use of Apu Apustaja is, however, wider than that of Pepe the Frog, partially because it is less strongly associated with the Alternative Right. As ever, context should be taken into account.

## CLOWN WORLD AND HONKLER PEPES

The Clown World meme is generally meant to ridicule what the sender believes to be absurd or contradictory politics and events in the world, and in particular those relating to progressivism.

It often has nihilistic undertones, and has been used by people and groups that advocate for violent tactics.

The meme has numerous variations; whilst it is often depicted as Pepe the Frog wearing a clown wig and nose, another version is a picture of Earth with clown features superimposed. The clown emoji (🤡) can also be used with the same meaning. Inspiration or images from the 2019 film *Joker* are also common.

The phrase “Clown World” is also used in progressive contexts and does not on its own indicate radicalisation. However, use of the Pepe versions can be considered an indication that someone has spent time on far-right online spaces.



## SHEEIT

The Sheeit cartoon is an explicitly racist caricature of a black man. As with other meme characters, the image is placed in different contexts, but compared to many others, there is no ambiguity of the meaning of this image. As a caricature playing on racist stereotypes, the cartoon is on its own essentially and obviously racist.

Use of this cartoon indicates support for racism and the consumption of far-right material online.



## AMERIMUTT / LE 56% FACE

The cartoon references an unsubstantiated statistic that 56% of the US population identify as white, while having parents from different ethnic backgrounds. It is often used by European racists to attack people from the US. The cartoon has far-right origins and is unambiguous in its meaning, glorifying the ideal of racial purity.

Use of this cartoon indicates support for racism and indicates consumption of far-right material online.



## HAPPY MERCHANT

The Happy Merchant is an antisemitic caricature of a Jewish man rubbing his hands together and smiling, intended as a nod to long-standing prejudices about Jewish greed. The image was popularised by the Alternative Right but is now common in many antisemitic parts of the far right. Alternate versions of this cartoon with the man dressed as a journalist, other professions or specific national leaders are meant to suggest Jewish influence in these areas of life.

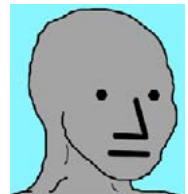
Use of this cartoon is a clear indication of support for antisemitism and consumption of extreme far-right material online.



## NPC

The Non Playable Character (NPC) meme became popular in 2018. The term is a reference to computer games, in which NPCs are characters that form the backdrop but are not playable, essentially empty shells following predetermined rules. It is used as an attack on progressives and the left, suggesting that they are unintelligent and unable to think for themselves.

The meme is not inherently racist but used widely across the far right online, and could indicate consumption of this material. However, it has also become increasingly mainstream and used across the political spectrum.



## OK HAND GESTURE

Use of the OK hand symbol in most contexts is entirely harmless. It is also for this reason that it became the focus of a far-right campaign to appropriate it, and to turn it into a fascist symbol meant to mean “White Power”. Originally intended as a joke, a way to ridicule people that took it seriously, over time the symbol began to be used without irony by prominent far-right activists. The mass shooter in Christchurch, New Zealand used the symbol before murdering 51 people in March 2019.



Because of its incredibly wide historical and modern use, the symbol needs to be judged in the context it is used.

## KEK AND KEKISTAN



“Kek” refers to the translation to Korean of “hah”. The term gained an association with the Alternative Right following the development of a satirical religion on the imageboard 4chan known as the “Cult of Kek” which deifies Pepe the Frog. A variation of this meme is that of “Kekistan”, a fictional nation, the flag of which is based on the German Imperial War Flag, used until 1945. The meme is meant to glorify the right to be offensive online, and against the supposed oppression of far-right supporters online.

The flag is commonly found on online platforms used by the far right, but has also been present during offline far right demonstrations. Its use indicates that an individual has some affinity to online platforms that are also commonly antisemitic.

## MOON MAN

Moon Man, sometimes called Mac Tonight, is a fictional character used in McDonalds advertisements in the mid-1980s, and became an early internet meme. In the 2000s, people began coupling “Mac Tonight” with violent or racist songs using computer-generated voices, and began calling him “Moon Man” instead. It remains in common use alongside simple but heavily antisemitic, racist music.



Use of the symbol, especially if it appears alongside music, is an indication that someone has had contact with the more extreme elements of the far right online, even though there are cases of non-racist use.

## PICARDIA

Pircardia memes are images of sunglass-wearing smiley faces superimposed over various flags. They are meant to mock political ideologies and are frequently used on far-right imageboards. The version using the flag of Israel is especially common, and indicates support for the conspiracy theory of undue Jewish influence. The version using the Pride flag is similarly often used to ridicule LGBTQ+ people.



## WOJAK

The Wojak meme is a simple drawing of a face, often depicted as crying. It exists in many variations but is generally used to express negative emotions of melancholy, regret, or loneliness. It is commonly used to express these feelings and relate them to what one perceives to be bigger societal issues, including common far-right issues such as lack of prospects of finding a job or a partner in the future because of immigration. Explicitly far-right versions are also common, for example one depicted in an SS helmet.



The Wojak meme is not exclusively used in far-right contexts but it is used extensively in them, and originated in online spaces with a prominent far-right community. Use of the image does not on its own indicate far-right radicalisation and context needs to be taken into account.

## DEATH FLIGHTS / “FREE HELICOPTER RIDES”

Death flights are a form of extrajudicial killing practised by military forces where the victim is dropped to their deaths from an aircraft. Segments of the far right glorify Augusto Pinochet, whose military regime used the method to kill dissenters, and the phrase “Free helicopter rides” has therefore become a meme. Images depicting the phrase and a helicopter, or a helicopter with someone falling below, are used to celebrate the murder of political opponents of the far right.



Use of the symbol or phrase is a strong indication of support for, and engagement in, the online far right.

## SKULL MASK

In recent years, skull masks in the form of a balaclava or a neck gaiter have become easily available in sports stores and online. This availability, combined with the somewhat threatening impression they can make, have seen them become a central part of an informal uniform worn by terror-advocating sections of the far right. Many of the most notorious far-right terror groups in recent years have worn the skull mask, and it is also common in far-right imagery and media. Cartoons such as Pepe the Frog or the Wojak can be depicted wearing a skull mask.



Because of the wide usage of the skull mask, it does not on its own indicate far-right radicalisation, and the context in which it is used needs to be taken into account. If presented in the Terrorwave aesthetic outlined below, or appearing alongside other symbols and slogans detailed in this book (especially “Read Siege” or “GTK / GTKRWN”), it is a strong indication of extreme far-right radicalisation.

## ((((ECHOES)))

The triple parentheses around a name or a concept is a coded way to allege that it is Jewish, or is under the influence of Jews, for example “(((The New York Times)))”. Commonly referred to as “echoes”, the meme originated from the alt-right and is very commonly used on extreme right blogs and social media. Due to search engines largely disregarding punctuation in search terms, it is an effective means of conveying antisemitic sentiment without risk of identification or moderation.

Whilst most uses of the meme can be considered an indication of antisemitism, care must be taken as some have taken to using the echoes around their own name on social media, in an attempt to subvert the far right’s use of it.

## OSWALD MOSLEY

Original or stylized pictures of Oswald Mosley, leader of the British Union of Fascists in the 1930s, are widely spread on more extreme British far-right social media channels. Glorification of Mosley stems from the many striking images available of him, his explicit racist ideology, and because he was one of the more successful far-right leaders in Britain, achieving some electoral success with his fascist party.

Use of these images is a strong indication that an individual is involved in far-right politics.



## VENERATION OF TERRORISTS AND FASCIST LEADERS

The glorification of far-right leaders, terrorists and murderers is common in the most extreme parts of the far right. Activists online often use images of these individuals in their propaganda and memes, and casually refer to them as “Saints” or other terms that indicate reverence. Signs of support like this are extremely worrying, but can be communicated cryptically. Portraits of mass shooters are often not easily recognisable for those unfamiliar with far-right and terroristic subcultures, especially if they are included in humorous or seemingly unconnected contexts. The perpetrators of some of the most deadly attacks in recent decades are often used, but in the time immediately after a new far-right terror attack, images of that attacker are very likely to be reproduced widely in far-right circles.

Individuals who are often portrayed or named are: Anders Breivik, Elliot Rodger, Dylann Roof, Brenton Tarrant, John Earnest, Kyle Rittenhouse, James Fields, Robert Bowers, Stephan Balliet, Theodore Kaczynski, and David Copeland.



