





Dear Normie,

Welcome to the *Alt-Reality Lexicon*. This lexicon of neologisms helps the demystification and clarification of the words used by two prominent online subcultures: the *Alt-Right* and the *Manosphere* by translating them from jargon to general language. Both of these groups have had significant roles in recent socio-political developments in Western Society, from the election of President Donald Trump, to the *Unite The Right (Charlottesville) Rally*, to the *Free Speech vs. Political Correctness-debate*.

Every key point in the ideology of online subcultures is mirrored in their expressions, their aesthetic, behavior and in their vocabulary. To gain a deeper understanding of the views of the online far-right it is key to be

*able to understand their language.  
In order to keep conversing about our  
differences the lexicon is meant as a  
door in the walls of the echo chamber  
to open it up to a broader audience.*

*All best,  
The Alt-Reality Lexicon*





Dear Leftist,

Neo-fascism, misogyny, and extreme right ideologies are cultivated in online forums collaboratively and offline lighter versions of the same ideologies are gaining seats in parliament all over the world. Right-wing ideology is expressed with neologisms in nihilist meta-memes and forum-posts which are rapidly evolving and duplicating. Conservatism and socialism are reformed with new styles of media-usage, propaganda, and focus of ideology.

I personally believe a more extreme left will increase polarization. A strong center-left needs to step up and balance society with careful scrutiny of extremism and by building bridges in order to stop a heavily polarized

society from developing further. To understand the online influence on our current political debate and start communicating, it is key to understand the language used. This lexicon is meant to grow into a bridge to close the language gap between normies and the online far-right.

All best,  
The Alt-Reality Lexicon



Dear Pepe,

The right has created quite the impassable forest of online subcultures. A semiotic complexity in which normies will easily get lost.

It probably feels good to be part of a group, to be understood and to have a place where you are accepted. I do think we as a society should discuss the topics you are writing, memeing and marching about. Western Civilization is changing and we do need to decide how we are going to organize our new society. But it has gotten out of hand: the gap between your reality and ours has grown too wide to discuss and solve these issues.

In attempt to bridge that gap this lexicon is, with the help of all kinds of sources, providing a translation of the jargon you created. Starting with the neologisms of those of you



*who are said to belong to Alt-Right and Manosphere subcultures. All in order to keep conversing about our differences and reach some much needed consensus.*

*All best,  
The Alt-Reality Lexicon*



## Why an Alt Reality Lexicon?

In the past two years two online far-right groups have caught the attention of the public eye by influencing a couple of major events in recent history, namely Gamergate, Pizzagate, the election of president Donald Trump and the white nationalist uprising during the Unite The Right (*Charlottesville*) rally. The Alt-Right and the Manosphere are both far right and overlapping subcultures but with a distinct difference in ideology. Both fear a decline in Western Civilization, the Alt-Right through globalism, the Manosphere through feminism. These fears express themselves through extreme xenophobia and misogyny.

The inner workings of these online subcultures could be considered quite hidden even though they communicate on public platforms via forum-posts, memes, blogs and on social media. The clever use of language is full of neologisms that require prior knowledge to fathom. To get a deeper understanding of these groups and to break some of the echo chambers these ideologies are cultivated in, it is key to understand their jargon.

This book is created as a part of an ongoing project which takes the form of a wiki aiming to translate this jargon. The project is part of a graduation project of the MA Experimental Publishing at the Piet Zwart Institute in Rotterdam, The Netherlands by Pleun Gremmen. This publication is the first printed version of the project. It doesn't feign to be complete. As the online lexicon grows, future prints of this lexicon can contain a larger amount of terms, a more crystallized selection of sources and/or the addition of other alt realities.

I started this project when I saw a reappropriation of a Walt Disney song called “*On The Alt Right*” by youtuber Walt Bismarck. In the comments it was named “*The Anthem of the Alt-Right*” by some users. The song was very catchy and soon I was mindlessly singing it when biking around Rotterdam, stopping myself every time when aware. After a few weeks I had to know what the neologisms in the song meant, as I was not extremely familiar with the Alt-Right yet. In the months after I kept collecting more terms as I saw more content. Screenshots of my reappropriation of the video can be found after the lexicon starting from page 126.

There are different existing lexicons to be found online—the most extensive one being the Rational Wiki—but none of them where extensive or flexible enough to be what

I was looking for. It was of importance to me to show different definitions from different sources for each term, so the reader would be triggered to compare and understand how different sources have different underlying bias. In addition I wanted to create a lexicon that although made from a critical point of view, doesn't claim any definition to be the absolute truth. Furthermore the online version could also be used as a database for further development of software. Therefore I started the Alt Reality Lexicon, in the hopes it can grow towards an extended, useful tool.

If you want to be involved in this project as an editor or developer please visit my website [www.pleungremmen.nl](http://www.pleungremmen.nl), send an email to [info@pleungremmen.nl](mailto:info@pleungremmen.nl), or visit the online lexicon at [www.altrealitylexicon.xyz](http://www.altrealitylexicon.xyz)



## Who is the Alt Reality Lexicon about?

At the moment the lexicon provides terms linked to the Alt-Right and the Manosphere. Two subcultures who have created their own reality through strong ideology, identity and language. In the future more Alt Realities could be added.

## Alt-Right

**Alt-Right**—The Alt-Right is a loosely-connected group of white supremacists, neo-nazis, neo-fascists and other far right-wing subcultures from America and Western Europe. They believe that the left is now the predominant political movement of the elites, and has infiltrated our media, universities and governments. In order to conquer these areas back they are reappropriating a transgressive language once used by the left. At the core of their ideology is a fear of the foreign. They believe if the West doesn't act now, the demise of western civilization will be fact rather than fiction being overflowed by other and "lesser" cultures.

*Alt Reality Bubbles, Pleun Gremmen*  
(January 2018)

**Alt-Right**—A euphemism for white supremacy.

*Urban Dictionary, Valerie Morghulis*  
(March 21, 2018)

**Alt-Right**—or 'alternative right' is a name currently embraced by some white supremacists and white nationalists to refer to themselves and their ideology, which emphasizes preserving and protecting the white race in the United States in addition to, or over, other traditional conservative positions such as limited government, low taxes and strict law-and-order. The movement has been described as a mix of racism, white nationalism and populism ... criticizes "multi-culturalism" and more rights for non-whites, women, Jews, Muslims, gays, immigrants and other minorities. Its members reject the American democratic ideal that all should have equality under the law regardless of creed, gender, ethnic origin or race. The Alt-Right have elevated extremism in the GOP.

*Urban Dictionary, Einsteinacapella*  
(August 16, 2017)

**Alt-Right**—, or alternative right, is a loosely-connected and somewhat ill-defined grouping of white supremacists, neo-Confederates, neo-Nazis, neo-fascists, and other far-

right fringe hate groups.

*Wikipedia, x*  
*(March 2, 2018)*

**Alt-Right**—, or alternative right is a ill-defined subset of the American and British political far-right, primarily comprised of white nationalists, Neo-Nazis, and other fringe groups.

*Wikipedia, x*  
*(January 7, 2018)*

**Alt-Right**—, or alternative right is a loosely-connected subset of the American and British political far-right, primarily comprised of white nationalists, Neo-Nazis, and other fringe groups.

*Wikipedia, x*  
*(January 6th 2018)*

**Alt-Right**—The alt-right is an umbrella term describing right wing ideologies that are an alternative to mainstream American conservatism.

*Wikipedia, x*  
*(January 31th, 2016)*

## Manosphere

**Manosphere**—The Manosphere is a subculture which feel after three waves of feminism the pendulum has swung too far in favor of women and it has caused unfair policies and regulations, and a deeply unbalanced sexual marketplace. On different websites, blogs and YouTube they are teaching men to acquire an alpha frame and skills to save Western civilization of its eventual demise caused by feminism and weak beta men.

*Alt Reality Bubbles, Pleun Gremmen*  
*(January, 2018)*

**Manosphere**—The loose collection of blogs, message boards, and other sites run by and/or read by MRAs, MGTOW, PUAs etc and any red pill associated people/groups.

*The Red Pill, MachiavellianRed*  
*(17 Mar 2015)*

**Manosphere**—The term is a neologism, a portmanteau of man and sphere. Another term that has the same meaning is androsphere (from Ancient Greek: ἀνήρ, anēr, genitive ἀνδρός,

andros, "man"). A person who frequents online communities associated with the manosphere is sometimes called a manspherian. On the other hand, a red piller (or redpill) is someone who has shifted from previously held mainstream or feminist persuasions, towards those that are widely held within the manosphere. They sometimes pejoratively refer to their detractors as blue pillers.

Wikipedia, x  
(March, 2018)

**Manosphere**—The manosphere (portmanteau of man and blogosphere) is a name given to an informal network of blogs, websites, and internet commentators who promote an extremely misogynistic and masculist worldview.

Wikipedia, x  
(May 30, 2014)

**Manosphere**—A group of websites made for men to discuss men interests and issues without women nagging them.

Urban Dictionary, Achelexus  
(March 21, 2018)



## **Which sources does the Alt Right Lexicon use?**

Each definition is found online through search via search engines, on forums, blogs and websites. A few of most used sources of the lexicon are to be found on this page. The Alt Reality Lexicon uses a variety of sources, an amount that is still growing with every addition to the online lexicon where the specific source for each definition can be found.

The lexicon doesn't only use sources with left-wing or right-wing bias, but also online encyclopedia like Wikipedia or Dictionaries like Urban Dictionary when available. The use of these websites as sources is controversial, but in this particular case I think the use is justified as it can be a base for comparison. In addition it is very interesting to see what the mainstream definition of a term is, when right-wing subcultures are in a self-proclaimed war against the mainstream.

### **Mainstream Sources**

Know Your Meme (<http://knowyourmeme.com/>)  
Merriam Webster (<https://www.merriam-webster.com/>)  
Urban Dictionary (<https://www.urbandictionary.com/>)  
Wikipedia (<https://www.wikipedia.org/>)

### **Left-wing Sources**

ATTN (<https://www.attn.com/>)  
Buzzfeed (<https://www.buzzfeed.com>)  
Rational Wiki (<https://rationalwiki.org/>)  
SPLC (<https://www.splcenter.org/>)

### **Right-wing Sources**

4chan (<https://www.4chan.org/>)  
Breitbart (<http://www.breitbart.com/>)  
Chateau Hartiste (<https://heartiste.wordpress.com/>)  
Illimitable Men (<https://illimitablemen.com/>)  
MGTOW Wiki (<http://mgtow.wikia.com/>)  
The Rational Male (<https://therationalmale.com/>)  
The Red Pill subreddit (<https://www.reddit.com/r/TheRedPill/>)



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# Term

1

**Term**—Definition.

a

- Bullet Point
- Bullet Point

b

1. Part 1

a. Part a

c

*SUBTITLE*

user 1: “quote.”

d

user 2: “quote.”

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1. ↑ Reference.

Source, Author

(date)

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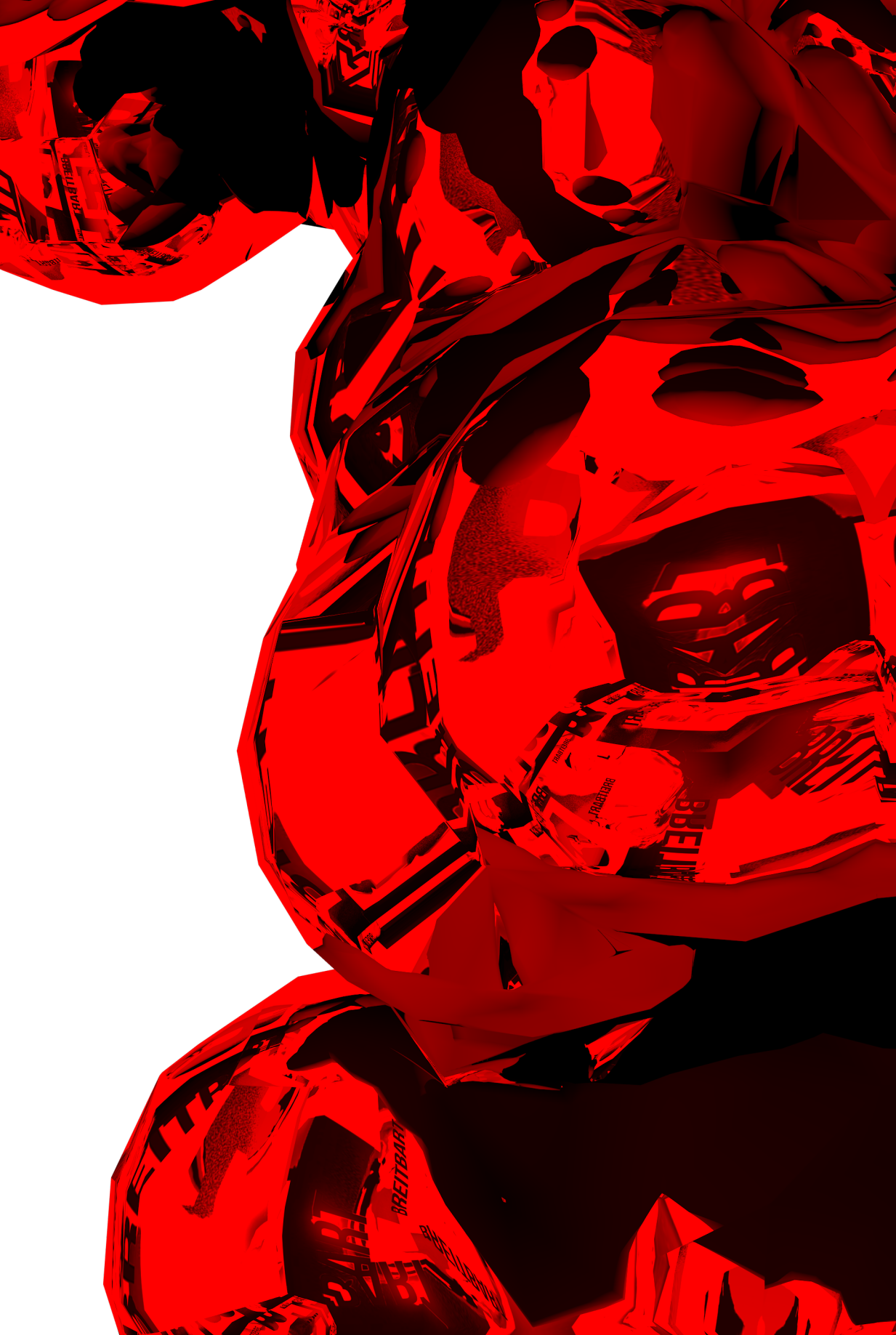
)

TERM

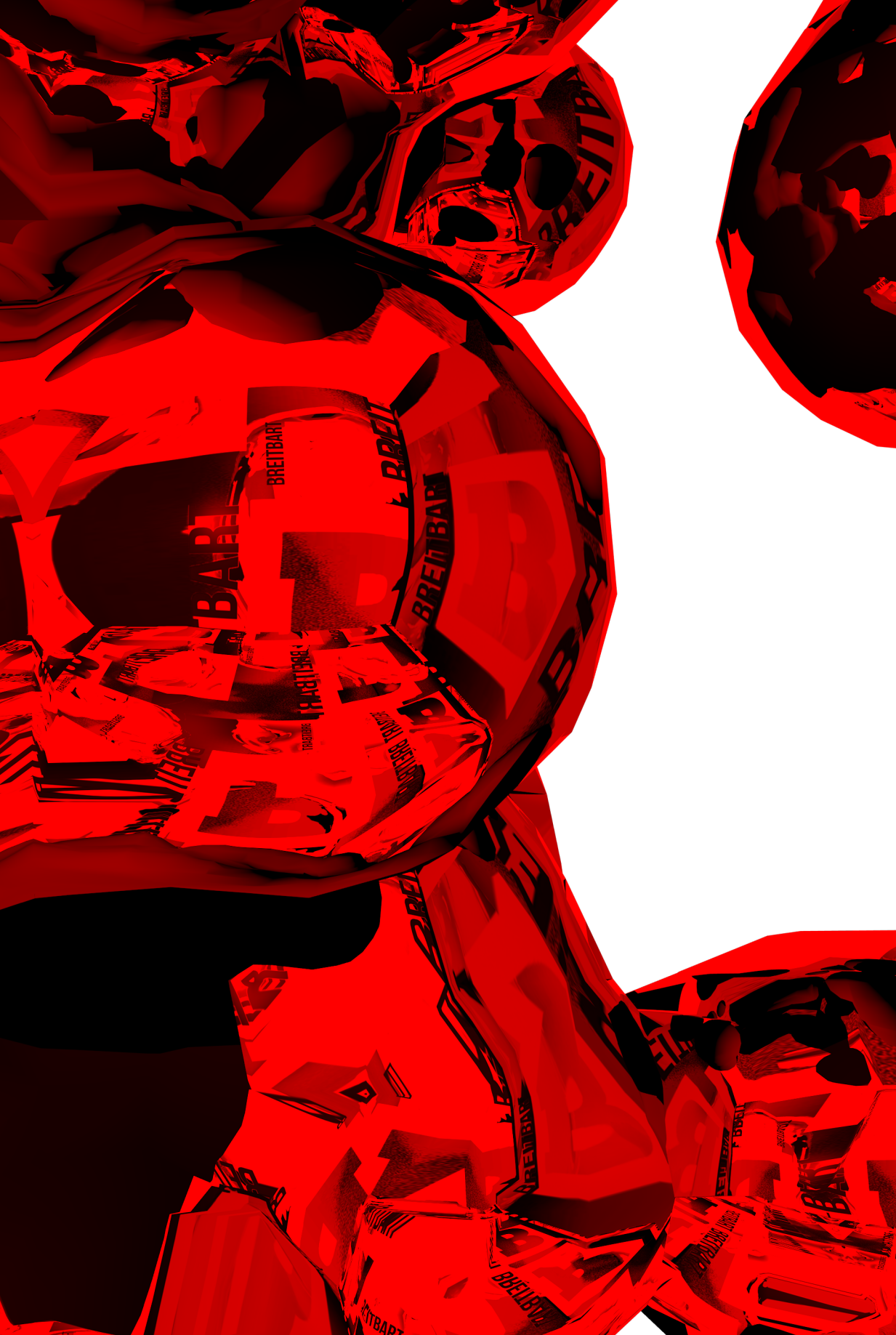
p. nr.











# ((()))

**((()))**—Commonly found on Twitter or other social networks, ((())), aka triple parentheses, are placed around the name of a Jew or person with Jewish ancestry and is often used in a derogatory manner. It was originally used by far right-wing bloggers “The Right Stuff” who explained that it was used to symbolize how Jews' names have \*echoed\* throughout history; also stating that Jews have facilitated multiculturalism and mass immigration in “white nations”.

Its intended usage can be either disparaging towards the person in the parentheses (commonly used by alt-righters) or used ironically by Jews themselves or others who want to mock its usage, much like how Trump supporters have adopted the term “deplorable” to be a term of endearment amongst one another, or to signal that they are a Trump supporter on social media.

Alt righter #1: “Hollywood is filled with a bunch liberal Jew elitists trying to push multiculturalism on the youth!”

Alt righter #2: “Shit, (((Steven Spielberg))) is gonna make a bleeding-heart libtard movie about 'Dreamers' escaping their shitty conditions in Mexico by sneaking over the border and making a living for themselves in America!”

Alt righter #1: “Oh yeah, I heard (((Natalie Portman))) will star in that piece of shit.

I know it will be trash. #BoycottSpeilberg #BuildtheWall #MAGA((( )))”

[Urban Dictionary.](#)

[Apollo moore](#)

[\(January 18, 2017\)](#)

**((()))**—Triple parentheses (also ((echoes))) or coincidence markers) are used to highlight those of Jewish or partial Jewish ancestry, as such: ((NAME)). Users of triple parentheses allege that triple parentheses highlight how much control Jews have over the world, which bears close resemblance to the “International Jewish Conspiracy” conspiracy theory. (Or: It’s a convenient way to poison the well by smearing someone or something as Jewish, in a racist appeal to identity.) Nazi blog The Right Stuff calls these cases “coincidences” in which “Jewish surnames echo throughout history”.<sup>[1]</sup> The hashtag

#Cohencidence (which trended on Twitter for a while) is linked to the idea of coincidence marking, as a portmanteau of the word “coincidence” with the common Jewish surname “Cohen”.<sup>[2]</sup>

Intentionally using triple parenthesis around one’s own name (e.g. on Twitter) is sometimes seen as an act of defiance against the alt-right.

1. ↑ TRS Lexicon

2. ↑ #Cohencidence Hashtag Trends on Twitter

Thanks to David Duke, Assorted Jew Haters by Daniel J. Solomon (November 8, 2016) Forward.

[Rational Wiki, x](#)

[\(x\)](#)

**((()))**—The use of triple parentheses to identify individuals of perceived Jewish ancestry or persuasion emerged in 2016 as an online dog whistle, employed by white nationalists, Neo-Nazis, anti-semites, and followers of the so-called alt-right to single out targets for online harassment.

Its use originated from a podcast produced by The Right Stuff, a white nationalist blog, in which Jewish names were spoken with an echo effect, meant to symbolize the actions of Jews that have “echo[ed] throughout history.” Ironically (or astoundingly), the founder of The Right Stuff was eventually doxed by fellow-neo-Nazis who revealed that his wife is a Jew.

The triple parentheses are meant to represent the echo sound visually and are therefore sometimes referred to as an ((echo)). The triple parentheses have been used to harass and intimidate Jews and others with Jewish-sounding surnames on social media, and has been used by self-avowed supporters of Donald Trump’s presidential campaign to target and harass those of perceived Jewish extraction opposed to Trump’s candidacy.

Because most social media platforms’ search algorithms disregard punctuation, the echo is difficult to ban outright. Despite pledges from Twitter, Facebook, Microsoft and Google to crack down on online hate speech, use of the echo mark has proliferated. A Google Chrome extension known as the “Coincidence Detector,” which added the triple parentheses to a list of common Jewish names, was briefly available and reached more than 2,500 downloads, but it was

removed by Google in early June 2016 for violating the company's hate-speech policy.

In June 2016 the Anti-Defamation League recognised triple parentheses as a form of hate speech. The motif has been adopted as an ironic self-identifier by some Jews and other anti-racists. According to tweets by WikiLeaks, which were subsequently deleted when they sparked outrage, this usage is a "tribalist symbol for establishment climbers" or a "virtue signal" co-opted by "neo-liberal castle creepers".

Wikipedia, x

(x)

**/b/**

**/b/**—is the guy who tells the cripple ahead of him in line to hurry up. /b/ is first to get to the window to see the car accident outside.

/b/ is the one who wrote your number on the mall's bathroom wall. /b/ is a failing student who makes passes at his young, attractive English teacher. /b/ is the guy loitering on Park Ave. that is always trying to sell you something. /b/ is the one who handed his jizz-drenched clothes to Good Will. /b/ is one who introduced you first to Goatse.

/b/ is a hot incest dream that you'll try to forget for days. /b/ is the only one of your group of friends to be secure in his sexuality and say anything. /b/ is the guy without ED who still likes trying Viagra. /b/ is the best friend that tags along for your first date and cock-blocks throughout night. The decent girl you're trying to bag walks out on the date, /b/ laughs and takes you home when you're drunk, and you wake up to several hookers in your house who /b/ called for you. /b/ is a friend that constantly asks you to try mutual masturbation with him. /b/ is the guy who calls a suicide hotline to hit on the advisor /b/ is nuking the hard-drive next time someone knocks on his door. /b/ is the one who left a used condom outside the schoolyard. /b/ is the voice in your head that tells you that it doesn't matter if she's drunk. /b/ is the friend who constantly talks about your mom's rack. /b/ is the only one who understands what the hell you saying. /b/ is someone who would pay a hooker to eat his ass, and only that. /b/ is the uncle who has touched you several times. /b/ is

still recovering in the hospital, after trying something he saw in a hentai. /b/ is the pleasure you feel guilty of when you tried playing with your anus during masturbation. /b/ is wonderful.

Urban Dictionary,

AnonymousIsWatching

(August 11, 2006)

**/b/**—is not of substance, nor time, it is intangible and imperceivable; a paradox of existence. It is where the world's most powerful yet disturbed minds go to roam and contaminate. It is thought to be perceived as horrible even by its regulars, for it is. But to the dark minds that roam /b/, horrible is a mild value. /b/ is darker than Hell's deepest circle after the last ember has been extinguished. /b/ is where minds, dreams, hopes, sanity, innocence and morals die and inexplicable addiction festers.

/b/ is where Earth's darkest minds go to mingle amongst their own kind in a disorganized mess of offensive, random dialogue. /b/'s regulars have seen more gore, genitalia, insanity, racism and pure unfathomable random offensiveness than Zeus, the Greek god of lightning (and fornicating with mortals).

In /b/, gore, genitalia, insanity, racism and pure unfathomable random offensiveness are tangible daggers that are incessantly flying around in a flurry of the darkest inner thoughts of world's darkest minds giving the foundation of a ubiquitous gloom amongst the lost, innocent minds that wander ignorantly unto the realm. /b/ renders the most innocent minds cripplingly depressed and disturbed. /b/ is the man urinating in the corner of a subway car.

/b/ is Jeffery Dahmer.

/b/ is rape and murder.

/b/ is the way its minds see the world.

/b/ is only beginning.

Warning!!!: gut-wrenchingly horrifying, but this IS /b/. (NotSafeForAnywhere)>>> Google: 4chan /b/

Man one: "Dude have you heard of /b/?"

Man two: "No, what is it?"

Man one: "Before I tell you, do you have people in your life who care about you?"

Man two: "Uh... yeah."

Man one: "Then never mind."

Urban Dictionary, /b/roken

(January 08, 2013)

**/b/**—The Africa of the internet, sure there are a few gems but more likely than not you're going to leave scared, stunned, ashamed, and with AIDS. I just went to /b/, now I've gotta go get tested at the clinic.

Urban Dictionary,  
ControversialMatt  
(November 09, 2007)

**/b/**—The “random” board, /b/, follows the design of Futaba Channel's Nijiura board. It was the first board created, and is by far 4chan's most popular board, with 30% of site traffic. Gawker.com's Nick Douglas summarized /b/ as a board where “people try to shock, entertain, and coax free porn from each other.” /b/ has a “no rules” policy, except for bans on certain illegal content, such as child pornography, invasions of other websites (posting floods of disruptive content), and under-18 viewing, all of which are inherited from site-wide rules. The “no invasions” rule was added in late 2006, after /b/ users spent most of the summer “invading” Habbo Hotel. The “no rules” policy also applies to actions of administrators and moderators, which means that users may be banned at any time, for any reason, including no reason at all. Due partially to its anonymous nature, board moderation is not always successful—indeed, the site's anti-child pornography rule is a subject of jokes on /b/. Christopher Poole told The New York Times, in a discussion on the moderation of /b/, that “the power lies in the community to dictate its own standards” and that site staff simply provided a framework.

Wikipedia /b/, x  
(x)

**/b/**—Bam to behold, a public bulletin board, built of both brilliance and barbarity by bastards with boners. This bastion, no mere bulwark of boredom, is a brutal barrage of blistering bullshit, barely benevolent... but behind the bigotry and boobs, beyond the bitter broadcasts of bragging buffoons: here be the body politic. A brotherhood of blasphemy, blessed with more balls than brains, battling the bland, the bogus, the benign. Bedlam? Bring it on. But I babble... better to be brief. You may call me /b/.

Urban Dictionary, Speedie  
(March 17, 2007)

## /pol/

**/pol/**—is a sub-board, on the 4chan image board. /pol/ stands for Politically Incorrect. Topics cover a wide range of subjects, including politics, culture, social issues, religion, law, finance, and current events.

People are free to express themselves anonymously, in challenging, enjoyable, and occasionally quite offensive, debate. The regular posters on /pol/ tend to be a rather conservative, anti-multicultural, and anti-feminist, although a wide range of viewpoints are regularly expressed.

Like it's big brother, /b/ the “random” board, /pol/ is not a place for the faint of heart. The language can be vulgar, the discourse brutal, and no one is given respect, you must earn it, albeit only temporarily. /pol/ is eeeeeevil. Comment on a forum by Omomon

I've seen this a lot on 4chan... a lot on /pol/... don't ask. Comment on a forum by Kyntak

Urban Dictionary, /pol/ly Pulpit  
(October 04, 2013)

**/pol/**—A place where, under the guise of anonymity and extreme free speech, people show their true colors, often disregarding what would be deemed un/correct (and sometimes, straight up illegal) anywhere else. e.g: rolling back on the right of vote of women, deportation of afro-americans to actual Africa, and some things along the lines of “Hitler should have actually killed 6 gorillions jews”, yet always (un)ironically end up to be right while doing so

The most ethnically diverse white supremacists in existence, btw

Urban Dictionary, Kingsquad  
(April 10, 2017)

**/pol/**—(“Politically Incorrect”) is 4chan's political discussion board. A stickied thread on its front page states that the board's intended purpose is “discussion of news, world events, political issues, and other related topics.” /pol/ was created in October 2011 as a rebranding of 4chan's news board, /new/, which was deleted that January for a high volume of racist discussion.

Media sources have characterized /

*pol/* as predominantly racist and sexist, with many of its posts taking an explicitly neo-Nazi bent. The *Southern Poverty Law Center* regards */pol/*'s rhetorical style as widely emulated by white supremacist web-sites such as *The Daily Stormer*; the Stormer's editor, Andrew Anglin, concurred.

*/pol/* was where screenshots of Trayv-on Martin's hacked social media accounts were initially posted. The board's users have started antifeminist, homophobic, transphobic, and anti-Arab Twitter campaigns. Many */pol/* users favored Donald Trump during his 2016 United States presidential campaign. Both Trump and his son, Donald Trump Jr., appeared to acknowledge the support by tweeting */pol/-*associated memes. Upon his successful election, a */pol/* moderator embedded a pro-Trump video at the top of all of the board's pages.

[Wikipedia, x](#)  
(x)

## 1488

**1488**—14 stands for the 14 words, "*We must secure the existence of our people and a future for white children.*" A phrase coined by David Lane, not George Rockwell, who instead started the term white power. 88 Can refer to HH, Heil Hitler, or to another of David Lane's works the 88 precepts. Which is an essay he wrote and is in his book. The other guy was close but still incorrect. 1488 refers to two works written by David Lane while he served his extremely long prison sentence for activities he did with Robert J Matthews and The Order. 1488 is a simplified code for general beliefs of many while power skinheads. White Pride 1488. Free the Order

[Urban Dictionary, Tiny EEB](#)  
(March 23, 2010)

**1488**—White Supremacy Encryption  
14 = the 14 words "*We must secure the existence of our people and a future for white children*" Phrase coined by George Lincoln Rockwell, the founder of the American Nazi Party.

88 = H is the 8th letter of the alphabet ergo

88 = HH = Heil Hitler

WHITE PRIDE WORLD WIDE 1488!

[Urban Dictionary, AsmodeusComplex](#)  
(October 26, 2008)

**1488**—Year 1488 (MCDLXXXVIII) was a leap year starting on Tuesday of the Julian calendar.

[Wikipedia, x](#)  
(x)

**1488**—Anything associated as closely with racism and bigotry as the alternative right will inevitably attract real racists and bigots. Calmer members of the alternative right refer darkly to these people as the "1488ers," and for all their talk of there being "no enemies to the right," it's clear from the many conversations we've had with alt-righters that many would rather the 1488ers didn't exist.

These are the people that the alt-right's opponents wish constituted the entire movement. They're less concerned with the welfare of their own tribe than their fantasies of destroying others. 1488ers would likely denounce this article as the product of a degenerate homosexual and an ethnic mongrel.

Why "1488"? It's a reference to two well-known Neo Nazi slogans, the first being the so-called 14 Words: "*We Must Secure The Existence Of Our People And A Future For White Children.*" The second part of the number, 88, is a reference to the 8th letter of the alphabet – H. Thus, "88" becomes "HH" which becomes "Heil Hitler."

Not very edifying stuff. But if you want to use the 1488ers to tarnish the entire alt-right, you need to do the same with Islamist killers and Islam and third-wave feminist wackos with the entire history and purpose of feminism. Which you might well be fine with—but let's be consistent.

Alt-right vlogger Paul "RamZPaul" Ramsey describes them as "LARPers" or Live-Action Role Players: a disparaging comparison to nerdy nostalgists who dress up as medieval warriors. Paul even goes as far as to suggest some in this "*toxic mix of hooks and ex-cons*" may be there solely to discredit the more reasonable white identitarians.

[Breitbart, ALLUM BOKHARI & MILO YIANNPOULOS](#)  
(29 March, 2016)



# 1st rule of relationship

**1st rule of relationship**—In any relationship, the person with the most power is the one who needs the other the least.

*The Red Pill, bsutansalt*  
(23 Dec 2014)

**1st rule of relationship**—You feel powerless. First rule of any relationship: “the person who needs the other person least holds the most power in the relationship.” When you have oneitis, you tend to give most of your power away like free candy. Until you’re a sniveling Mr. Smithers from *The Simpsons* telling Mr. Burns “I love you, arghhh, stop hitting me!”

*LovePanku, ANONYMOUS FELLA*  
(x)

**1st rule of relationship**—In any relationship, the person with the most power is the one who needs the other the least.

This is a foundation of any relationship, not just intersexual ones, but family, business, etc. relationships as well. It is a dynamic that is always in effect. For my own well being and that of my family’s, I need my employer more than he needs me, ergo I get up for work in the morning and work for him. And while I am also a vital part for the uninterrupted continuance of his company and endeavours, he simply needs me less than I need him. Now I could win the lottery tomorrow or he may decide to cut my pay or limit my benefits, or I may complete my Masters Degree and decide that I can do better than to keep myself yoked to his cart indefinitely, thereby, through some condition either initiated by myself or not, I am put into a position of needing him less than he needs me. At this point he is forced into a position of deciding how much I am worth to his ambitions and either part ways with me or negotiate a furtherance of our relationship.

The same plays true for intersexual relationships. Whether you want to base your relationship on ‘power’ or not isn’t the issue; it’s already in play from your first point of attraction. You are acceptable to her for meeting any number of criteria and she

meets your own as well. If this weren’t the case you simply would not initiate a mutual relationship. This is the first comparison we make with another individual—all it ‘sizing up’ if you like—we make innate (and often unconscious) comparisons about everything and in the case of initial attraction we decide if the other person is acceptable for our own intimacy. From this point it becomes a cooperative negotiation.