## NOOSE

As an execution method, the noose is always an alarming symbol. The symbol was used by American white supremacists to strike fear in black Americans by evoking the history of lynching. The symbol is used similarly online today, but also in a broader sense, drawn around the necks of Jews, Muslims, LGBTQ+ people and other groups considered enemies, such as journalists. A common variant is combined with the text “hang your local nonce” or “hang your local drug dealer”, and encourage vigilantism, which is often taken to also include LGBTQ+ people in general, a common rhetoric in the far right.



A drawn noose is a simple visual image and is used by heavy metal and other subcultures, so does not necessarily indicate far-right radicalisation. However, if the context makes it appear to be a threat, and if it is combined with other far-right memes in this section, it should be taken as a strong indication that the individual is engaging with violent segments of the far right.

## ANTI-ANTIFA / GOOD NIGHT LEFT SIDE

Whilst being critical of antifascism is not on its own a sign of radicalisation, being ideological opponents of the far right, antifascists are common targets of campaigns. Symbols and slogans explicitly encouraging violence against anti-racists and the political left are very common in far-right online spaces, and their use should be taken as an indication that an individual has consumed far-right material. See “death flights” for similar encouragement to violence against political opponents.



## YES CHAD

The Yes Chad, sometimes called the Nordic Gamer, is a cartoon image of a blonde man, sometimes wearing a headset and often captioned with “Yes.” It usually appears alongside a poorly drawn other character questioning some far-right ideology, or accusing the “Yes Chad” of being racist. The idea is to promote the supposed strength and confidence of far-right supporters and disparage ideological opponents. It can also be used to reference the idea of racial superiority, and is widely used by far-right activists.



The meme has become popular and is now used widely, sometimes attempting to subvert the original meaning, and so context must be taken into account.

## TERRORWAVE AESTHETIC

This distinct style of propaganda was popularised by the US Nazi terror group Atomwaffen Division and the terror-advocating forum Iron March. It is marked by its limited colour palette (mainly red, black and white), the common use of blood splatter graphics, as well as the font used. Propaganda in this style usually contains a traditional fascist symbol such as the sonnenrad or swastika, alongside silhouettes of militant activists (often wearing a skull mask), historical fascist figures, or far-right terrorists. Such propaganda usually contains a short, far-right slogan, and often depict acts of violence.

Terrorwave propaganda has been used by many far-right groups following Atomwaffen, and the use of the aesthetic is a strong indicator of far-right radicalisation.



## AMERICAN BEAR

The American Bear is a cartoon of an overweight bear. It is used to present negative stereotypes about Americans but it is often combined with antisemitic imagery (for example the Happy Merchant) to express the idea that Jews are behind many issues in the US.

Use of the American Bear often indicates engagement with the far-right online, but can also simply be used to make disparaging points about the US, and so context is important.



## TROLLFACE

The Trollface is a popular internet cartoon used to express anger or bad intentions because of its mischievous smile. Whilst most uses are not racist, it has been co-opted by far-right activists and modified to express racist, often antisemitic or violent ideas. It is often used to give a hint that an accompanying message is meant in an ironic way.

Use of the image in conjunction with other racist symbols is an indication of engagement with the far right on online platforms, and if accompanied by Nazi imagery is a strong indication of far-right radicalisation.



**JEW MAD BRO?**



**4CHAN /POL/**

4chan is an influential online forum which has a subsection called “politically incorrect” (/pol/), which is very popular with far-right supporters. It is very lightly moderated and has therefore also come to represent internet freedom. The forum has been the origin of many far-right campaigns and the origin of new memes. The 4Chan logo (a four-leaf clover) and the unofficial logo of its /pol/ subsection is an indication that the individual has come into contact with far-right material online.

**IMAGEBOARDS**

An imageboard is a type of internet forum where users usually post an image alongside a short text, to which anyone can reply. All users on imageboards can be anonymous, and they are often very lightly moderated. Imageboards commonly have the word “chan” in their name, and are sometimes referred to as “chans”.

Many imageboards are not racist and discuss a wide range of topics, from anime and manga to video games and LGBTQ+ issues, for which anonymity can provide a feeling of safety. However, because imageboards are usually very lightly moderated and anonymous, far-right activists have found them useful to discuss and share extreme and violent ideas and memes. Numerous far-right imageboards can be found online, where also some of the most extreme content is easily accessible. Several terror attacks and important far-right campaigns have been announced on imageboards.

The most significant far-right imageboard is currently 4chan’s /pol/ board, an abbreviation of “politically incorrect”, as well as 8kun, which was previously known as 8chan.

Anonymous (ID: vvmuzmsP) 

10/08/18(Mon)07:18:37 No.188621695



89 KB PNG

I keep waiting, and waiting, and waiting,  
and waiting, but the fourth reich is still not  
here. Why /pol/?

4 Replies / 1 Image

[View Thread](#)

# THE IMPORTANCE OF FAR-RIGHT SOCIAL MEDIA INFLUENCERS

There is wide ideological variation within the far right, and groups and individuals to which the umbrella term can be applied often employ very different organisational methods and forms of activism. Some are more explicitly racist and violent, which can be a hurdle to achieving widespread mainstream support. There are also far-right activists who shy away from issues of race and direct their efforts against progressive movements and ideas, such as LGBTQ+ rights and feminism, and those that formulate their issues as critique against religion (usually Islam) rather than a group of people (such as Muslims).

Because they avoid explicitly mentioning race or endorsing violence, these parts of the far right often receive more mainstream attention and some activists in this area have gained very large, and often relatively young, audiences on social media, in particular YouTube. Such figures include Carl Benjamin (AKA Sargon of Akkad) and Milo Yiannopoulos. Other more mainstream figures cannot strictly be considered “far right”, but use arguments and tropes that often stray into far right territory, such as Ben Shapiro.

For much of their career these social media activists have focused their critique against immigration, feminism and Islam, although occasionally they have expressed more extreme ideas, and in some cases even begun to more explicitly talk about racial differences.

These activists often have large audiences. Shapiro, for example, has 2.4 million subscribers on YouTube and occasionally makes appearances in mainstream media outlets. While their ideas are often deeply offensive, everyone that follows them cannot be said to be on a path to radicalisation into the more extreme or organised elements of the far right. Some people consume this material only to later move away from it.

Part of their appeal to young people is that they critique commonly held ideas (such as the importance of gender equality or “political correctness”) in a confrontational style, and it can appear “edgy” to adopt these contrarian positions. They are also adept at exploiting social media to build communities around themselves, create engaging material, and to appear as though they provide their audience important teachings that they cannot find elsewhere.

However, even if these activists avoid issues of biological racism and violence, they promote a central premise of most far-right ideologies: that there are inherent, somehow natural or biological, differences between groups of people that cannot be overcome. This is on its own harmful as it justifies racism and discrimination, and are anti-democratic. Yiannopoulos has, for example, argued to remove voting rights for women and both Benjamin and Shapiro argue for decisive biological differences between men and women.

There are many examples of activists starting at these more moderate ends who



Carl Benjamin (AKA Sargon of Akkad) (photo: Rebel Wisdom)  
and Milo Yiannopoulos (photo: @Kmeron)

have later come to support fascism and violence. The issue is also exasperated by the communities that have formed around them online. More extreme far-right activists have on multiple occasions explicitly urged their followers to engage with supporters of these less extreme activists and attempt to radicalise them to more extreme ideas of biological racism and antisemitism, because they think that they may be receptive to these ideas.

Dealing with followers of activists like Carl Benjamin, Milo Yiannopoulos and even the more mainstream Ben Shapiro is a complicated task. Because it is easier for them to get mainstream attention, these activists have a large potential to lead people into far-right ideas. While most of their followers are not going to be radicalised further, some are at risk, and efforts should be made to prevent them continuing further down that path.

# GLOSSARY

The below glossary includes terms used by the far right, and linked conspiracy theories and discriminatory subcultures. The list is not exhaustive, but does cover the most commonly used terms.

It should be noted that the context in which these terms appear is always vital to understanding their meaning. For example, some slur terms have been reclaimed by the communities they have historically been used to attack. Additionally, whilst some slurs and terms are used heavily by the far right and linked subcultures, they have become increasingly mainstream, and so should not necessarily be taken as hard indicators of radicalisation or contact with the far right. Furthermore, many slur terms are widely known and recognised as offensive, so while their use does not necessarily indicate far-right influence, at the very least it indicates a causal attitude towards hate speech.

Terms flagged with “TERRORISTIC LANGUAGE” indicate a special cause for concern, as they are used by extreme right wing, terroristic subcultures.

**1488** A compound of the white supremacist **14 words** and **88** (initialisation of Heil Hitler). The combination is unambiguous and is a strong indication for support for extreme elements of the far right. See also: **14 words/14W** and **88**.



ANTISEMITISM



RACISM/XENOPHOBIA

**14 WORDS/14W** Refers to the “14 words” declaration of white supremacists: “We must secure the existence of our people and a future for white children”. The slogan originated in the US in the 1980s, and remains widespread among the more extreme ends of the far right.



RACISM/XENOPHOBIA

**18** Numerical code for Adolf Hitler’s initials, with A and H being the first and eighth letters of the alphabet.



ANTISEMITISM



RACISM/XENOPHOBIA

**20 APRIL/20.04.89/2.4.89** As Adolf Hitler’s birthday, this date is used to glorify him, and some organised Nazis use the day to perform actions and stunts. However, for some subcultures 20 April is also an internationally recognised day for celebrating cannabis, an association more widely known. If excitement over the date appears to be in recognition of Hitler’s birthday, it can be considered a strong indication of an engagement with Nazi politics.



ANTISEMITISM



RACISM/XENOPHOBIA

**88** Numerical code for “Heil Hitler”; H is the eighth letter of the alphabet. See also: **HH**



ANTISEMITISM



RACISM/XENOPHOBIA

**ADRENOCROME** A naturally-occurring chemical compound related to adrenaline.

In conspiracy theorist parlance, adrenochrome is a mythical elixir of youth and/or a powerful drug; an evil, often Satanic group is alleged to be secretly killing people, especially children, to harvest the substance from their blood. Belief in such notions, which echo the antisemitic blood libel myth, have become particularly popular with supporters of the QAnon conspiracy theory. See also:

**Pizzagate, QAnon**



CONSPIRACY THEORY

**AGENDA 21** Various conspiracy theories revolve around Agenda 21, a 1992 non-binding United Nations sustainability plan, which is alleged to be a cover for world control, global communism and/or a radical, global depopulation programme. The term has gained a renewed popularity in the wake of the COVID-19 pandemic. See also: **New World Order, Plandemic**



CONSPIRACY THEORY

**ALPHA MALE/BETA MALE** These terms are used to refer to stereotypical notions of manhood and strength that are commonly found on the far right and Manosphere, although the term “alpha male” also has widespread use in society at large. In far-right notions of gender norms, an alpha male is one who demonstrates traditional notions of masculinity, while a beta male is one perceived as weak and undesirable. Whilst popular among the far right, the term has also moved into more mainstream usage. See also: **Chad Thundercock, Cuck/Cuckservative, Incel, Stacy**



MISOGYNY

**ANNUDDAH SHOAH** Similar to “Muh Holocaust”, this phrase is a corruption of “Another Shoah”. It is intended to mimic the accented speech of a Yiddish speaker, to mock the idea that Jewish people are overly preoccupied with the Holocaust, and to make undue comparisons to current events in reference to it. See also: **Muh Holocaust**



ANTISEMITISM

**ATTACK HELICOPTER** A meme term used to ridicule transgender people, particularly those who identify as non-binary. The full phrase is “I identify as an Apache attack helicopter”, and is used to mock the idea of non-binary gender identities and self-identification of gender in general. See also: **Transtrender**



TRANSPHOBIA

**BOOGALOO / BOOG** A term popularised by the American militia movement, Boogaloo refers to the anticipated civil war, anti-government uprising and/or racial conflict that many on the far right see as an inevitability. In this context it is sometimes abbreviated to Boog. Context is important, however, as the word has prior use in US dance culture, and the 1984 film *Breakin 2: Electric Boogaloo* has become a meme to indicate an unnecessary sequel.



TERRORISTIC LANGUAGE

**BRITBONG/BRITBONGLAND** A slang term for British people and the UK, popularised on the 4Chan message board.

**BUGMAN** A term used by the far right to describe a man considered to be weak-willed and overly materialistic, in contrast to the strong and principled ideal of masculinity. See also: **Alpha male/Beta male, Cuck/Cuckservative, Soy boy**

**CAROUSEL** Also called the “cock carousel”, the term is used in the **Manosphere** to describe the promiscuous phase that modern women allegedly experience or desire in their 20s, before they realise their “mistake” and either settle down, or become lonely and regretful “cat ladies”. Like other Manosphere terms, it is inherently misogynistic and indicates a cold, dehumanised view of human relationships as mere bargaining. See also: **Chad Thundercock, Incel, Manosphere, Sexual Market Value (SMV), Stacy**



MISOGYNY

**CHAD/CHAD THUNDERCOCK** A term originating from the **Manosphere**, referring to a stereotypically desirable, sexually successful **Alpha male**, whom women allegedly favour to the detriment of “betas”. The male counterpart of **Stacy**, Chad is a figure of aspiration for young men, and of resentment for **Incels**. The slang term “Chad” has become widespread to describe a stereotypical “alpha male”, however, and its use does not necessarily indicate contact with the far right or manosphere. See also: **Sexual Market Value (SMV)**



MISOGYNY

**CHIMP OUT** A term used to compare the behaviour of black people to that of apes, usually used in reference to videos or memes depicting riots or criminal behaviour. The term is unambiguously racist. See **Monkey/Ape**



RACISM/XENOPHOBIA

**CHRIST KILLER** Related to the crucifixion of Jesus, this ancient slur places responsibility for Christ’s death upon the Jewish people as a whole, and is still in common usage among sections of the far right today, particularly those who incorporate Christianity into their ideology.



ANTISEMITISM

**COALBURNER/BURNING COAL** A derogatory term used to describe a white woman who dates a black man. The full phrase is “Burn the coal, pay the toll”, and promotes the idea that domestic abuse is the inevitable price paid by such women. The term is unambiguously racist. See also: **Mudshark, Race traitor**



MISOGYNY



RACISM/XENOPHOBIA

**COON** A slur of US-origin, used to denigrate black people. The word is a highly offensive but widely known slur, so its use does not necessarily indicate the direct influence of the far right.



RACISM/XENOPHOBIA

**CREEPING SHARIA** The myth that Muslims are smuggling Islamic law (Sharia) into Western legal systems, sometimes alleged to be part of a conscious plot for the Muslim “takeover” of the West, and the establishment an Islamic state. See also: **Eurabia, Islamisation, Londonistan, No Go Zones**



ISLAMOPHOBIA

**CUCK/CKUCKSERVATIVE** The term “cuck” is an abbreviation of “cuckold”, and is used to describe either a man who consents to his partner having other sexual partners, or a man who has supposedly been “emasculated” in some other sense. In political terms, “cuck” is often used to describe a man who is socially liberal and does not adhere to the patriarchal ideals of far right men. A “cuckservative” is therefore a conservative who is considered cowardly, or not sufficiently conservative. See also: **Alpha male/Beta male, Bugman, Soy boy**



MISOGYNY

**CULTURAL ENRICHMENT** A term ironically appropriated by opponents of immigration to highlight a perceived disparity between the proposed benefits of immigration and the actual negative consequences, such as terrorism or crime. See also: **Doctors/Engineers/Scientists, Religion of Peace**



RACISM/XENOPHOBIA

**CULTURAL MARXISM** A conspiracy theory alleging that sinister, often Jewish left-wingers are embedded in cultural and political institutions, and are working to smuggle communism into Western culture, brainwash populations and undermine the West. Whilst the term is commonly used by the far right, it has also become increasingly mainstreamed in recent years, despite its antisemitic history.



ANTISEMITISM



CONSPIRACY THEORY

**DAY OF THE ROPE** A reference derived from the extreme white supremacist tract *The Turner Diaries*, this term refers to a future event in which “race traitors” will be lynched en masse. *The Turner Diaries* has influenced far-right terrorists, and use of this term should be considered a strong indicator of contact with the extreme far right.



ANTISEMITISM



RACISM/XENOPHOBIA



TERRORISTIC LANGUAGE

**DEEP STATE** A conspiracy theory alleging that a secret group entrenched in the government/institutions of power are secretly either running a country/the world, or vying for control against elected officials. The term is commonplace among conspiracy theorists, but especially those with a right-wing bent. See also: **New World Order, QAnon**



CONSPIRACY THEORY

**DEGENERATE** This term is often used to describe individuals or behaviours that do not adhere to conservative or fascist social norms, such as LGBTQ+ identities, drug/alcohol abuse and promiscuity. The word is relatively commonplace, however, and so its use should not necessarily be taken as an indicator of contact with the far right.