This principle isn’t so much about ‘power’ as it is about control. This might sound like semantics, but it does make a difference. It’s very easy to slip into binary arguments and think that what I mean by the cardinal rule of relationships is that one participant must absolutely rule over the other—a domineering dominant personality to a doormat submissive personality. Control in a healthy relationship passes back and forth as desire and need dictate for each partner. In an unhealthy relationship you have an unbalanced manipulation of this control by a partner.

Although control is never in complete balance, it becomes manipulation when one partner, in essence, blackmails the other with what would otherwise be a behavioral reinforcer for the manipulated partner under healthy circumstances. This happens for a variety of different reasons, but the condition comes about by two ways – the submissive participant becomes conditioned to allow the manipulation to occur and/or the dominant one initiates the manipulation. In either case the rule still holds true—he one who needs the other the least has the most control. Nowhere is this more evident than in interpersonal relationships.

Too many people who I counsel and read my posts (here and elsewhere) assume that this Rule means that I’m advocating the maintaining a position of dominance at the expense of their partners; far from it. I do however advocate that people—especially men in particular—develop a better sense of self-worth and a better understanding of their true efficacy in their relationships (assuming you decide to become involved in one). Don’t get me wrong, both sexes are guilty of manipulation; Battered women go back to their abusive boyfriends/husbands and pussy whipped men compromise themselves and their ambitions to better serve

their girlfriend's insecurities. My intent in promoting this Rule is to open the eyes of young men who are already predisposed to devaluing themselves and placing women as the goal of their lives rather than seeing themselves as the PRIZE to be sought after. Compromise is always going to be a part of any relationship, but what's key is realizing when that compromise becomes the result of manipulation, what is in effect, then developing the confidence to be uncompromising in those situations. This is where a firm understanding of the cardinal rule of relationships becomes essential.

There's nothing wrong with backing down from an argument you have with your girlfriend, but there is something wrong when you continually compromise yourself in order to 'keep the peace' with the understanding that she'll withhold intimacy as a result of you holding your ground. That is a power play, also known as a 'shit test'. She initiates it thus becoming the controlling party.

No woman's intimacy (i.e. sex) is ever worth that compromise because in doing so you devalue your own worth to her. Once this precedent is set, she will progressively have less respect for you – exactly opposite of the popular conception that she'll appreciate your compromising for her and reward you for your "sensitivity".

And really, what are you compromising in order to achieve? Set in this condition, her intimacy. That isn't genuine desire or real interest in you, it's a subtle psychological test (that all too many men are unaware of) meant to determine who needs the other more. There is no more a superior confidence for a man than one with the self-understanding that he will not compromise himself for the recognized manipulations of a woman, and the fortitude to walk away knowing he can and will find a better prospect than her. This is the man who passes the shit test. It's called 'enlightened self-interest' – I cannot help others until I can help myself – and a principle I wholly endorse.

*The Rational Male, Rollo Tomassi*  
*(August 19, 2011)*

## Alpha

**Alpha**—Socially dominant. Somebody who displays high value, or traits that are sexually attractive to women. Alpha can refer to a man who exhibits alpha behaviors (more alpha tendencies than beta), but usually used to describe individual behaviors themselves.

*The Red Pill, MachiavellianRed*  
*(17 March, 2015)*

**Alpha**—or Alpha male is a man of high sexual value generally sought after by women and especially so by sluts.

### CHARACTERISTICS

By definition Alphas have high sexual value which is derived from a combination of the following factors,

- Income and wealth
- Status in society
- Status in social group
- Physical fitness
- Personality

True alphas are strong in two or more of the above factors. They are "true" because both males and females will agree that their dominance is valid and those factors make them a desirable member of society even if their sexual values are excluded.

### FAUX ALPHAS

Some males present the appeals of an alpha but those appeals are not supported by fundamentals. Beyond sexual appeals, these individuals are generally useless (or harmful) to the rest of society.

### PICK UP ARTISTS

Pickup Artists or PUA's are men who learned game and knows how to play a woman. PUA's use techniques such as peacocking or mind games to trick a woman into believing he is alpha but the rest of society will see through it. However, some PUA's are also true alphas in their own right and can get the ladies even without game.

### BAD BOYS

Bad boys include criminals, drug addicts and anyone that no employer will consider hiring. Obviously they are bad news for society. However, they offer women the excitement of danger.

*MGTOW wiki, x*  
*(x)*

**Alpha**—c. 1300, from Latin *alpha*, from Greek *alpha*, from Hebrew or Phoenician *aleph* (see *aleph*). The Greeks added -a because Greek words cannot end in most consonants. Sense of “beginning of anything” is from late 14c., often paired with *omega* (the last letter in the Greek alphabet, representing “the end”); sense of “first in a sequence” is from 1620s. In astronomy, the designation of the brightest star of each constellation (the use of Greek letters in star names began with Bayer’s atlas in 1603). *Alpha male* was in use by c. 1960 among scientists studying animals; applied to humans in society from c. 1992.

[Etymology, x](#)  
(x)

**Alpha**—In studies of social animals, the highest ranking individual is sometimes designated as the *alpha*. Males, females, or both, can be *alphas*, depending on the species. Where one male and one female fulfill this role together, they are sometimes referred to as the *alpha pair*. Other animals in the same social group may exhibit deference or other species-specific subordinate behaviours towards the *alpha* or *alphas*.

[Wikipedia, x](#)  
(x)

**Alpha**—Usually used as a term for a badass male who attracts women without trying. His superiority and pure confidence allows him to achieve success. He does not WANT, because he is the WANTED. May also be used to describe a “manly” achievement or situation.

[Urban Dictionary, McSilky](#)  
(September 18, 2012)

## Alpha Fucks/Beta Bucks

**AF/BB**—The sexual duality that modern women display where they pigeonhole males into one of two categories—the “*alpha fucks*” is the attractive man that she will sleep with but will not easily commit to her, and the “*beta bucks*” is the unattractive man who will readily commit to her and provide her with validation and resources. Women

want to sleep with the *AF*, but simultaneously want to acquire resources and validation from the *BB*.

[The Red Pill, rp\\_valiant](#)  
(17 Mar 2015)

**AF/BB**—Basically, *Alpha Fucks* are the *Alpha* dudes who are confident and are in complete control of their own life, the ones girls want. *Beta Bucks* are the nice guys who are providers for the girl, who usually get shit on at some point in the relationship.

[The Red Pill, ThatSpecialPlace](#)  
(14 Sep 2015)

**AF/BB**—*Alpha Fux Beta Bux*, also spelt *Alpha Fucks Beta Bucks* and *AFBB*, describes the phenomenon where females mate with *alpha males* but choose *beta males* as social partners. The *alpha* is used for sex while the *beta* is used for resources.

PRE-MARRIAGE  
(OR CO-HABITATION)

*AFBB* before marriage happens frequently in highschool and college where an aspiring girl will have sex with an *Alpha* who is obviously out of her league. Eventually realizing these *Alphas* will never settle for her, she looks for a willing *Beta* to marry her and pay for her lifestyle.

DURING MARRIAGE  
(OR CO-HABITATION)

*AFBB* happens during marriage when the woman returns to the carousel. These women generally believe that it is her human right to fuck *alphas* and therefore need not apologize if they are ever caught.

The cuckolded *Beta* is literally paying all the expenses while the *Alpha* is getting all the sex.

POST-MARRIAGE  
(OR CO-HABITATION)

*AFBB* continues to happen after separation. At this point the *Beta*’s paycheck has been garnished to pay for the woman’s lifestyle. As such, there is no reason for the woman not to return to the carousel.

SIGNIFICANCE TO MGTOW

*AFBB* is a significant contributor to the *MGTOW* movement.

For *alphas*, *AFBB* reinforces their way of life. Why pay for the cow when the milk is free and the supply is unlimited?

For *betas*, *AFBB* prohibit themselves from pursuing marriage. Why pay the full price



for a damaged good AND be held liable if the good is damaged (which it already was)?

Furthermore, it encourages betas to learn game and become a PUA. This allow betas to enjoy all the benefits of an alpha without having to expend the efforts to become one.

[MGTOW Wikia, SQQ](#)  
(April 12, 2014)

## Alpha Widow

**Alpha Widow**—A woman who's past lover was an "alpha" male • May still fantasize or have lingering feelings for him despite being in a new relationship with a "beta"

[The Red Pill, bsutansalt](#)  
(23 Dec 2014)

**Alpha Widow**—A woman (typically but not necessarily *post-wall*) who has been abandoned by an *Alpha* male. No matter how great her new man is, she will perceive him as failing to meet the standard of the *alpha* she was previously associated with. Due to *hypergammy*, a woman cannot date backwards, once she gets say, a male 8, she cannot date below a male 8 and be happy with him. If she does, she is just using said man for resources (BB) and doesn't really love him. Essentially, a damaged woman accustomed to a tier of man she can no longer attract. See "Post-wall" and "Hypergammy."

[The Red Pill, MachiavellianRed](#)  
(17 Mar 2015)

**Alpha Widow**—This is what we mean when we talk about the consequences of unchecked *hypergammy*. Women fucking around with high *SMU* players end up with fucked up properties and a distorted sense of their own worth, and are no longer *LTR* material as a result. Ladies and gentlemen, I give you the *alpha widow*.

[The Red Pill, down\\_with\\_whomever](#)  
(11 Jan 2015)

## Alt-Left

**Alt-Left**—The *Alt-Left* (also *CTRL-Left*) is a term that The New York Times claims was made up by the right to create a sense of false equivalence between the far right and "anything vaguely left-seeming that they didn't like."<sup>[1]</sup> The term was originally coined by Robert A. Lindsay to describe some on the far-left moving away from identity and social justice politics and moving towards focusing more on Economic Populism.<sup>[2]</sup> It also originated as a term used by centrist and moderate Democrats against the Far-left people within the party (as well as left-aligned independents) who support "progressive ideals" (like pushing Seth Rich murder conspiracies, praising Assad, claiming chemical attacks were false flags, and still denying that Russia meddled in the US election).<sup>[3][4][5][6][7]</sup> The term has even been used by Hannity to describe mainstream media.<sup>[8][9][10]</sup>

The term "regressive left" is often used as a substitute for "alt-left" and a shitty insult for the far-right to use against the far-left ("see? the Left has crazies, too!"). However, the original meaning of the term "regressive left" was as a political epithet against liberals/leftists who allegedly fail to criticize reactionary or ideologically authoritarian elements within radical Islam—or Islam in general, depending on who you talk to—in the name of tolerance, multiculturalism, diversity and/or other forms of alleged Cultural Marxism. The term has also seen some use in leftists who are (seen as being) too friendly towards authoritarian regimes as long as they profess to be "anti-imperialist".

- ↑ *Alt-Right, Alt-Left, Antifa: A Glossary of Extremist Language* by Liam Stack (Aug. 15, 2017) New York Times.
- ↑ <https://robertlindsay.wordpress.com/2015/08/18/proposal-for-an-alternative-left/>
- ↑ <https://www.youtube.com/watch?v=G8noaimoNzk>
- ↑ <http://www.politico.com/magazine/story/2017/08/16/what-is-alt-left-myth-215496>
- ↑ [https://www.washingtonpost.com/blogs/post-partisan/wp/2017/08/17/the-alt-right-didnt-invent-alt-left-liberals-did/?utm\\_term=.9d3d73ec5065](https://www.washingtonpost.com/blogs/post-partisan/wp/2017/08/17/the-alt-right-didnt-invent-alt-left-liberals-did/?utm_term=.9d3d73ec5065)
- ↑ [https://www.vice.com/en\\_us/article/vbbvbx/](https://www.vice.com/en_us/article/vbbvbx/)

stop-saying-alt-left

7. ↑ <http://www.latimes.com/nation/la-na-pol-alt-left-20170816-story.html>

8. ↑ Here's the best thing the media can do when reporting on 'antifa' by Margaret Sullivan (September 3, 2017 at 4:00 PM) The Washington Post.

9. ↑ Sean Hannity: Alt-left media killed journalism in quest to bury Trump (March 16, 2017) Fox News.

10. ↑ Sean Hannity: Alt-left media pushes Russia fantasy despite no evidence (March 14, 2017) Fox News.

[Rational Wiki, x](#)  
[\(x\)](#)

### **Alt-Left—**

1. People, who ban other's freedom of speech, because they feel "uncomfortable" hearing different opinions.
2. People, who physically assault other individuals, and damage both public and private property in the name of "peace" and "love".
3. People, who care more about their selfish desires and arrogant views than about the country they live in.

*Why is everyone so supportive of alt-left destroying our nation? When will finally someone stop those alt-left terrorists?*

[Urban Dictionary, useless.info](#)  
[\(August 16, 2017\)](#)

**Alt-Left**—Researchers who study extremist groups in the United States say there is no such thing as the "alt-left." Mark Pitcavage, an analyst at the Anti-Defamation League, said the word had been made up to create a false equivalence between the far right and "anything vaguely left-seeming that they didn't like."

Some centrist liberals have taken to using this term.

"It did not arise organically, and it refers to no actual group or movement or network," Mr. Pitcavage said in an email. "It's just a made-up epithet, similar to certain people calling any news they don't like 'fake news.'"

On Tuesday, Mr. Trump said the "alt-left" was partly to blame for the Charlottesville violence, during which a counterprotester, Heather D. Heyer, was killed.

[The New York Times, Liam Stack](#)  
[\(Aug. 15, 2017\)](#)

## Alt-Light

**Alt-Light**—The *Alt-Lite* (or *Alt-Light*) is a subfaction of the *Alt-Right* that wants to steer the *Alt-Right* towards more (read: relatively) moderate Trump-esque grounds. The *Alt-Lite* hopes to use this "moderacy" to "re-take" Europe with candidates such as Marine Le Pen and Geert Wilders. The *Alt-Lite* thus hopes to abandon (*overt*) anti-semitism and racism, which upsets the conservative alt-right subfaction. "*Alt-Lite*" is both a pejorative against alt-rightists who aren't racist enough, and a self-description of the *Proud Boys* subgroup.<sup>[1]</sup>

The *Alt-Lite* is willing to embrace most other forms of bigotry: according to the Anti-Defamation League, the alt-lite "embraces misogyny and xenophobia, and abhors political correctness and the left."<sup>[2]</sup>

1. ↑ Gavin McInnes: *What is the Alt-Right?* by Rebel Media (Apr 7, 2017) YouTube.

2. ↑ *From Alt-Right to Alt Lite: Naming the Hate*, Anti-Defamation League  
[Rational Wiki, x](#)  
[\(x\)](#)

**Alt-Light**—A person who is right-wing in a non-traditional sense, but is not into white supremacy like the alt-right. "*Alt-light*" means the person is likely anti-feminist, anti-immigration, and pro-Trump, but is not about to be making seig heils anytime soon. They are also likely anti-SJW and believe that "cultural Marxism" is a grave threat to society. Many are fans of people like Jordan Peterson, Dave Rubin, and Sargon of Akkad.

The key differences between the alt-light types and traditional conservatives or neocons is that they favour an isolationist foreign policy and they have far lower religiosity. They may even be atheists.

My friend has been spending a lot of time on YouTube and appears to have embraced the alt-light... but at least he's not claiming some races are inherently inferior to others.

[Urban Dictionary, ittsslimshady](#)  
[\(June 29, 2017\)](#)

**Alt-Light**—The "*alt-light*" comprises members of the far right who once fell under

the “alt-right” umbrella but have since split from the group because, by and large, racism and anti-Semitism are not central to its far-right nationalist views, according to Ryan Lenz, the editor of Hatewatch, a publication of the Southern Poverty Law Center. Members of the alt-right mocked these dissidents as “the alt-light.”

*“The alt-light is the alt-right without the racist overtones, but it is hard to differentiate it sometimes because you’re looking at people who sometimes dance between both camps,”* he said.

The two groups often feud online over “the Jewish Question,” or whether Jews profit by secretly manipulating the government and the news media.

[The New York Times, Liam Stack \(Aug. 15, 2017\)](#)

## Alt-South

**Alt-South**—Short for “Alternative South”, *Alt-South* is a term coined by Alabama native, anti-Semitic racist, and Occidental Dissent writer Brad Griffin to refer to a sub-section of the alt-right that combines racial Neo-Confederate/Southern Nationalism with the tactics and ideology of the alt-right as an alternative to mainstream conservatism in the South.<sup>[1]</sup> The Identitarian organization *Identity Dixie* (aka “Rebel Yell”) is an *Alt-South* group. Appropriately, just like the alt-right the “alt-south” has a glossary of its own.<sup>[2]</sup>

[Rational Wiki, x \(x\)](#)

**Alt-South**—Following a “Southern Alt-Right” gathering last weekend in Georgia, Brad Griffin, who runs the white nationalist website Occidental Dissent and headlined the event, updated his blog with a flashy new banner and a new brand to sell—the *Alt-South*.

1. ↑ <http://www.occidentaldissent.com/2017/01/30/the-alternative-south/>

2. ↑ Alt-South Lexicon. *Identity Dixie. SPLC, Hatewatch Staff (January 31, 2017)*

## Alt-Tech

**Alt-Tech**—Alt-tech refers to “free speech” internet websites which are alternatives to mainstream internet outlets.

More often than not, these “alt-tech” websites are littered with typical alt-right content since many of them are “free speech websites” (with Rightpedia and GoyFundMe being exceptions) as such even though they don’t explicitly identify as alt-right they sure have plenty of users who endorse and/or push alt-right views. Unsurprisingly, so-called “alt-tech” websites are often vastly inferior to their mainstream counterparts.<sup>[1]</sup>

Some “alt-tech” websites (and their mainstream counterparts):

- PewTube ([YouTube](#))
- Gab.ai ([Twitter](#))
- WrongThink ([Facebook](#))
- Voat ([Reddit](#))
- Rightpedia ([Wikipedia](#))
- Hatreon ([Patreon](#))
- GoyFundMe ([GoFundMe](#))
- WASP.Love ([Dating website](#))

1. ↑ Roose, Kevin, *The Alt-Right Created a Parallel Internet. It’s an Unholy Mess.*, *The New York Times*, 11 December 2017  
[Rational Wiki, x \(x\)](#)

**Alt-Tech**—As the power of information becomes concentrated in the hands of a few major tech companies, new platforms are popping up to challenge their dominance.

These aren’t just alternatives to Google, Facebook and Twitter. They’re also communities that cater to people with fringe views who have been kicked off mainstream sites.

[CNN Tech, Jordan Malter \(November 10, 2017\)](#)

**Alt-Tech**—After Charlottesville, Nazis, white supremacists, and the alt-right have become a lot less welcome on the web. So they’re building their own.

The social network Gab.ai started in August 2016, three months before the world changed. The timing was not a coincidence. Founded in San Mateo, California, by onetime Silicon Valley-based Trump supporter Andrew Torba, a former ad-tech CEO, the network was initially built by just

four people and with no outside investment. Torba, who was once kicked out of the influential startup accelerator Y Combinator for violating its harassment policy, had grown frustrated with what he described to BuzzFeed as the “entirely left-leaning Big Social monopoly” that decided what news deserved to be trending and what did and did not count as harassment on the internet. Now, a year later, Gab has more than 240,000 users and has raised \$1 million via crowdfunding, which it celebrated with a middle-finger tweet to “Silicon Valley elitist trash.”

## Amused Mastery

**Amused Mastery**—The *Rational Male* described *amused mastery* as a way for a man to show a woman that he sees through her actions and that he is amused and entertained by what she’s doing. The man doesn’t take her very seriously and this *amused mastery* aids in dominance for the man and it makes him appear confident.

*The Red Pill, LongSchlongAIDS*  
(11 Jan 2017)

**Amused Mastery**—is the attitude you want to project. Everything she does is cute. All her shit tests are bratty outbursts. Her silly little opinions are adorable. She is there for you to tease and taunt and patronize. Condescend to her at will.

Refusing to take a girl seriously fills her with indignation... and horniness. She’ll chastise you while stroking your thigh lasciviously. They can’t help themselves! It’s almost like women are at battle with their own secret desires, begging you with their eyes to breach their armament and storm their castles.

*Château Hartiste, CH*  
(May 21, 2008)

**Amused Mastery**—a presence of *Amused Mastery* puts you into a position of maturity while still remaining playfully approachable and forcing her to qualify to you by acknowledging your mastery of her (really all women by association). An attitude of *Amused Mastery* implies to a woman that by

virtue of your maturity and/or authority you’ve “seen it all before”, you already know what women mean when they say or do what she is, and it’s amusing to you. You’ll play along, but only so far as to cleverly poke fun at her attempts to get you to qualify to her. It means you never take her seriously, like a bratty younger sister, but also with the presence of mind of a senior *Alpha* male who knows her game before she plays it.

*The Rational Male, Rollo Tomassi*  
(September 14, 2012)

## Anti-Slut Defense

**ASD**—Anti-Slut Defense. In order to not be perceived as a slut by herself or her peers, a woman will often put up some level of resistance to being seduced. This resistance can be overcome with sufficient game and raising the woman’s emotional level to a point where she can no longer resist sex.

*The Red Pill, rp\_valiant*  
(17 Mar 2015)

**ASD**—Women’s internal fear of being judged as a slut by her peers, family, or society. It is also why the creation of plausible deniability before sex is often important so not to appear as if having sex was in any way “her fault”.

*The Red Pill, bsutansalt*  
(23 Dec 2014)

**ASD**—Anti Slut Defense. A condition created by societal programming experienced by women wherein they attempt to avoid sex, even if they want it, so as to not look or feel like a “slut” or “inappropriate” or not like “a lady”. ASD is a cause for major confusion, frustration, and psychological dysfunction in women, since they strongly desire sex but are repeatedly told there is something wrong with it.

ASD often drives women, even very intelligent ones, to extremely irrational behavior and rationalizing. Because ASD is a direct result of exposure to societal programming, ASD grows every year a woman ages, until it maxes out around her early 40s. For example, a 37 year-old woman will easily

have ten times the ASD of a 19 year-old woman.

[Black Dragon Blog, x](#)  
(x)

## Approach Anxiety

**Approach Anxiety**—A combination of fear of rejection and stage fright, aka “Love Shyness”.

[The Red Pill, bsutansalt](#)  
(23 Dec 2014)

**Approach Anxiety**—aka “Super Freeze”. When you see that hot girl and get stuck inside your head you are actually entering a strong freeze response. For many they enter a state of dissociation,( stuck inside your head), and become mentally frozen. The reason this happens is that the hot girl is seen as a threat to their fear of rejection or abandonment. The result is procrastination to approach the girl or brainstorming if they should even talk to her. For some people who have a “super freeze” response exhibit social isolation and heavy daydreaming. You have to understand that social isolation is very unhealthy and can create a “cult” inside your mind. Extreme examples of social isolation are the herbivore boys of Japan that stay in their rooms all day and watch anime for 15 hours a day. In extreme cases, some guys decide to go MGTOW and avoiding women altogether. You have to realize that you can be brave and succeed in the sexual marketplace. The antidote is to work on self love and self compassion and realizing that “you are enough” and “assume attraction”.

[The Red Pill, Mr\\_Badass](#)  
(18 Apr 2018)

**Approach Anxiety**—Very few men don’t feel at least a little anxiety in the moment between seeing a cute girl and thinking over how he’ll introduce himself. (We call those men lacking any approach anxiety, “psychopaths”. Or, “blacks”.) Obviously, some men will be more anxious than others. For these sufferers, a mental or behavioral short circuit that bypasses their anxiety modules can mean the difference between intractable incel and endless samplings from the poon poon platter.

[Chateau Hartiste, CH](#)  
(June 20, 2016)

## Attack Helicopter

**Attack Helicopter**—I Sexually Identify as an Attack Helicopter is a *copyypasta* about a male who dreams of becoming a helicopter. It parodies absurd gender and sexual identification posts often found on forums and blogging sites, most notably Tumblr; exploring the topic by including references to social justice terms like check your privilege.

### ORIGIN

This copyypasta was originally written by Team Fortress 2 user Guuse<sup>[1]</sup> in 2014 on March 17th, and was added to his Pastebin.<sup>[2]</sup>

*I sexually identify as an Attack Helicopter. Ever since I was a boy I dreamed of soaring over the oilfields dropping hot sticky loads on disgusting foreigners. People say to me that a person being a helicopter is impossible and I'm fucking retarded but I don't care, I'm beautiful. I'm having a plastic surgeon install rotary blades, 30 mm cannons and AMG-114 Hellfire missiles on my body. From now on I want you guys to call me "Apache" and respect my right to kill from above and kill needlessly. If you can't accept me you're a heliphobe and need to check your vehicle privilege. Thank you for being so understanding.*

Guuse originally wrote the copyypasta for use as spam by binding it to key terms in game chat rooms during arguments on gender identity politics. In December 2014, Guuse posted a claim of authorship of the copyypasta to his recruitment page on the European Team Fortress Two site.<sup>[3]</sup>

1. ↑ Steam Community – Guuse
2. ↑ Pastebin – Untitled
3. ↑ Urban dictionary – helisexual  
[Know Your Meme, winnington.](#)  
(March 4, 2015)

**Attack Helicopter**—The phrase “I sexually identify as an attack helicopter” and other variants of “I sexually identify as [something transparently ridiculous]” are used to mock people who claim non-binary sexuality or who believe that non-binary genders can exist. The phrase is often accompanied by a long shitpost about the rights the shitposter

allegedly demands due to being [something transparently ridiculous]. Since the alt-right is a movement that partly grew out from chan culture, expect allusions to furies or otherkin. “Apache attack helicopter” is perhaps the most common phrase, as it features in the popular 2014 copy-pasta that coined the joke:<sup>[1]</sup>

“sexually identify as an Attack Helicopter.

Ever since I was a boy I dreamed of soaring over the oilfields dropping hot sticky loads on disgusting foreigners. People say to me that a person being a helicopter is impossible and I'm fucking retarded but I don't care, I'm beautiful. I'm having a plastic surgeon install rotary blades, 30 mm cannons and AMG-114 Hellfire missiles on my body. From now on I want you guys to call me 'Apache' and respect my right to kill from above and kill needlessly. If you can't accept me you're a heliphobe and need to check your vehicle privilege. Thank you for being so understanding.”

1. ↑ Know Your Meme: I Sexually Identify as an Attack Helicopter [Rational Wiki, x](#) [\(x\)](#)

## AWALT

**AWALT**—an acronym for, All Women Are Like That. AWALT can be used to describe a woman when she uses a misandrist example to describe a quite simple acronym.

[Urban Dictionary, JCo79](#)  
(December 06, 2017)

**AWALT**—acronym for All Women Are Like That, propagated and used most commonly on the Reddit sub r/RedPill in response to the feminist hashtag NAWALT.

[Urban Dictionary,](#)  
[Supahbubblez](#)  
(October 28, 2015)

**AWALT**—all Women Are Like That. Often expressed after an example of hypergamy.

[The Red Pill, MachiavellianRed](#)  
(17 March, 2015)

**AWALT**—What is AWALT? Superficially, it's an acronym that stands for “all women are like that.” Psychologically, it's a heuristic for evaluating female mating behaviours. How

is a heuristic defined? Well according to “the free dictionary” it's:

“a usually speculative formulation serving as a guide in the investigation or solution of a problem”

This is exactly what AWALT is, a speculative formation serving as a guide in the investigation of female behaviour. The pseudo-intellectual takes immediate issue with the word “all”, and in their grand pedanticism, immediately ceases investigating the utility of the heuristic.

[Illimitable Men, Anonymous](#)  
(16 Dec 2015)

## Based

**Based**—someone or something that is based is considered to be authoritative, unbiased, and redpilled.<sup>[1]</sup> The alt-right generally describes anyone who promotes racism as “based”.<sup>[2][3]</sup> The term gained mainstream usage through Gamergate's descriptions of pro-Gamergate YouTubers as “based”, although it was originally used by American rapper Lil B the “BasedGod” in a different context; he defined the term that denotes a lifestyle of positivity and tolerance, a complete opposite to the alt-right's appropriation of the phrase. Alt-righters often pair the term with the adjective cuck: something or someone that doesn't accept alt-right views.

1. ↑ Based Ben Garrison? What are Those Red White and Black Flags, Gou?. Archived from the original at reddit because the referenced community was kickbanned for abuse.
2. ↑ Steve 'Based' King Asks MSNBC: What Have Minorities Contributed To Civilization?. Archived from the original at reddit because the referenced community was kickbanned for abuse.
3. ↑ Based Alaska™ on Twitter goes 1488. Archived from the original at reddit because the referenced community was kickbanned for abuse.  
[Rational Wiki, x](#)  
(x)

## Bell Curve

**Bell Curve**—

1. Graph displaying the Intelligence Quotient (IQ) among races, known for its distinct hill-like shape. developed by



anthropologist C.R. Reynolds, it is controversial as it shows certain races like asians being more intelligent than others such as blacks

2. The Bell Curve: book written by Charles Murray and Richard Herrnstein explaining Reynolds research and arguing against the perception that there is no difference in intelligence between races

1. "Jerome sure proves the bell curve is true"

2. "I finished reading 'The Bell Curve' yesterday, it was quite interesting"

Urban Dictionary, Squishmanchu  
(February 25, 2006)

**The Bell Curve**—Intelligence and Class Structure in American Life is a 1994 book by psychologist Richard J. Herrnstein and political scientist Charles Murray, in which the authors argue that human intelligence is substantially influenced by both inherited and environmental factors and that it is a better predictor of many personal dynamics, including financial income, job performance, birth out of wedlock, and involvement in crime than are an individual's parental socioeconomic status. They also argue that those with high intelligence, the "cognitive elite", are becoming separated from those of average and below-average intelligence. The book was controversial, especially where the authors wrote about racial differences in intelligence and discussed the implications of those differences.

Wikipedia, x  
(x)

## Beltway

**Beltway**—Nickname for the highway (I-495) that encircles Washington DC through the surrounding states of Virginia and Maryland.

A defining feature of your DC-respective locale is whether it is inside or outside the beltway. "Inside the beltway" can also refer generically to politics in the US capital city.

Person 1: "I live in DC."

Person 2: "No you don't. You live in Bethesda."

Person 1: "Well, yeah, but it's inside the beltway."

Commuter 1: "Traffic on the beltway

sucked this morning."

Commuter 2: "It always sucks. That's why I take the Metro."

Urban Dictionary, creaternity  
(May 16, 2006)

**Beltway**—

a highway skirting an urban area

1. capitalized : the political and social world of Washington, D.C., viewed especially as insular and exclusive "understanding better than Beltway insiders what really interests voters" —L. I. Barrett

Merriam Webster, x  
(x)

## Beta

**Beta**—Traits of provision: either providing resources or validation to others, women (and perhaps men). Beta traits display low value to women if they are are put on too strong or too early in meeting- giving without equity. Beta can be used to describe individual behaviors, as well as people who have an overwhelming amount of beta properties (opposed to alpha).

The Red Pill, MachiavellianRed  
(17 Mar 2015)

**Beta**—Interchangeable with cuck. Often used along with it. The term refers to "beta male", which in turn means "not alpha male" - alpha male being a concept from the study of lions and other like animals, meaning the leader of the pack, who tends to enjoy greater sexual success. Like the word "cuck", it's probably intended to have humiliating sexual overtones when used to label men in particular. However, since the most obvious translations of "alpha male" into a human social context would be Presidents, Mayors and CEOs, calling someone a "beta male" arguably just means "you're a male human being who isn't a President, a mayor or a CEO... at least, at the present time". Perhaps not quite what they had intended.

Rational Wiki, x  
(x)

**Beta**—men are any man not in the top 90th percentile of male attractiveness.

Qualities that make a male disqualified

for alpha status:

- Under 6" (1.8m) tall.
  - Penis under 6" (15cm) long.
  - Any body shape other than triangle (mesomorph).
- [MGTOW wiki, x](#)  
(x)

## Black Brute

**Black Brute**—The black brute is a racist stereotype that originated in the post-bellum South of the United States. It survives to this day in something of a muted and less overt form, though it's still readily apparent when employed.

[Rational Wiki, x](#)  
(x)

**Black Brute**—Dr. David Pilgrim, a professor of sociology at Ferris State University, wrote, "The brute caricature portrays black men as innately savage, animalistic, destructive, and criminal. . . This brute is a fiend, a sociopath, an anti-social menace. Black brutes are depicted as hideous, terrifying predators who target helpless victims, especially white women."

[Anthony Balducci, abaldu8246](#)  
(Apr. 2015)

**Black Brute**—The criminal stereotype of African Americans in the United States is an ethnic stereotype according to which African American males in particular are stereotyped to be dangerous criminals.<sup>[1]</sup>  
<sup>[2]</sup> The figure of the African-American man as criminal has appeared frequently in American popular culture<sup>[3][4][5]</sup> and has been associated with consequences in the justice system such as racial profiling and harsher sentences for African American defendants in trials.

[Wikipedia, x](#)  
(x)

## Black don't crack

**Black don't crack**—While this originates as a statement related to the ageing process, the alt-right prefers to use it as a reference to the black brute stereotype, using "crack"

as in "give up."

[Rational Wiki, x](#)  
(x)

## Black Pill

**Black Pill**—The Black Pill is the least dialectical of the three. It leads from actual inferiority back to actual inferiority. It is nihilism, but nihilism made flesh calls forth absolute egoism, a sense of the self detached from wider contexts and responsibilities it is this that makes it evil and murderous.

The inferior person can either accept context and therefore inferiority, or fight it. The Blue Piller rejects his future inferiority by retreating backwards into illusion. The Red Piller rejects his present lack of superiority by marching forward through positive consciousness and action to redress the situation. The Black Piller, however, chooses neither the palliatives of illusion nor the challenge of positive action. He stares into the abyss passively because his actions will never be capable of changing it and, as Nietzsche so pertinently observed, the abyss stares back.

[Radix Journal, Colin Liddell](#)  
(x)

**Black Pill**—Why is this blog called "The Black Pill"? Originally, it started out as a blog called OmegaVirginRevolt (which is still evident from the URL), but over time it became clear to me that I had gone beyond a blog called "OmegaVirginRevolt". The name, "OmegaVirginRevolt", had outlived its usefulness. When I first started writing as OmegaVirginRevolt, I believed that we were on the verge of the Mens' Rights Movement (MRM) actually beginning to rollback feminism. While I think that is still true, it is taking longer than I thought. That was because there was additional threats to the MRM besides the main enemy of feminism/women. Since around 2009 or so, the biggest such threat to the advancement of the MRM has been what I call The Paleo-Game Cult, an intersection of the paleo diet, conspiracy theory, Roissysphere game, and several other things. (This has also led me to investigate more how feminists are interested in game and how it could be used

by feminists to block the advancement of the MRM.)