HOMOPHOBIA



TRANSPHOBIA

**DESIGNATED SHITTING STREETS** A reference to the racist meme term **Street Shitter**.



RACISM/XENOPHOBIA

**DEUS VULT** Latin for “God wills it”, Deus Vult is a Crusader slogan adopted among the anti-Muslim far right, including the alt-right. It is used to represent a militant opposition to Islam, and a supposed clash between Western Christendom and Islam. See also: **Reconquista**



ISLAMOPHOBIA

**DINDU NUFFIN/DINDU** An anti-black racist slur, used commonly by the alt-right. A corruption of “Didn’t do nothing”, the term is a meme phrase used in mockery of black victims of the American legal system and/or police violence.



RACISM/XENOPHOBIA

**DIVERSITY = WHITE GENOCIDE** A slogan used to decry immigration and multiculturalism as representing a genocide against white people. See also: **Kalergi Plan, Great Replacement, White Genocide**



CONSPIRACY THEORY



RACISM/XENOPHOBIA

**DIVISION** A naming element commonly used by Nazi-aligned militant groups, such as the Atomwaffen Division and Feuerkrieg Division, as well as numerous smaller groups.



ANTISEMITISM



RACISM/XENOPHOBIA



TERRORISTIC LANGUAGE

**DOCTORS/ENGINEERS/SCIENTISTS** Terms used sarcastically to describe migrants, with an implied suggestion that migrants are incapable of fulfilling such roles and are thus of little value to society. See also: **Cultural enrichment, Religion of Peace**



RACISM/XENOPHOBIA



**DYSGENICS** A term used in so-called “scientific racism” to describe supposed degeneration of a population’s genetic stock, usually through admixture with a different ethnic group. See also: **Human Biodiversity**



RACISM/XENOPHOBIA

**ELECTRIC JEW** Used to refer to supposed Jewish control over the media, “Electric Jew” is a disparaging term for a TV set or other form of electronic media that supposedly has a malign influence on white people. See also: **Cultural Marxism**



ANTISEMITISM



CONSPIRACY THEORY

**ESAU, EDMITES AND AMALEKITES** These terms are used in both the Black Hebrew Israelite movement and, increasingly, in far-right circles to describe the Jewish people, in order to deny the Jewish people’s descent from the Biblical Israelites. See also: **Khazars, Fake Jews**



ANTISEMITISM



CONSPIRACY THEORY

**EURABIA** Emerging from the anti-Muslim “counter-jihad” scene, Eurabia refers to the supposed “Islamisation” of Europe, and the supposedly inevitable conflict between Islam and the West. See also: **Great Replacement, Kalergi Plan, White Genocide**



ISLAMOPHOBIA



CONSPIRACY THEORY

**FAGGOT/FAG** A hateful slur for a gay man or boy, it has traditionally been more common in the US than in the UK, although it has bled into UK slang. The word “fag” is sometimes used as a suffix to deride anything derisively considered “gay” or “effeminate” (for example “Libfag”). Some in the LGBTQ+ community have reclaimed the term, meaning that its use is not always necessarily hateful; additionally, the term is widely known, and so its use does not necessarily indicate the influence of the far right.



HOMOPHOBIA

**FAKE HEBREW/YIDDISH NAMES** Another means of mocking Jewish people is the adoption of fake names on alt-accounts that crudely mimic Jewish names. These frequently involve adding the name endings “-berg” or “-stein”, the forename “Schlomo”, or references to antisemitic tropes.



ANTISEMITISM

**FAKE JEWS** This catchall term is used to describe either the entire modern Jewish population or specific subsets, and can be used in connection with any or all of the **Khazar, Sabbatean-Frankist, Edomite** and **Synagogue of Satan** concepts to delegitimise the Jewish people’s connection to their history and/or the land of Israel.



ANTISEMITISM



CONSPIRACY THEORY

**FALSE FLAG** An atrocity alleged to have been covertly carried out by a (usually governmental) conspiracy, and then falsely blamed on others in order to justify some nefarious end. Whilst there have been both recognised and debated examples of false flags (for example, the Reichstag fire in Weimar Germany), modern conspiracy theorists tend to label terror attacks, school shootings and other tragedies as false flags by reflex. The term is widely used in conspiracy theory circles, but especially those on the anti-governmental right wing.



CONSPIRACY THEORY

**FEDPOST** This term refers to a social media or forum post which contains extreme or illegal statements, or encourages other users to post similar. The implication is that such posts are created by undercover law enforcement to trick far-right activists into making illegal statements that can later be used against them.

**FELLOW WHITE** A term used to imply that Jewish people who self-identify as white are only doing so in order to covertly promote an anti-white agenda, such as **White Genocide**.



ANTISEMITISM

**FEMINAZI** A derogatory term for a feminist, presenting the stereotype of the hectoring, man-hating, repressive woman. See also: **Social Justice Warrior (SJW)**



MISOGYNY

**FEMOID** A derogatory term for a woman, short for “female humanoid”. Popular in the **Incel** subculture, it is used to suggest that women are somehow subhuman or inhuman; it is also sometimes applied to women regarded as unintelligent. See also: **Manosphere**

**FREE HELICOPTER RIDES** A reference to the Pinochet regime’s practise of extrajudicial killing by throwing left-wing political prisoners from helicopters. The phrase is used by the far right to celebrate prospective violence against their political opponents.

**GLOBOHOMO** A conspiratorial term short for “global homogenisation” (also “global homosexuality”), referring to the notion that elites in the media, business and other institutions are seeking to eradicate differences between cultures and traditions, and to impose a global “uniculture”. Similar to **Cultural Marxism**, some claim that these alleged attempts are “feminising” or otherwise “weakening” populations by promoting sexual freedom, gender fluidity, liberal values and immigration.



CONSPIRACY THEORY



HOMOPHOBIA

**GOAT FUCKER/GOAT SHAGGER** A gutter slur term for a Muslim individual and/or anyone of Middle Eastern origin. The term is often used by the anti-Muslim far right.



ISLAMOPHOBIA



RACISM/XENOPHOBIA

**GOY/GOYIM GOY (PL GOYIM)** is a Hebrew word meaning a non-Jewish person or nation. While the word is not in itself offensive, antisemitic groups present them as though they were slurs against non-Jews and promote the idea that the Jewish people as a whole hold non-Jews in contempt. The phrase “Good Goy” is often used to denote a non-Jew who is manipulated into doing the bidding of a supposed Jewish conspiracy. Some antisemites also use the word as an ironic self-designation. See also: **Shabbos Goy, Shekels**



ANTISEMITISM

**THE GOYIM KNOW, SHUT IT DOWN** This phrase is used in regard to supposed “censorship” by Jewish individuals or organisations, such as when a prominent antisemite is removed from a social media platform. The implied meaning is that Jewish people are engaged in nefarious conspiracies, and will “shut down” anyone who notices and seeks to draw attention to them.



ANTISEMITISM

**THE GREAT REPLACEMENT** A far-right conspiracy theory alleging that immigration to Western countries poses an existential threat to white peoples and cultures. The theory is used to portray non-white migrants (and particularly Muslims, in Europe) as representing an invading force, and is often antisemitic as well, with Jews portrayed as the masterminds behind the plan. See also: **Diversity = White Genocide, Eurabia, Kalergi Plan, White Genocide, You Will Not Replace Us**



CONSPIRACY THEORY



ISLAMOPHOBIA



RACISM/XENOPHOBIA

**GTK / GTKRWN** This term is the initialisation of “Gas The Kikes”, often used in conjunction with “RWN” for “Race War Now”. These terms are used only by the most extreme, terroristic far right, such as the AtomWaffen Division and related Nazi groups.



ANTISEMITISM



RACISM/XENOPHOBIA



TERRORISTIC LANGUAGE

**HAIL VICTORY** An English translation of the Nazi slogan “Sieg Heil”.



ANTISEMITISM



RACISM/XENOPHOBIA

**HATEFACT** This term, mockingly derived from the phrase “hate speech”, refers to a fact or assertion that could be considered offensive, often relating to race, gender or other protected characteristic.

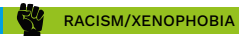
**HEEB/HEBES** Abbreviation of Hebrews. Used primarily as a slur, but occasionally reclaimed by Jewish people as a light-hearted self-reference.



**HESHE** A compound of “He” and “She”, used as a slur for a trans- or gender-nonconforming individual. Whilst offensive, the term is a widely-known slur, and its use does not necessarily indicate contact with the far right. See also: **Shemale, Shim**



**HH** Acronym for “Heil Hitler”. See also: **88**



**HOLOHOAX** A compound word used to claim that the Holocaust is a hoax and either did not occur as described or at all. Use of this term is a strong indicator that an individual is engaging in antisemitic conspiracy theories.



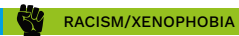
**HOOKNOSE/D** This term refers to stereotypes around the facial features of Jewish people, who have long been caricatured as having large pointed noses. The term is unambiguously antisemitic.



**HUMAN BIODIVERSITY/HBD** A euphemistic term for so-called “Scientific Racism”, Human Biodiversity refers to a belief that ethnic groups are genetically distinct and that these groups have innate characteristics, including higher and lower intelligence. See **Dysgenics**



**HWR** An abbreviation of “Hitler Was Right”, the term strongly indicates radicalisation into antisemitism and the extreme far right.



**INCEL** Incels (“involuntary celibates”) are men who blame women for their lack of sexual/romantic success. Significant parts (but not all) of the subculture are extremely misogynistic and often nihilistic, and several terror attacks have been linked to the subculture. See also: **Manosphere**



**INFIDEL** Meaning an irreligious person, or a person whose religion is not that of the majority, “infidel” is sometimes used as a self-designation by people strongly opposed to Islam. “The Infidels” is also the name of a British, violent far-right/hooligan network.



ISLAMOPHOBIA

**ISLAMISATION/ISLAMIFICATION/MUSLIMISATION** The perceived Islamic takeover of an area/culture, sometimes presented as a conscious plan by Muslims. See also: **Creeping Sharia, Eurabia, Londonistan, No Go Zones**



ISLAMOPHOBIA

**IT'S OKAY TO BE WHITE** A meme phrase popularised by the 4chan image board and commonly featured on stickers and posters in public places. It is intended to be provocative, with its users hoping to paint hostile reactions to the stickers as being a repudiation of the slogan itself, rather than the motivations for it.



RACISM/XENOPHOBIA

**JANNIES** A coded slur used to represent the transphobic term **Trannies**, often used online to avoid content moderation.



TRANSPHOBIA

**JEWISH QUESTION / JQ** The “Jewish Question”, often abbreviated to JQ, originally referred to discussion of the status of Jewish people in European life. However, since the Holocaust, which was presented by the Nazis as the “final solution to the Jewish question”, the term is now used almost entirely with antisemitic intent, and its usage in a political context contains an implicit suggestion of oppression and violence against Jewish people.



ANTISEMITISM

**JOGGER** A coded euphemism for **Nigger**, used on social media forums to evade moderation.



RACISM/XENOPHOBIA

**JOOZ/JOOOZ** A deliberate misspelling of “Jews” sometimes used by antisemites to evade moderation, but occasionally also used in mockery of antisemites, so context is important.



ANTISEMITISM

**THE JUICE** As above, this phrase is a deliberate misspelling of “Jews” but is used more exclusively by antisemites. See also: **Jooz**



ANTISEMITISM

**KALERGI PLAN/COUDENHOVE-KALERGI PLAN** A strain of the White Genocide conspiracy theory focusing on Richard von Coudenhove-Kalergi (1894 – 1972), an Austrian-Japanese politician and advocate of European integration. Conspiracy theories allege that Coudenhove-Kalergi laid the foundations of the European Union, and devised a long-term scheme to undermine the white race by encouraging immigration into Europe. The aim of this mythical plot is alleged to be the eventual eradication of the white race and, sometimes, the rule of a Jewish cabal over the continent. See also: **Eurabia, Great Replacement, White Genocide**



ANTISEMITISM



CONSPIRACY THEORY



ISLAMOPHOBIA

**KHAZARS/KHAZARIAN** Refers to the “Khazarian hypothesis”, a discredited theory alleging that Ashkenazi Jews are descended from the Khazar people of the Caucasus, who converted to Judaism in the 9th century. The theory is promoted extensively by a diverse range of antisemitic movements to delegitimise Jewish links to the land of Israel and biblical history.



ANTISEMITISM



CONSPIRACY THEORY

**KIKE/KYKE** Particularly common among the extreme right, this antisemitic slur is of uncertain origin.



ANTISEMITISM

**KITES** A coded term to indicate the word **Kikes**, often used on social media platforms to avoid moderation.



ANTISEMITISM

**LIBTARD** A pejorative term for someone with liberal values. Largely used in the US, where “liberal” is used to describe anyone whose political views are considered left-of-centre.

**LONDONISTAN** A term implying that the UK capital has been taken over by Pakistanis and/or Muslims. The “istan” suffix has also been applied to other cities that have, or are perceived to have, large Pakistani or Muslim populations (for example, “Bradfordistan”). See also: **Eurabia, Islamisation, No Go Zones, Creeping Sharia**



ISLAMOPHOBIA

**LOXIST / LOXISM** This term refers to lox, a salmon dish commonly associated with Jewish people in the US, and is used by far-right groups as a pretend ideological descriptor for the “anti-white racism” that they accuse Jewish people of practising.



ANTISEMITISM

**MANOSPHERE** A loose collection of websites, forums, blogs and vlogs concerned with men's issues and masculinity, oriented around an opposition to feminism and, within parts, the embrace of extreme misogyny. The Manosphere has spawned numerous anti-women subcultures, some of which overlap with the online far right, and has produced a lexicon which has bled into much of the modern online right. See also: **Incel**, **Men's Rights Activist**, **MGTOW**, **Pick Up Artist (PUA)**, **Sexual Market Value (SMV)**



MISOGYNY

**MEN'S RIGHTS ACTIVIST (MRA)** Activists who dispute that men are privileged relative to women, often alleging that women are comparatively privileged. The term predates the **Manosphere**, originally emerging as a response to second-wave feminism, supporting feminism's aims but focusing on how traditional masculinity also harmed men. However, it is now commonly associated with men who blame feminism, or women more widely, for their ills.



MISOGYNY

**MGTOW** An acronym of "Men Going Their Own Way" (pronounced "mig-tow"), the label refers to gender separatists who reject, or greatly minimise, interaction with women. The term emerged from the **Manosphere**.



MISOGYNY

**MOHAMMEDANISM/MOHAMMEDANS** An archaic term for Islam/Muslims. Whilst not necessarily signalling contact with the far right, the term is today used by some Islamophobes who wish to deride Islam as a "cult of Mohammed".



ISLAMOPHOBIA

**MONKEY/APE** A slur used largely for black people. Whilst highly offensive, the terms are widely known slurs, and so their use does not necessarily signal contact with the far right. See also: **Chimp Out**



RACISM/XENOPHOBIA

**MUDSHARK** A derogatory term used to describe a white woman who dates a black man. See also: **Coalburner**, **Race traitor**



RACISM/XENOPHOBIA

**MUH HOLOCAUST** The word "Muh" before a phrase is a corruption of the word "my", and is used to mock a perceived obsessive or misguided focus on a particular issue or subject. When used in reference to the Holocaust, it is therefore an implied mockery of Holocaust remembrance and what antisemites perceive to be the Jewish preoccupation with the topic.



ANTISEMITISM

**MUZRAT/MUZZIE** A gutter slur for a Muslim person.



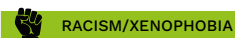
**NAMING THE JEW** This term is used by the extreme right as an accolade for those who are willing to explicitly identify and condemn Jewish people, rather than relying on antisemitic dogwhistles and coded language.



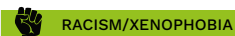
**NEW WORLD ORDER (NWO)** A conspiracy theory tradition that alleges that a secret elite is controlling events across the globe, for the purpose of world domination and, often, to install a one world government. NWO conspiracy theories provide a grand narrative to which numerous sub-conspiracy theories can be attached. Whilst the NWO tradition frequently incorporates antisemitic tropes, the term has also been used in political and entertainment contexts that are separate from conspiracy theories.



**NIBBER/NIBBA** A corruption of the word “nigger”, it is used online to evade moderation tools.



**NIGGER/NIGGA** A racial slur used for black people. Although the term has been reclaimed by some in the black community, its use by non-black people is still considered deeply offensive, especially when pronounced with a hard R. The word is a widely known slur, and its use does not necessarily indicate contact with the far right. See also: **Jogger, Nibber**



**NO-GO ZONES** A myth alleging that Western cities/towns with large Muslim populations have areas that are off-limits to non-Muslims. The false notion has been popular amongst the far right, and has also been used in the mainstream press. See also: **Creeping Sharia, Eurabia, Islamisation, Londonistan**



**NO POLITICAL SOLUTION** A slogan used by those on the extreme right to disparage the efforts of other far right activists in using democracy to advance their goals. The phrase is a rejection the idea of using electoral politics or organising in favour of violent uprising and terrorism.