It became clear to me that taking on The Paleo-Game Cult (and other similar threats to the MRM) was the most important thing that can be done right now for the MRM. These groups are trying to attach themselves and take over the MRM for their own purposes which do not benefit men or advance Mens' Rights. I wanted to name the blog with a concept that would encompass all of this. Paragon came up with the idea of "The Black Pill". Lots of people like to use the analogy from the Matrix movies of the "blue pill" and the "red pill". The "blue pill" represents mainstream feminism which is a delusion whereas the "red pill" is supposed to represent the anti-feminist truth. What has happened with the "red pill" is that the concept has been colonized by the Paleo-Game Cult. The "red pill" instead of meaning anti-feminist truth, now means alternate/non-mainstream delusion that still pedestalizes women. It now means non-mainstream feminism of the Paleo-Game Cult form. Just because something isn't mainstream like the Paleo-Game Cult does not make it truth or anti-feminist. The "red pills" believe incorrectly that they are anti-feminist, and the delusion that feminism can be solved using personal solutions. They believe that using game and the paleo diet they can expel feminism from their lives. This is a delusion. When Paragon came up with the idea of the "black pill", he recognized the nature of feminism/women being a systemic problem. Systemic problems have no personal solutions. The "black pill" is about that principle and more. It is about reality as it is and facts. It stands in opposition to both mainstream feminist delusions (the "blue pill") and non-mainstream feminist delusions (the "red pill"). Disagreeing with the mainstream does not automatically make something truth.

For the record, there are those such as A Voice For Men who still use the "red pill" idea. AVFM does not subscribe to the Paleo-Game Cult delusions and is about reality and facts. Even though it calls itself a "red pill" site, AVFM (and many other true MRM sites that call themselves "red pill" sites) are actually "black pill" sites.

The "black pill" represents the main focus

of this blog that provides a true anti-feminist option beyond the mainstream and non-mainstream feminist delusions. Since this is my personal blog, it will also include my personal experiences dealing with feminism and any topic I consider to be related.

[omegavirginrevolt, x](#)

(February 29, 2012)

## Blue Pill

**Blue Pill**—From The Matrix and its sequels. The path of conformity with Society's expectations; the state of being unaware of the problems engendered by society. Compare with "Red Pill," below.

[The Red Pill, MachiavellianRed](#)

(17 Mar 2015)

**Blue Pill**—People that adamantly believe in traditional conservative (*tradcon*) values despite overwhelming evidence that this is no longer an viable option.

[MGTOW wiki, x](#)

(x)

## Blood and soil

**Blood and soil**— Blood and soil (German: Blut und Boden) is a slogan expressing the nineteenth-century German idealization of a racially defined national body ("blood") united with a settlement area ("soil"). By it, rural and farm life forms are not only idealized as a counterweight to urban ones, but are also combined with racist and anti-Semitic ideas of a sedentary Germanic-Nordic peasantry as opposed to (specifically Jewish) nomadism. The contemporary German concept Lebensraum, the belief that the German people needed to reclaim historically German areas of Eastern Europe into which they could expand, is tied to it.

"Blood and soil" was a key slogan of Nazi ideology. The nationalist ideology of Artamanen and the writings of Walther Darré guided Nazi agricultural policies which were later adopted by Adolf Hitler, Heinrich Himmler and Baldur von Schirach.

[Wikipedia, x](#)

(x)

**Blood and soil**— is one of the rallying cries of the alt-right. It is a translation from the German Blut und Boden a phrase which originated in German 19th-century agrarian nationalist-romanticism, and which was adopted by the Nazi Ministry of Food and Agriculture. Under the original Nazis, it indicated then that the original descendants (Blut) belonged to the land (Boden), and was used as a ideology to support the Nazi eugenics program and the Lebensraum ideology. Vanguard America, a white supremacist group, also uses the motto, “blood and soil”. As a symbol, they use either an eagle with a Roman fasces (modern symbol of fascism), or a crossed pair of fasces.

Needless to say, the application of this concept by neo-Nazis to the US is absurd. <sup>[1]</sup> White people are not indigenous to the US. Moreover, white people do not share a unified “blood” as Hitler envisioned it, given that they don’t share a “natural” language or “natural” culture – Italians and Swedes do not speak Italian or Swedish in the US, and only pure Anglo-Saxons can claim English language and culture.

1. ↑ *Why do white supremacists hate Jews? Because we can fight them.* by Danya Rutenberg (August 16 at 6:00 AM) The Washington Post. [Rational Wiki, x](#) ([x](#)).

## Body Agenda

**Body Agenda**— Body Agenda is a shorthand for describing our instinctive sexual desires and instincts that shape our mating habits and sexual strategy. They differ between men and women and that’s okay. To quote Athol Kay: ...your body has its own agenda that it’s pursuing... it wants to make babies... and your highly intelligent homo sapiens brain is in fact a tool it uses to get that job done. To be sure, we can think logically and make decisions, but we’re not nearly as in control of ourselves as we’d like to think we are. Hormones and neurotransmitters are our bodies’ way of telling us what to do.

[The Red Pill, bsutansalt](#)  
(23 Dec 2014)

## Breaking rapport

**Breaking Rapport**—

*QUICK DEFINITION*

The act of actively disagreeing or breaking existing rapport with a girl, for the purposes of showing individual dominance and creating attraction.

*FULL DEFINITION*

Oftentimes guys get “stuck” in a set because they run out of things to say. Another problem is that the set goes “so well and smooth,” but no emotional triggers are being hit. One of the best ways to create attraction is to Break Rapport.

Like good friends do with each other, the ability to stand up for yourself and speak your mind is a powerful attraction trigger. It also shows dominance and the willingness to walk away. Most guys are afraid to Break Rapport in fear of losing the girl. However, the guy who Breaks Rapport shows that he’s not afraid to lose her subconsciously, which can be attractive to her.

Part of seduction is the seducer’s ability to see the girl for who she really is. This allows him to gain control of her by gripping her mind. Without knowing a person’s boundaries or where they stand, it is difficult to know someone. As a natural friend once advised me, “I try to see where there’s a chink in her [social] armor, and a glimpse into her personality. From there, something eventually ‘sticks,’ and we connect on that level going forward.”

[PUAlingo, Vince Lin](#)  
(January 17, 2012)

## Briffault’s Law

**Briffault’s Law**— The female, not the male, determines all the conditions of the animal family. Where the female can derive no benefit from association with the male, no such association takes place.

[The Red Pill, bsutansalt](#)  
(23 Dec 2014)

**Briffault’s Law**—This has been posted a few times, and comes up in comments a lot, but we’ve got a lot of new users here...

**BRIFFAULT’S LAW:**

The female, not the male, determines all

the conditions of the animal family. Where the female can derive no benefit from association with the male, no such association takes place.

There are a few corollaries I would add:

Past benefit provided by the male does not provide for continued or future association.

Any agreement where the male provides a current benefit in return for a promise of future association is null and void as soon as the male has provided the benefit (see corollary 1)

A promise of future benefit has limited influence on current/future association, with the influence inversely proportionate to the length of time until the benefit will be given and directly proportionate to the degree to which the female trusts the male (which is not bloody likely).

[The Red Pill, redpillschool](#)  
(Mar 20, 2013)

**Briffault's Law**—[...] if a woman is receiving no continued flow of benefit, attention, resources from a man.... he ceases to exist to her. A man may be in a personal relationship with a woman, where she may have lived with (or "loved") him under the presumption that it is his inherent personhood which mattered to her.

It didn't.

The "relationship" only exists for as long as he provides a benefit and fills a specific or useful purpose. When that benefit is no longer provided by the male, no relationship (not even a civil or friendly one) takes place. This is why it's possible to live with a woman for years with whom he may think he is "investing" his time and dedication, and once the benefit is no longer provided – or desired, because she found a suitable replacement – she will completely detach herself as if no association ever existed.

[MGTOW, Pivot or Climb](#)  
(Nov 4, 2015)

**Briffault's Law**—Briffault is known for what is called Briffault's law:

The female, not the male, determines all the conditions of the animal family. Where the female can derive no benefit from association with the male, no such association takes place. — Robert Briffault, *The Mothers*,

Vol. I, p. 191

Briffault continues with three points adding to the law:

Even though a woman has accrued past benefits from her relationship with a man, this is no guarantee of her continuing the relationship with him.

If a woman promises a man to continue her relationship with him in the future in exchange for a benefit received from him today, her promise becomes null and void as soon as the benefit is rendered.

A man's promise of a future benefit has limited ability to secure a continuing relationship with a woman, and his promise carries weight with her only to the extent that the woman's wait for the benefit is short and to the extent that she trusts him to keep his promise.

[Wikipedia, x](#)  
(x)

**Briffault's Law**—What this means is that a man cannot simply hand over all the benefits of associating with him over to the woman. He must keep the benefits he bestows upon her under his control, and learn to say no often, as she will naturally try to get him to pass them on to her. No, I won't spend \$100 for roses on Valentine's Day. No, we're not going to Hawaii for a vacation (unless you are paying, Toots!) No, you cannot move in with me. No, you cannot move in now that you've been evicted – that is what your girlfriend's couch or your parent's spare room is for. NO! We won't get be getting married. No! You are not going on the pill so we can have bareback sex. No. No. No. No! NO! NO!

[no-maam.blogspot, No Ma'am](#)  
(JANUARY 23, 2006)

## Brownshirt

**Brownshirt**—Sometimes used to refer to white members of the left, with the implication being that they, like Hitler's paramilitary Brownshirts (*Sturmabteilung*), will be disposed of by the rest of the left when they are no longer "useful".

[Rational Wiki, x](#)  
(x)

# Buchanan

**Buchanan**—A name that deserves the utmost respect. The descendants of a warrior clan in Scotland. A force to not be reckoned with.

Urban Dictionary,  
Sharingan master 77  
(July 21, 2015)

**Buchanan**—One who came from the district of Buchanan, a location near Loch Lomond in Scotland. From the Gaelic elements *buth*, meaning “house” and *chanain*, meaning “of the canon.” 2) An anglicization of the German *buchenhain*, meaning “beech wood.”

David Buchanan was the inventor of the cannon.

Urban Dictionary, Cannonator  
(December 07, 2009)

**Buchanan**—James Buchanan Jr.

(/bjuːˈkænən/; April 23, 1791 – June 1, 1868) was the 15th president of the United States (1857–61), serving immediately prior to the American Civil War. A member of the Democratic Party, he was the 17th United States Secretary of State and had served in the Senate and House of Representatives before becoming president.

Wikipedia, x  
(x)

# Butthurt

**Butthurt**—An inappropriately strong negative emotional response from a perceived personal insult. Characterized by strong feelings of shame. Frequently associated with a cessation of communication and overt hostility towards the “aggressor.” Adam got butthurt when Mike stole his bitch.

Urban Dictionary, Kent  
(19-04-03)

**Butthurt**—One word that is particularly common on the internets is “butthurt,” typically used sarcastically or to ridicule someone who is whining about something they don’t like. I mentioned my distaste for the word to a friend of mine earlier this

week. “I had no idea that the word even meant that,” she said. Her first thought was that it was some rape joke, and she found it to be rather confusing in the context. She had to look it up in order to discern its common meaning. But her first thought was right. It can’t be separated from that meaning, and that’s my problem.

Persephone Magazine, Elfitu  
(January 18th, 2013)

**Butthurt**—is an online slang term used to describe a strongly negative or overemotional response. It is used to draw attention to a person who shows signs of being irritated due to a perceived insult, an unfavorable situation, or a lack of decent communication. On occasions, it can be also used to describe unreasonable users behaviors without an apparent explanation.

## ORIGIN

The term “butthurt” originates from spanking<sup>[1]</sup>, the act of striking the buttocks of another person, which is often seen as a method of punishing a child. Though some cultures view this as an acceptable form of discipline, it can be interpreted as abusive corporal punishment. Online, one of the earliest archived mentions of “butthurt” appeared in a 1998 comment<sup>[8]</sup> posted on the website of Swiss surrealist painter H. R. Giger.<sup>[9]</sup>

“Hollywood has tossed Giger for more talented artists, and even those artist who can emulate his style, without the tears and the hurt butts. If giger reads this I would be amazed, not only that he can comprehend a bunch of letters placed into groups and spaced randomly to create words which in turn create sentences, but that he can even UNDERSTAND the INTERNET! GIGER is LAME. all he can do is rely on his ALIEN paintings to make him famous! Well I used to be impressed until I read all this BUT-THURT he has been going through. Oh poor baby Giger.” The comment was left by a poster named Doug in responding to Giger’s grievance over not being credited as a designer for sequel titles in the Aliens franchise. In the original 1979 film Alien, Giger based the extraterrestrial monsters after one of his 1976 paintings, Necronom IV.

Know Your Meme, Greg McCoral  
(Aug 3, 2009)



## Chad Thundercock

**Chad Thundercock**—the metaphor for the man who never had to study game to be attractive, is often spoken of as a “natural”, but he’s not. There are no “naturals”. We all emerged from a vagina naked and crying like a bitch, covered in goo and with no game whatsoever.

No, what Chad has isn’t an instinctive understanding of game. Nor is it such manliness that he needs none, for again, there is no such thing. What Chad has is confidence, and abundance, and a host of other circumstances that lead to what define Chad: Chad is a man whose life up to this point has made him relaxed and indifferent.

Chad doesn’t have clever techniques for making Katie attracted to him. Chad just doesn’t give a shit, because if she isn’t into him, he’ll give Brittany a call. Or Karen. Chad doesn’t have nerves of steel. He simply doesn’t get approach anxiety, because not only is getting rejected no big deal to him, whether he is attractive isn’t a big deal to him either. Women are like firewood to Chad... if you want some, it’s lying around everywhere... just pick it up.

Indifference is the key element of most of the game we teach here on TRP, and Chad serves as a good exemplar of it. But indifference game is not the only type of game, this is where Chad gets in trouble, because indifference game is the only kind of game Chad has.

This is why you hear all the constant stories of super-alpha exemplar celebrity men being chewed up and spat out in divorce court. Pure indifference game is increasingly ineffective in relationships, and indifference is the only card Chad has to play.

[The Red Pill, Whisper](#)  
(20 Apr 2018)

**Chad Thundercock**—Chad’s are people who float to the top naturally, by way of superior genetics, superior upbringing, luck, whatever it is. But that’s not ever really going to be any of us, because if it was, we wouldn’t have found ourselves on here.

[The Red Pill, Thotwrecker](#)  
(21 Apr 2018)

## Close

**Close**—The apex of an interaction. Often preceded by an indication of the type of close, eg. f-close (full close or fuck close, the interaction led to sex), k-close (*kiss*), #close (receiving phone #).

[The Red Pill, MachiavellianRed](#)  
(17 Mar 2015)

## Coat

**Coat**—Taking their coat means defeating someone in debate or banning them from an Internet forum. Putting on a coat is synonymous with taking the red pill. The terminology began when Trump suggested that a protester be thrown from his rally, without their coat, into the cold.

[Rational Wiki, x](#)  
(x)

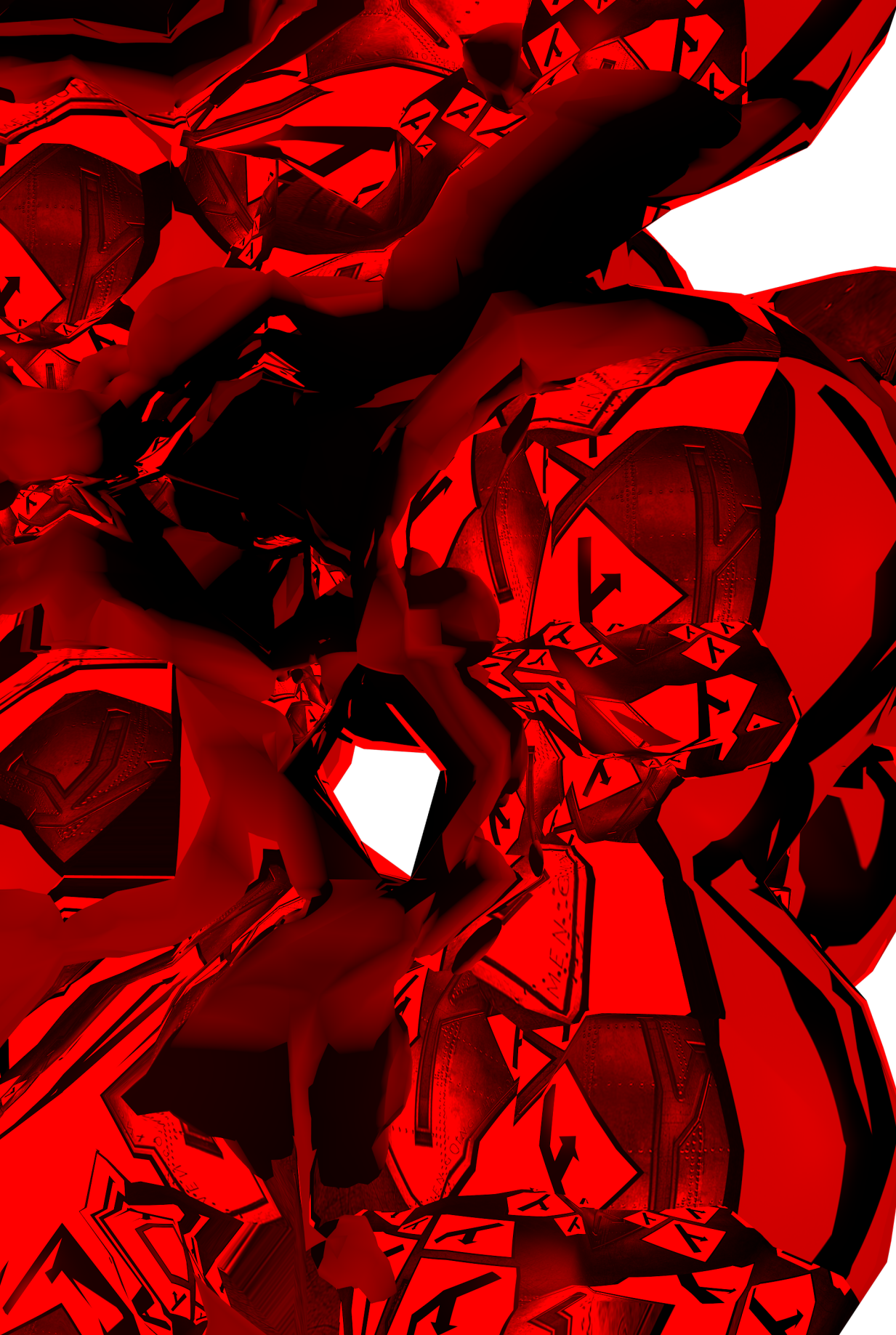
**Coat**—You may find Trump supporters making comments like “take a coat” or “give this man a coat!” and it has nothing to do with fashion or cold weather. In January 2016, at a Trump rally in Burlington, Vermont, Trump was briefly interrupted during a speech by protestors. His response was to basically shrug them off and tell his security to, “throw them out. Throw them out in the cold... don’t give them their coat.” Trump, insistent on keeping their outerwear, continued: “No coats. Confiscate their coats.” Nimble Navigators all over the web have embraced this moment and refer to ‘taking a coat’ as a sort of reward. For example, if one were to say “I’ve switched my support from Bernie Sanders to Donald Trump,” the response would be, “give this man a coat.”

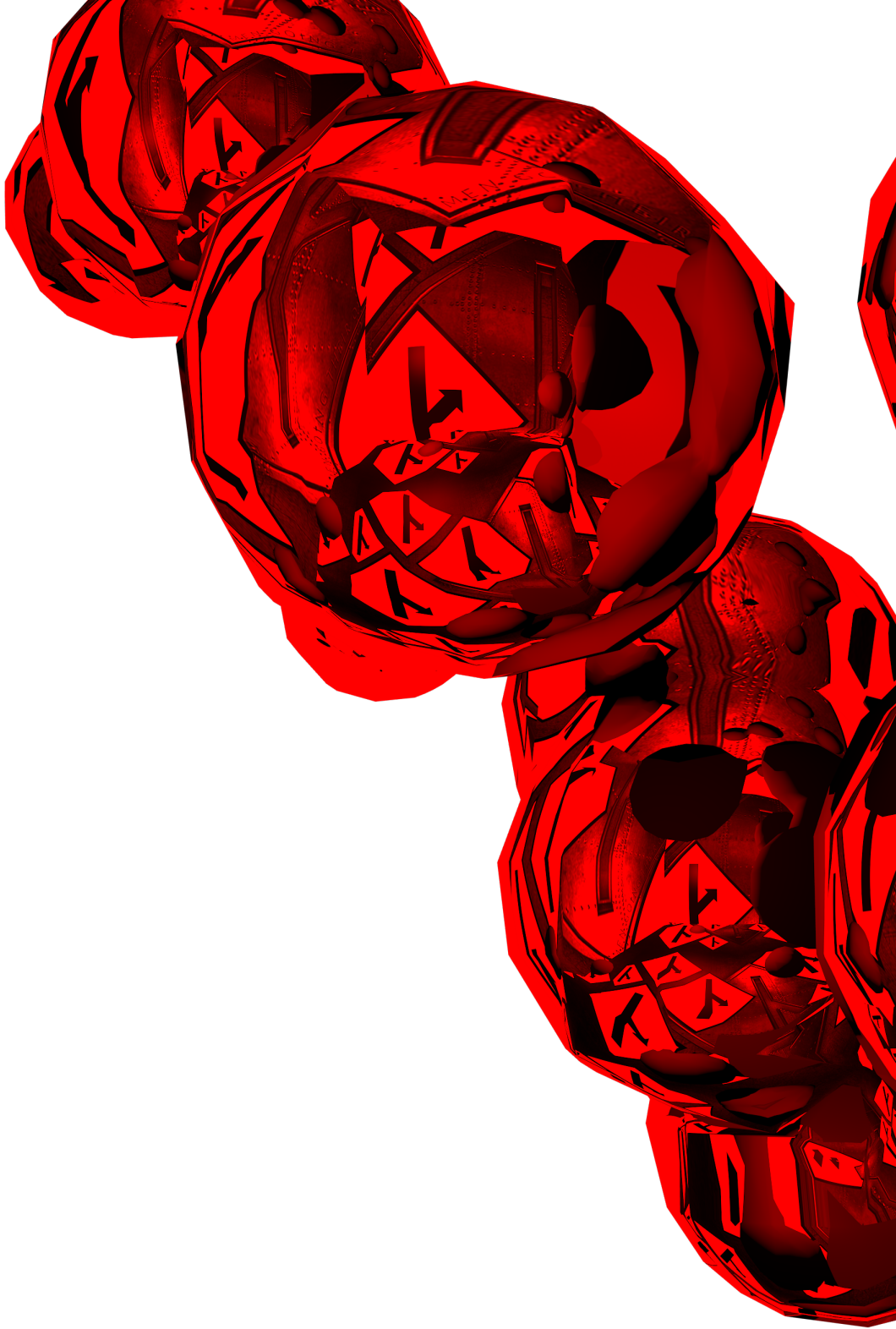
Not wanting to miss a pun opportunity, Reddit’s Donald Trump community has raised over \$15,000 for Operation Warm, an organization that provides coats for families in need.

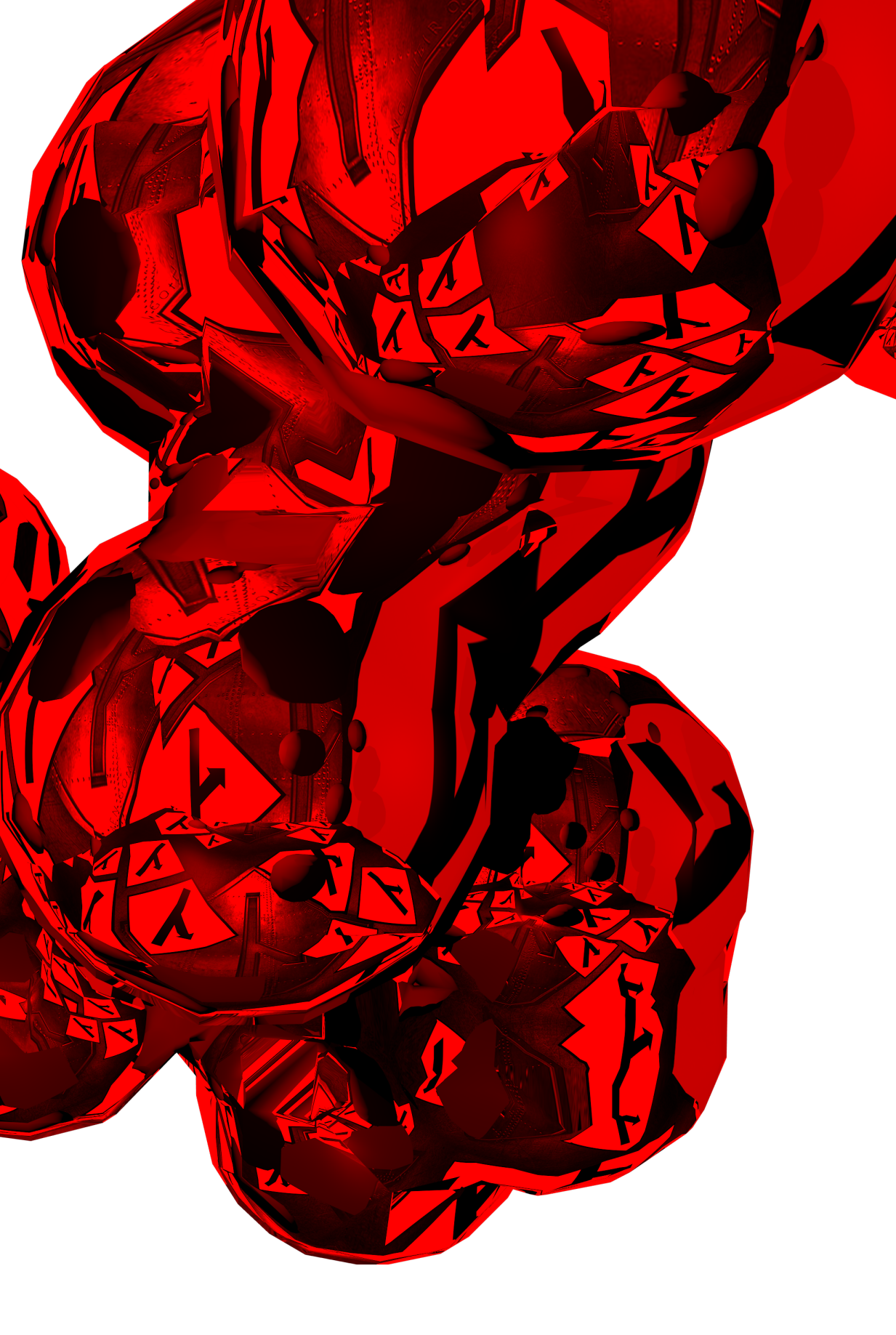
[ATTN, Almie Rose](#)  
(MARCH 25TH 2016)











## Cock Carousel

**Cock Carousel**—or CC. The period of time in a woman's life where she successfully exploits her sexual value and maximizes her hypergamous tendencies by having sex with as many alphas as possible. Usually happens between ages 18 - 27. Often ends when the woman hits the wall.

[The Red Pill](#),  
[MachiavellianRed](#)  
(17 Mar 2015)

**Cock Carousel**—or Carousel is a lifestyle where a woman has sexual relationships. A woman living in this lifestyle is said by incels to be 'riding the carousel'. Such women are incorrectly identified by MGTOW as 'sluts' and 'whores'.

[MGTOW wiki, x](#)  
(x)

## Comfort Test

**Comfort Test**— Similar to a Shit Test, but meant to gauge your level of Beta traits. Typically only encountered in LTRs. While not discussed as often as shit tests, a successful LTR requires that you pass these as well.

[The Red Pill](#),  
[MachiavellianRed](#)  
(17 Mar 2015)

## Covert Contract

**Covert Contract**—An unspoken deal with terms the other party would never agree to. Most typically seen by orbiters trying to negotiate desire: "If I do a favor for her, she'll go out with me."

[The Red Pill](#),  
[MachiavellianRed](#)  
(17 Mar 2015)

**Covert Contract**—A covert contract is when you do things with the expectation of something in return, without the other person's understanding that it's a two-way

arrangement. It leads to horrible resentment because you come across as needy and rarely get what you want.

But almost all "nice guys" do it. I did. When they say, "I love you," in order to get that response back it's a covert contract. When they act needy, giving physical affection or buy gifts in hopes of buying affection in return, that's a covert contract.

[Talk About Marriage, Drover](#)  
(Sept 16, 2012)

**Covert Contract**—A covert contract is an agreement you haven't actually made, but which you believe to be solid. Covert contracts occur when you have a plan in your head, some sort of trade, but it is never explicitly stated, so when it comes time for "payment" and it falls through, you feel cheated, but your spouse is oblivious.

[Uncovering Intimacy, Jay Dee](#)  
(22 Aug, 2014)

## Crybaby

**Crybaby**—Anyone who disagrees with them or their preferred candidate, particularly protesters and people who complain that the alt-right is embracing racism and anti-Semitism.

[The LA Times, JESSICA ROY](#)  
(NOV 16, 2016)

**Crybaby**—A man who lets his wife or girlfriend have sex with other men. Often the man lets her do whatever she wants and treat him like shit.

[Urban Dictionary, KEK FREEDOM FIGHTER](#)  
(June 01, 2017)

## Cuck

**Cuck**—To pleasure and enjoy yourself while watching your girlfriend is getting fucked by other men.

[Urban Dictionary](#),  
[Colvin Da Beast](#)  
(July 19, 2017)

**Cuck**—A man who is desperate for acceptance, approval, and affection from

women. This desperation has led to the compromise of his beliefs and values, the desecration of his dignity and self-worth, and his inability to stand up for himself and what he deserves as a human being, eg. loyalty, fidelity, and honesty in a romantic relationship.

[Urban Dictionary, The Cherit](#)  
[\(August 17, 2017\)](#)

**Cuck**—is a man who's a little bitch. Contrary to the beliefs of the liberal leaning crowd trying to explain something popularized by the conservatives, cuck is used by many races for someone who is spineless and IS derived from cuckold.

[Urban Dictionary, BeardedVillain](#)  
[\(June 03, 2017\)](#)

**Cuck**—A man or woman who watches someone they love get taken by another person or another person flirt with the one they love.

Someone who watches their wife/husband get fucked by another person.

Someone who has leftist views political-speaking.

[Urban Dictionary, Kotafish](#)  
[\(January 09, 2017\)](#)

**Cuck**—A person (usually a man) who lets others (usually women) metaphorically walk all over them in the name of “being a better person”, or as a fetish.

[Urban Dictionary, RW250](#)  
[\(March 29, 2017\)](#)

**Cuck**—A cuck is someone who doesn't hold alt-right views. It is used as a pejorative with absurd frequency. The term “cuck” originates from “cuckold”, which describes a man married to an adulterous woman, in this context in the fetish sense: the implication is seemingly supposed to be that the recipient holds views they know are wrong but is too pathetic to do anything about it. Someone who is not cuckolded is instead based or red-pilled.

[Rational Wiki, x](#)  
[\(x\)](#)

**Cuck**—A cuckservative is a conservative who doesn't hold alt-right views on race and

immigration. Or: they are a conservative who is cuckolded instead of based.

[Rational Wiki, x](#)  
[\(x\)](#)

**Cuck**—A cuckold is the husband of an adulterous wife. In evolutionary biology, the term is also applied to males who are unwittingly investing parental effort in offspring that are not genetically their own.

[Wikipedia, x](#)  
[\(x\)](#)

## Cultural Enrichment

**Cultural Enrichment**—A sarcastic term used by the alt-right to mock those who think immigration from countries that aren't majority white or East Asian is not an inherently bad thing. The term is used as a euphemism for a terrorist attack or problems the alt-right believes are associated with large minority or immigrant populations.<sup>[1]</sup> For example, after the June 2017 London Bridge attack, a likely alt-right account tweeted:

Another day of cultural enrichment in Londonistan. Weaponised vehicles, a few dead people. Sadiq Khan's Londonistan #londonattack.<sup>[2][3]</sup>

1. ↑ Cucktionary Angry White Men.
2. ↑ Londonistan: why is the alt-right so obsessed with a fictional city? New Statesman. June 5, 2017.
3. ↑ <https://twitter.com/leftisthunter/status/871144523501535234>

[Rational Wiki, x](#)  
[\(x\)](#)

**Cultural Enrichment**—A euphemism for problems the alt-right believes are associated with large minority or immigrant populations, including rapes, riots, murders, etc.

[Angry White Men, x](#)  
[\(x\)](#)

## Cultural Marxism

**Cultural Marxism**—Cultural Marxism (also Cultural Bolshevism or Kulturbolschewismus, in the original German and frequently



what the alt-right is talking about when they say “The System”) is a conspiracy theory in which the Frankfurt School (a body of Marxist writings) and critical theory (critiques of society, with some origins in Marx’s work) are the products of leftists’ concerted efforts to (*successfully*) sneak communism into academia and culture at large. In turn, the conspiracy goes, modern gender/race/sexuality/ etc. movements are ultimately grounded in these communist writings—and so they are communist themselves. The theory is absurd. The Frankfurt School was obscure and had a negligible impact on broader society. The methods used by social justice advocates—analyzing society through lenses of class/gender/race/etc.—long precede the Frankfurt school.

Most often the examples of “Cultural Marxism” will be from the so-called Science Wars a period when a bunch of postmodernist critics who really should have known better tried using critical theory on demonstrably accurate scientific principles as if they were social constructs, leading to some truly bizarre claims such as Sandra Harding describing Newton’s Principia Mathematica as a “rape manual”<sup>[1]</sup> or Luce Irigaray’s claim that  $E=mc^2$  is a “sexed equation” that “privileges the speed of light over other speeds that are vitally necessary to us.”<sup>[2]</sup> While this is a thing that definitely existed and still does to an extent, it is not and never was the all-encompassing conspiracy it is painted as, and many of those involved in producing the examples cited have stated they regret their prior work and acknowledge all they did was give ammunition to reactionaries.

In short: social liberalism is actually communism in disguise, and the leftists know it. (Nothing new here!) Calling something Cultural Marxism is an easy way to dismiss it without actually engaging with its arguments.