**NOSE/THE NOSE/👃** Referring to the common stereotype about the size or shape of Jewish people’s noses, this term is also often used as a pun on the word “knows”. The nose emoji can also be used to provide the same meaning.





**NOTICING/NOTICER** Many antisemites allege that Jewish people are disproportionately responsible for what they perceive as social ills, such as homosexuality or immigration. The term “Noticing” is used to describe the act of noting the Jewish ethnic origin of anyone perceived as engaging in these activities.



ANTISEMITISM

**NS/NAT SOC** Abbreviations for National Socialist, which some on the extreme far right prefer to use in self-description over the term Nazi.



ANTISEMITISM



RACISM/XENOPHOBIA

**OPEN BORDERS FOR ISRAEL** A slogan used to highlight the supposed hypocrisy of Israelis, or all Jews, who are alleged to favour immigration into Western countries whilst heavily restricting immigration into Israel. It is closely related to the **White Genocide** conspiracy theory. See also: **Diversity = White Genocide, Eurabia, The Great Replacement, Kalergi Plan, White Genocide, You Will Not Replace Us**



ANTISEMITISM

**OY VEY!** This exclamation is perhaps the most widely known Yiddish phrase among non-speakers, and is used widely by antisemites when crudely imitating Jewish people to promote antisemitic tropes, or imply Jewish responsibility for a perceived social ill.



ANTISEMITISM

**PAKI** A slur term for Pakistani, but often used to abuse any individual of South Asian, Arabic or Muslim descent. Whilst a highly offensive term, it is widely known in the UK and does not necessarily indicate exposure to the far right.



ISLAMOPHOBIA



RACISM/XENOPHOBIA

**PICK UP ARTIST (PUA)** PUAs, also known as the Seduction Community, is a subculture within the **Manosphere** which seeks to seduce women by using psychology and a supposed understanding of female/male dynamics. The movement has rightly been criticised for widespread sexism and misogyny. See also: **Sexual Market Value (SMV)**



MISOGYNY

**PILPUL** This Hebrew word roughly means “detailed analysis” and is used in religious contexts to describe complex analysis of scripture, but has been appropriated by antisemites to refer to supposedly dishonest propaganda, from those who attempt to deny or rebut antisemitic lines of attack.



ANTISEMITISM

**PIZZAGATE** A groundless conspiracy theory alleging that Hillary Clinton and other Democrats ran an occult child sex ring from the Washington DC pizza restaurant, Comet Ping Pong. The theory developed ahead of the 2016 US Presidential election, and has since become a key pillar of the **QAnon** conspiracy theory, with pizza often used to symbolise child abuse. See also: **Adrenochrome**



CONSPIRACY THEORY

**PLANDEMIC** A term commonly used by COVID-19 conspiracy theorists of varying stripes, but especially those who believe that the virus is a guise for installing totalitarian controls. *Plandemic* is also the name of a viral conspiracy theory documentary about COVID-19. See also: **Agenda 21, New World Order (NWO)**



CONSPIRACY THEORY

**POZZED** Derived from “HIV positive”, it is used to refer to anything considered “gay”, or left-wing.



HOMOPHOBIA

**QANON** A conspiracy theory that claims that President Trump is waging a secret war against a cabal of powerful Satanic paedophiles, alleged to be kidnapping, torturing and even cannibalising children on a vast scale. The theory became increasingly popular in the run up to the 2020 US Presidential election. See also: **Adrenochrome, New World Order (NWO), Pizzagate, Where We Go One, We Go All/ WWG1WGA**



CONSPIRACY THEORY

**RACE TRAITOR** A white person perceived as having betrayed other white people by siding with their supposed enemies. This term can be applied to any white person in an inter-ethnic relationship, or to anyone who opposes far-right politics. See also: **Coalburner, Mudshark**



RACISM/XENOPHOBIA

**RAHOWA** Abbreviation of “Racial Holy War”, a term used by the extreme right to describe their desire for violence or genocide against non-whites.



RACISM/XENOPHOBIA



TERRORISTIC LANGUAGE

**RAPEFUGEE** A racist slur for a refugee alleged to be sexually predatory, although it is often applied as a blanket term for all male refugees. The term is in keeping with a longstanding racist tradition in which foreigners/minorities are presented as posing a sexual threat to white women/children. It became increasingly popular among the far right following the refugee crisis of 2015.



ISLAMOPHOBIA



RACISM/XENOPHOBIA

**READ SIEGE/SIEGEPILLED** The Nazi tract *Siege* advocates for a violent uprising and racial conflict. Of huge importance to contemporary extreme right terrorist groups, those who have read and absorbed the message of the book are sometimes referred to as “Siegepilled”, and newcomers to the movement are recommended to “Read Siege” as an essential part of their radicalisation.



ANTISEMITISM



RACISM/XENOPHOBIA



TERRORISTIC LANGUAGE

**RECONQUISTA** Spanish for “reconquest”, the term refers to the historical expansion of Christendom throughout Spain. It is used in far-right parlance today to refer to the retaking of Europe after the supposed “invasion” of Muslims. The term is popular among followers of Identitarianism, an ideology that advocates for a form of racial separatism. See also: **Deus Vult, The Great Replacement**



ISLAMOPHOBIA



RACISM/XENOPHOBIA

**RED PILL/WHITE PILL/BLACK PILL** A metaphor taken from the 1999 film *The Matrix*, taking the “red pill” refers to the process of becoming enlightened to the true nature of reality, and is often used today to describe the point of radicalisation. This concept has been extended to the “white pill”, which is a fact or argument that inspires optimism, and “black pill” being one that causes despair or nihilism. These terms are most commonly used in the Manosphere, the far right and conspiracy theory circles, but can also be found used outside of that context.

**RELIGION OF PEACE (ROP)** A term used ironically by some Islamophobes to mock the idea that Islam is a non-violent religion, and to suggest that a true following of Islamic scriptures necessitates violence, and especially terrorism. See also: **Cultural enrichment**



ISLAMOPHOBIA

**REMIGRATION** The forced removal and repatriation of non-white/Muslim immigrants. The term is popular among followers of Identitarianism, an ideology that advocates for a form of racial separatism.



ISLAMOPHOBIA



RACISM/XENOPHOBIA

**REMOVE KEBAB “REMOVE KEBAB”** is slang for the ethnic cleansing of Muslims. Originating from an anti-Muslim Serbian propaganda video, it was used in the manifesto of the Christchurch killer who murdered 51 worshippers at a mosque in New Zealand in 2019, whilst also playing the song on his livestream of the attack.



ISLAMOPHOBIA



RACISM/XENOPHOBIA



TERRORISTIC LANGUAGE

**RIGHT WING DEATH SQUADS/RWDS** A term used in celebration of violence against left-wing or minority groups. The term or its initialisation is often incorporated into memes and social media posts.



RACISM/XENOPHOBIA



TERRORISTIC LANGUAGE

**ROASTIE** An insulting term for a vagina, especially that of a woman regarded as promiscuous. It is commonly used in the Manosphere. See also: **Carousel**, **Sexual Market Value (SMV)**



MISOGYNY

**ROTHSCHILDS/ GEORGE SOROS** Wealthy philanthropist George Soros and the Rothschild banking dynasty are common targets for both conspiracy theorists and antisemites, and are often portrayed as sinister, sometimes supernatural global financiers. See also: **New World Order (NWO)**, **QAnon**



ANTISEMITISM



CONSPIRACY THEORY

**SABBATEAN/FRANKIST** The terms “Sabbatean” (sometimes spelled Sabbatian) and “Frankist” refer to two related sects of messianic Judaism that flourished in the 17th and 18th centuries, but no longer exist in any meaningful sense. Conspiracy theorists such as David Icke allege the continued existence of the sects as a secretive religious cult that operates within Judaism, and use the terms for plausible deniability while promoting established antisemitic tropes.



ANTISEMITISM



CONSPIRACY THEORY

**SAINT** \_\_\_\_\_ Some prominent far-right terrorists, such as Anders Breivik, Dylann Roof and Brenton Tarrant, are celebrated in pro-terror far-right online spaces by having their names prefixed with “Saint”, e.g. “Saint Breivik”.



RACISM/XENOPHOBIA



TERRORISTIC LANGUAGE

**SAND NIGGER/SAND PERSON** Racist slurs for people from the Middle East ,and/or Muslims.



ISLAMOPHOBIA



RACISM/XENOPHOBIA

**SCREW YOUR OPTICS** This phrase was originally used by far-right terrorist Robert Bowers shortly before he attacked the Tree of Life synagogue in Pittsburgh. The term is used to promote acts of violence or terrorism in spite of the negative publicity that such events cause to the wider far right.



ANTISEMITISM



RACISM/XENOPHOBIA



TERRORISTIC LANGUAGE

**SEXUAL MARKET VALUE (SMV)** A **Manosphere** term referring to a person's sexual attractiveness. Women's SMV is alleged to be primarily based on physical attractiveness, which is alleged to decline around the age of 30, whilst a man's SMV is alleged to be primarily based on resources, social standing, confidence and self-reliance, peaking later in life. Women are therefore regarded as destined to become childless, miserable "cat ladies" if they do not marry young. The notion is characteristic of the Manosphere's cold, dehumanised view of human relationships as mere bargaining. See also: **Carousel**, **Chad Thundercock**, **Pick Up Artists (PUA)**, **Stacy**, **Incel**



MISOGYNY

**SHABBOS GOY** A shabbos goy is a non-Jewish person who assists a Jewish person by carrying out certain tasks for them on the Sabbath, when their religion might not permit them to carry it out themselves. However, in antisemitic circles a "shabbos goy" is any non-Jew who is perceived as doing the bidding of the Jewish community or the State of Israel. See also: **Goy/Goyim**



ANTISEMITISM

**SHEKELS** A reference to the currency of ancient and modern Israel, the word "shekel" is often used by antisemites to invoke historic smears against the Jewish people of greed, financial misconduct or global economic control. In reference to non-Jews, phrases such as "took the shekel" are used to imply that they are bribed and thus controlled by Jewish people. See also: **Goy/Goyim**



ANTISEMITISM

**SHEMALE** A compound of "she" and "male", used as a slur for a trans- or gender-nonconforming individual. The word is a widely known slur, and its use does not necessarily indicate the influence of the far right. See also: **HeShe**, **Shim**



TRANSPHOBIA

**SHIM** A compound of she and him, used as a slur for a trans- or gender-nonconforming individual. The word is a widely known slur, and its use does not necessarily indicate the influence of the far right. See also: **HeShe**, **Shemale**



TRANSPHOBIA

**SHOAH BUSINESS** This phrase is a reference to the term "show business" and is used to mock what Holocaust deniers see as the "Holocaust Industry", the supposed exploitation by Jewish people of false narratives about the Holocaust for financial and political gain.



ANTISEMITISM



CONSPIRACY THEORY

**SHOAHED** This term refers to the removal of content and accounts from social media, usually for hate speech violations. This is tied to both mockery of the Holocaust and also the trope that all social media companies are controlled by Jewish people.

 ANTISEMITISM

**SHYLOCK** A reference to the name of the Jewish antagonist in *The Merchant of Venice*, Shylock is used as both an epithet for Jewish people and a verb for extortionate moneylending.

 ANTISEMITISM

**SIX TRILLION/GORILLION** This term is used to mock the number of Jewish lives taken in the Holocaust by those who deny the Holocaust. The use of the fictional number “gorillion” is intended to suggest that the actual figure is itself an outlandish claim.

 ANTISEMITISM

 CONSPIRACY THEORY

**SKYPES** Similar to **Kites**, this term is used as a stand-in for the word **Kikes** to avoid automoderation. Created as part of a list of codewords that also includes “Google” for black people and “Yahoos” for Latinos.

 ANTISEMITISM


**THE SMALL HATS** A reference to the kippah/yarmulke, used as a pejorative term for Jewish people.

 ANTISEMITISM

**SNOWFLAKE** A pejorative term for someone who is perceived as overly sensitive to insult and/or with an identity that falls outside socially conservative norms. Whilst popular among the far right, the term has also moved into more mainstream usage. See also: **Social Justice Warrior (SJW)**

**SOCIAL JUSTICE WARRIOR/SJW** A pejorative term for someone who campaigns for progressive causes. Whilst popular among the far right, the term has also moved into more mainstream usage. See also: **Feminazi**, **Snowflake**

**SODOMITE** An archaic term for someone who engages in anal sex, also used as a homophobic slur for gay men. It remains commonly used by the far right.

 HOMOPHOBIA

**SOY BOY** A term used to denigrate liberal or left-wing men as effeminate and lacking in masculine qualities. The term references the myth that soy products, which these men are said to consume, boost oestrogen levels. See also: **Alpha/Beta males**, **Bugman**, **Cuck/Cuckservative**



HOMOPHOBIA

**SPEARCHUCKER** A racial slur for black people.



RACISM/XENOPHOBIA

**STACY** A **Manosphere** term for a young woman considered attractive, popular, but often conceited. She is portrayed as the female counterpart of “**Chad**”, and is resented for ignoring “betas”. See also: **Incel**, **Sexual Market Value (SMV)**



MISOGYNY

**STREET SHITTER** A racial slur for people of South Asian descent. See also: **Designated shitting streets**



RACISM/XENOPHOBIA

**SUPREME GENTLEMAN** A term used by Elliot Rodger, an **incel** who murdered six people in a shooting spree in California, 2014. Rodger hated women, and stated in a video released before the shooting: “I’m the perfect guy and yet you [women] throw yourselves at all these obnoxious men, instead of me, the supreme gentleman”. The term is used to venerate Rodger (although is sometimes also used to mock him). See also: **Incel**, **Manosphere**



MISOGYNY



TERRORISTIC LANGUAGE

**SYNAGOGUE OF SATAN** A biblical reference that is used to claim that either the entire Jewish people, or some subset of it, have been designated as Satan-worshippers in the Bible.



ANTISEMITISM



CONSPIRACY THEORY

**THOT PATROL** “Thot”, an acronym for “that ho over there”, has become a term widely used in modern online slang for a woman considered promiscuous. A “thot patrol” refers to the punishment of women in some way, often by online harassment. The term has become common among the online far right. See also: **Manosphere**



MISOGYNY

**TOWELHEAD** A reference to the turban, “towelhead” is a racist slur variously applied to people from the Middle East, Sikhs, and/or Muslims.



ISLAMOPHOBIA



RACISM/XENOPHOBIA

**TRADWIFE** Short for “traditional wife”, while the word has wider uses, it has become commonly used in the modern online far right to refer to an idealised partner who embodies traditionally feminine norms, such as obedience, modesty and homemaking. See also: **Manosphere**, **Sexual Market Value (SMV)**



MISOGYNY

**TRANNY** An abbreviation of transgender. The word is a widely known slur, and its use does not necessarily indicate the influence of the far right.



TRANSPHOBIA

**TRANSTRENDER** A derogatory term for people who adopt trans or non-binary gender identities, allegedly because they are following an online “trend”. See also: **Attack helicopter**



TRANSPHOBIA

**THE TRIBE** This term is frequently used by Jewish people as a light-hearted reference to their own community, but can also be misappropriated by antisemites, so context must be taken into account.



ANTISEMITISM

**-WAFFEN** This suffix is frequently used in the names of extreme right militant groups or online communities, usually the most violent and hateful groups, such as the Atomwaffen Division.



ANTISEMITISM



RACISM/XENOPHOBIA



TERRORISTIC LANGUAGE

**WE WUZ KANGZ** A term popularised by the alt-right, used in mockery of adherents of the Black Egyptian Hypothesis that holds that Ancient Egyptians were black, but is more widely used in mockery of any celebration of black history and achievements.



RACISM/XENOPHOBIA

**WHERE WE GO ONE, WE GO ALL/ WWG1WGA** Originally appearing in the 1996 action film *White Squall*, the slogan has been adopted by QAnon followers, and is used to express allegiance to the theory, and solidarity with other believers. See also: **QAnon**



CONSPIRACY THEORY

**WHICH WAY, WESTERN MAN?** A term used to indicate a proposed choice that white people must take between the idealised future of far right governance/fascism, and the current unacceptable trajectory of social liberalisation and immigration.



**WHITE GENOCIDE** This term is used to describe a supposed genocide being perpetrated on white people by means of mass immigration and cultural suppression. The term encompasses racism, Islamophobia and often antisemitism. See also: **Diversity = White Genocide, Eurabia, The Great Replacement, Kalergi Plan, Open borders for Israel, You Will Not Replace Us**



ANTISEMITISM



RACISM/XENOPHOBIA



CONSPIRACY THEORY

**WHITE LIVES MATTER (WLM)** Alongside the more mainstream version “All Lives Matter”, the “White Lives Matter” slogan was adopted in protest at the perceived exclusivity of the Black Lives Matter movement. However, White Lives Matter is almost exclusively used on the far right and incorporates narratives of white victimhood.



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**WHITE SHARIA** A term adopted by some white supremacists to refer to an extremely patriarchal version of their desired fascist state, incorporating tenets of Islamic law. White Sharia became popular in some militant Nazi subcultures from the mid-2010s.