People who whine about Cultural Marxism often attribute it to a supposed International Jewish Conspiracy.

1. ↑ Sandra Harding, *The Science Question in Feminism*, p. 116
2. ↑ Postmodernism Disrobed, Richard Dawkins, Published in *Nature*, 9 July 1998, vol. 394, pp. 141-143  
[Rational Wiki, x](#)  
(x)

## Dark Triad

**Dark Triad**—or, DT. A combination of three personality traits: Narcissism, Machiavellianism, and Psychopathy. An effective short-term sexual strategy. More in-depth information here.

[The Red Pill, MachiavellianRed](#)  
(17 Mar 2015)

**Dark Triad**—The dark triad is a subject in psychology that focuses on three personality traits: narcissism, Machiavellianism, and psychopathy. Use of the term “dark” implies that people possessing these traits have malevolent qualities

[Wikipedia, x](#)  
(x)

**Dark Triad**—The Dark Triad is an immoral trifecta of personality traits that result in immense personal power. It grants high social status, tight control over interpersonal social dynamics and elicits intense sexual attraction. It’s for these reasons that many men interested in red pill philosophy likewise have an interest in the dark triad and idealise ascertaining the psychological state of “being dark triad” or at least a simulacrum of such a state.

[Illimitable Men, Illimitable Man](#)  
(Nov 17, 2013)

## Dark triad personality

**Dark Triad Personality**—aka why “chicks dig jerks”: A catchall phrase that describes the personality types MANY women are naturally attracted to:

- Narcissistic
- Machiavellian
- Psychopathic

Why are women attracted to these “bad boys”?

[Power-driven \(status\)](#)

- Low neuroticism and extroverted
- Low amounts of empathy and agreeableness
- Not prone to being needy or over investing

In other words they're a challenge and tend to live life by their own rules. Some research on the subject has also shown that Dark Triad personality types are more likely to be successful in business. Furthermore:

- Works best for short-term mating strategy
- Being disagreeable (an asshole) is attractive to women
- Being power-hungry is attractive to women
- Never sweating the small stuff is attractive to women

In other words, being an aloof, uncaring asshole—an amalgamation of all the above traits—makes you optimally attractive to the greatest number of women (in the short term). However, these traits are NOT conducive to emotionally healthy long-term relationships.

*The Red Pill, bsutansalt*  
(23 Dec 2014)

## Deep State

**Deep State**—The deep state is a conspiracy theory that there are a body of people who are secretly manipulating or controlling US government policy, and the President must serve their interests or else risk assassination.<sup>[1]</sup> It serves as a convenient excuse for the alt-right as to why Trump can't get anything done (e.g. It doesn't matter, the deep state are stopping him at all costs and he needs to make sure they don't take him out!).<sup>[2]</sup> Like many alt-right expressions, the term can be used as covert anti-Semitism.<sup>[3]</sup>

1,2. ↑ *Conspiracy theories: deep state assassinated JFK & may be planning Trump's assassination* Inquisitr. March 17, 2017.

3. ↑ *'Alt-Right' Fears 'Deep State' Retribution Against Trump* Southern Poverty Law Center. February 27, 2017.

*Rational Wiki, x*  
(x)

**Deep State**—It has frequently been alleged that the modern Turkish Republic operates on two levels. It has a parliamentary democracy complete with a constitution and regular elections, but there also exists a secret government that has been referred to as the “deep state,” in Turkish “Derin Devlet.”

The concept of “deep state” has recently become fashionable to a certain extent, particularly to explain the persistence of traditional political alignments when confronted by the recent revolutions in parts of the Middle East and Eastern Europe. For those who believe in the existence of the deep state, there are a number of institutional as well as extralegal relationships that might suggest its presence.

Some believe that this deep state arose out of a secret NATO operation called “Gladio,” which created an infrastructure for so-called “stay behind operations” if Western Europe were to be overrun by the Soviet Union and its allies. There is a certain logic to that assumption, as a deep state has to be organized around a center of official and publicly accepted power, which means it normally includes senior officials of the police and intelligence services as well as the military. For the police and intelligence agencies, the propensity to operate in secret is a sine qua non for the deep state, as it provides cover for the maintenance of relationships that under other circumstances would be considered suspect or even illegal.

*The American Conservative,*  
*PHILIP GIRALDI*  
(July 30, 2015)

**Deep State**—The deep state (loosely synonymous with the shadow government<sup>[1]</sup><sup>[2]</sup><sup>[3]</sup>, or occasionally permanent government<sup>[4]</sup> or permanent state<sup>[5]</sup>) is in contrast to the public structures which appear to be directing individual nation states. It is an intensely secretive, informal, fluid network of deep politicians whose deep state milieu effectively amplify their influence over national governments.

The phrase “deep state” derives from the Turkish “derin devlet”. It emerged after the 1996 Susurluk car crash unmasked the Turkish deep state. It experienced a surge of use in 2017, often not in keeping with the meaning attributed by the diplomat who coined the phrase.

1. ↑ <https://www.mediamatters.org/research/2017/03/03/right-wing-media-latch-deep-state-shadow-government-conspiracy-absolve-trump-russia-controversy/215555>

2. ↑ <http://www.zerohedge.com/news/2015-11->



10/deep-state-unelected-shadow-government-here-stay

3. ↑ <https://www.corbetteport.com/deep-state-rising-the-mainstreaming-of-the-shadow-government/>
  4. ↑ [http://www.salon.com/2015/10/21/this\\_is\\_not\\_a\\_democracy\\_behind\\_the\\_deep\\_state\\_that\\_obama\\_hillary\\_or\\_trump\\_couldnt\\_control/](http://www.salon.com/2015/10/21/this_is_not_a_democracy_behind_the_deep_state_that_obama_hillary_or_trump_couldnt_control/)
  5. ↑ <http://www.independent.co.uk/news/world/americas/us-politics/deep-state-what-donald-trump-influence-us-president-control-public-intelligence-military-a7614311.html>
- Wikispooks, x  
(x)

## Degenerate

**Degenerate**—[verb dih-jen-uh-reyt; adjective, noun dih-jen-er-it] verb (used without object), de-gen-er-at-ed, de-gen-er-at-ing.

1. to fall below a normal or desirable level in physical, mental, or moral qualities; deteriorate: *The morale of the soldiers degenerated, and they were unable to fight.*
  2. to diminish in quality, especially from a former state of coherence, balance, integrity, etc.:  
*The debate degenerated into an exchange of insults.*
  3. Pathology. to lose functional activity, as a tissue or organ.
  4. Evolution. (of a species or any of its traits or structures) to revert to a simple, less highly organized, or less functionally active type, as a parasitic plant that has lost its taproot or the vestigial wings of a flightless bird.
  5. to cause degeneration in; bring about a decline, deterioration, or reversion in.
- [more...]

dictionary.com, x  
(x)

**Degenerate**—or degeneracy, is a com-descriptive term used by the alt-right for anything they consider unacceptable in their ideal society.<sup>[1]</sup> The use of the word “degenerate” is an explicit reference to terms used in Nazi Germany such as Degenerate Art} and Degenerate Music.

1. ↑ The alt-right is drunk on bad readings of Nietzsche. The Nazis were too. Vox. August 17, 2017.

Rational Wiki, x  
(x)

**Degenerate**—Someone who is a disgrace to society. A consumer but not a producer. A Taker but not a giver. Someone who has declined in morals and spends most of his/her time partying, having sex, drinking heavily and doing all that while being a general fucking neet.

Urban Dictionary, Dickosaursu  
(March 08, 2017)

## Deplorable

**Deplorable**—Individual Trump supporter. According to Hillary Clinton; One that deserves strong condemnation.

Urban Dictionary, shit&Syphilis  
(September 23, 2016)

**Deplorable**—Definition of deplorable

1. deserving censure or contempt : wretched deplorable living conditions
2. lamentable a deplorable death

Merriam Webster, x  
(x)

**Deplorable**—Just days after Democratic nominee Hillary Clinton said half of Donald Trump’s supporters make up a “basket of deplorables,” some of those supporters are embracing the label. Among those whom Clinton dismissed as the “basket” cases there is a sense of pride in being insulted by the candidate they despise.

USA Today, William Cummings  
(Sept 13, 2016)

## Deus Vult

**Deus Vult**—is Latin for “God wills it”. Deus Vult was the battle cry of the crusaders. Use of the term implies that another crusade is necessary. Saracen is an associated term and was used by medieval Europeans to refer to Muslims, particularly Muslims in former Roman provinces. It’s a pretty good sign you’ve stumbled upon an internet tough guy<sup>[1]</sup> or an alt-lighter attempting to use it in a memetic fashion to hide its racist intentions.

This term may be a bit less trustworthy than others, and it may just be that you've met with an internet historian making a joke. Or both.

1. ↑ <http://i1.kym-cdn.com/photos/images/facebook/001/177/737/2a1.png>  
[Rational Wiki, x](#)  
[\(x\)](#)

**Deus Vult**—Deus lo vult (“God wills it”, “vulgar” form of Latin Deus vult;<sup>[1]</sup> variants Deus le volt, Dieux el volt; Deus id vult, Deus hoc vult, etc.<sup>[2]</sup>) is a Catholic motto associated with the Crusades, more specifically with the Princes’ Crusade of 1096–1099. The phrase appears in the Vulgate translation of the Christian Bible.

1. ↑ manuscripts of Gesta Francorum variously have Deus le volt, Deus lo vult, as well as the “corrected” forms Deus hoc vult and Deus vult. Winter (1890) cites Barth: “Barbaro-latina vulgi exclamatio vel et tessera est. Uideri autem hinc potest, tum idiotismum Francicum propiorem adhuc fuisse latine matrixi”. Winter (1890) comments that the presence of the Romance article (lo, le) was very likely part of the original motto as shouted in Amalfi, as both the author of Gesta Francorum and that of Historia Belli Sacri report it.
2. ↑ Mrs. William Busk, Mediaeval Popes, Emperors, Kings, and Crusaders, Or, Germany, Italy, and Palestine, from A.D. 1125 to A.D. 1268, Volume 1 (1854), 15, 396.  
[Wikipedia, x](#)  
[\(x\)](#)

**Deus Vult**—(Classical Latin for “God wills it”) was the cry of the people at the declaration of the First Crusade by Pope Urban II at the Council of Clermont in 1095 when the Eastern Orthodox Church requested help in defense from the Seljuk invasion of Anatolia.<sup>[1]</sup>

The First Crusade arose after a call to arms in a 1095 sermon by Pope Urban II. Urban urged military support for the Byzantine Empire and its Emperor, Alexios I, who needed reinforcements for his conflict with westward migrating Turks in Anatolia.<sup>[2]</sup>

As you have asked in your question, which showed no sources as to Deus Vult being used recently, (don't worry I got you covered), it is indeed gained use, which I will prove in just a moment.

Crusader Kings has been out for a good

while (3 years) so the current surge in its use has nothing to do with the game. Perhaps it helped popularize the phrase, but other than that it has nothing to do with CK2.

Here are a few examples of this phrase being used: (I apologize as in some of these you might have to scroll down a bit)

- <https://www.youtube.com/watch?v=49lw0ID7zcA>
- <https://www.youtube.com/watch?v=KY2KzjVNoKY>
- <https://www.youtube.com/watch?v=M0d4qM7gCH8>
- <https://www.youtube.com/watch?v=49lw0ID7zcA>

Control+f. As you can see, there is a lot of use for this phrase here. Let's look at what the people say along with it.

*“we're long overdue for another crusade”*

*“Time to remove kebab”*

*“And centuries later, their descendants gave Europe away for nothing so they wouldn't be called racists. The End”*

*“DEUS VULT! must remove the kababs!!!”*

*“We will never let our Europe turn into 3rd world shithole! We will never accept Sharia Law! CRUSADE NOW!! DEUS LO VULT!!!!”*

*“IT'S TIME FOR A NEW CRUSADE, DEUS VULT”*

*“Muslims have always been self proclaimed victims. Killing innocent christians for hundreds of years and when finally the pope calls upon people to finally put an end to it, they bitch and moan to this day they blame us, even now muslims will kill thousands and still say christianity is still dangerous”*

*“As an atheist, I would gladly go on a Crusade with my Christian brothers to get rid of this Islamic plague. DEUS VULT”*

*“IT IS TIME TO BRING BACK THE CRUSADES. GOD BLESS YOU ALL IN THIS DARK TIME. USA.”*

*“RIP FRANCE, RIP ENGLAND overflowed with muslims”*

*“I think its about time we went on another crusade.”*

*“A new order of Knights Templar is needed once again to fight the Islamic hordes plaguing western civilization.”*

Whether or not that sounds like its said in context of CK2 is up to you. You can look for Deus Vult being used in other places in much the same way to refer to anti-islamic beliefs. For example voat (Google deus vult:voat) The current surge of Deus Vult does not seem to be part of CK2, but part of a growing hatred for islamification, proved by simply reading the comments that come with that phrase.

It is used essentially as the christian

version of the meme “Remove Kebab”.

1. ↑ Morwood, J: A Dictionary of Latin Words and Phrases, page 46. Oxford University Press, 1998
2. ↑ Lock, Peter (2006). Routledge Companion to the Crusades. Routledge.  
[Out of the Loop, AkaviriDragon](#)  
[\(Oct 4 2016\)](#)

**Deus Vult**—“Deus Vult” (“god wills it” in Latin) was a battle cry called out by Crusaders at the declaration of the First Crusade in 1095. Online, the historical phrase has gained popularity among fans of the strategy video game series Crusader Kings, as well as the alt-right camp on Reddit’s /r/The\_Donald and 4chan’s /pol/ (politically incorrect) board, typically in the context of discussions relating to Islamic extremism and the moe anthropomorphized humanization character Christ-chan.

The phrase can be seen as the Christian equivalent of “Allahu Akhbar”, an Islamic Arabic expression that is most well-known as the battle cry of Jihadists in Western cultures.

[Know Your Meme, Don.](#)  
[\(Oct 4, 2016\)](#)

## Dindu

**Dindu**—is a contraction of “didn’t do”; dindu nuffin is a contraction of “didn’t do nothing”. Both may be accompanied with he wuz a good boy or notes of requesting gibs (“gives,” as in handouts or compensation). The terms are used as a noun to refer to black people and imply that they are inherently violent and stupid.<sup>[1][2][3][4][5][6]</sup> For example: “The (((media))) tries to portray dindu nuffins as good boys, but they have low IQ and enjoy crime”.<sup>[7]</sup> The terms imply that black people often use these phrases to escape punishment.

1. ↑ <http://archive.is/4C1Xe>
2. ↑ [https://en.wiktionary.org/wiki/dindu\\_nuffin](https://en.wiktionary.org/wiki/dindu_nuffin)
3. ↑ <http://www.urbandictionary.com/define.php?term=Dindu>
4. ↑ <http://www.urbandictionary.com/define.php?term=dindu%20nuffin>
5. ↑ <http://knowyourmeme.com/memes/dindu-nuffin>
6. ↑ <https://www.youtube.com/watch?v=Fc7f-5ve2oII>
7. ↑ [\[ments/686cdb//dgwf7sx\]\(https://www.urbandictionary.com/define.php?term=dindu\_nuffin\)  
\[Rational Wiki, x\]\(#\)  
\[\\(x\\)\]\(#\)](http://np.reddit.com/r/WhiteRights/com-</a></li></ol></div><div data-bbox=)

**Dindu**—Dindu Nuffin is a pejorative term that originated on /pol/ to mock and criticize black people during the numerous riots throughout 2014 and 2015.

### ORIGIN

The phrase “dindu nuffin” is derived from a bastardization of the phrase “didn’t do nothing”, a plea for innocence often used in reference to unarmed black men killed by police. One of the most famous instances of the usage of this phrase can be found in a comic. Detractors often use “dindu nuffins” to refer to sympathizers of the black community. The phrase originated on /pol/ around August 2014, during the riots in Ferguson, Missouri started as a response to the shooting of Michael Brown.

[Know Your Meme, Mister J.](#)  
[\(May 9, 2015\)](#)

**Dindu**—A “du-er” of “nuffin”, meaning a ghetto-dweller, who claims he “dindu -- didn’t do -- anything wrong” (within sight of a security camera or, at any rate, anyplace within the last five minutes). Also known as a thief, a robber, a home invader, a rioter, a looter, a rapist, or a murderer by people with a sense of reality, the dindu is, nevertheless, relatively innocent by rap-culture standards.

The dindu runs when “scared”, which defeats his purpose of not being noticed by the police, but never mind. Liberals embrace the dindu (in spirit) during afternoon BLM rallies but hightail it back to white suburbia after sundown. Nobody likes dindus. If you don’t want to be a “dindu”, don’t steal stuff, hurt people, or otherwise act like a damned fool.

[Urban Dictionary, Aintry](#)  
[\(August 09, 2016\)](#)

## Discussion Club

**Discussion Club**—A “discussion club” is a codeword for an alt-right meeting. The term abuses the alt-right’s use of “free speech” as an all-purpose defense of their activities.<sup>[1]</sup>

1. ↑ His Kampf: Richard Spencer is a troll and an icon for white supremacists. He was also my

high-school classmate. by Graeme Wood (June 2017) [The Atlantic](#).  
[Rational Wiki, x](#)  
(x)

## Display of Higher/ Lower Value

**DHV**—Display of Higher Value, the accomplishment, anything that improves your sexual market value in the eyes of another.  
[The Red Pill, MachiavellianRed](#)  
(17 Mar 2015)

**DLV**—Display of lower value.  
[The Red Pill, MachiavellianRed](#)  
(17 Mar 2015)

## Disqualification

**DQ**—Disqualification. Used by women as an IOD (Indication of Disinterest). Used by PUAs as a method of disarming ASD (Anti-Slut Defense) by appearing to be disinterested.  
[The Red Pill, MachiavellianRed](#)  
(17 Mar 2015)

## Diversity

**Diversity**—

- Diversity (often mangled to dieversity) is a hated word in the alt-right.
- Diversity stands as a synonym for multiculturalism, also hated.
- Diversity is often claimed to be anti-white.
- Diversity is often contrasted with real diversity.  
[Rational Wiki, x](#)  
(x)

**Diversity**—means making sure white males are not in the majority. That's why diversity is only an issue when the demographic is mostly white males. We can't have anything that consists mostly of whites or males only (let alone exclusive to whites or males) yet it's perfectly okay to have student unions for all races except for whites and

perfectly fine to have 9 women's advocacy groups but 0 for men.  
[Youtube, The Ignored Gender](#)  
(16-01-12)

## Dread Game

**Dread Game**—Purposefully inciting jealousy in an LTR by openly getting attention from other women. Soft Dread is similar, but less open. With Soft Dread, the attention doesn't even need to be real. Creating the possibility for female attention is enough to get the hamster going. (If you develop a great body, she knows that other women will find that attractive without having to actually see other women displaying interest.) The purpose of using Dread is to get the target (wife, girlfriend, plate) to step up their game to compete with other interested women.  
[The Red Pill, MachiavellianRed](#)  
(17 Mar 2015)

## Dysgenics

**Dysgenics**—is the study of factors producing the perpetuation of disadvantageous genes and traits in a population's offspring. It is the antonym of eugenics. In alt-right-speak, dysgenics means “too few pure white babies.”<sup>[1][2]</sup>

1. ↑ Trump, backers go full alt-right crazy BPI Cam-pus. October 14, 2016.
2. ↑ “Brown People” Are “Genetically Inferior” Trump Supporter Claims, With No Facts To Prove It Forbes. September 14, 2016.  
[Rational Wiki, x](#)  
(x)

**Dysgenics**—refers to a genetic deterioration of a population or populations and the study of such processes.<sup>[1][2][3]</sup>

It may occur both through internal factors (such as the more intelligent in a population having lower fertility) and/or external factors (such as race mixing with another population with lower intelligence).

A large number of studies on average IQ have stated declining average genotypic IQ in developed countries. Until recently, this has been argued to be concealed regarding average phenotypic (*measured*) IQ by the

environmentally caused Flynn effect. Recent studies and literature reviews have instead stated declining average phenotypic (*measurēd*) IQ in several developed countries with, for example, a study on France stating that measured average IQ declined by 3.8 points during the 1999–2008/9 time period.<sup>[4][5][6]</sup>

Several IQ researchers have expressed very pessimistic views regarding the future of Western civilization due to dysgenic trends.

1. ↑ Richard Lynn. *Dysgenics: Genetic Deterioration in Modern Populations*. 2nd Revised Edition. 2011. Ulster Institute for Social Research
2. ↑ *Dysgenics*. Merriam-Webster. <http://www.merriam-webster.com/medical/dysgenics>
3. ↑ *Dysgenics*. Dictionary.com. <http://dictionary.reference.com/browse/dysgenics?>
4. ↑ Edward Dutton, Richard Lynn. (2015). A negative Flynn Effect in France, 1999 to 2008–9. *Intelligence*, 51, 67–70. <https://www.sciencedirect.com/science/article/pii/S0160289615000653>
5. ↑ Michael A. Woodley of Menie, Curtis S. Dunkel. (2015). In France, are secular IQ losses biologically caused? A comment on Dutton and Lynn (2015). *Intelligence*, 53, 81–85. <https://www.sciencedirect.com/science/article/pii/S0160289615001221>
6. ↑ Dutton, E., van der Linden, D., & Lynn, R. (2016). The negative Flynn Effect: A systematic literature review. *Intelligence*. [metapedia, x](https://www.sciencedirect.com/science/article/pii/S0160289615001221)  
[\(x\)](#)

## Edgelord

**Edgelord**—(informal, pejorative, Internet slang) Someone who attempts to seem edgy by doing or saying risqué or offensivethings. [Wikitionary, x](#)  
[\(x\)](#)

**Edgelord**—An edgelord is a participant in an internet forum whose contributions are deliberately designed to be offensive. The term is mostly used in a pejorative sense to describe someone who makes outrageous statements in order to appear “edgy” or “cool”, when in reality they come off as an idiot or troll, making baseless statements in order to disrupt conversations.

Edgelords may express nihilistic opinions, appear pretentious, and appear to be

expressing their outrageous opinions solely for the purpose of getting others to notice and respond to them.<sup>[1]</sup>

The general concept of edgelords originated in the dark corners of the internet and chan culture. The term appears to have thrust itself into the internet mainstream with the publication of Sarah Nyberg’s article “I’m Sarah Nyberg, and I Was A Teenage Edgelord” in the fall of 2015, during the peak of the Gamergate shitstorm, and has been in steady use ever since.<sup>[2]</sup>

1. ↑ What exactly is an edgelord? reddit.com, 3 January 2017.
2. ↑ Google Trends data for the term “edgelord”. [Rational Wiki, x](#)  
[\(x\)](#)

**Edgelord**—Someone, especially posting on the internet, who uses shocking and nihilistic speech and opinions that they themselves may or may not actually believe to gain attention and come across as a more dangerous and unique person. Most Edgelords are teenagers trying to seem overly cool and/or over-casually apathetic.

[Urban Dictionary, MontethePython7](#)  
[\(February 25, 2017\)](#)

## Edgy

**Edgy**—Synonym for alt-right. Often used to imply they’re not actually white supremacists and are just doing all that stuff to shock the normies. The tendency for this claim to be true is inversely proportional to the age of the speaker. This word is also used in the wider internet culture as an insult to someone who attempts to be overly cool or dark. These people may also be referred to as “Edgelords,” so as with Deus Vult, pay attention to context.

[Rational Wiki, x](#)  
[\(x\)](#)

## Ethno-demographics

**Ethno-Demographics**—We believe that Demography is Destiny— In order to preserve a nation or culture you must preserve the type of Man that created it. The notion that a State could replace one ethnic group with

another and achieve identical outcomes strikes us as absurd. The more the US looks like Brazil, the more the US will function like Brazil.

[Debate the Alt-Right, x](#)  
(x)

## Fashwave

**Fashwave**—is a fascist variant of the non-racist genre of electronic music called Vaporwave. While its songs don't necessarily have lyrics they make up for it with stock footage, catchy tunes, and cover art demonstrating Nazism. It's frequently used by alt-right outlets such as The Daily Stormer under their "Fashwave Fridays" block.

[Rational Wiki, x](#)  
(x)

**Fashwave**—Fashwave is championed on the same forums that gave voice to the so-called alt-right movement that aggressively supported Donald Trump's presidential campaign, including the Daily Stormer, The Right Stuff, and the National Policy Institute. It's the intuitive musical expression of that movement's less self-serious, more sardonic tone, and has roots in the online imageboards, video games, and sci-fi propagated among young, white racists on the outer perimeters of the internet. Just as the alt-right surprised mainstream observers this year by effectively organizing to advance its political vision, it has now set its sights on remaking culture, consolidating around and promoting a music scene it can call its own.

Cybernazi, who declined to be interviewed by BuzzFeed News, is the most popular fashwave artist, with around 300,000 streams on YouTube (an earlier genre tag of his was more on the nose: "hitlerwave"). But there are several other fashwave artists that have surfaced in the age of Trump, with several dozen fashwave songs and playlists currently available online. Spread across YouTube, SoundCloud, and Bandcamp, it's theme music made by young, straight, white men who believe they've met their moment.

[Buzzfeed, Reggie Uqwu](#)  
(December 13, 2016)

## Fashy

**Fashy**—Fashy means Fascism-like, or to be full of fascism. Similar to other slang terms like "jazzzy" and "flashy." The term originated in the mid 2010's on various social media sites, specifically used by the individuals involved with the "Alternative Right" or "Alt-Right," an umbrella term for the political movement uproaring from the populist parties and politicians, consisting of tech-savvy and right-leaning young people from various Western countries. Although the movement isn't always associated with Fascism, the term Fashy is still derived from that particular political ideology. Typically the term is not used to describe the populist parties and politicians that the alt-right follows, although one might use the term to describe them as such, but is encouraged to be used only for fascist-centered ideas for the sake of scholarship that the alt-right demographic is associated with. A woman of the alt-right who is pro-fascism might say "look at these sexy Fashy men!" with a picture of men from Fascist Italy or Nazi Germany. Whereas an alt-right individual more in line with libertarian or republican ideals might say "censoring speech is too Fashy!"

[Urban Dictionary, FRESHaZaM](#)  
(July 12, 2016)

## Fashy haircut

**Fash haircut**—A fashy haircut (short for fascist haircut<sup>[1]</sup>), known in polite company as an undercut has short hair on the sides/back and long on top. It has been used by various people for various reasons (too poor to afford a haircut, gang identification, fashion statement). However, in the case of the alt-right however, it has a direct link to the Nazi German armed forces (*Wehrmacht*) and Hitler Youth (*Hitlerjugend*), where it was common. In such cases it is sometimes referred to as a jugend or a Hitler Youth haircut.<sup>[2][3]</sup> One white nationalist, Nathan Benjamin Damigo, both sports the haircut and tweets under that name.<sup>[1][4]</sup>

- ↑ 1.0 1.1 Does this haircut make me look like a Nazi? by Monica Hesse & Dan Zak (November 30, 2016) The Washington Post.



2. ↑ A Haircut Returns From the 1930s by Alex Williams (Nov. 15, 2011) New York Times.
3. ↑ Eric Trump's New Haircut Is a Little Too 'White Nationalist' for Comfort: Shades of Richard Spencer by Christine Flammia (Jun 26, 2017) Esquire.
4. ↑ Nathan Benjamin Damigo Southern Poverty Law Center [Rational Wiki, x](#) [\(x\)](#)

## Feels before reals

**Feels before reals**—Claims that the opposite side neglects facts over feelings, attacking the argument without dealing with the claims of an argument. That this is an accurate descriptor of themselves is lost on the alt-right. See Listen and believe.

[Rational Wiki, x](#)  
[\(x\)](#)

## Feminazi

**Feminazi**—A feminist who supports the hatred of men, female privilege, the culling/ex-termination of men, censorship of opposing arguments (facebook, Wikipedia, university protests of talks concerning mens issues, mass flagging on youtube videos etc).

The term feminazi is a play on the words feminist and nazi as those who use the term believe there are glaring similarities between the two political ideologies and their methods of censorship, propaganda, fallacies, double standards and causing division. A rad fem said she believed men should be kept at 10 percent of the human race. I said she was advocating mass murder and she was a feminazi.

[Urban Dictionary, sparty uafc](#)  
[\(02-04-14\)](#)

**Feminazi**—A woman who, instead of supporting gender equality, supports sexism.

They think wearing a bra is letting men oppress women, they don't want you to say "Hey guys!" or "Hey girl!" to them, and they sure as hell can't stand men. There's a big difference between fighting for equal rights and just being a bully.

[Urban Dictionary, ThatOtherOneKid](#)  
[\(February 09, 2012\)](#)

**Feminazi**—According to The Oxford Dictionary of American Political Slang, feminazi refers (*pejoratively*) to "a committed feminist or a strong-willed woman". The term is a portmanteau of the nouns feminist and Nazi. Radio talk-show host Rush Limbaugh popularized the term among his listeners. [Template:Refn](#) In his 1992 book *The Way Things Ought to Be*, Limbaugh credited Thomas Hazlett, professor of economics at the University of California at Davis, with coining the term.

Limbaugh has stated that the term feminazi refers to "radical feminists" whose goal is "to see that there are as many abortions as possible" and a small group of "militants" whom he distinguishes from "well-intentioned but misguided people who call themselves 'feminists'". However, the term came to be used more widely for the feminist movement as a whole; Limbaugh has used it in reference to the Feminist Majority Foundation, among other groups and individuals.

The sociologist Michael Kimmel writes in *Angry White Men: American Masculinity at the End of an Era* that the term attacks feminism by "phantasmagorically linking campaigns for wage equality, or safety from battery and rape, to the organized, methodical genocide in the Third Reich".

Limbaugh states that feminazis, as opposed to mainstream feminists, are those "who are happy about the large number of abortions we have" in the United States. The anti-violence educator Jackson Katz argues that "no such feminists exist", and that feminazi is a "clever term of propaganda" intended and used to "[bully] into complicit silence women who might otherwise challenge men's violence". In the second edition of her book *Outrageous Acts and Everyday Rebellions*, women's-rights activist Gloria Steinem writes, "I've never met anyone" fitting the description of wanting as many abortions as possible, "though [Limbaugh] lavishes it on me among many others".

[Wikipedia, x](#)  
[\(x\)](#)



# Feminine Imperative

**Feminine Imperative**—Feminine Imperative: protection and resources are preferentially and willingly provided to females by related males (related by family or by marriage), which benefits both sexes due to the increased survivorship of offspring; this is primarily an evolved biological construct. Resistance is useless due to differential survivorship of offspring.

[The Rational Male, Rollo Tomassi \(December 28, 2012\)](#)

**Feminine Imperative**—The tendency of media and culture to put women first, excuse their misdeeds (see also: rationalization hamster), and criticize any holding of accountability or pointing out of double standards as being “anti-women”. The greatest threat to the Feminine Imperative is men becoming self-aware of their own sexual market value and the dissemination of information about how the imperative uses this lack of awareness to perpetuate itself.

The feminine imperative is also why so much of what we discuss here rubs people the wrong way. Humans have same-group preference for many things, but when it comes to gender all bets are off. What scientists have found time and time again is that women have same-group preference, but men do not.

Furthermore, a large portion of men in fact prefer women’s group preference over men’s when the two come into contention. There’s some interesting theories why that’s the case, namely that those who kowtowed the feminine imperative line had better odds of reproducing. Ultimately we challenge the status quo. As such we face mountains of opposition both online and in the real world, and it will challenge your resolve at times. Those who stick it out and come full circle with the self-improvement process will see lifelong improvements in themselves and interactions with others. However, a common result of which is that you will quite possibly lose some friends along the way, and for two primary reasons:

- Your successes are a reminder of their

failures

- People resist change, and you moving up the pecking order is exactly that  
[The Red Pill, bsutansalt \(23 Dec 2014\)](#)

# Feminist Imperative

**Feminist Imperative**—protection and resources are preferentially but unwillingly provided to females by all males regardless of relationship, with no concomitant benefit to males; this is primarily an artificially imposed social construct. Resistance is useful.

[The Rational Male, Rollo Tomassi \(December 28, 2012\)](#)

# Field Report

**Field Report**—provide you with the opportunity to analyze your days or nights out from a perspective that’s normally unavailable to you. When you go out and get rejected in the moment, your emotions can be overwhelming, and those emotions will cloud your sense of judgment, causing you to rationalize your mistakes.

[...]

The template I’ve found to be most effective for field reports is fairly straightforward, it looks something like this:

- Date:
- Summary of the night:
- Three things I did well: 1. 2. 3.
- Three things to improve on: 1. 2. 3.

This structure is effective because it forces you to focus on two important things, what you did well and what you need to improve on.

[Red Pill Theory, Avery \(October 6, 2017\)](#)

# Fitness Test

**Fitness Test**—There is often confusion on the topics of Comfort tests and fitness test... aka shit tests. The most common way I see guys try to break it down to the newcomer is to simply say “comfort tests usually begin with her saying “I” and shit tests usually start with her starting with “you.” For exam-

ple: She may say "I feel like I'm sad lately." The "I" beginning signals that she is talking about her feelings and she is in need of comfort. How and when one goes about giving comfort is based on many different factors, such as the wife's personality, the husband's personality, the severity of the situation, the overall relationship... among many other factors.

[The Red Pill, BobbyPeru](#)  
(22-08-17)

**Fitness Test**—Dominance/Fitness Tests—As Jordan Peterson outlines in this video (<https://www.youtube.com/watch?v=rqLtEBVkJpA>), men test ideas and women test men. Women test men to see if they truly have the behavioural traits that indicate they can move up dominance hierarchies. Mating with those types of men ensures their offspring will add value to the tribe and live long enough to have children of their own. If you pass these tests you will enjoy a pleasant demeanor and lots of sex, if you fail these tests you will suffer through god only knows what.

Now remember, women test men to find out which men have the right 'potential'. They aren't necessarily attracted to men at the top of dominance hierarchies, they're attracted to men who have behavioural traits that indicate they can reach the top of dominance hierarchies. From an evolutionary perspective, you're much better off ensuring your offspring will have the potential to reach the top of a dominance hierarchy rather than looking for guys who are already at the top. This is why many men who are rich CEOs have old, ugly wives who treat them like garbage and drug dealers have hot as fuck women chasing them around.

[The Red Pill, frrunkis](#)  
(Oct 19, 2017)

## Frame

**Frame**—The context in which something is perceived. Maintaining frame is often cited as the most important aspect of Alpha behavior. See Iron Rule of Tomassi #1

*"Frame is everything. Always be aware of the subconscious balance of who's frame in which you are operating. Always control the Frame, but resist*

*giving the impression that you are.*

The concept of "frame" is yet another ephemeral idea that had need of a term in the very beginnings of the great masculine awakening that's become the 'community'. If memory serves I think it may have been Mystery who first picked up on what's really a very rudimentary and well established psychological principle. In psych terms, frame is an often subconscious, mutually acknowledged personal narrative under which auspices people will be influenced. One's capacity for personal decisions, choices for well-being, emotional investments, religious beliefs and political persuasions (amongst many others) are all influenced and biased by the psychological narrative 'framework' under which we are most apt to accept as normalcy."

[The Red Pill, MachiavellianRed](#)  
(17 Mar 2015)

## Fraternal Order of the Alt-Knights

**Fraternal Order of the Alt-Knights**—Formed as the "tactical defense arm" of the Proud Boys, the Fraternal Order of Alt-Knights (FOAK) has become an accelerant for violence at right-wing rallies.

The group's founder, repeat-felon Kyle Chapman, organized FOAK after a melee with counter-protestors in Berkeley, California, to "protect and defend our right-wing brethren" through "street activism, preparation, defense and confrontation." The Proud Boys argue that FOAK is the next "logical step" in the growth of their "pro-Western" movement.

"The need for defense has grown since recent premeditated attacks by the radical Marxist group 'Anti-Fa' have become the norm at any cultural event politically to the right of Jane Fonda," Pawl Bazile wrote in Proud Boys Magazine in April 2017. But the Alt-Knights—who attend rallies suited up in homemade armor and equipped with batons, hammers, daggers, tasers and pepper spray—seem to be less interested in defense than confrontation.

"Did anybody get to bash a commie yet?" Chapman asked a group of his followers at a Portland pro-Trump rally held just over a week after the murder of two men allegedly committed by a self-described white supremacist.

"Well, let me know when the time is right because I'm not going to miss out on the fun."

[SPLC, x](#)  
(x)

**Fraternal Order of the Alt-Knights**—In 2017, Kyle Chapman, nicknamed "Based Stickman" due to the aforementioned wooden dowel incident, formed a paramilitary wing of the Proud Boys called the "Fraternal Order of the Alt-Knights" (FOAK). Alt-right figure Augustus Sol Invictus acted as FOAK's second-in-command until he left the group.

[Wikipedia, x](#)  
(x)

## Free helicopter rides

**Free helicopter rides**—A meme where members of the alt-right "joke" about giving leftists "free helicopter rides" (read: executing their political opponents).<sup>[1]</sup> This is in reference to the extrajudicial executions (Death flights) during the Dirty War in Argentina and following the 1973 Chilean coup. Political opponents of Argentina's Admiral Luis María Méndez and Chile's Augusto Pinochet were flown over the ocean in an airplane or helicopter and pushed to their death.<sup>[2][3]</sup> This meme seemed to gain popularity early in Donald Trump's campaign, when he gave helicopter rides to children at the Iowa State Fair.<sup>[4]</sup> To Trump's credit, he did not murder them.

- ↑ Rick Perlstein: The alt-right is gunning for anti-Trump protesters Newsweek. April 30, 2017.
- ↑ Get to Know the Memes of the Alt-Right and Never Miss a Dog-Whistle Again Vice. January 26, 2017.
- ↑ Reddit Backs Its Neo-Nazis Four Months After Banning Alt-Right The Daily Beast. June 30, 2017.
- ↑ Memeday: If Donald Trump offers you a free helicopter ride, say no We Hunted the Mammoth. June 17, 2016.

[Rational Wiki, x](#)  
(x)

## Free speech rally

**Free speech rally**—A neo-Nazi rally disguised with the thinnest of rhetorical

veneers.

[Rational Wiki, x](#)  
(x)

## Friendzone

**Friendzone**—See Orbiter.

[The Red Pill, MachiavellianRed](#)  
(17 Mar 2015)

**Friendzone**—Mental frame used primarily by women to disqualify certain men as sexual prospects.

[The Red Pill, bsutansalt](#)  
(23 Dec 2014)

## Game

**Game**—A loosely based set of behaviors specifically designed to increase attraction.

[The Red Pill, MachiavellianRed](#)  
(17 Mar 2015)

## Gamergate

**#GamerGate**—is an online movement ostensibly concerned with ethics in game journalism and with protecting the "gamer" identity.

[Gawker, Jay Hathaway](#)  
(10-10-14)

**GamerGate**—refers to the online backlash against perceived breaches of journalistic integrity on video game news sites that occurred as a result of the Quinnsspiracy, an online controversy surrounding indie game developer Zoe Quinn's alleged affairs with a number of men working in the video game industry, including Kotaku staff writer Nathan Grayson. The term has also since been used to describe the group of internet users, based mainly on Twitter, who claim that there is a lack of transparency within the video game journalism industry. These same people have also been criticized of practicing misogyny and sexism by many, through harassment and trolling, referring to their opposition as social justice warriors.

[Know Your Meme, superderper](#)  
(Sept 04, 2014)

**Gamergate**—The Gamergate controversy stemmed from a harassment campaign conducted primarily through the use of the hashtag #GamerGate. The controversy centered on issues of sexism and progressivism in video game culture. Gamergate is used as a blanket term for the controversy as well as for the harassment campaign and actions of those participating in it.

In August 2014, the harassment campaign targeted several women in the video game industry; notably game developers Zoë Quinn and Brianna Wu, as well as feminist media critic Anita Sarkeesian. After Eron Gjoni, Quinn's former boyfriend, wrote a disparaging blog post about her, #gamergate hashtag users falsely accused Quinn of an unethical relationship with journalist Nathan Grayson. Harassment campaigns against Quinn and others included doxing, threats of rape, and death threats.

Wikipedia, x  
(x)

## Gaslighting

**Gaslighting**—A form of mental abuse in which false information is presented with the intent of making victims doubt their own memory, perception, and sanity.

The Red Pill, MachiavellianRed  
(17 Mar 2015)

**Gaslighting**—is a form of psychological abuse used by narcissists in order to instill in their victim's an extreme sense of anxiety and confusion to the point where they no longer trust their own memory, perception or judgment. The techniques used in "Gaslighting" by the narcissist are similar to those used in brainwashing, interrogation, and torture that have been used in psychological warfare by intelligence operative, law enforcement and other forces for decades.

The intention is to, in a systematic way, target the victim's mental equilibrium, self confidence, and self esteem so that they are no longer able to function in an independent way. Gaslighting involves the abuser to frequently and systematically withhold factual information from the victim, and replacing it with false information. Because of it's subtly, this cunning Machiavellian

behaviour is a deeply insidious set of manipulations that is difficult for anybody to work out, and with time it finally undermines the mental stability of the victim. That is why it is such a dangerous form of abuse. The emotional damage of Gaslighting is huge on the narcissistic victim. When they are exposed to it for long enough, they begin to lose their sense of their own self. Unable to trust their own judgments, they start to question the reality of everything in their life. They begin to find themselves second-guessing themselves, and this makes them become very insecure around their decision making, even around the smallest of choices. The victim becomes depressed and withdrawn, they become totally dependent on the abuser for their sense of reality. In effect the gaslighting turns the victim's reality on its head.

Narcissistic Behavior, Christine  
(x)

## Gender studies

**Gender studies**—Used as a shorthand for any and all fields of academic study that the alt-right finds useless (read as: everything except racist pseudoscience). "Getting their gender studies degree" is spoken of as if it is some kind of rite of passage for the left. Also a not-so-subtle diss of feminism.

Rational Wiki, x  
(x)

## Get them out!

**Get them out!**— was a phrase used by Donald Trump at some of his campaign rallies in 2016 to urge his supporters to evict protesters from the rallies. Trump is now being sued in 2017 for allegedly having incited violence at the rallies.<sup>[1]</sup> The phrase was also echoed by Trump in reference to undocumented immigrants, "We are going to get them out and get them out fast."<sup>[2]</sup>

1. ↑ Trump Claims Immunity as President From Protesters' Lawsuit Over 'Get Them Out' Comments: A Trump supporter accused of shoving a black woman says "he would not have acted as he did without" Trump's "urging and inspiration" (Published at 7:13 AM PDT on Apr 17, 2017 | Updated at 8:18 AM PDT on Apr 17, 2017) NBC San Diego.

2. ↑ President Trump issues stern threat to undocumented immigrants: 'We are going to get them out' (January 25, 2017) The Week.

[Rational Wiki, x](#)  
(x)

## Globalism

**Globalism**—is sometimes used as a synonym for globalization, but usually with overtones of xenophobia, anti-immigration, anti-Semitism (i.e., International Jewish conspiracy)<sup>[1]</sup> and general conspiracy theories.

1. ↑ Alt-Right, Alt-Left, Antifa: A Glossary of Extremist Language by Liam Stack (Aug. 15, 2017) The New York Times.  
[Rational Wiki, x](#)  
(x)

## Glorious

**Glorious**—To alt-righties, this appears to be the superlative of adjectives, applied to many things other than the term cuckservative, harkening back to the rhetoric of the Third Reich. (In the book *Catastrophe and Meaning: The Holocaust and the Twentieth Century*, authors Moishe Postone and Eric L. Santner trace the evolution of the term “glory” from the World War I appellation “fields of glory” to its use by Nazis in describing the mass murder of Jews in World War II.)

The Daily Stormer website routinely refers to Trump as “Our Glorious Leader,” as in the post, “Our Glorious Leader Calls for a Ban on All Moslems,” and “Glorious Leader Donald Trump Refuses to Denounce Daily Stormer Troll Army,” a reference to the antisemitic trolling of GQ writer Julia Ioffe after she wrote an article on Trump’s wife, Melania. In an interview with CNN’s Wolf Blitzer, Trump declined to renounce the trolling, which included death threats.

Twitter user @\_AltRight\_ insists that Trump’s #DeportationForce will be “glorious.” In fact, there’s a whole lotta “glorious” ugliness in her Twitter feed.

[AlterNet, Adele M. Stan / AlterNet](#)  
(August 26, 2016)

## GOP

**GOP**—Greedy Oppressive Pricks the Republican Party which believes in low taxes for uberwealthy, increasing corporate profits by oppressing the working class and moving jobs overseas whenever possible. they also support oppressive social policies attempting to censor movies or music they don’t like, restricting abortion, bashing gays, and making health care too expensive for most people to afford The G.O.P. is so evil they don’t even want children to have health care, George W Bush vetoed a children’s health care bill.

[Urban Dictionary, Michael Hunt](#)  
(May 26, 2008)

**GOP**—Acronym for the Grand Old Party or the Republican party. The republican party was founded by anti-slavery expansion activists in 1854. Abraham Lincoln Was a member of the GOP

[Urban Dictionary, Politgeist](#)  
(June 10, 2012)

**GOP**—The Republican Party, commonly referred to as the GOP, is one of the two major political parties in the United States, the other being its historic rival, the Democratic Party. The party is named after republicanism, a major ideology of the American Revolution.

[Wikipedia, x](#)  
(x)

## Goy

**Goy**—(plural: goyim) is the standard Hebrew biblical term for a “nation”, but has also acquired the meaning of “someone who is not Jewish” (synonymous with gentile). In the context of its alt-right usage, the term is used in order to reinforce the idea of an International Jewish Conspiracy.<sup>[1]</sup> A common alt-right “joke” is to reply to assertions of shadowy Jewish puppet-masters by saying: oy vey, the goyim know, shut it down!<sup>[2]</sup>

Those in the alt-right will refer to a non-Jewish person who opposes anti-Semitism as a “good goy”. The implication is that they are unknowingly serving the eeeeevil

Jewish conspiracy.

1. ↑ What HuffPo Meant With 'Goy, Bye!' Headline On Bannon — And Why Twitter Hated It The Forward. August 18, 2017.
2. ↑ WATCH: Anti-Semitic 'Alt-Right' Slogan Flies At Pro-Trump Rally The Forward. March 29, 2017. [Rational Wiki, x](#) [\(x\)](#)

## Groyper

**Groyper**—Groyper is an alt-right meme originating on 4chan in the /r9k/ board, created by user "Big Dog Groyper" on February 28, 2015. The /v/ board of 4chan later submitted a similar variation on March 25, 2016. Groyper would later gain popularity on May 31, 2017 when a user replied to the creator's post and on July 28, 2017, a YouTuber named Savickas uploaded a video titled "Groyper Mesmerizes you to sleep". The original image of Groyper is a fat toad who crosses his hands together. Since then the character has served as an alternative to the popular Pepe the Frog, as unlike Pepe, Groyper can be used exclusively as a symbol for the alt-right. He is notable enough to have received media attention, albeit only from Slate and Medium.

[Rational Wiki, x](#)  
[\(x\)](#)

## Hamster

**Hamster**—Used to describe the way that women use rationalization to resolve mental conflict and avoid cognitive dissonance. The core mechanism that allows women to say one thing and do a different thing.

[The Red Pill, MachiavellianRed](#)  
[\(17 Mar 2015\)](#)

**Hamster**—or hamstering is a process in which a woman uses twisted logic to justify her actions and in some cases, crimes.

### COMMON EXAMPLES

"I had him charged for rape because he deserves to be in jail for dumping me."

"I've never cheated on my BF. I've had some one night stands but those don't count."

"There's a rape culture on our campus so

I had to get drunk to fit in socially."

"I am majoring gender studies because it helps me get a good job after graduation."

"I am Pro-Choice and believes in Equality, which is why I think its wrong for women to stay home. They should be pursuing their careers because women make better leaders than men!"

### PREVALENCE

Hamstering is prevalent among Western women, especially feminists.

Unlike lying, hamstering requires the subject to believe that the statement she is making to be a true fact. This requires the logical processing functions of the brain to shutdown in favour of the emotional parts. Consequently, hamstering occurs frequently during periods of strong emotions.

[MGTOW wiki, x](#)  
[\(x\)](#)

**Hamster**—Analogy for the thought processes used by women to turn bad behavior and bad decisions into acceptable ones to herself and her friends. When a woman makes a bad decision, the hamster spins in its wheel (the woman's thinking) and creates some type of acceptable reasons for that bad decision. The crazier the decision, the faster the hamster must spin in order to successfully rationalize away the insanity.

[The Red Pill, bsutansalt](#)  
[\(23 Dec 2014\)](#)

## Happy Merchant

**Le Happy Merchant**—is a an anti-"Jew" meme used widely among anti-Semites and the alt-right. It depicts a stereotypical Jew with yarmulke, oversized nose, greedy grin, and "conspiring" hands. It is common to see the image edited onto left-wing political posters or to see liberal candidates depicted as Happy Merchants. In short: it's a meme-friendly way to Jew-bait.

The image itself comes from a cartoon by the pseudonymous "A. Wyatt Mann" (say it out loud), a pseudonym for either White Aryan Resistance member Wyatt Kaldenberg (who eventually renounced white supremacy and denies having anything to do with it) or more likely director Nick Bougas (more or



less a race-baiting hipster who was known for producing "anti-political-correctness" zines). It was one of a great many cartoons produced during the 80s and 90s by the same artist, many published by white supremacist Tom Metzger.<sup>[1]</sup>

1. ↑ <https://www.buzzfeed.com/josephbernstein/the-surprisingly-mainstream-history-of-the-internets-favorite-Rational-Wiki-x>  
(x)

## Hard Next

**Hard Next**—no talking to or seeing the girl. She no longer exists. Ignore any contact she attempts to make.

[The Red Pill, CliffordTheBigRedPill](#)  
(17 March 2015)

**Hard Next**—The opposite of love is not hate – the opposite of love is indifference. When your silence inspires more anxiety than any spoken threat, that's when you're an *Alpha*.

Learning indifference is the key to mastering the power of NEXT. Women are masters of indifference for the same reason Men with options (i.e. *Plate Spinners*) find it useful; they derive confidence from having options. Since women (in their prime) are the primary sexual selectors, indifference is their natural default state. It's only Men with options who make an impact enough to rattle a woman out of this default indifference and fire her imagination (caffeinate the *Hamster*).

[The Rational Male, Rollo Tomassi](#)  
(19 Jan, 2012)

## Hatefact

**Hatefact**—According to the alt-right, "hatefacts" are "politically incorrect but true statements."<sup>[1]</sup> In essence, the term is used so that the alt-right can claim that those who deny their hateful claims are denying facts.<sup>[2]</sup> Such "facts" are supportive of either racialism, anti-Semitism, Holocaust denial, ethno-nationalism, opposition to diversity/multiculturalism/immigration, homophobia, transphobia, or anti-Muslim views.<sup>[1]</sup> The

alt-right use "hatefacts" to present a narrative about the white world being "under attack."<sup>[3]</sup>

1. ↑ 1.0 1.1 <https://archive.is/LRe05>
2. ↑ Charlottesville exposes new threat for college campuses: extremist clashes Chicago Tribune. August 18, 2017.
3. ↑ Meet the Alt Lite, the people mainstreaming the alt right's white nationalism Anti-Fascist News. November 3, 2016.  
[Rational Wiki, x](#)  
(x)

## HBD

**HBD**—An ideological successor to eugenics, human biodiversity (HBD) is, like eugenics (from the Greek words for "good" and "breeding") primarily a euphemism. Ostensibly, HBD refers to the scientifically proven (and therefore apolitical) genetic differences between groups of humans. The term fuses biological and liberal language into a benign-sounding neologism, like "*neurodiversity*," a key term within the autism rights movement.

But it is just pseudoscientific racism, updated for the Internet age.

"*Human biodiversity*" appropriates scientific authority by posing as an empirical, rational discourse on the genetically proven physical and mental variation between humans. It uses the language of genetics to underscore, for example, the prevalence of Mongolians in sumo wrestling, the IQ scores of black people or the inbreeding patterns of Ashkenazi Jews. The refrain of HBD bloggers and forum commenters is that the (gene-driven, according to them) dissimilarities they outline are "non-negligible" or "non-trivial" and have, accordingly, social policy implications. Though it has a rational, policy-wonk zing to it, that's just Internet forum-ese for "you're genetically distinct from us and should be treated differently."

Read more: <https://forward.com/opinion/national/346533/human-biodiversity-the-pseudoscientific-racism-of-the-alt-right/>

[Forward.com, Ari Feldman](#)  
(August 5, 2016)

**HBD**—Someone recently said, "Assertions about the importance of HBD [human



biodiversity] are rife on the internet among high-IQ bloggers.” We thus created the following bibliography to aid those interested in human biodiversity. The bibliography is eclectic and a work in progress. Its creators do not necessarily agree with all the ideas presented in the following articles and books. Please send corrections and suggestions for additions to: [hdbibliography AT gmail.com](mailto:hdbibliographyATgmail.com). Click on links to view articles and books. See HBD lexicon at the bottom of page. Follow us on Twitter at [@RealScienceNow](https://twitter.com/RealScienceNow) or [@Gab.ai](https://twitter.com/Gab.ai) at [@Science](https://twitter.com/Science). Please make a donation to keep site running.

[Humanbiologicaldiversity.com, x](http://Humanbiologicaldiversity.com,x)  
[\(x\)](#)

## HB

**HB**— Hot Babe (often followed by a number as an indication of ranking on a 1-10 scale).

[The Red Pill, MachiavellianRed](#)  
[\(17 Mar 2015\)](#)

## Humblebragging

**Humblebragging**— Covertly bragging by making good aspects of your life seem bad. For example:

Girl 1: “Can you believe it, I’ve been hit on 3 guys tonight already. We just got here! What a bunch of losers, I wish they’d just leave us alone so we can dance in peace.”

Girl 2: “Yeah, totally! 4 guys approached me already too! I hate that.”

They are both bragging about how many men have hit on them, with the additional subtext of girl 2 saying she’s gotten more interest than girl 1.

[The Red Pill, bsutansalt](#)  
[\(23 Dec 2014\)](#)

## Hypergamy

**Hypergamy**—The instinctual urge for women to seek out the best alpha available. This is marked by maximizing rejection (therefore women are the selective gender). A woman will vet her alpha through various shit tests to ensure his “health” on the alpha scale. She is conditioned to recognize a

declining alpha, as hypergamy also tends to continue seeking out higher status males even while with an alpha male. Shit tests allow her to prepare herself for eventually leaving when a new higher status male is found. If the male fails shit tests to a great enough degree, it will effect her feelings for him. He will effectively lower his sexual market value in her eyes. This will enable her to jump to the next male with ease and little remorse.

[The Red Pill, MachiavellianRed](#)  
[\(17 Mar 2015\)](#)

**Hypergamy**—Commonly referred to as “marrying/dating up”. In a dating sense this translates to being attracted to men of high(er) status than that the women hold themselves. The grand irony of feminism is that the more successful a woman becomes, the fewer desirable men exist above her on the socioeconomic ladder. Translation: women’s success = smaller dating pool.

[The Red Pill, bsutansalt](#)  
[\(23 Dec 2014\)](#)

## Identitarianism

**Identitarianism**—Identitarianism is a synonym for Nazism that sounds less Nazi-like.

[Rational Wiki, x](#)  
[\(x\)](#)

## Identity Politics

**Identity Politics**—Identity politics, in this context, refers to any acknowledgement of racism, sexism, or other bigotry in a political discussion. The alt-right generally does not acknowledge that its own politics of white nationalism and “Christian culture” (or “secular culture” if they are atheists, which is held to be at threat from immigrants in general and Muslims in particular) are themselves identity politics.

[Rational Wiki, x](#)  
[\(x\)](#)

## Incel

**Incel**—Involuntarily Celibate. A man who

wants to get laid, but can't.

*The Red Pill, MachiavellianRed*  
(17 Mar 2015)

**Incels**— are misogynists who are deeply suspicious and disparaging of women, whom they blame for denying them their right to sexual intercourse. Theirs is a relatively new take on a “male supremacist” worldview, according to the Southern Poverty Law Center.

The center, which closely tracks hate speech, reports that incels grew out of the pickup artist movement, which takes a manipulative approach to seduction, but is rejected by incels who find it too humanizing of women.

At their most extreme, incels have advocated rape and other forms of violence against women.

*New York Times, Niraj Chokshi*  
(April 24, 2018)

**Incel**—The term “incel” means “involuntarily celibate.” It existed as a Reddit message board for some time until it was banned for encouraging violence, including rape against women.

While the group is supposed to be a “support group” for men who have not been intimate with a woman, some of the more popular posts on the subreddit were sinister in nature, including the ones titled: “All women are sluts” and “Reasons why women are the embodiment of evil.”

A still-active incel message board describes members of the group as “Involuntary Celibate, a person who, if you take the term literally, can't have sex despite wanting to. In practice, this goes beyond just sex and into the realm of having no possibility of finding a partner to get validation, love and acceptance from. Sex is mostly secondary [sic], though a minority of incels may disagree.”

*Fox News, Kaitlyn Schallhorn*  
(April 24, 2018)

**Incels**— or “involuntary celibates,” are part of the online male supremacist ecosystem. The Southern Poverty Law Center added male supremacy to the ideologies tracked on the hate map this year, because of the way these groups consistently denigrate and dehumanize women, often including advo-

cating physical and sexual violence against them. On the internet, the male supremacist ideology takes a few different forms. One of the newest forms is “incel.”

*SPLC, Rachel Janik*  
(April 24, 2018)

**Incel**—Standing for “involuntarily celibate”, the term was originally invented 20 years ago by a woman known only as Alana, who coined the term as a name for an online support forum for singles, basically a lonely hearts club. “It feels like being the scientist who figured out nuclear fission and then discovers it's being used as a weapon for war,” she says, describing the feeling of watching it mutate into a Reddit muster point for violent misogyny.

*The Guardian, Zoe Williams*  
(April 25, 2018)

**Incel**—aka “involuntarily celibate”, a person (usually male) who has a horrible personality and treats women like sexual objects and thinks his lack of a sex life comes from being “ugly” when it's really just his blatant sexism and terrible attitude. incels have little to no self awareness; even when they see other “ugly” men with girlfriends, they consider these men to be tricksters who have somehow beat the system and can get women despite being cursed with unattractiveness (in other words, they're respectful to women and women are attracted to their personalities, but incels cant comprehend such a phenomenon). they believe that women owe them sex, and many of the more extreme incels like to spend time in incel communities on the internet coming up with ways to make women have sex with them (often involving genocide of people of color, genocide of “Chads” (men who have sex), taking rights away from women, raping them, having sex with women's dead bodies, and other horrid, disgusting things. they cant understand that that is PRECISELY why women want nothing to do with them).

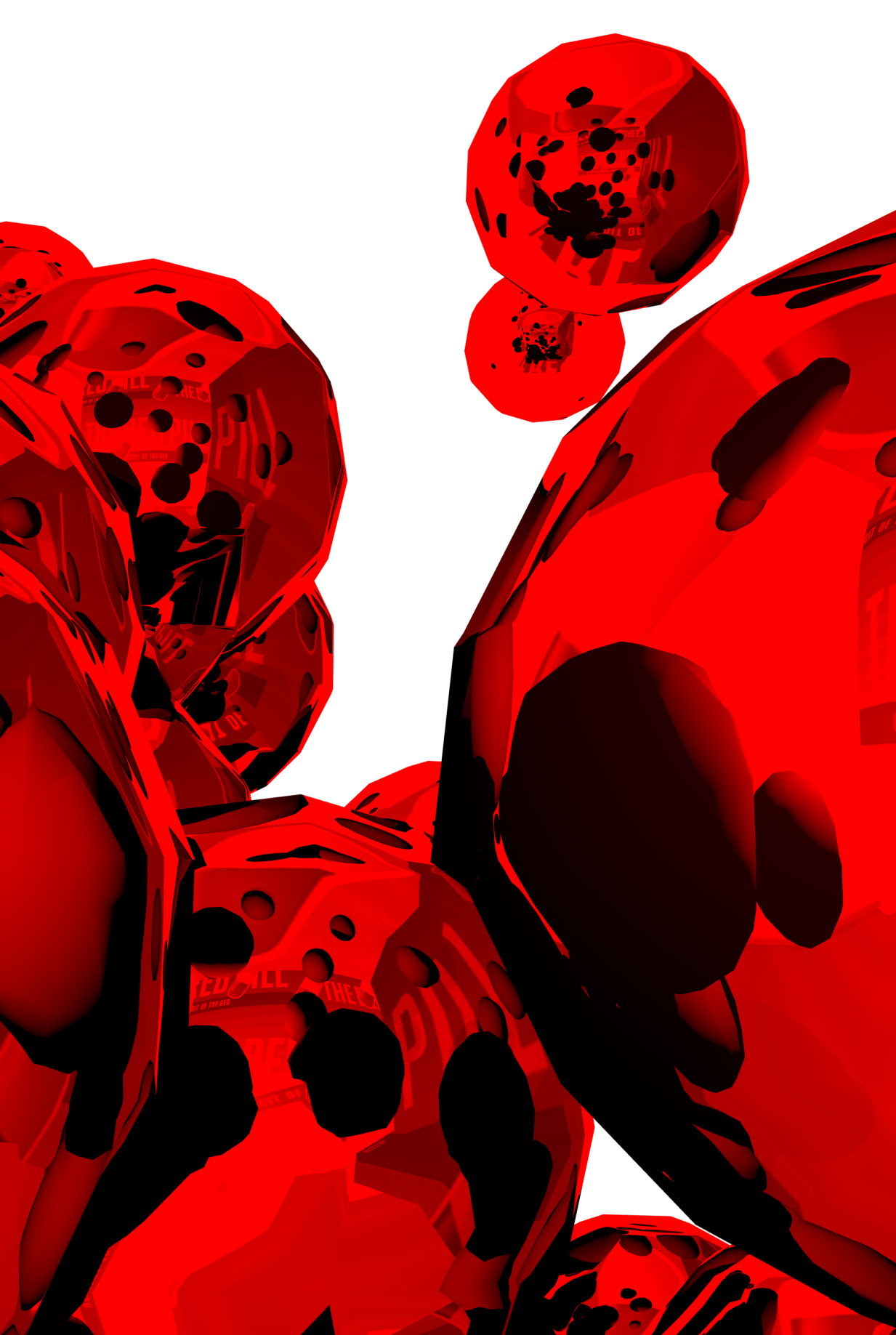
I'm pretty sure Ryan is an incel. Yesterday he made a facebook post about how all women are shallow and exist to torture men by “denying” them sex, as if sex is something people “deserve”, and not a privilege given by potential sexual partners that should be respected.

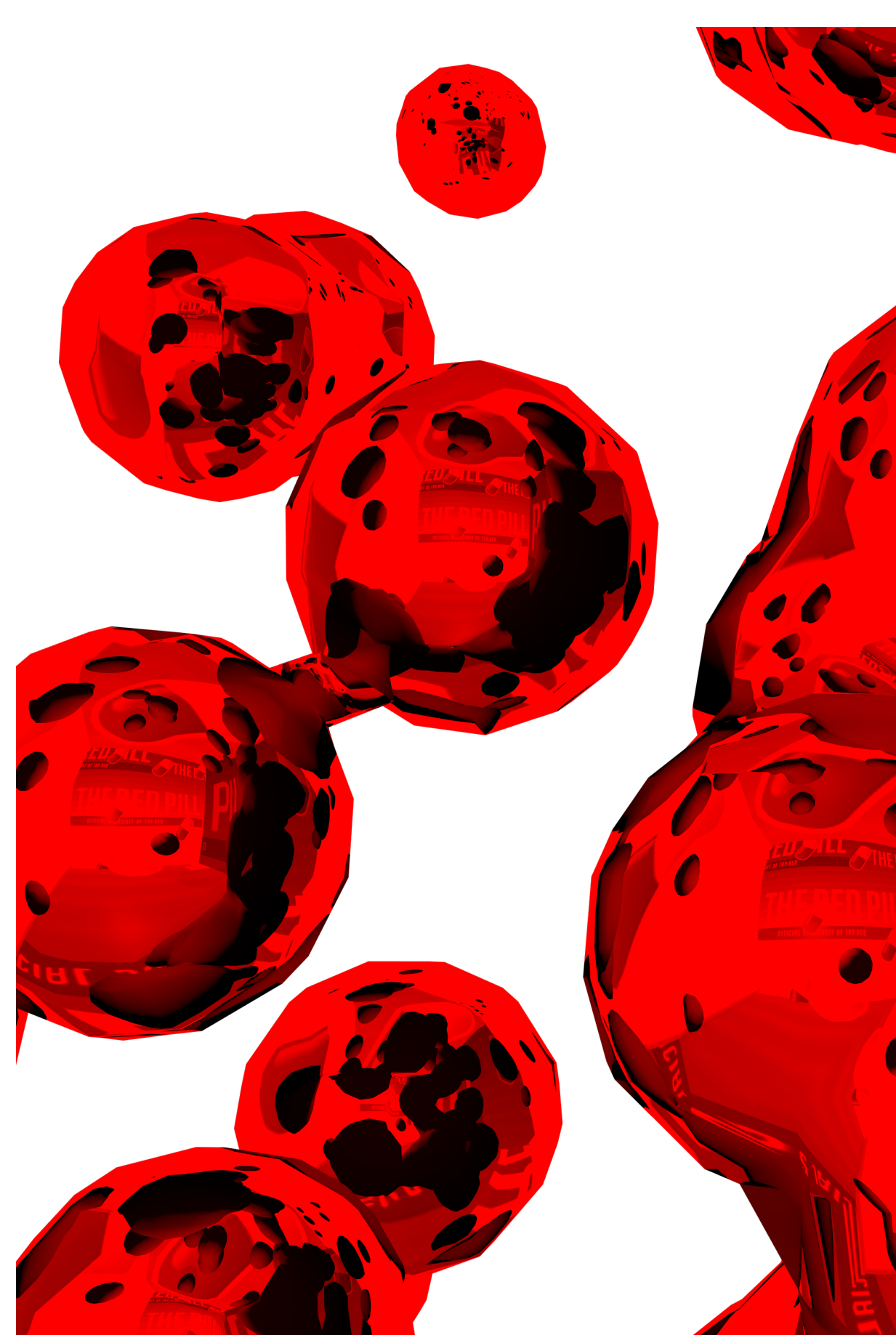


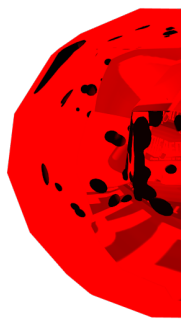
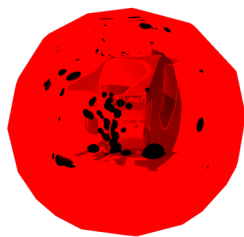
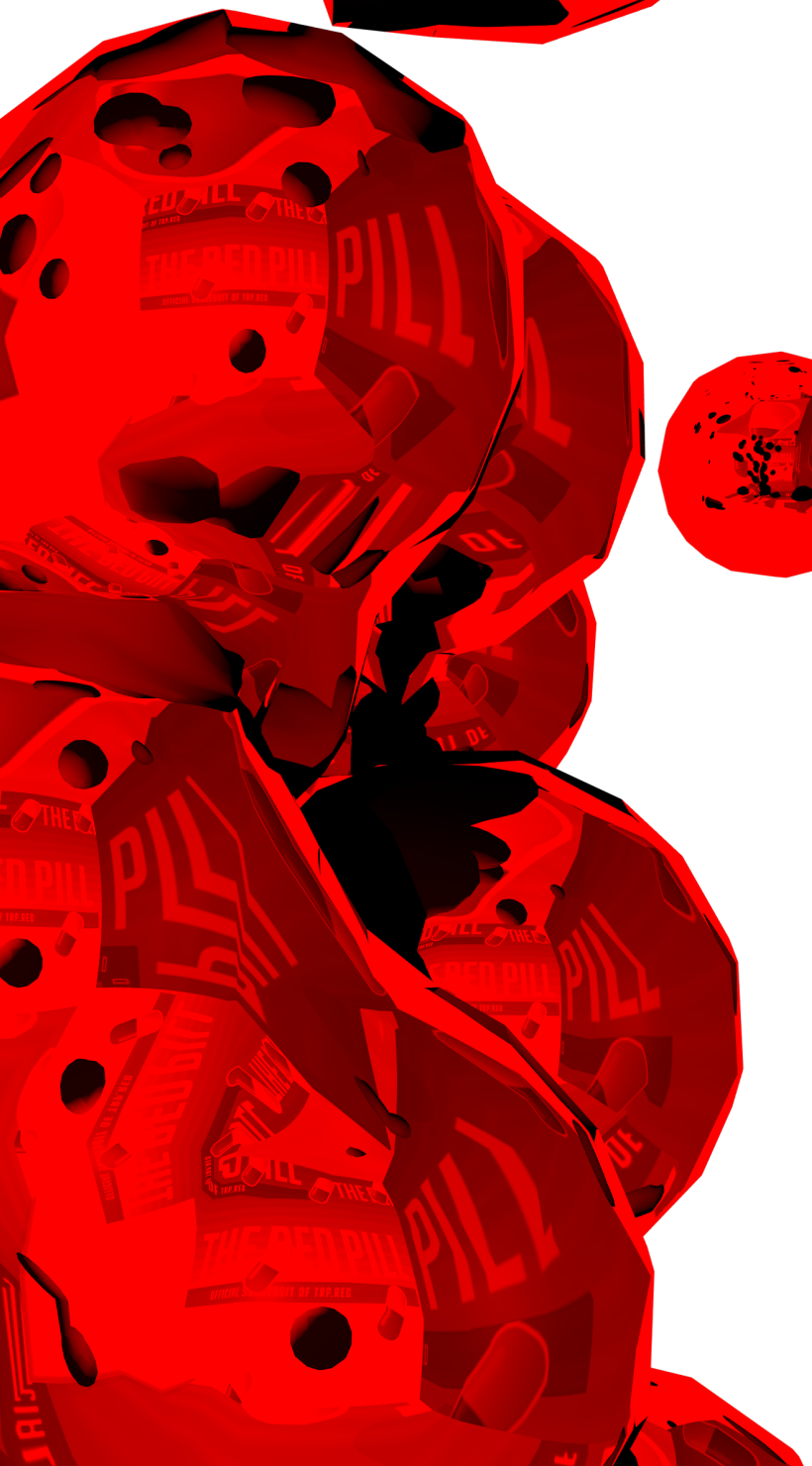
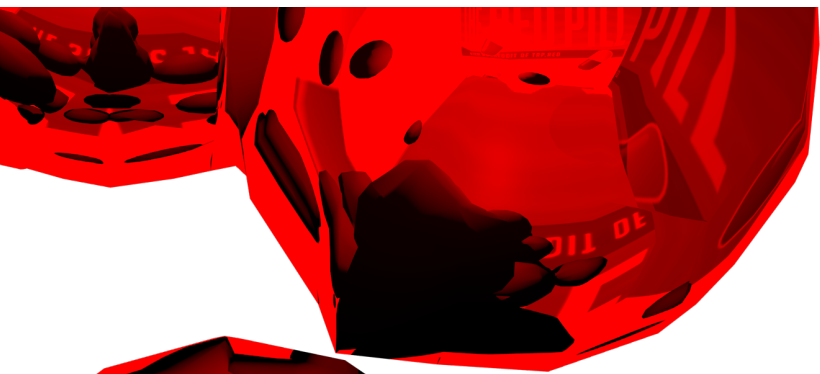
TRP  
OFFICIAL SUBODDIT OF TRP.RED

THE PEANUT

OFFICIAL SUBODDIT OF TRP.RED









Urban Dictionary, lizalfoe  
(August 08, 2017)

## Indication of (D)isinterest

**IOD**—Indication of Disinterest.

The Red Pill, MachiavellianRed  
(17 Mar 2015)

**IOI**—Indication of Interest.

The Red Pill, MachiavellianRed  
(17 Mar 2015)

## It's Okay To Be White

**It's Okay To Be White**—A term invented by the equally alt-right/racist /pol/ of 4chan, It's Okay to be White is a propaganda campaign posted on various college and university campuses to get support from potential alt-right students. The purpose of this slogan is to provoke outrage in the hopes of proving society's supposed anti-white agenda.