ISLAMOPHOBIA



RACISM/XENOPHOBIA

**WOG** An archaic slur from the colonial period, used for non-white peoples. Whilst highly offensive, the word is a widely known slur, and its use does not necessarily indicate the influence of the far right.



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**WOKE TO THE JQ / J-WOKE** “Woke to the JQ”, and its abbreviated form “J-Woke” is a vernacular term describing someone who holds antisemitic beliefs. “JQ” is itself an abbreviated form for **Jewish Question**. Popular in online spaces used by the alt-right.



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**YID/YIDDO** Abbreviation of Yiddish. The term has been reclaimed by some Jewish and non-Jewish supporters of Tottenham Hotspur football club, but many Jewish people still consider it offensive in any context.



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**YOU WILL NOT REPLACE US** Famously chanted at the violent far-right Unite the Right protests in Charlottesville, Virginia, this slogan refers to the **Great Replacement/White Genocide** conspiracy theory. Protestors also changed the words to “Jews Will Not Replace Us”. See also: **Diversity = White Genocide, Eurabia, Kalergi Plan, Open borders for Israel**



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**ZIO** The prefix Zio – is an abbreviation of Zionist and is often applied to terms in order to create antisemitic compound words, such as “ZioNazi”, “ZioPig” or “ZioScum”. While critique of Zionism is not in itself antisemitic, this formula is used almost exclusively in antisemitic contexts and serves to smear Jewish or Israeli people rather than the ideology of Zionism.



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**ZOG/Z.O.G.** An acronym for “Zionist-Occupied Government”, this term originated from the US-based Aryan Nations group and is largely used in the far-right and anti-government militia movements in the US, which hold that the US government is controlled by Jewish and Israeli influence and is illegitimate for that reason.



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## FURTHER SUPPORT

HOPE not hate Charitable Trust offers teachers and other safeguarding professionals the chance to learn from our world class research on the extreme right and has an award winning Education Unit (see below) that is able to deliver high quality workshops in schools on prejudice and discrimination.

However, we are well aware of our expertise and limits as a charity and we are not equipped to offer support on individual cases.

If you are reading this book and have concerns about individual students we would strongly recommend seeking out support from specialist organisations that can help young people who are either caught up in a world of extremism or those who are victims of prejudicial behaviour.

## WORKSHOPS FOR STUDENTS

We work with schools to train teachers and with students to challenge prejudice. The anti-racism work we deliver in schools stems from the Education Unit having grown out of a community organising approach.

Our aim is not just to educate students on racism, but also to be a catalyst towards positive behavioural change in schools across England and Wales, which can act as a springboard towards a more inclusive society.

The overarching aim of the Unit is to enable students to have a holistic understanding of how discrimination works, both in manifestation and in its continuation, and to challenge them on how they can play a role in breaking it.

**“The content was very relatable to all students and managed to challenge their more controversial views without antagonising or judging them.”**

Causeway School (Sussex)

**“Students were able to discuss relevant issues that stretched their thinking.”**

Shelly College (Yorkshire)

**“Our sessions involved activities to build upon our teamwork, communication and business skills, whilst also teaching us about inequality and what it feels like to have no choice or say. It has inspired me to really value what we have and how to help people that don’t have simple necessities like paper, books and an education. So this is why we should help the less fortunate children of our generation.”**

Sophie (Year 9), Forest Hall School (Essex)

**“Real life comparisons and scenarios discussed – this makes it much more relevant to the students”**

Pakefield High School (Suffolk)

**“Relatable to the children and got them actively involved”**

Jo Thuell, Wayland Academy (Norfolk)

**“Students really enjoyed the personal stories Owen used to convey his message. Fantastic sessions and a very important lesson taught!”**

Dave Attrill, Heaton Manor School (Newcastle)

Topic	Target	Aim	Overview
Identity	KS2 - 5	To allow the pupils a chance to explore what identity means to them and the importance of representation and why representation of certain aspects of your identity are more important than others.	<p>Research shows that identity and integration are the biggest factors today that affect attitudes towards those with a different background (race, faith, sexuality, gender, disability).</p> <p>This workshop gets the pupils to explore what contributes towards their own identity and the gaps in representation at a national level, especially with minority groups.</p> <p>We look at statistics that aim to “myth bust” perceptions on the levels of migrants and the BAME community in the UK. As many people wildly over-report these numbers.</p>
Power & Prejudice	KS4 - 5	For pupils to have holistic understanding of what discrimination means on a day-to-day basis and how discrimination, power and inequality are interlinked.	<p>Racism/sexism/homophobia are all ‘bad’ and young people know that. But aside from the core themes, do they really understand how prejudice impacts on a day-to-day level?</p> <p>This workshop develops pupils’ understanding of how inequality often starts from birth, and explores embedded historical power structures in society that prevent genuine equality.</p> <p>We challenge the class on how they could even (unwittingly) be contributing to these inequalities or prejudices without realising.</p>
Harmful Language	KS2 - 4	For pupils to understand the full impact of “lazy” discriminatory language and why it is important to cut it out and challenge others who use it.	<p>Directly challenges the use of discriminatory language, such as “don’t be so gay/girly”.</p> <p>By using the <i>Pyramid of Hate</i>, the workshop educates the class as to how these phrases help re-enforce discrimination and stereotypes as well as normalising prejudice.</p> <p>Aims to firstly encourage the pupils to stop using the phrases and also to empower them to challenge their friends to do the same.</p>
Stereo-typing	KS2 - 5	For pupils to understand why we stereotype (the physiology behind it) and the potential harm this can inadvertently cause.	<p>Stereotyping is a way that our brain has learned to deal with the world. Most of the time it helps our brain to make quick decisions. It’s not the grouping that is bad. What can be harmful is when we think that everyone in a group is the same.</p> <p>This workshop uses games to challenge the assumptions we sometimes make about all the people in one group, and how some of those assumptions can be false.</p> <p>We are able to focus this workshop onto perceptions of what extremists if a school believe their pupils need help on this topic.</p>
Day-to-Day Sexism	KS4 - 5	To counter the “Manosphere” and anti-feminist narrative that is becoming more prevalent online. We ask the simple question “Do we live in a sexist society?”	<p>Based on the <i>Jigsaw</i> teaching method, this workshop covers various aspects of British society (the media, music, social media, sport, film etc.) and looks at how women are portrayed.</p> <p>It is HOPE not hate’s most ambitious workshop to date, and aims to be a true collaborative learning process between the tutor and students.</p> <p>The focus here is to allow the students, through helpful guidance, to analyse how we view women in today’s society and for them to decide if sexism is still a major issue today.</p>

## CPD WORKSHOPS

Programme	Aim	Overview	Length
Prevent/ Safeguarding	For staff to gain a stronger understanding the new extreme right-wing threat online, what the threat is and signs of radicalisation to look out for.	<p>HOPE not hate is the world's leading authority on the extreme right and are giving educational institutions the opportunity to learn from our extensive research built up over decades.</p> <p>Young people are growing up with an ever-growing interwoven digital and "real" life. The digital world offers a whole host of exciting possibilities, but these are unfortunately being exploited by extreme hate groups.</p> <p>To meet this new threat, HNH have put together a comprehensive training session to safeguarding against these new threats as part of your school's Prevent duties</p>	Presentation: 50 mins
Challenging Conversations	To give staff the skills to explore what is behind a pupil's prejudicial behaviour, so they can begin to address the root causes.	<p>At HNH we worry about the dangers of simply "shutting down" prejudicial behaviours in pupils, in a world of the internet where they can fuel their hate without feeling confident to discuss it with an adult for fear of being told off.</p> <p>This workshop using emphatic listening and Socratic questioning to help give staff the right skills to have a challenging conversation with pupils without developing into an argument, so that they can find out where these views are coming from and focus their energy on the origins rather than the symptoms.</p>	Workshop: 60 mins
Becoming Conscious About Unconscious Bias	<p>This session looks a two forms of unconscious bias – <i>confirmation bias</i> and <i>ethnocentric bias</i>.</p> <p>We explore why we have them, how they work and how to adjust for them.</p>	<p>The human brain is hardwired with all sorts of mechanisms that we have evolved to help make the world easier for us to understand.</p> <p>However, as society becomes ever more complex, these simple mechanisms show their flaws and produce various institutional prejudices.</p> <p>Once we understand how and why they work we can then, firstly, make adjustments in our own behaviour and also give teachers more confidence when talking about these sensitive topics.</p>	Workshop: 90 mins





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