Rational Wiki, x  
(x)

## Jew

**Jew**—The alt-right really doesn't like Jews. We cannot imagine why. Many alt-righters subscribe to the International Jewish Conspiracy conspiracy theory. In particular, the following terms are frequently used in alt-right groups, some of which are used by Jewish people and appropriated by the alt-right:

- ((O))
- Goy
- Happy Merchant
- Jewish Question
- Oy vey
- Remember the 6 trillion
- Shekel
- Shlomo
- Shoah
- Soros

The word “Jew” and related terms will also be shoehorned in wherever possible, particularly if there is some negative associ-

ation (eg “I just got demonetized by Jewtube!”).  
Rational Wiki, x  
(x)

## Jew Media

**Jew Media**—“New media” that doesn't agree with the alt-right. See also Legacy media.

Rational Wiki, x  
(x)

## Jewish Question

**Jewish Question**—The Jewish Question (abbreviated JQ) was part of a long-running debate in Europe about the civil, legal, national and political status of Jews within Europe from the 18th through 20th centuries. It culminated in Nazi Germany with The Final Solution (German: Endlösung), resulting in the Holocaust. The alt-right has revived the term even though there are some Jews who consider themselves among the alt-right.<sup>[1]</sup>

1. ↑ Among White Nationalists, Catchy New Shorthand for the 'Jewish Question' by Sam Kestenbaum (December 21, 2016) Forward.

Rational Wiki, x  
(x)

## Jews will not replace us

**Jews will not replace us**—Jews will not replace us (often rephrased to the less-Nazi-esque You will not replace us) is an alt-right slogan based on the white genocide canard,<sup>[1]</sup> based on the “Great Replacement” philosophy of Renaud Camus (who has distanced himself from its use by white nationalists).<sup>[2]</sup>

1. ↑ Deconstructing the symbols and slogans spotted in Charlottesville (August 18, 2017) The Washington Post.
2. ↑ Wildman, Sarah. “‘You will not replace us’: a French philosopher explains the Charlottesville chant”. Vox. August 15, 2017.

Rational Wiki, x  
(x)



# Kek

**Kek**—Originates from World of Warcraft, where if someone from the Horde side typed "lol" in /say, Alliance players would instead see "kek." This is a further reference by Blizzard to the Korean "kekeke" laugh commonly seen in Starcraft. Used the same way by 4chan, later leading to the discovery of an Egyptian deity by the same name who happened to be a frog, thus linking this to the Pepe meme. The superlative is "topkek" or "top kek," which is a reference to a Turkish snack food.<sup>[1]</sup>

1. ↑ <http://knowyourmeme.com/memes/kek>  
[Rational Wiki, x](#)  
(x)

**Kek**—The Cult of Kek, also known as the Church of Kek, is a satirical religion based around the worship of the ancient Egyptian deity Kek<sup>[4]</sup> (also spelled Kuk or Keku), an androgynous God of darkness and chaos who is often depicted as a frog or frog-headed man in male form or a snake-headed woman in female form. On 4chan, the character Pepe the Frog is often considered a modern avatar of the diety, who uses ancient Egyptian meme magic to influence the world, often by fulfilling the wishes of posts that end in repeating numbers. Additionally, the diety is associated with the popular 4chan slang term "Kek", and is often embraced by supporters of 2016 Republican presidential candidate Donald Trump. Practitioners are known to frequently write "praise Kek," and jokingly refer to the church as a "religion of peace."

## ORIGIN

On November 27th, 2015, a 4chan user submitted a post about the Egyptian deity to the /his/ (History) board on 4chan, featuring a depiction of the god as a frog-headed man (shown below).

[Know Your Meme, Don.](#)  
(Sep 16, 2016)

# Kekistan

**Kekistan**—is a fictional ethnicity that lets alt-righters use a Nazi flag as a "meme". Kekistan was popularized in part by Sargon

of Akkad.

Expect to hear the Kekistani National Anthem in the background of some high-quality totally-not-racist videos.

[Rational Wiki, x](#)  
(x)

# Kino

**Kino**—(Kino Escalation) - "Kino" means touching. Kino escalation is the process of ramping up the touching from light touching to heavy (though still not entirely sexual).

[The Red Pill, MachiavellianRed](#)  
(17 Mar 2015)

**Kino**—A pickup artist term for haptics, or non-verbal communication through touch, the purpose of which is her becoming comfortable with growing levels of intimacy between the two of you.

[The Red Pill, bsutansalt](#)  
(23 Dec 2014)

# LARP

**LARP**—"Live Action Role Playing." In the TRS sense, it refers to someone agitating for impossible political reforms. Subject to overuse. Tread lightly. We all LARP to some extent.

[The Right Stuff, x](#)  
(x)

**LARP**—is an acronym for Live Action Roleplay. Thus the act of going to LARP is LARPing or Live Action Roleplaying. We just like to call it larping. Many people ask "What is larping?" and truthfully it's tough to come up with a larp definition. At it's simplest you could say that larping is a continuation of a table-top roleplaying game that people choose to act out by becoming a character and staging a fantasy world experience in which their character lives. But larping is more complex than that. There's more that goes on at a larping event than simply a game. In an effort to explain this we created a series of posts titled "What is larping?". Below is our effort to describe the phenomenon and experience that is larping. In the

end it's not a complete definition of larping. What larping is and will become is an open conversation that we'd like you to participate in.

[Larping](#), [x](#)

**LARP**—A live action role-playing game (LARP) is a form of role-playing game where the participants physically portray their characters.

The players pursue goals within a fictional setting represented by the real world while interacting with each other in character.

The outcome of player actions may be mediated by game rules or determined by consensus among players. Event arrangers called gamemasters decide the setting and rules to be used and facilitate play.

[Wikipedia](#), [x](#)

## Last Minute Resistance

**LMR**—Last Minute Resistance. A display of ASD immediately prior to closing.

[The Red Pill, MachiavellianRed](#)  
(17 Mar 2015)

**LMR**—Contrary to feminist sloganeering, no doesn't always mean no. Often times "no" simply means "not yet". Simplest advice is to back off and try again later, or if she's adamant and clearly shutting you down. Some people in the red pill community have also made the point that LMR is the female equivalent of approach anxiety for men.

[The Red Pill, bsutansalt](#)  
(23 Dec 2014)

## Lebensraum

**Lebensraum**—The concept of Lebensraum—or "living space"—served as a critical component in the Nazi worldview that drove both its military conquests and racial policy.

[United States Holocaust Memorial Museum](#), [x](#)

**Lebensraum**—The German concept of Lebensraum, "living space") comprises policies and practices of settler colonialism which proliferated in Germany from the 1890s to the 1940s. First popularized around 1901,<sup>[1]</sup><sup>[2]</sup> Lebensraum became a geopolitical goal of Imperial Germany in World War I (1914–1918) originally, as the core element of the Septemberprogramm of territorial expansion.<sup>[3]</sup> The most extreme form of this ideology was supported by the Nazi Party (NSDAP) and Nazi Germany until the end of World War II.<sup>[4]</sup>

- ↑ The Political Poisoning of Geography, The Threat of Geopolitics to International Relations: Obsession with the Heartland, William Mallinson & Zoran Ristic (2016) Cambridge Scholars Publishing p. 3 (19 / 30)
- ↑ Critical Geopolitics: The Politics of Writing Global Space, Gearóid Ó Tuathail & Gerard Toal, U of Minnesota Press (1996)
- ↑ Graham Evans & Jeffrey Newnham, Penguin Dictionary of International relations (1998)
- ↑ Woodruff D. Smith. The Ideological Origins of Nazi Imperialism. Oxford University Press. p84. [Wikipedia](#), [x](#)

## Leftist

**Leftist**—A name given to a person with left wing beliefs by somebody who is right-wing. Often derogatory. see leftie "Only traitors and leftists wouldn't vote for Donald Trump!"

[Urban Dictionary, the meme wizard](#)  
(July 26, 2016)

**Leftist**—refers to someone on the far-Left side of the political spectrum, such as a particularly liberal member of the American Democrat Party, or a progressive, socialist, or Communist. A Leftist supports collectivism, more government control of the economy, direct government control over social policy (although there were some leftists, such as Jean-Paul Sartre, Michel Foucault, and Noam Chomsky who adhered to a purely anarchistic view of the world), including federal control over education at all levels, lower military spending, censorship of religion, a living constitution,

same-sex "marriages", a more unisex society, globalism, transnationalism, feminism, the homosexual agenda, taxpayer-funded abortion, and censorship of Christianity in public places.

[Conservapedia, x](#)  
(x)

## Legacy Media

**Legacy Media**—Any conventional publication, such as newspapers and TV News, contrasted with "new media" or "alternative news" such as Youtube videos and Breitbart. Expect flimsy justifications for the latter being better, such as vague claims about "big money," "narratives" or "agendas," and probably sidelong references to Jews owning it.

[Rational Wiki, x](#)  
(x)

## Let's Just Be Friends

**LJBF**—Let's Just Be Friends (See Orbiter)  
[The Red Pill, MachiavellianRed](#)  
(17 Mar 2015)

**LJBF**—Let's Just Be Friends (See Orbiter). A commonly-used soundbite used by women to convert a beta man who has expressed interest in her into an orbiter. She rejects him while leaving him with the hope that he can kindle a relationship by becoming a close friend first. This almost never happens.

[The Red Pill, rp\\_valiant](#)  
(17 Mar 2015)

## Libtard

**Libtard**—I use the term, 'libtard,' to describe people who claim to be liberal, but who seem to be fundamentally opposed to basic principles of liberty, such as Freedom of Speech.

[Quora, Robert Jameson](#)  
(Nov 27, 2017)

**Libtard**—noun /lib'tärd/ 1. an individual, whose thinking process has been rendered impaired by political correctness and the failure to understand that people

are responsible for their actions and the world does not owe lazy or stupid people a living. That libtard voted for someone with no qualifications to be president and now everyone is losing his old health care coverage.

[Urban Dictionary, No Limit Patriot](#)  
(Dec 08, 2013)

**Libtard**—n. Portmanteu of "liberal" and "retard". Someone who, intoxicated by being knowledgeable and right about politics and economics, forgets that they need to get actual real ordinary people to support them if their agenda is to be advanced. Often but not always rich, well meaning and with good insight to society's problems, but naive about the mechanics of politics and utterly ignorant about how power actually works. "Them libtards at the Occupy protest are going to get stomped by the riot squad because they're too smelly and weird for ordinary people to support them. Sad really; they're right about pretty much everything but they have really shitty PR."

[Urban Dictionary, El Sombrero Diabolico](#)  
(Nov 16, 2011)

## Listen and believe

**Listen and believe**—is the idea that left-wingers lower on the Progressive Stack will always accept worldviews from their superiors unquestioningly and without any evidence but the speaker's word. While some cases can be trawled up of people actually trying this tactic, the alt-right acts as though this the sole basis of everything the left thinks. Ironically enough, the alt-right itself—which seeks to encourage strict societal roles and often opposes democracy itself—comes closer to enforcing this idea than the often-horizontally-organized left. The precise phrase is based on an Anita Sarkeesian quote taken out of context, and thus a reminder of the overlap between the alt-right and Gamergate.

[Rational Wiki, x](#)  
(x)

# LTR

**LTR**—Long Term Relationship.

The Red Pill, MachiavellianRed  
(17 Mar 2015)

# Low-energy

**Low-energy**—The Alt Right is not just an ideology but, most importantly, an irreverent, fresh and high-energy modern modus operandi. Unfortunately, the only true French nationalists – because we're talking about real nationalism here, not "cucked," naive patriotism – who actually think Alt Right, don't behave Alt Right. At all. In fact, their ways are quite the opposite: unattractive and dusty, low-key and low-energy. Repelling instead of Red-pilling.

DA-PHNE Chicago, x  
(14-II-16)

**Low-energy**—[...] Donald Trump calls losers like Jeb Bush "low energy" and refers to himself as "high energy."

Buzzfeed, Katie Notopoulos,  
Ryan Broderick  
(March 3, 2017)

**Low-energy**—In August 2015, Donald Trump first referred to then-rival Jeb Bush as a "low-energy person," Business Insider reports. The Donald became quite fond of the phrase, using "low energy" to describe Bush at every opportunity and every possible way. At a rally in Alabama, the low energy train really started to pick up speed:

"Let's assume that somebody else becomes president. Wouldn't that be horrible? Wouldn't that be horrible? So let's assume that somebody else becomes president. Let's assume a very low-energy – very, very low energy, so low energy that every time you watch him, you fall asleep [...] Let's say Jeb becomes president. Not good. Not good."

Supporters became enamored with the phrase, and began using it to describe people, places, and things they dislike as being "low energy" or having "low energy." If, however, they find something to be particularly agreeable, they will describe it as being "high energy" or having "high energy." You

will find many posts and comments in r/the\_donald that praise the "high energy" of OP (person who originally posted).

If they are particularly excited, they might exclaim "DONALD TAKE MY ENERGY".

ATTN, Almie Rose  
(MARCH 25TH 2016)

# Lügenpresse

**Lügenpresse**—is a German word meaning, "lying press," effectively being fake news only more German and therefore better. Lügenpresse is used by PEGIDA, Richard Spencer, and the like to mean "media that isn't white supremacist". The term was – naturally – popularized by your favorite Nazi, Josef Goebbels.

Rational Wiki, x  
(x)

# Mangina

**Mangina**—A Mangina is a self-deprecating man who subconsciously hates himself and blindly believes women are superior to him. He has been raised to think masculinity is inherently wrong - perhaps even a genetic/evolutionary/social flaw - and must be corrected by embracing his "feminine side" to the point of losing the very qualities that make him male. He believes women are beautiful, innocent angels and men are filthy animals who need to be controlled.

Manginas see women as the ultimate being and place them on a pedestal, focusing only on sex or the satisfaction of women all the while not giving a damn about his fellow man.

Manginas support women's issues which are against his fellow men. Someone who espouses feminism but is really being suckered into a form of chivalry in which women's interests take precedence over men's. Unaware that they are merely "useful idiots", doing what women want in the vain hope of getting laid. When his usefulness is over she tosses him out with the rest of the rubbish. Manginas are betrayers and enemies of men.

Man-gi-na - noun-

1. A women-firster.

2. A male who behaves or acts toward men in an overly aggressive way once feminist maxims are questioned.
3. One who believes violence against women is more wide spread than violence against men.
4. A man who 'comes to the rescue' of women, reflexively, emotionally-driven and without thought.
5. A man in authority who enables Team Women in his legislative actions, judgments or rulings.

Alice: "My bf got an A on his thesis."

Carol: "What was the subject?"

Alice: "Patriarchy and the Subordination of Women."

Carol: "Mangina Studies then."

Alice: "Lol, yes."

[Urban Dictionary, itstheneustyle](#)  
(January 03, 2017)

## Married Man Sex Life Primer

**MMSLP**—The Married Man Sex Life Primer. A book written by Athol Kay specifically focused on marriage game.

[The Red Pill, MachiavellianRed](#)  
(March 17, 2015)

**MMSLP**—The author of the innovative sex and marriage blog "Married Man Sex Life" brings together his edgy and brilliant advice in a single volume primer delivering the motherload of substance. The Married Man Sex Life Primer 2011 cherry picks the best ideas of books like "The Mystery Method," "No More Mr. Nice Guy," and the volatile online world of the Pickup Artist a.k.a. "Game" community and merges them with a solid grounding in evolutionary psychology, sociology, biology and behavior modification. The result is a simple, effective plan for men to create sexually exciting marriages for themselves and their wives. The opening covers the underlying ancient "hard-wired" biological and modern social reasons women find men attractive. Athol pulls no punches here and the sexual motivations of women are laid bare. Though rather than framing women as sexually devious and seeking to advantage themselves over

men, he explains how their sexual behavior is entirely rational in nature and once understood as such, it becomes very useful information.

[Goodreads, Athol Kay](#)  
(2011)

## Mass immigration

**Mass Immigration**—A dysphemism for any immigration to "white" countries from "non-white" countries (except when they're the honorary Aryans of East Asia). A precursor to One world government and white genocide and other nasty things. Never discussed when it is white people taking over "non-white" places in history.

[Rational Wiki, x](#)  
(x)

## Meme

**Meme**—A meme (/mi m/ MEEM) is an idea, behavior, or style that spreads from person to person within a culture—often with the aim of conveying a particular phenomenon, theme, or meaning represented by the meme. A meme acts as a unit for carrying cultural ideas, symbols, or practices, that can be transmitted from one mind to another through writing, speech, gestures, rituals, or other imitable phenomena with a mimicked theme. Supporters of the concept regard memes as cultural analogues to genes in that they self-replicate, mutate, and respond to selective pressures.

[Wikipedia, x](#)  
(x)

**Meme**—A 'meme' is a virally-transmitted cultural symbol or social idea.

The majority of modern memes are captioned photos that are intended to be funny, often as a way to publicly ridicule human behavior. Other memes can be videos and verbal expressions. Some memes have heavier and more philosophical content.

The world of memes (which rhymes with 'teams') is noteworthy for two reasons: it is a worldwide social phenomenon, and memes behave like a mass of infectious flu and cold viruses, traveling from person to person

quickly through social media.

According to Cecil Adams of the Straight-Dope.com, the concept of memes "is either really deep or really, really obvious."

*Lifewire, Paul Gil*  
(June 03, 2018)

**Meme**—We need a name for the new replicator, a noun that conveys the idea of a unit of cultural transmission, or a unit of imitation. 'Mimeme' comes from a suitable Greek root, but I want a monosyllable that sounds a bit like 'gene'. I hope my classicist friends will forgive me if I abbreviate mimeme to meme. If it is any consolation, it could alternatively be thought of as being related to 'memory', or to the French word *même*. It should be pronounced to rhyme with 'cream'.

*The Selfish Gene, Richard Dawkins*  
(1989)

## Men Going Their Own Way

**MGTOW**—A faction that vows to avoid contact and relationships with women because they think women will inevitably treat them as "disposable utilities."

*Mother Jones, REBECCA COHEN*  
(January 2015)

**MGTOW**—Men Going Their Own Way; the growing contingent of the male population who are saying "Fuck It All" to the Mating Dance. See /r/MGTOW

*The Red Pill, MachiavellianRed*  
(17 March 2015)

**MGTOW**—Men Going Their Own Way (abbreviated MGTOW, pronounced /mig-tau/), sometimes also called the marriage strike, the marriage boycott, or the sexodus, is a worldwide social phenomenon and community of heterosexual men who uphold a personal philosophy which rejects gynocentrism in favor of a value system of male self-determination and self-preservation, and who consequently choose a lifestyle which avoids legal and romantic entanglements with women, including, at the very least, marriage, cohabitation, and

procreation. A participant in MGTOW is called a Man Going His Own Way. In Japan, MGTOW monks are known as herbivore men or grass-eater men.

As Sunday Times journalist Martin Daubney has pointed out, according to Google Trends, interest in "MGTOW" has grown exponentially since 2009; doubling approximately every 12 months, it has rapidly overtaken both "women's rights" and "men's rights", as well as "radical feminism" in search popularity. It has been estimated that the MGTOW arm of the so-called "manosphere" is not only its largest segment, but also its fastest growing. Renowned family care activist Erin Pizzey has described MGTOW as "very powerful" and "almost epidemic".

*MGTOW wiki, x*  
(x)

## Men's Rights Activist, Men's Rights Movement

**MRM**—The men's rights movement (MRM, also known as men's rights activism (MRA), masculism, or "The Men's Human Rights Movement") is a fringe movement which espouses the view that social, legal and economic discrimination against males is present in society to the extent that fighting it deserves an organized effort mirroring that of feminism, and crucially, that any and all variants of feminism do society and the individual far more harm than good.

*Rational Wiki, x*  
(x)

**MRM**—The Men's Human Rights Movement is a diverse group of men and women from all walks of life who are bound by an interest in and concern for issues that affect men and boys, particularly issues that are under-addressed, which is most of them.

Because we dissent from many aspects of modern feminism, feminists have made accusations that this is automatically anti-woman. As you will see below, this is categorically untrue. Sadly, our experience



is that this is how many feminists—who should be supporting our efforts—have always operated, by attempting to shame and demonize anyone who disagrees with them.

[A Voice For Men, x](#)

[\(x\)](#)

**MRM**—The men's rights movement (MRM) is a part of the larger men's movement. It branched off from the men's liberation movement in the early 1970s. The men's rights movement is made up of a variety of groups and individuals who focus on numerous social issues (including family law, parenting, reproduction, domestic violence and circumcision) and government services (including education, compulsory military service, social safety nets, and health policies), which men's rights advocates say discriminate against men.

Scholars have described the men's rights movement or parts of the movement as a backlash to feminism.

[Wikipedia, x](#)

[\(x\)](#)

**MRM**—Men's Rights Activists (more commonly known as MRAs) have an undeserved reputation in mainstream society; they are commonly portrayed as misogynists, bigots, and generally strange individuals, who sit at home in their mothers' basements fawning over anime characters in their fedoras and trenchcoats.

Yet pretty much every conference attendee looked just like every other human being on this planet – they are not the monsters that the media makes them out to be, just ordinary, normal men who are passionate about the issues discussed.

[Breitbart, Jack Hadfield](#)

[\(02 Aug 2016\)](#)

**MRM**—The Men's Rights Movement (MRM) also sometimes known as the Men's Human Rights Movement (MHRM) is a pluralistic movement of men and women who have identified certain problems facing men and boys. It is comprised of many organisations and individuals that are loosely affiliated. Despite this, participants within the MRM maintain a largely consistent position on men's rights. The movement accepts robust and frank internal discussions, which

are generally conducted in public. Individuals within the MRM are sometimes known as Men's Rights Activists or Men's Rights Advocates (MRAs). While the MRM has existed for a long time, it is only in recent years that it has been growing rapidly and receiving significant media attention.

[A Voice For Men, Robert Brockway](#)

[\(March 21, 2015\)](#)

## Mere-exposure effect

**Mere-exposure effect**—The mere-exposure effect is a psychological phenomenon by which people tend to develop a preference for things merely because they are familiar with them. In social psychology, this effect is sometimes called the familiarity principle. The effect has been demonstrated with many kinds of things, including words, Chinese characters, paintings, pictures of faces, geometric figures, and sounds. In studies of interpersonal attraction, the more often a person is seen by someone, the more pleasing and likeable that person appears to be.

[Wikipedia, x](#)

[\(x\)](#)

**Mere-exposure effect**—The more we're exposed to a product or idea, the more likely we'll prefer it over lesser-known alternatives.

[The Red Pill, bsutansalt](#)

[\(23 Aug 2014\)](#)

## Microaggression

**Microaggression**—Anything the alt-right thinks marginalized people shouldn't care about. Used in sarcastic apologies, like "oh, excuse my microaggression..."

[Rational Wiki, x](#)

[\(x\)](#)

## Misogyny

**Misogyny**—Defined as "the forms of prejudice against women that no longer exist in the country I live in," or if they're really based, "something made up by feminists that never existed at all." When referenced, it will often be "creatively" misspelled as

"muh soggy knee" or "muh sore 'giney", to signify that people who complain about misogyny are whiny and therefore wrong. A form of Oppression.

[Rational Wiki, x](#)  
(x)

## Monk Mode

**Monk Mode**—Mitigating distractions and focusing on introspection, reflection and self-improvement for a given period of time. Working on the body and mind. More in-depth information here.

[The Red Pill, MachiavellianRed](#)  
(17 Mar 2015)

**Monk Mode**—is a self-improvement framework for improving your worth, and in turn, increasing the quality of person you are. Many people fail to integrate self-improving habits into their life because they have psychological hurdles they struggle to overcome and are easily distracted by non-sense that confers them no benefit.

Monk mode is about mitigating distraction and focusing solely on self-betterment by filling up your time with activities that improve you as a human-being. Naturally, such an endeavour is going to demand sacrifice. However, the rewards you reap, the sense of direction you gain and the power you feel from the self-control you'll exercise will feed your growth immeasurably, in turn passively increasing your self-esteem and outward confidence.

[Illimitable Man, Illimitable Man](#)  
(x)

## Moon Man

**Moon Man**—The Moon Man is the name given to a parody of McDonald's commercial mascot Mac Tonight, who sings racist parodies of rap songs in a text-to-speech program. Fanart of Moon Man usually features the death of black people.<sup>[1]</sup> Like Pepe, Moon Man was an innocuous internet joke for years before the alt-right existed.<sup>[2]</sup> Ironically, the original Mac Tonight character used an English-language version of anti-fascists Kurt Weill and Bertolt Brecht's

Mack the Knife ("Die Moritat von Mackie Messer") song.

- ↑ NSFL warning: Moon Man fanart featuring the killing of blacks.
- ↑ Moon Man, Know Your Meme, <http://knowyourmeme.com/memes/moon-man>.  
[Rational Wiki, x](#)  
(x)

**Moon Man**—Once known as McDonald's mascot Mac Tonight, white nationalists and Neo-Nazis appropriated the crescent moon-headed character and nicknamed him Moon Man. A common practice is using text-to-speech programs to create racist rap parodies from Moon Man's perspective.

[Angry White Men, x](#)  
(x)

## MSM

**MSM**—Mainstream media is a term and abbreviation used to refer collectively to the various large mass news media that influence a large number of people, and both reflect and shape prevailing currents of thought. The term is used to contrast with alternative media which may contain content with more dissenting thought at variance with the prevailing views of mainstream sources.

The term is often used for large news conglomerates, including newspapers and broadcast media, that underwent successive mergers in many countries. The concentration of media ownership has raised concerns of a homogenization of viewpoints presented to news consumers. Consequently, the term mainstream media has been widely used in conversation and the blogosphere, often in oppositional, pejorative, or dismissive senses, in discussion of the mass media and media bias.

According to philosopher Noam Chomsky, media organizations with an elite audience such as CBS News and The New York Times are successful corporations with the assets necessary to set the tone for other smaller news organizations which lack comparable resources by creating conversations that cascade down to smaller news organizations using the Associated Press and other means of aggregation. An elite mainstream

sets the agenda and smaller organizations parrot it.

[Wikipedia, x](#)  
(x)

## Muh

**Muh**—"My," in a manner imitative of a child complaining. The implication is that whatever follows is meant to be viewed as whiny and stupid ("muh feminism," "muh oppressions" and so on).

[Rational Wiki, x](#)  
(x)

## Multiculturalism

**Multiculturalism**—(often "multiCULTI" or "multi-kulti") A process aimed at destroying white culture because THE JEWS. Often asserted to be a "failed experiment" or treated as if it is a religious belief.

[Rational Wiki, x](#)  
(x)

## N-count

**N-Count**—a persons NUMBER count of how many people they have had sex with.

Having oral or manual sex also applies. According to my research, lesbianism does not raise a woman's n-count. Especially if said lesbians are "hot" and not "man-hating-butch-dikes. Example 1. "It's 20fucking13 and we still live in a ridiculous, sexist society where a large amount of women are concerned about their n-count getting too high. They also don't want their n-count to be too low, lest they be seen as prudes."

[Urban Dictionary, shifuku](#)  
(October 08, 2013)

## Nazi

**Nazi**—Nobody in the alt-right is a Nazi and no one in the alt-right subscribes to Nazism. Not a one. They just believe that white ethnstates are essential, that preservation of the white race is the ultimate goal, and think that their enemies are Communist Jews.

They also want a new Christian crusade, want to deny the Holocaust, and want to rally under a modified Nazi war ensign.

[Rational Wiki, x](#)  
(x)

## Neoreactionary movement

**NRx**—Neoreaction (NRx) is the alt-right's "intellectual" elder brother. NRxionaries cite "science"; alt-righters cite memes. Neoreactionaries generally believe that social order requires strong social hierarchies (so class, race, & gender equality is right out) and strong leaders (which often leads to neoreactionaries supporting monarchies). For a comprehensive rebuttal of (notoriously longwinded) neoreactionary writing, see Scott Alexander's Anti-Reactionary FAQ.<sup>[1]</sup>

1. ↑ [Anti-Reactionary FAQ by Scott Alexander \(October 20, 2013\) Slate Star Codex.](#)  
[Rational Wiki, x](#)  
(x)

**NRx**—An alt-right ideology variation. As Rosie Gray describes in *The Atlantic*, "the alt-right can be seen as a political movement; neoreaction, which adherents refer to as NRx, is a philosophy. At the core of that philosophy is a rejection of democracy and an embrace of autocratic rule." A lot of the big proponents of this are popular on Twitter, and some of them are fairly ironic about it.

[Buzzfeed.](#)  
[Katie Notopoulos & Ryan Broderick](#)  
(March 3, 2017)

**NRx**—Neoreaction (NRx) in the smallest possible nutshell reads: Western Civilization is fucked, and we know how to unfuck it.

NRx is both critique and plan; diagnosis and treatment.

### THE CRITIQUE

"But America has so many problems! No she doesn't," says Mencius Moldbug. "America has only one problem: America is a communist country."

- Western Civilization is drunk on hundreds of years of Enlightenment

Kool-Aid

- Popular governments (like democracy) were broken from the start
- Political parties drag society into constant culture wars & political correctness
- Political parties destabilize European countries by importing migrant voting blocs
- Centuries of misguided moral crusades distort our sense of ethics & justice
- Elites use minorities, poor, and women as proxy weapons to increase their power
- Government depts fight proxy wars against each other that ruin foreign countries
- Women are married to the state; children owned by the state
- We've replaced millennia of social knowledge about marriage, community, & religion with unhealthy social experiments
- Human capital is destroyed by bad economic practices
- Ideological purity tests & signaling competitions damage the business world
- Real technological innovation is slowing down
- Politics has destroyed aesthetics and made it ugly

What's gone wrong? No one is in charge. No one's in charge because government by "we the people" is no government, but power up for grabs: Power as unguarded commons. This is considered by most to be a feature of democracy. But it's clearly a bug. The rich, strong, clever, well-connected, and shifty compete for it, grab it up often in the dark of night. Since it is insecure, it must be abused just to hold onto, or even get anything done.

The simple solution: Formalism. Put the political commons (final authority) in the hands of one trusted man who can rule by executive fiat. Trying to limit the power of executive—dividing it among contending parties—is the source of dysfunction in liberal democracies.

NRx has a plan for a New Structure, one where instead of appropriating (*stealing*) it, we buy out all political power of the old with shares of the new.

[NRXN Reddit, x](#)

[\(x\)](#)

## Nice guy

**Nice guy**—A coward veiled in contrived generosity, a true manipulator, a textbook pushover afraid of going out and getting what he wants unapologetically, a boy in search of a second Mother.

[The Red Pill, the shape](#)

[\(17 Mar 2015\)](#)

## Nice Guys Finish Last

**Nice Guys Finish Last**—Being nice isn't itself an attractive quality. In fact, being nice often turns women off; they must be attracted first! If not you risk coming off as needy, clingy, over-investing.

We value more what we have to earn.

[The Red Pill, bsutansalt](#)

[\(23 Dec 2014\)](#)

## Nimble Navigator

**Nimble Navigator**—A nimble navigator (or centipede) is a Trump supporter.<sup>[1]</sup>

Originated from the YouTube series Can't Stump the Trump mid 2015, where the track Centipede by Knife Party plays as the intro. The intro to the track contains audio from a BBC nature documentary in which a centipede is described as a "predator" and "nimble navigator", likening it to Trump himself in the context of the video.

It was quickly picked up as a meme by Trump supporters (especially /r/the\_donald) and centipede became synonymous with Trump and his supporters. We're still waiting for them to realize that when abbreviated to "Pedes" it sounds like they're calling each other paedophiles, it's been over a year...

1. ↑ [http://www.attn.com/stories/6789/trump-supporters-language-reddit%7CDecoding the Language of Trump Supporters. ATTN.](http://www.attn.com/stories/6789/trump-supporters-language-reddit%7CDecoding%7Cthe%7CLanguage%7Cof%7CTrump%7CSupporters)

[Rational Wiki, x](#)

[\(x\)](#)

**Nimble Navigator**—Centipedes, A self-adopted term for some Trump supporters. It's a reference to a YouTube series called "Can't Stump the Trump" that mashed up footage of President Trump in a Republican debate with audio from a nature documentary about a centipede killing a tarantula.

Buzzfeed.

Katie Notopoulos & Ryan Broderick

(March 3, 2017)

## Normie

**Normie**—A 4chan term originating on the /r9k/ board as a (usually pejorative) descriptor for people and things that are mainstream. In alt-right usage, it generally refers to anything external to the alt-right universe. For example, in requesting anonymity an alt-right member stated, "I have a 'normie' [conventional] job and I don't want to get punished for this [interview]."

Rational Wiki, x

(x)

## Omega

**Omega**—

- You spend most of your Friday and Saturday evenings at home playing video games or surfing 4chan rather than spending time with friends.
- You have few friends, wish you had more, but don't know how to make some.
- You have few social activities that aren't church, work, or school related; ie. places where people are more or less forced to accept you.
- You spend 30-40 or more hours a week on the internet or video games.
- You are unable to carry on a decent conversation with strangers, ie; Anything beyond "Hi." "How are you?" "I'm doing well." is awkward, if it happens at all.
- You have unable to carry on a conversation with a girl.
- You are unable to initiate a conversation with a girl.
- You have liked a girl for months

(years) and have never talked with her beyond the occasional hello or perfunctory, "How are you?"

- You are miserable and lonely, but have no idea how to fix it.
- You feel incapable of reading other people's emotional states and the actions and emotions of other people confuse you.
- You often bored with life in general.  
Free Northener, Free Northener  
(x)

**Omega**—If you are a man, you belong in one of the following 3 categories in the manosphere:

- omega male, TFL (True Forced Celibacy), incel (INvoluntarily CELibate)
- blue pill (BP), beta male, beta bucks (BB), beta orbiter, beta workhorse, AFC (Average Frustrated Chump), mangina, white knight, captain save-a-whore
- red pill men  
(contains 4 subcategories):
  - a. MGTOW level 4 (red pill man who lives off the grid, away from society; also called POOPS: People Opting Out of Participation in Society)
  - b. MGTOW level 3 (red pill man who has minimal interactions with women, voluntarily celibate; also called zeta male)
  - c. MGTOW level 2 (red pill man who only spins plates while shunning LTRs)
  - d. MGTOW level 1 (red pill man in an LTR despite knowing legal risks)  
The Red Pill, ergos  
(03-01-15)

**Omega**—You are very much like the alpha male, the primary distinction being that where the Alpha "recharges" in groups you "recharge" by being alone. Like the alpha male you are confident, intelligent and have a sense of charisma about you, but unlike the alpha male, you are completely your own person. Your strength doesn't flow from those around you, it comes from within. You do not need anyone, and you can even be emotionally distant due to your complete self-possession, though you

won't see yourself as distant at all. You trust few people and foster even fewer intimate relationships, people must earn your trust, it is not given freely. Omegas generally make the best leaders, though they never seek out the position. More accurately, it is cast upon them by their peers at which point they reluctantly accept the position until their primary goals are achieved; at which point they seek to leave the position as quickly as possible, which is the polar opposite of the Alpha Male. George Washington is famously Omega in leadership personality and was called "The greatest character of our age" for stepping down from his position of power willingly, despite popular demand for him to stay in power.

*The Red Pill, RealRational*  
(02-02-15)

## Oneitis

**Oneitis**—When a guy has fallen in love with a woman in the same way a boy loves his mother. He obsesses about her, but she does not reciprocate.

*The Red Pill, MachiavellianRed*  
(17 Mar 2015)

**Oneitis**—

1. A set of actions and behaviors where a man does things in order to get one particular girl or "not lose" one particular girl, at the expense of pursuing other girls and/or at the expense of his own freedom and happiness.
2. Any non-minor compromise a man makes to a woman (either to "get her" or to "not lose her") that will immediately or eventually restrict his freedom or damage his happiness. Example: A man promising to always pick up his socks or keep the TV at a certain volume is not necessarily oneitis, but a man with a healthy sex drive promising to never get sexual with any other woman is certainly oneitis as defined here, since eventually that promise will make him less free and less happy.

*blackdragonblog.x*  
(x)

## Operation Google

**Operation Google**—is an ongoing attempt by alt-righters to circumvent Google's anti-racial-slur policies. As such, Operation Google is a code-word list of slurs:<sup>[1][2]</sup>

Google = a black person

Skype = a Jew

Yahoo = a Hispanic person

Bing = an Asian

Skittle = a Muslim

Butterfly = a gay man

Fishbucket = a lesbian

Durden = a transsexual

Car salesman = a liberal

Reagan = a conservative

A Leppo = a libertarian

Pepe = someone from the alt-right (not to be confused with Pepe as a meme)

Yes, they actually use this. Yes, it's incredibly cringey. Yes, it's ridiculously transparent.

1. ↑ <http://qz.com/798305/alt-right-trolls-are-using-googles-yahoos-skittles-and-skypes-as-code-words-for-racial-slurs-on-twitter/>, Alt-right trolls are using these code words for racial slurs online. Quartz.
2. ↑ <https://ageofshitlords.com/4chan-pol-launching-operation-google/%7C4chan-and/pol/are-launching-Operation-Google>. Age of Shitlords.  
*Rational Wiki, x*  
(x)

**Operation Google**—is the codename of a raid launched against Google's Artificial Intelligence program Jigsaw Conversation in retaliation against censorship and to have the A.I. filter out Google's own sites in searches.

### *JIGSAW CONVERSATION*

Jigsaw, a small subsidiary of Google, introduced a Conversation A.I. to identify "negative comments" left by hateful trolls in comment threads and delete them. These include comments deemed "sexist, racist, transphobic, Islamophobic," etc. The A.I. would also block search results for posts that contained racial and transphobic.<sup>[1]</sup> According to The Verge<sup>[2]</sup> and Wired, while the Google claims the A.I. is 92% effective, it has some problems identifying nuances of human language.

*ON/POL/*



On September 21st, 2016, a thread was posted on /pol/ discussing the new A.I program and how people would start to use the phrase "Google" instead of "nigger" as a workaround<sup>[3]</sup>.

[Know Your Meme, Lycanroc.](#)  
(23 Sept, 2016)

**Operation Google**—The AI works by detecting keywords and terms related to offensiveness. Typing words like "Nigger, Faggot, Tranny, Kike..." etc, will get you flagged and labeled a harasser. YouTube videos, search results, emails and basically everything you do online including those words will get you in trouble. Blog posts that contain these words will not show up on Google search results (This article you're reading right now will not appear on Google search, because I technically used those words).

In short, Google just declared a war on Trolls. The Verge reports that the machine has been trained on over 17 million comments and has perfected navigation of the Internet. Needless to say that this machine is the real deal. Lots of Feminists and SJWs have begun praising the program as a step forward in the fight against "Online harassment", but more on that later.....

Since this is a war on Trolls, it sounds to reason that the greatest Trolls online, 4chan, weren't going to take the news very well.

The plan has already taken root on 8chan's /pol/ board and several other 4chan boards. Every time they want to use the word "Nigger", they're going to use "Google" instead.

[Age Of Shitlords, AOS Admin.](#)  
(September 22, 2016)

## Oppression

**Oppression**—In alt-right thinking, the series of exaggerated and / or imaginary disadvantages which collectively makes someone from a minority a Special Snowflake (see below). It is caricatured as a desired trait, since, in the alt-right's eyes, the amount of oppression you can successfully lay claim to (Oppression Points) will determine your position on the Progressive Stack.

This is totally different to complaining

about how you are persecuted by cultural Marxists for being a white heterosexual cisgender male, which is completely legit because shut up and kill yourself.

[Rational Wiki, x](#)  
(x)

## Oppression Olympics

**Oppression Olympics**—The competition for Oppression Points to determine your place on the Progressive Stack.

[Rational Wiki, x](#)  
(x)

**Oppression Olympics**— is a term used when two or more groups compete to prove themselves more oppressed than each other. In geek feminist circles, contestants may include:

- Women
- People of color
- People with disabilities
- LGBTQ people
- Members of minority language groups
- Residents of non-Western countries, or people from non-North American countries
- People who were unpopular in high school

Competing in the Oppression Olympics attaches something like a moral dimension to oppression, in which the most oppressed are worthier. People who participate in Oppression Olympics tend to ignore the fact that it's possible for multiple groups to be oppressed, and necessary to address all those problems, without choosing a single group to get all the anti-oppression activism. Oppression Olympics also tends to ignore Intersectionality, except where the existence of multiple degrees of oppression can help an individual participant "win".

Beginning a round of Oppression Olympics is generally seen as Derailment or even as a Silencing tactic, as it attempts to prevent or deflect discussion of one kind of oppression by denying its legitimacy or existence, downplaying its importance, or simply switching the focus to another.

[Geek Feminism Wiki, x](#)  
(x)

## Orbiter

**Orbiter**—Also known as Beta Orbiter. A beta guy who accepted the proposal to "just be friends" from a girl he has oneitis for. He will stick around her and constantly validate her whenever she requests it. Also known as "friendzone." She will keep him around because he will do anything for her and provide validation, giving small hints that he might eventually win her love- but he never will. Typical signs of orbiter status: likes and comments on new facebook photos. Go-to guy when girl has problem with boyfriend. Also known as emotional tampon.

[The Red Pill, MachiavellianRed](#)  
(17 Mar 2015)

**Orbiter**—Men who are friend-zoned, but kept around for a variety of reasons:

1. Resources
2. Validation/attention

*"In case of emergency, break glass for dick"*

The main reason most men allow themselves to be friend-zoned – biding their time hoping they still have a shot to have sex with her.

[The Red Pill, bsutansalt](#)  
(23 Dec 2014)

## Our guy

**Our guy**—, or /our guy/, is someone who represents the core beliefs and values of a community.<sup>[1]</sup> The term originated on 4chan.<sup>[1]</sup> On 4chan's /pol/ board, and in alt-right usage, someone is "our guy" if they are thought to hold alt-right or "red-pilled" political beliefs (either openly or in secret).<sup>[1][2][3][4][5]</sup>

1. ↑ 1.0 1.1 1.2 Is He /Our Guy/? Know Your Meme.
2. ↑ Nivea's 'White Is Purity' ad campaign didn't end well Washington Post. April 5, 2017.
3. ↑ How the alt-right trolled Triple J's Hack program over Charlottesville Sydney Morning Herald. August 17, 2017.
4. ↑ Racists' under-the-radar recruitment Boston Globe. August 18, 2017.
5. ↑ Bannon and Priebus's awkward moment not all it seems Nine News. February 24, 2017.

[Rational Wiki, x](#)  
(x)

## Overton Window

**Overton Window**—

1. A political theory invented by arch-conservative Joseph Overton, VP of the anti-tax Mackinac Center for Public Policy in Midland, Michigan. (Overton died in 2003 when his ultra-light airplane crashed.)
2. The name of a poorly-written novel by right-wing talk show host Glen Beck. Published in early 2010, the book is a cautionary tale about leftist radicals taking over the government through incremental change.

In theory, the Overton Window represents the boundaries of "acceptable" public policy and discourse -- what a politician can support without seeming too "extreme." Opposing forces try to broaden this window (or shift it to one side) to make formerly "radical" ideas seem more "mainstream."

Overton's theory has a decidedly pro-business, anti-regulation slant. Something is either "more free" or "less free" in his view. He never mentions "more just" or "more fair" or "more practical." In fact, the entire theory tailor made for paranoid people and right-wing lunatics who think Obama is a totalitarian Marxist dictator bent on world domination.

[Urban Dictionary, Peter Kobs](#)  
(July 20, 2010)

**Overton Window**—(example usage) RWW has an extensive story about Paul Nehlen, an unapologetic nazi who is running again in an attempt to unseat Paul Ryan. Nehlen is intent on shoving the Overton Window as far right as possible, to 'sanitize' and normalise white supremacy and nationalism.

[Free Thought Blog, Caine](#)  
(December 19, 2017)

## Oy Vey

**Oy Vey**—is a Yiddish expression of dismay. The alt-right is fond of ironically using "oy vey", because it makes them feel edgy. "Oy vey" is seen in "oy vey, the goyim know, shut it down" (implying that Jews are part of a worldwide shadowy conspiracy) or "oy

vey, remember the 6 trillion" (implying the Holocaust was faked to guilt people into supporting some "Jewish agenda").

[Rational Wiki, x](#)  
(x)

**Og Vey**—, Shut It Down! – Used whenever an alt-right website is shut down or a fundraising campaign is suspended, which they usually believe to be the handiwork of the Jews.

[Angry White Men, x](#)  
(x)

## Paleoconservative

**Paleoconservative**—is a term that describes conservatives who support strong restrictions on immigration, a rollback of multicultural programs, the decentralization of the federal polity, the restoration of controls upon free trade, a greater emphasis upon economic nationalism and isolationism in the conduct of American foreign policy, and a generally revanchist outlook upon a social order in need of recovering old lines of distinction and in particular the assignment of roles in accordance with traditional categories of gender, ethnicity, and race. As such, paleoconservatives differ from mainstream conservatives.

The most prominent paleoconservative is TV commentator and author Pat Buchanan.

Many paleoconservatives identify themselves as "classical conservatives" and trace their philosophy to the Old Right Republicans of the interwar period, which helped keep the U.S. out of the League of Nations, reduced immigration with the passage of the Immigration Act of 1924, and opposed Franklin Roosevelt's New Deal. They were isolationists who opposed entry into World War II.

They often look back even further, to Edmund Burke, as well as the American anti-federalist movement that stretched from the days of Thomas Jefferson to John C. Calhoun.

[Conservapedia, x](#)  
(x)

**Paleoconservative**—Paleoconservatism

(sometimes shortened to paleocon) is a conservative political philosophy stressing tradition, limited government and civil society, along with religious, regional, national and Western identity.

According to the international relations scholar Michael Foley, "paleoconservatives press for restrictions on immigration, a rollback of multicultural programmes, the decentralization of federal policy, the restoration of controls upon free trade, a greater emphasis upon economic nationalism and non-interventionism in the conduct of American foreign policy, and a generally revanchist outlook upon a social order in need of recovering old lines of distinction and in particular the assignment of roles in accordance with traditional categories of gender, ethnicity, and race". Practitioners of this philosophy identify themselves as the legitimate heirs to the American conservative tradition.

The nativist politician Pat Buchanan was strongly influenced by the Rockford Institute's *Chronicles* and helped create another paleoconservative publication, *The American Conservative*. Paleoconservatism's concerns overlap those of the Old Right that opposed the New Deal in the 1930s and 1940s as well as American social conservatism of the late 20th century expressed, for example, in the book *Single Issues* by Joseph Sobran. The political theorist Paul Gottfried is credited with coining the term in the 1980s.[citation needed] He says the term originally referred to various Americans, such as conservative and traditionalist Catholics and agrarian Southerners, who turned to anti-communism during the Cold War.

[Wikipedia, x](#)  
(x)

**Paleoconservative**—A Paleoconservative is basically a polite word for a White Supremacist Neo-Nazi. Paleoconservatives believe in crippling the US economy by shutting down the borders to immigrants, despite the fact that most Americans are descended from immigrants. Paleocons are political inbreds, who believe in undermining American interests by withdrawing troops from the Middle East and appeasing terrorist regimes in the Muslim world. A

Paleocon is typically a poorly educated White Christian in the American deep South who believes, as the Nazis did, that the white race is biologically superior to non-white races and that Blacks, Hispanics, and Jews are waging a secret war against whites to rule the world. Paleocons tend to fall for paranoid conspiracy theories like that. Not to be confused with Neoconservatives or Neocons, who are great nation - builders and passionately believe in spreading democracy and freedom, as well as liberal immigration policies.

Paleoconservatives are basically inbred nativist white-trash in fancy suits.

*#supremacism#racism#chauvinism#fascism#nativism*

Urban Dictionary, Realpolitik  
(October 06, 2007)

**Paleoconservative**—Contrary to what the idiot 'Realpolitik' added, Paleoconservatives or 'old conservatives' are not white supremacists or white anything-ists. Paleocons are simply Constitutional conservatives who believe in small government, low spending, national sovereignty, and maximum personal freedom. A neoconservative, by contrast, is simply a liberal Republican. In order to properly illustrate what paleoconservatism is, we must draw parallels between paleoconservatives and neoconservatives (aka "the Republican base").

A paleoconservative believes foremost in the Constitution as the highest law of the land. Any law or measure that rejects, misinterprets or by-passes the Constitution is unacceptable. Neocons, on the other hand, can frequently be heard making statements like "The Constitution isn't a suicide note" to justify unconstitutional or Constitution-bending actions. Mind, this only applies in the neocon mind if the actions are undertaken by a Republican president or congress.

A paleoconservative is a firm believer in the Jeffersonian view of smaller, less powerful government. Neocons claim to believe in smaller government, but frequently overlook that in 8 years, a Republican president and congress doubled the size and cost of government. The main difference between a neocon and a paleocon is that the neocons will give you a pass on this behavior as long

as you have an '(R)' beside your name, where paleocons will not. Most paleocons are in favor of repealing the Income Tax as a good incentive for our government to spend less and reward achievement rather than punish it. The neocon has given very little thought how to curb government spending or why it's important - they just like when someone promises to, preferably in between clever digs at Democratic senators.

A paleoconservative believes in hard currency and a balanced budget. The framers of the Constitution called for United States currency to be based on precious metals to avoid a devalued currency and inflation such as we have today. Paleocons would also like to balance the budget before we borrow more money from China than our grandchildren's grandchildren could ever possibly repay. Neocons assume that this is a non-issue because of the Bush tax cuts. The budget is already balanced and we have 0 national debt because a Republican president would certainly demand that it be so. And even if said President did not, "it's not that big of a deal". And even if it was a big deal, not wanting China to own this country is something only liberals worry about. It is of little importance to the neocon that pork-barrel spending also doubled under their president, because fiscal responsibility takes a backseat to party politics in the mind of the neocon.

A paleoconservative takes a somewhat more liberal stance on social issues. Most paleocons frown on the War on Drugs, it being mainly a hole to pour taxpayer money down. The Constitution is a check on government power, not individual liberty. Neocons see the Constitution as being inadequate since there's nothing in there damning drugs or homosexuals, and they don't like that the only thing the Constitution says about a national religion is that having one is forbidden.

A paleoconservative believes that good fences make good neighbors. It is interpreted, primarily by liberals, as racism that paleocons want a border fence, but the truth is that we just want to know who is here, why they came, and what they're doing. We also like the idea of being able to turn off the proverbial faucet if we want. Here again, we differ from the neocons. Being that a 2-term

president, even under massive pressure to do so, did not fence the border nor take any meaningful immigration action, neocons conclude that that's all right because the president is a Republican. If the United States suffered another terrorist attack, and the perpetrators turned out to be aliens who entered the country illegally after 9/11, your average neocon would immediately begin searching for ways to blame former President Clinton. You can sum up the overall neocon political philosophy with "Republicans good, Democrats bad."

Paleoconservatives believe that our military should be powerful, but should only be used when the United States is threatened. Our forefathers warned us against foreign entanglements, but their advice is lost on the neocon. The neocons are pro-Iraq War, pro-Iran War, pro-North Korea War, and pro-Syria War, even though these four nations combined would have little hope against a United States attack. A paleocon believes that if the United States would simply control its borders and immigration, we would have little to fear from terrorists. Neocons live in fear of being branded 'anti-American', and will get behind any meaningless conflict to prove they're not.

A paleoconservative believes that the Republican party has semi-failed socially, and failed titanically fiscally, and usually votes third party. A neocon would rather see their grandchildren starve to death before voting Libertarian or Constitution Party. After all, a vote for third party is a vote for a Democrat, and remember, "Republicans good, Democrats bad" is the only acceptable political stance.

The paleoconservative believes in a diet rich in vitamins, minerals and other nutrients. The neocon subsists almost entirely on talk radio, particularly Rush Limbaugh which is where they get their "anti-war = anti-American" 'ideas'.

Finally, a paleoconservative is very wary of foreign allies, treaties and allegiances as they can breed serious conflicts of interest, and possible erosion of national sovereignty. Neocons are with us on this point, for the most part, as we would both like to see the United States out of the UN, but here again, neocons will happily look the other way when a Republican goes astray. In

2005, our President signed a treaty under the guise of 'fair trade' that will eventually merge the United States with Mexico and Canada creating a "North American Union". Your average paleocon wants America to be self-existing and self-governing, but that is of secondary importance to the neocon. As long as you blame former President Clinton for the War of 1812, America can burn. The bottom line is that neocons love the Republican party more than they love America. They might talk the talk, but when it comes to it, they will happily wait outside in a blizzard for 3 hours to vote for a Republican with no party platform. Party first, country second. I won't tell you how to vote, but I suggest you at least check to see if there are any paleoconservative candidates on your state's ballot.

*Urban Dictionary, Proud Paleo  
(05-09-08)*

## Peacocking

**Peacocking**—Drawing attention to yourself in a positive way so women have something to initiate a conversation about. There are good and bad ways of doing so.

*The Red Pill, bsutansalt  
(23 Dec 2014)*

## PEGIDA

**PEGIDA**—s worries about the Islamization of Germany concern the seeming intolerance and religious fanaticism that have grown hand-in-hand with the arrival of the Muslim populations unwilling to adapt to Western values.

The terror attacks in France Had "nothing to do with Islam." — German Interior Minister Thomas de Maizière.

By decrying Pegida's views as "xenophobic," narrow minded" and even "inhuman," Germany's ruling establishment shows how deeply out of touch it is with the worries of a large segment of the population.

Perhaps the people in the East just want to avoid the situation that the Western part of the country is in. Having gone through decades of Communist dictatorship, perhaps they are less inclined to trust that their

political leaders have the people's best interests in mind with their policies.

*Gatestone Institute, Peter Martino  
(January 15, 2015)*

**PEGIDA**—Patriotic Europeans Against the Islamisation of the West (*Occident*) (German: Patriotische Europäer gegen die Islamisierung des Abendlandes), abbreviated PEGIDA or Pegida, is a German nationalist, anti-Islam, right-wing political movement.<sup>[5][4]</sup> It was founded in Dresden in October 2014. Pegida believes that Germany is being increasingly Islamicised<sup>[5]</sup> and aims to oppose Islamic extremism.

Pegida wants to curb immigration, and accuses authorities of not enforcing existing immigration laws.<sup>[6]</sup> Pegida has held many demonstrations; often there have been many public demonstrations against them as well.<sup>[7]</sup> In 2015, the founder of Pegida resigned after being reported as having posed as Adolf Hitler and having made racist statements on Facebook.<sup>[8]</sup> He was later reinstated.<sup>[9]</sup>

Offshoots of Pegida have been formed in various countries.

*Wikipedia, x  
(x)*

## Pepe

**Pepe**—is a frog who likes to get high and who feels bad, man. Everything else is not canon.

*Rational Wiki, x  
(x)*

**Pepe**—the Frog is an anthropomorphic frog character from the comic series *Boy's Club* by Matt Furie. On 4chan, various illustrations of the frog creature have been used as reaction faces, including Feels Good Man, Sad Frog, Angry Pepe, Smug Frog and Well Meme'd.

*Know Your Meme, Triple Zed  
(March 26, 2015)*

**Pepe**—Pepe the Frog (/ˈpeɪpɪ/) is a popular Internet meme. A green anthropomorphic frog with a humanoid body, Pepe originated in a comic by Matt Furie called *Boy's Club*.<sup>[2]</sup> It became an Internet meme

when its popularity steadily grew across Myspace, Gaia Online and 4chan in 2008. By 2015, it had become one of the most popular memes used on 4chan and Tumblr.<sup>[3]</sup>

By 2016, the character's image had been appropriated<sup>[4]</sup> as a symbol of the controversial alt-right movement.<sup>[5]</sup> The Anti-Defamation League added certain incarnations of Pepe the Frog to their database of hate symbols in 2016, adding that not all Pepe memes are racist.<sup>[6]</sup> Since then, Pepe's creator has publicly expressed his dismay at Pepe being used as a hate symbol.<sup>[7]</sup>

The meme's original use has evolved over time and has many variants, including Sad Frog, Smug Frog, Feels Frog, and "You will never..." Frog.<sup>[8]</sup>

- ↑ Priscilla, Frank (September 30, 2016). "The Strange Internet Journey of Pepe The 'Chilled-Out Stoner Frog'". *The Huffington Post*. Retrieved October 3, 2016.
- ↑ Khan, Imad (April 12, 2015). "4chan's Pepe the Frog is bigger than ever—and his creator feels good, man". *The Daily Dot*. Retrieved January 4, 2016.
- ↑ Hathaway, Jay (December 9, 2015). "Tumblr's Biggest Meme of 2015 Was Pepe the Frog". *New York Magazine*. Archived from the original on July 25, 2017. Retrieved 2017-09-14.
- ↑ Furie, Matt (October 13, 2016). "Pepe the Frog's Creator: I'm Reclaiming Him. He Was Never About Hate". *Time*. Retrieved November 19, 2017.
- ↑ Segal, Oren (September 29, 2016). "Pepe the Frog: yes, a harmless cartoon can become an alt-right mascot". *The Guardian*. Retrieved November 19, 2017.
- ↑ "Pepe the Frog meme branded a 'hate symbol'". *BBC News*. September 28, 2016. Retrieved November 16, 2016.
- ↑ Super Deluxe (October 24, 2016). "Pepe The Frog: From Innocent Meme To Hate Symbol". *YouTube*.
- ↑ Kiberd, Roisin (April 9, 2015). "4chan's Frog Meme Went Mainstream, So They Tried to Kill It". *Motherboard*. *Vice Media*. Retrieved January 4, 2016.  
*Wikipedia, x  
(x)*

**Pepe**—The Pepe the Frog character did not originally have racist or anti-Semitic connotations. Internet users appropriated the character and turned him into a meme,



placing the frog in a variety of circumstances and saying many different things. Many variations of the meme became rather esoteric, resulting in the phenomenon of so-called "rare Pepes."

The majority of uses of Pepe the Frog have been, and continue to be, non-bigoted. However, it was inevitable that, as the meme proliferated in on-line venues such as 4chan, 8chan, and Reddit, which have many users who delight in creating racist memes and imagery, a subset of Pepe memes would come into existence that centered on racist, anti-Semitic or other bigoted themes.

In recent years, with the growth of the "alt right" segment of the white supremacist movement, a segment that draws some of its support from some of the above-mentioned Internet sites, the number of "alt right" Pepe memes has grown, a tendency exacerbated by the controversial and contentious 2016 presidential election. Though Pepe memes have many defenders, the use of racist and bigoted versions of Pepe memes seems to be increasing, not decreasing.

However, because so many Pepe the Frog memes are not bigoted in nature, it is important to examine use of the meme only in context. The mere fact of posting a Pepe meme does not mean that someone is racist or white supremacist. However, if the meme itself is racist or anti-Semitic in nature, or if it appears in a context containing bigoted or offensive language or symbols, then it may have been used for hateful purposes.

In the fall of 2016, the ADL teamed with Pepe creator Matt Furie to form a *#SavePepe* campaign to reclaim the symbol from those who use it with hateful intentions.

[Anti-Defamation League, x](#)  
(x)

## Pick Up Artist

**PUA**—Pick-Up Artist.

[The Red Pill, MachiavellianRed](#)  
(17 Mar 2015).

**PUA**—The seduction community, also known as the pick-up artist, PUA, or pickup community, is a movement of men whose goal is seduction and sexual success with/ access to women. Members of the commu-

nity are often referred to as "pickup artists" (PUA). The community exists through Internet newsletters and weblogs, marketing (e.g. banner ads, seminars, one-on-one coaching), forums and groups, as well as over a hundred local clubs, known as "lairs".<sup>[1]</sup>

The rise of "seduction science", "game",<sup>[2]</sup> or "studied charisma", as it is often called, has been attributed to the "chaotic" modern dating scene reportedly as a result of the increased empowerment and equality of women in western society and changes to traditional gender roles combined with the influence of distinct biological imperatives in men and women.<sup>[3]</sup> Commentators in the media have described "game" as sexist or misogynistic.<sup>[4]</sup> Some people have acknowledged that the techniques espoused do sometimes succeed in attracting women.<sup>[5]</sup>

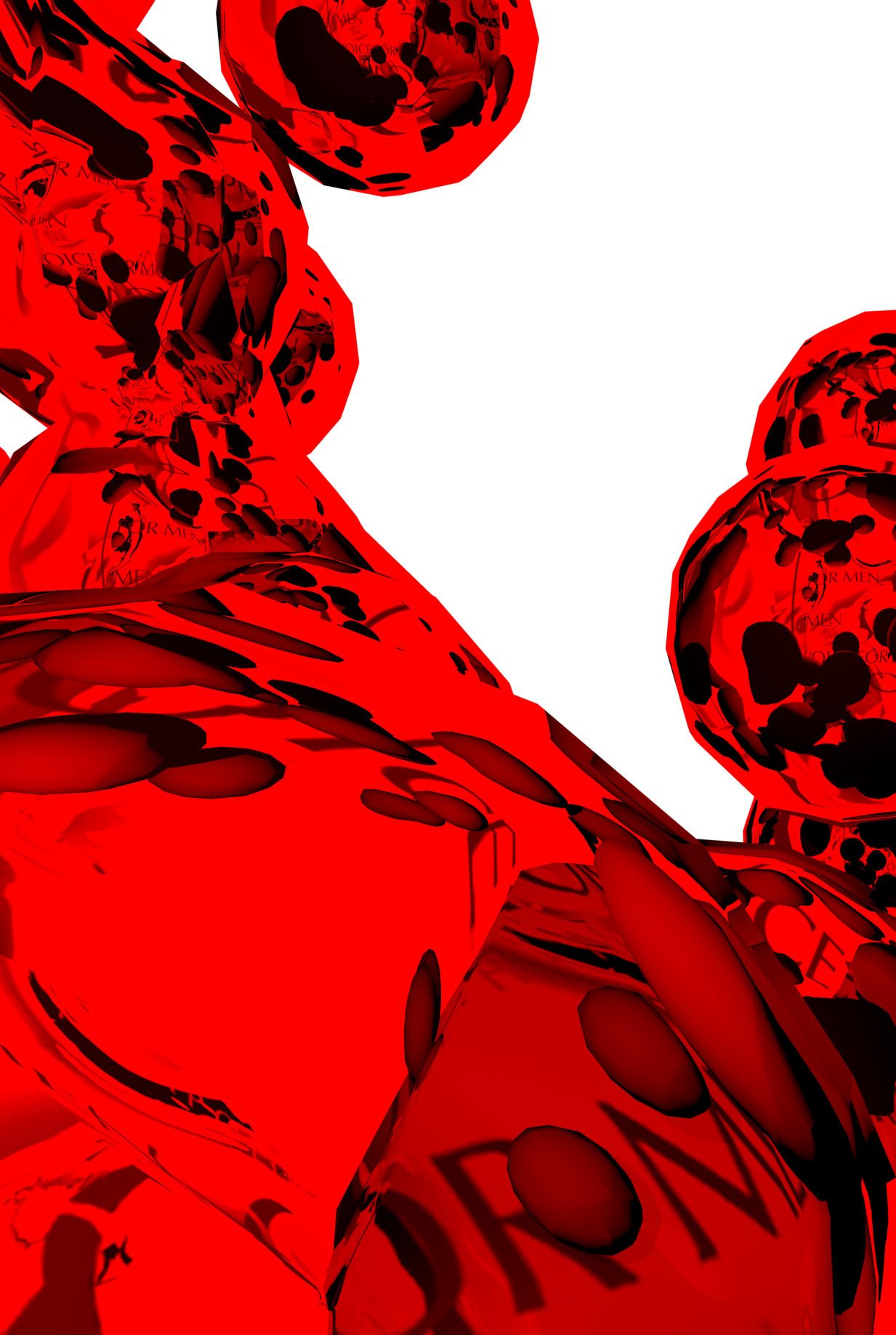
1. ↑ <http://www.theage.com.au/news/in-depth/winging-it/2007/01/28/1169919210771.html?page=fullpage#contentSwap2>, Winging it, 29 January 2007
2. ↑ Inside Red Pill, The Weird New Cult For Men Who Don't Understand Women, <http://www.businessinsider.com/the-red-pill-red-dit-2013-8>, Business Insider, Dylan Love (September 15, 2013)
3. ↑ Hymowitz, Kay S., "Love in the Time of Darwinism", City Journal, Autumn 2008
4. ↑ <http://nymag.com/scienceofus/2014/05/misogyny-and-mental-illness-are-very-different.html>, There's a Difference Between Misogyny and Severe Mental Illness, Jesse Singal Jesse (28 May 2014), New York magazine
5. ↑ Conor Friedersdorf, Some I Insult, Some I Let Go, <http://trueslant.com/conorfriedersdorf/2009/07/22/some-i-insult-some-i-let-go/> (22 July 2009)  
[Wikipedia, x](#)  
(x)

## Pizzagate

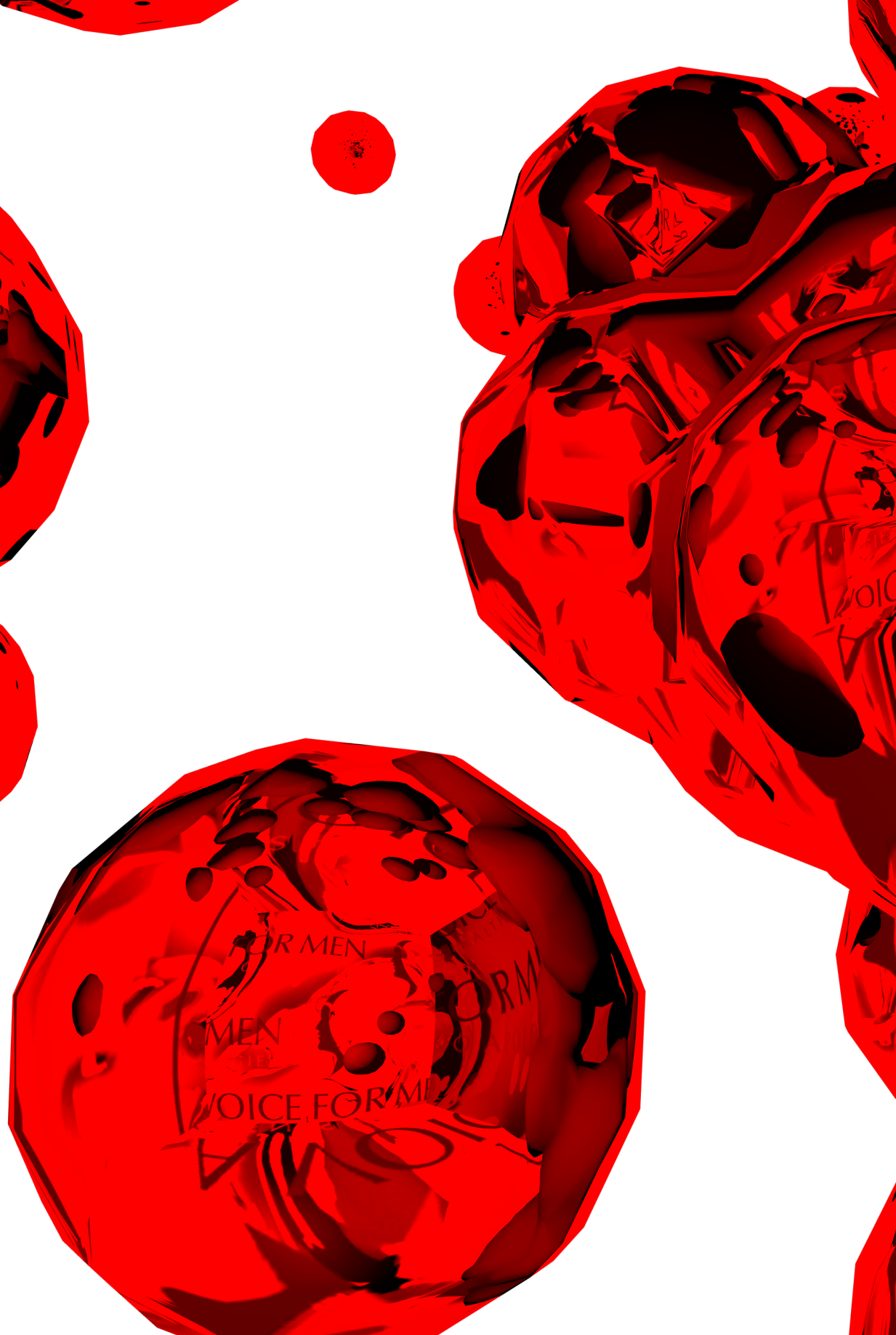
**Pizzagate**—The allegation, which is false, is that Hillary and Bill Clinton used the Comet Ping Pong pizza restaurant in Washington, D.C., as a front for a pedophile sex ring; the back room was supposedly used for kidnapping and trafficking children.

### HOW IT STARTED

Pizzagate began after James Alefantis, the owner of Comet Ping Pong and a no-







FOR MEN  
MEN  
VOICE FOR ME

VOICE





table Democratic donor, was mentioned in Clinton campaign chairman John Podesta's emails, released by WikiLeaks earlier this year. Alefantis, who had previously been in a relationship with David Brock, a Clinton ally, was potentially going to organize a fundraiser for Clinton's campaign.

Members of the anonymous message board 4Chan, an Internet message board known as a gathering place for those with extreme beliefs and the place the conspiracy theory took hold, began to trawl Alefantis' social media accounts, citing photos of children, basement construction and letters from Clinton as evidence of purported wrongdoing. Users claimed some words in Alefantis' emails (for example, "piz̄za" and "cheese") were code words for criminal activity.

*Time Magazine, KATE SAMUELSON*  
(December 5, 2016)

**Pizzagate**—Pizzagate is a debunked<sup>[1][2]</sup><sup>[3]</sup> conspiracy theory that went viral during the 2016 United States presidential election cycle. In the fall of 2016, the personal email account of John Podesta, Hillary Clinton's campaign manager, was hacked in a spear-phishing attack, and his emails were subsequently made public by WikiLeaks. Proponents of the Pizzagate theory falsely claimed that the emails contained coded messages referring to human trafficking and connecting several U.S. restaurants and high-ranking officials of the Democratic Party with an alleged child-sex ring.<sup>[4][5]</sup> The theory has been extensively discredited by a wide array of organizations, including the Metropolitan Police Department of the District of Columbia.<sup>[2][3][6]</sup>

- ↑ Huang, Gregor Aisch, Jon; Kang, Cecilia (December 10, 2016). "Dissecting the #PizzaGate Conspiracy Theories". *The New York Times*. Archived from the original on December 10, 2016. Retrieved December 10, 2016.
- ↑ Gillin, Joshua (December 6, 2016). "How Pizzagate went from fake news to a real problem". *PolitiFact*. Archived from the original on December 6, 2016. Retrieved December 6, 2016.
- ↑ LaCapria, Kim (December 2, 2016). "A detailed conspiracy theory known as "Pizzagate" holds that a pedophile ring is operating out of a Clinton-linked pizzeria called Comet Ping Pong". *Snopes.com*.

- ↑ Shalby, Colleen (May 24, 2017). "How Seth Rich's death became an Internet conspiracy theory". *Los Angeles Times*. Archived from the original on May 29, 2017. Despite police statements and Rich's family concluding that his death was the result of an attempted robbery, the rumor spread within the same circles that churned out the bogus 'PizzaGate' story
- ↑ Farhi, Paul (May 17, 2017). "A conspiratorial tale of murder, with Fox News at the center". *The Washington Post*. Archived from the original on May 18, 2017. Retrieved May 18, 2017. The Rich story has taken on elements of the Comet Ping Pong conspiracy, a false and preposterous tale involving Hillary Clinton and her supposed operation of a child-abuse ring at a District pizza restaurant.
- ↑ Alam, Hannah (December 5, 2016). "Conspiracy peddlers continue pushing debunked 'pizzagate' tale". *Miami Herald*. Archived from the original on December 7, 2016. Retrieved December 7, 2016. One might think that police calling the motive a 'fictitious conspiracy theory' would put an end to the claim that inspired a gunman from North Carolina to attack a family pizzeria in Washington over the weekend.  
*Wikipedia, x*  
(x)

## Plate

**Plate**—Woman with whom you are in a non-exclusive sexual relationship with. Spinning plates is the act of having multiple plates simultaneously. Again, Rollo has a great article found here.

*The Red Pill, MachiavellianRed*  
(17 Mar 2015)

**Plate**—When spinning plates, a man will have a natural, subconscious (but not exclusively) understanding that if one prospect does not work out, others may. This perspective change often manifests in a man's behavior that women key on covertly.

- Opportunity and options makes the man the prize
- Confidence is derived from options
- Gives men the ability to NEXT women without worrying about "what's next?"
- Women would rather share a high value man than miss out on him en-



- tirelessly, or worse...be stuck with a loser
  - Monogamy is a byproduct, not a goal
  - “Dating around” gives you experience to know what you want and don’t want
  - Be honest; never imply exclusivity
  - Develop buffers
  - Women freely spin plates, we’re usually just oblivious
  - They’re usually more adept at hiding it; ASD
  - Metered attention
  - Spinning plates can help divide your time and attention so you don’t over invest with any one woman
  - Created scarcity
- [The Red Pill, bsutansalt](#)  
(23 Dec 2014)

## Political correctness

**PC**—Anyone who isn’t a raging homophobe, racist, sexist etc on the internet will get accused of this at one point. It is used to deride people for using more polite terms and phrases as being brainwashed by SJWs into using “Newspeak”.

[Rational Wiki, x](#)  
(x)

**PC**—conforming to a belief that language and practices which could offend political sensibilities (as in matters of sex or race) should be eliminated

[Merriam-Webster, x](#)  
(x)

**PC**—The phrase began to circulate in American communist circles in the 1930s and ’40s, at first as a straightforward term meaning “the proper language to use, or the proper position, for a member of the U.S. Communist Party to take on a particular issue,” says L.D. Burnett, an adjunct professor of history at Collin College in Texas. “It was used primarily to demand political orthodoxy.” Until some people within the party began to snicker about it, she adds: “It was also used jokingly — kind of in an eye-rolling, tongue-in-cheek fashion — to refer to those doctrinaire sticks in the mud.”

[Washington Post, Caitlin Gibson](#)  
(January 13, 2016)

**PC**—The term political correctness (adjectivally: politically correct; commonly abbreviated to PC or P.C.) is used to describe language, policies, or measures that are intended to avoid offense or disadvantage to members of particular groups in society. Since the late 1980s, the term has come to refer to avoiding language or behavior that can be seen as excluding, marginalizing, or insulting groups of people considered disadvantaged or discriminated against, especially groups defined by sex or race. In public discourse and the media, it is generally used as a pejorative, implying that these policies are excessive.

The contemporary usage of the term emerged from conservative criticism of the New Left in the late 20th century. The phrase was widely used in the debate about Allan Bloom’s 1987 book *The Closing of the American Mind*, and gained further currency in response to Roger Kimball’s *Tenured Radicals* (1990), and conservative author Dinesh D’Souza’s 1991 book *Illiberal Education*, in which he condemned what he saw as liberal efforts to advance self-victimization and multiculturalism through language, affirmative action, and changes to the content of school and university curricula. It was also the subject of articles in *The New York Times* and other media throughout the 1990s.

Commentators on the political left contend that conservatives use the concept of political correctness to downplay and divert attention from substantively discriminatory behavior against disadvantaged groups. They also argue that the political right enforces its own forms of political correctness to suppress criticism of its favored constituencies and ideologies. The term has played a major role in the United States culture war between liberals and conservatives.

[Wikipedia, x](#)  
(x)

## Post-wall

**Post-Wall**—A woman past her peak beauty/fertility. Depending on genetics, this can be a woman as young as 25 or as old as 40. Generally speaking, it is agreed most women hit the wall around 30. Women tend to become

desperate to settle down around age 28/29, realizing they have limited time to secure a quality mate as their beauty diminishes. See "The Wall."

[The Red Pill, MachiavellianRed](#)  
(17 Mar 2015)

## Postmodernism

**Postmodernism**—See Cultural Marxism.

[Rational Wiki, x](#)  
(x)

## Preselection

**Preselection**—The idea that women are more attracted to men who already have the interest of other women. This saves the woman time in judging a man by using the idea that other women have already judged him favorably.

[The Red Pill, MachiavellianRed](#)  
(17 Mar 2015)

**Preselection**—Females tend to prefer males who have already been chosen by other females of their species.

[The Red Pill, bsutansalt](#)  
(23 Dec 2014)

## Privilege

**Privilege**—A series of imaginary advantages that people from a dominant group do not actually have, or a veiled reference to rights that they should have which the left wants to take away. Used by the left to demand people "check their privilege," which is treated as a thought-terminating cliché.

[Rational Wiki, x](#)  
(x)

## Progressive Stack

**Progressive Stack**—The perceived hierarchy of people in the mind of the left according to the alt-right, ordered by how oppressed they claim to be. People nearer the top of the stack are always right, and people at the bottom of the stack are always wrong. Groups

they don't like are at the top.

[Rational Wiki, x](#)  
(x)

## Proud Boys

**Proud Boys**—The Proud Boys are a less-overtly racist subgroup of the alt-right that was founded by Gavin McInnes (co-founder of Vice Media). Their emphasis is on "Western values" rather than being white.<sup>[1][2][3]</sup> Although McInnes told Proud Boys not to go to the Unite the Right rally in Charlottesville, the organizer of the rally (Jason Kessler) had in fact been a Proud Boy who was interviewed by McInnes before the rally.<sup>[4]</sup> The Proud Boys in fact do attract the same men who are attracted to White Nationalism, those who think, "Our culture is better than yours. Our women need to stay home and make more babies. Our country has no more space for immigrants. We are being persecuted."<sup>[4]</sup>

- ↑ A street-fighting subgroup of Proud Boys, called "Fraternal Order of the Alt-Knights" (FOAK), includes as part of its initiation process gang-style hazing.
- ↑ A new fight-club "fraternity" of young white, pro-Trump men is being formed, its organizers claim, to defend free-speech rights by "Alt-Right" leaders and engage in street fighting by Bill Morlin (April 25, 2017) Southern Poverty Law Center.
- ↑ Meet the New Military Division of White Nationalism by Michael Harriot (4/26/17 2:15pm) The Root.
- ↑ 4.0 4.1 626: White Haze. Transcript by Zoe Chace (09.22.2017) This American Life (NPR).  
[Rational Wiki, x](#)  
(x)

## PunchANazi

#PunchANazi was a brief Twitter campaign staged by the alt-right to smear liberals as violent extremists.<sup>[1]</sup> The campaign consisted of showing pictures of heavily bruised women, children, and senior citizens (all white, naturally) accompanied by captions sarcastically stating that these people were probably Nazis and therefore deserved it. This was all done to convince people that

leftists are insane fanatics who advocate violence and brutality against innocent people under the vague suspicion that they might be Nazis. The campaign crashed and burned almost immediately because it was too transparently dishonest for even the Internet to believe.

- ↑ <http://www.wehuntedthemammoth.com/2017/08/24/nazi-trolls-launch-fake-punchanazi-campaign-to-smear-antifa-as-domestic-abusers/>  
[Rational Wiki, x](#)  
[\(x\)](#)

## Pussy Pass

**Pussy Pass**—Letting a woman off without actual consequences for illegal behavior. See /r/PussyPass for examples.

[The Red Pill, MachiavellianRed](#)  
[\(17 Mar 2015\)](#)

## Race mixing

**Race Mixing**—There is a great swell of people pushing the idea of mixed-race people are “more fit” or “stronger” or “healthier”. The language they use for this new mixed race population is strangely belligerent, calling them “stronger” and “superior”. It seems to be a kind of mixed-race supremacism – distinct from the “folk” focus of racial nationalist groups – but with very little effort to find real data for their claims.

[The Alternative Hypothesis, x](#)  
[\(20-04-18\)](#)

**Race Mixing**—In general, for characteristics that are affected by a large number of genes (which is likely usually the case), a mixed-race group would be expected to have characteristics that on average are intermediate between those of the averages of the parental/ancestral races.

If the parents/ancestors were atypical compared to their racial average(s), then this would to some degree affect this expectation. However, one factor affecting the relatives of atypical parents may be regression to the mean effects.

There is a widespread belief that race mixing is beneficial by decreasing inbreed-

ing. However, the population size needed to avoid problems caused by inbreeding is small and is even smaller if there is even a small genetic exchange with neighboring groups from the same race. See the article on inbreeding depression.

Instead, there may be increased risks of negative effects for both children and parents, caused by factors such as

Genetic outbreeding depression. Increased risk of relationship problems (including violence and homicide) in interracial relationships. Identity problems for mixed-race children by not belonging to any racial group. Social isolation for mixed-race children by not belonging to any racial group. Disapproval by society or specific groups against interracial relationships. For example, many Jewish individuals, organizations and the state of Israel actively oppose, campaign against, and prohibit Jews from marrying non-Jews. Genetic similarity theory predicts that the parents and other relatives of mixed-race children will feel less close to the mixed-race children. It also predicts that other persons belonging to the races of the parents will feel less close to the mixed-race children. In turn, mixed-race children are predicted to will feel less close to their parents, other relatives, and to other persons belonging to the races of the parents. This may cause various problems for the children, the parents, and others. Extensive race mixing is one proposed explanation for the fall of many civilizations due to dysgenic effects.

Even if there were no dysgenic effects from race mixing, for society large scale race mixing may still cause problems, due to factors such as the appearance of new mixed race groups that may feel more or less alienated from their ancestral races. This may increase the ethnic heterogeneity in a society and associated negative societal effects.

Race mixing may be especially problematic for societies where the predominant race is a high K race (see the article about the Differential K theory) with a high degree of altruism and a consequent extensive welfare system. This means that immigrant race mixers from a low K race may have many children without having to support the children themselves and who are instead

supported by the welfare systems. (Immigrants from low K races may also have many children within their own group and who are supported by welfare systems paid for by the high K race.)

From the viewpoint of transmitting a parent's genetics to the next generation, mixed race children will transmit less. This since a co-parent from another race will have more dissimilar genetics than a co-parent from the same race. For example, the measured genetic differences between human races is argued to imply that a White English parent will in relative terms be almost twice as closely related to a child with a White English co-parent as to a mixed race child with a Black Bantu co-parent. In terms of the genetic interests of a parent, this is argued to imply that having a non mixed child is almost the equivalent to having twice the number of such mixed race children. Another stated example is that a parent will be genetically closer to an average (and in some cases to every) individual of the parent's own race than to the parent's own mixed race child with a co-parent from a genetically distant race

[Metapedia, x](#)

[\(x\)](#)

## Race Realism

**Race realism**—(or "Human Biodiversity") is a pseudoscientific euphemism for the alt-right's racist beliefs. Use of the word "realism" is meant to both imply that there is scientific basis to claims made about minority groups (despite the fact that most actual scientists have been able to find no such evidence whatsoever) and to implicitly accuse dissenters of denying reality.

[Rational Wiki, x](#)

[\(x\)](#)

## Reactosphere

**Reactosphere**—A reactionary is a person who holds political views that favor a return to the status quo ante, the previous political state of society, which they believe possessed characteristics (discipline, respect for authority, etc.) that are negatively absent

from the contemporary status quo of a society. As an adjective, the word reactionary describes points of view and policies meant to restore the status quo ante.

Political reactionaries are largely found on the right-wing of a political spectrum, though left-wing reactionaries can also exist. Reactionary ideologies can also be radical, in the sense of political extremism, in service to re-establishing the status quo ante. In political discourse, being a reactionary is generally regarded as negative; the descriptor "political reactionary" has been adopted by the likes of the Austrian monarchist Erik von Kuehnelt-Leddihn, the Scottish journalist Gerald Warner of Craigenmaddie, the Colombian political theologian Nicolás Gómez Dávila, and the American historian John Lukacs.

[Wikipedia, x](#)

[\(x\)](#)

## Real Diversity

**Real Diversity**—or true diversity is claimed to come from diversity of opinion rather than diversity of identity (sex, gender, race, sexuality, etc). The alt-right's use of the term is doubly fallacious:

Sex, gender, race, and sexuality, and other attributes often traditionally associated with "diversity" are mostly physical. However, each of these is highly culturally important and will almost certainly lead to different experiences of society, economics, and politics. These experiences, in turn, lead to wildly different opinions. Other attributes – such as religion – have a more obviously direct impact on opinions. In short: promoting diversity of identity is, in fact, intended to increase diversity of opinion.

The alt-right is hypocritical here. The alt-right virtually never encourages discussion with leftist thinkers – in fact, the alt-right generally encourages violence against liberals, leftists, and socialists. Ideologically, the alt-right generally believes in ethnostates – states founded on racial, cultural, and ideological conformity, rather than free expression and ideological discussion.

The alt-right usually uses this term when arguing against colleges, which are

allegedly hives of evil left-wing drones, or against "the media", which is allegedly filled with secret communists encouraging cultural Marxist groupthink.

[Rational Wiki, x \(x\)](#)

## Red Pill

**Red Pill**—The recognition and awareness of the way that feminism, feminists and their white-knight enablers affect society. An awareness of the dark truths surrounding human sexuality; hypergamy, women's AF/BB strategies, society's Feminine Imperative, sexual differences in emotional attachment, women's attraction to DT traits and sexual dominance/violence; Extremely politically incorrect, expect reflexive social ostracism for even mentioning the red pill in polite society.

[The Red Pill, MachiavellianRed \(17 Mar 2015\)](#)

**Red Pill**—In the classic sci-fi film *The Matrix*, the hero must choose between swallowing a blue pill, which will allow him to remain in a pleasant illusory world, or a red pill, which will open his eyes to the reality in which he is enslaved. In men's rights parlance, "red pillers" realize that men, not women, are oppressed.

[Mother Jones, Rebecca Cohen \(January / February, 2015\)](#)

**Red Pill**—Signifies the recognition of the true nature of female behavior, including her attraction to traits of dominance, preference for men with status, attraction to men who have been pre-selected by other women, and hypergamous nature. Red Pill men are aware that women are strongly influenced by the culture and that their attraction cues are often outside of their conscious awareness. Increasingly, modern women, and especially Western women, indulge in one-night stands and short-term relationships in their 20s with alpha males, followed by seeking out a beta male provider in their late 20s and early 30s. Red Pill men are aware of this phenomenon and develop a sexual strategy to benefit from a woman's promiscuity as well as avoid the financial

peril of marriage. Married men can also be Red Pill, as their awareness helps them handle female shit tests and maintain attraction with their partner.

A man who has taken the Red Pill is committed to self-improvement and adapting to the reality of female behavior whether that be through the application of game in his relationships and/or withdrawing from LTRs.

[Urban Dictionary, RHassen \(August 28, 2014\)](#)

**Red Pill**—The original "Red Pill" is from a scene in the 1999 film *The Matrix*.

Morpheus offers Neo two pills. The red pill will answer the question "*what is the Matrix?*" (by removing him from it) and the blue pill simply for life to carry on as before. As Neo reaches for the red pill Morpheus warns Neo "*Remember, all I'm offering is the truth. Nothing more.*"

Why is the choice between what you believe you know and an unknown 'real' truth so fascinating? How could a choice possibly be made? On the one hand everyone you love and everything that you have built your life upon. On the other the promise only of truth.

The question then is not about pills, but what they stand for in these circumstances. The question is asking us whether reality, truth, is worth pursuing. The blue pill will leave us as we are, in a life consisting of habit, of things we believe we know. We are comfortable, we do not need truth to live. The blue pill symbolises commuting to work every day, or brushing your teeth.

[Urban Dictionary, December 17, 2016 \(Smidd the skeptical\)](#)

**Red Pill**—Taking the red pill is synonymous with converting to alt-right views. A red pill is something — news, text, meme — that justifies alt-right views. A red-piller is someone who has converted to alt-right views or someone who converts others to alt-right views. Red-pilling or dropping red pills is the act of recruiting people to the alt-right cause. Someone who has taken the red pill is based. Someone who has not taken the red pill is bluepilled or preferably cuckolded. A hard red pill is an argument they think is really convincing.

The term is a reference to *The Matrix*, in which taking the red pill means learning the truth about society to which most others remain happily oblivious, while taking the blue pill means remaining part of the sheeple and believing that nothing is wrong. Alt-righters use this terminology as a means of advocating for (ironically enough) a more traditional way of life; in most cases, this requires the belief that progressiveness and social equality are the oppressive status quo and that the authoritarian bigotry upheld by the alt-right is subversive and revolutionary. That way, you can act like a fascist and still feel like you're speaking truth to power.

For humor: the term references Morpheus (a black man) enlightening you about the flaws in the system (social justice) in a movie made by The Wachowskis (two trans-gender women). Or: alt-righters can't even watch *The Matrix* right.

[Rational Wiki, x](#)  
(x)

## Regressive left

See: Alt-Left

[Rational Wiki, x](#)  
(x)

## Remember the 6 trillion

**Remember the 6 trillion**—The phrase *oy vey*, remember the 6 trillion (Referring to the canard that the amount of Holocaust victims is widely disputed) implies that the Holocaust was faked to guilt people into supporting some "Jewish agenda". Anything of the form remember the 6 [X]illion (in particular, 6 gorillion) is a reference to this.

[Rational Wiki, x](#)  
(x)

## Remove kebab

**Remove kebab**—originates in a propaganda video (called *Serbia Strong*) produced by three Bosnian Serb soldiers in tribute to Radovan Karadžić who was convicted for war

crimes against Bosnian Muslims. Someone produced a truly intellectual copy-pasta that begins:<sup>[1]</sup>

*"REMOVE KEBAB remove kebab you are worst turk. you are the turk idiot you are the turk smell. return to croatioa. to our croatia cousins you may come our contry. you may live in the zoo....aha-hahaha ,bosnia we will never forgeve you. cetnik rascal FUck but fuck asshole turk stink bosnia sqhipere shqipare.."*

In short: "remove kebab" positively references the killing, expulsion, and genocide of Muslims ("kebabs"). And yes, they think it's edgy.<sup>[2][3]</sup> The proper response may be found in Polandball.<sup>[4]</sup>

- ↑ <http://knowyourmeme.com/memes/serbia-strong-remove-kebab>
- ↑ <https://www.google.com/search?q=%22remove+kebab%22&tbm=isch>
- ↑ <http://www.dailystormer.com/tag/remove-kebab/>
- ↑ <http://i.imgur.com/tBvXITA.png>

[Rational Wiki, x](#)  
(x)

## Richwine

**Richwine**—To be dismissed by an employer, or to have one's character assassinated, for publishing or making unorthodox or heretical statements about race and intelligence.

[Urban Dictionary, 7x7](#)  
(June 04, 2013)

**Richwine**—(plural Richwines)

- A surname
- According to the 2010 United States Census, Richwine is the 23354th most common surname in the United States, belonging to 1090 individuals. Richwine is most common among White (95.32%) individuals.

[Wiktionary, x](#)  
(x)

## RWDS

**RWDS**—is an acronym for Right Wing Death Squads.<sup>[1]</sup> Alt-righters hope for right wing death squads so that their enemies (communists, black people, Muslims and Jews) can be killed. Like many alt-right memes it is



indistinguishable from parody and therefore can be misinterpreted as a joke.<sup>[2]</sup>

1. ↑ Trump Joked About Assassinating Hillary Clinton, and White Supremacists Are Loving It Mic. August 9, 2016.
2. ↑ Alt-right trolls on 4chan couldn't figure out how to vote for Donald Trump Mic. November 9, 2016.  
[Rational Wiki, x](#)  
[\(x\)](#)

## Sad!

**Sad!**—Things or people the alt-right dislikes are Sad! and therefore cucked. The term originates with Donald Trump's Tweet style."Sad!" is also used by anti-Trumpers in an ironic sense.

[Rational Wiki, x](#)  
[\(x\)](#)

**Sad!**—Trump loves to proclaim that something or someone is "sad." And like the man he used to mock (Jeb!), Trump loves a good exclamation point.

"Sad!" works as a synonym for "pathetic", and not as a description of actual tragedy. Donald Trump is fond of labeling people he does not agree with as being "sad!"

Affection for this term has spread beyond Trump diehards, and made its way into the vocabulary of the political pundit class, as well.

[ATTN, Almie Rose](#)  
[\(MARCH 25TH 2016\)](#)

## Safe Space

**Safe Space**—The concept of a safe space is used and exaggerated by the Alt-Right to decry liberals as being oversensitive, easily defeated, over-emotional wrecks – despite the fact that, by doing so, AR supporters are guilty of the same behavior they are condemning (that is, demanding that others change their behavior based on how it makes them feel.) Telling someone to "go back to your safe space" is used by the alt-right to signal they have run out of actual arguments.

[Rational Wiki, x](#)  
[\(x\)](#)

**Safe Space**—Safe space is a term for an area or forum where either a marginalised group are not supposed to face standard mainstream stereotypes and marginalisation, or in which a shared political or social viewpoint is required to participate in the space. For example, a feminist safe space would not allow free expression of anti-feminist viewpoints, and would typically also prevent concern trolling and continual Feminism 101 discussions in favour of feminist discussion among feminists. Safe spaces may require trigger warnings and restrict content that might hurt people who have strong reactions to depictions of abuse or harm or mental illness triggers.

Physical safe spaces exist in some geek communities; for instance, WisCon had a safe space for people of colour in 2009, and women-centric events such as the Linux-Chix miniconf effectively act as safe spaces, although not overtly advertised as such. Women-only classes and workshops are also safe spaces. Physical safe spaces are often reserved only for members of the oppressed group.

[Geek Feminism Wiki, x](#)  
[\(x\)](#)

## Set

**Set**—A group of people that you are interacting with.

[The Red Pill, MachiavellianRed](#)  
[\(17 Mar 2015\)](#)

## Sexual Market Place

**SMP**—Sexual Market Place. A description of the free market that is mating.

[The Red Pill, MachiavellianRed](#)  
[\(17 Mar 2015\)](#)

**SMP**—The sexual economy of supply and demand for sex and relationships.

[The Red Pill, bsutansalt](#)  
[\(23 Dec 2014\)](#)

## Sexual Market Value

**SMV**—Ones Sexual Market Value can only be found by using this simple easy to use equation.  $((\text{Attractiveness}) + ((4x)\text{Social status}) + (\text{Style}) - ((\text{Nose Length}) + (\text{Weight}) + (C) + (-\text{Height})) = \text{Sexual Market Value}$

When (c) equals car type

- Truck = 30
- Car = 20
- SUV = 10
- Hybrid = 300
- Motorcycle = 0
- Vespa = 600
- Van = 25
- Classic Car = 5
- Dune Buggy = -42

"I bought these new shoes"

"Those shoes are Sweet Dude"

"yea... I thought it would increase my Sexual Market Value, But then I realized that my SMV would be much higher if I stopped hanging around idiots who say "Sweet Dude"

Urban Dictionary, A. Reynolds  
(August 17, 2006)

**SMV**—Sexual Market Value. A shorthand statement for "what you bring to the table," whether for an one-night stand or for a longer sexual/emotional relationship.

The Red Pill, MachiavellianRed  
(17 Mar 2015)

## Shekel

**Shekel**—The alt-right uses shekel, a Hebrew word for money (and Israel's current currency), to imply that something has been funded by the Jews and is thus tainted.

Rational Wiki, x  
(x)

**Shekel**—The jew coin

Jew: "Don't ever talk to me or my shekels again"

Me: "You are dirt"

Jew: "SQUAWK \*proceeds to run down the street and take the coins from homeless people's cups\*"

Urban Dictionary, Happle the apple  
(May 30, 2018)

## Shit Test

**Shit Test**—, or Fitness Test—A statement or question meant to gauge your level of Alpha traits.

The Red Pill, MachiavellianRed  
(17 Mar 2015)

**Shit Test**—Subtle (and sometimes not so subtle) tests women do on purpose or subconsciously to test men.

- Typically a congruence test
- Occasionally as a rapport break as a hamfisted form of flirting
- More often than not women actually have pretty bad "game"

The Red Pill, bsutansalt  
(23 Dec 2014)

**Shit Test**—An example of a shit test might be the wife saying "you only want me for sex." The "You" at the beginning signifies she is fitness testing "you" and seeing how you react under the stress of her accusations. She wants to know that she married a man with a solid frame who can withstand the storms of life. She wants to know that you are her "rock" as she may be, at times, the ocean crashing in on you, the rock. She wants you to crush these tests.

The Red Pill, BobbyPeru  
(22-08-17)

## Shitlord

**Shitlord**—Or more rarely shitlady. An alt-right internet troll. The term has its roots on the left where it was used to describe, well, the alt-right, but it is increasingly worn as a badge of pride by them, in the manner of "yes, I'm one of those evil white cisgender shitlords." Edgelord is a similar term used in the broader internet community (e.g., manosphere, Gamergate, 4chan), which in addition to trolling includes deliberately offensive contributions to internet forums.

Rational Wiki, x  
(x)

## Shlomo

**Shlomo**—, meaning peaceable, is a common Hebrew male given name. Those in the alt-right use Shlomo as a synonym of Jewish.<sup>[1]</sup> Alt-right trolls will often use aliases such as Shlomo Shekelberg on social media.<sup>[2][5][note 1]</sup> Such accounts often use the Happy Merchant as their profile picture.<sup>[4]</sup>

- ↑ Neo-Nazi Podcaster Mike Enoch Is Back — Despite Jewish Wife Forward. January 31, 2017.
- ↑ Trolls, true believers and Trump: Decoding the alt-right's nihilistic revolution Salon. August 31, 2016.
- ↑ [https://twitter.com/Yair\\_Rosenberg/status/908112815428431874](https://twitter.com/Yair_Rosenberg/status/908112815428431874)
- ↑ <https://archive.is/TyEyKj>

note 1. Although names ending with -berg are often thought of as Jewish, they are actually of German origin. (<https://www.nordicnames.de/wiki/BERG>)  
[Rational Wiki, x](#)  
[\(x\)](#)

## Shoah

**Shoah**—("catastrophe" or "calamity") is the Hebrew term used since the 1940s to describe the Holocaust. Alt-right website The Right Stuff has a podcast called The Daily Shoah, its name being both a play on The Daily Show and a deliberately offensive reference to the Holocaust.<sup>[1]</sup> In alt-right circles, shoah'd essentially means "shut down", and usually refers to the suspension of an alt-righter's social media account.

Yair Rosenberg explains how those in the alt-right use the term:

On Twitter, whenever a Jew expresses concern about anti-Semitism or other bigotry, alt-right trolls invariably pop up to exclaim, "oy vey, it's anudda shoah!" Thus, they trivialize both the contemporary concern and the Holocaust in one ugly utterance.<sup>[2]</sup>

- ↑ For the Alt-Right, the Message Is in the Punctuation New York Times. June 10, 2016.
- ↑ Beyond ((( ))): Three more ways to troll the internet's Nazis Tablet Magazine. June 17, 2016.

[Rational Wiki, x](#)  
[\(x\)](#)

## Short Term Relationship

**STR**—A lot has been written about hooking up, and long term relationships. But Red Pill is surprisingly silent about short term relationships. If your all philosophical about it I guess you can say that all relationships, are short term relationships. But im going to adopt a more narrow definition and say that a short term relationship is one that lasts only couple of months 2-6.

Especially in young adults, pussy is seasonal. Summer sluts winter wives, is a saying the holds true for college students. A girl might go back home over the holidays and see her high school boyfriend, she might be home for the summer, or want to get wild over spring break.

Serial monogamy is common in hot, high maintenance, short attention span girls. They'll basically use a guy for validation: OMG im in a new relationship. Then they'll get bored of him. Have a dramatic breakup and then branch swing for maximum validation. Plus no one is going to call her a slut for fucking her boyfriend, so its a great strategy.

The important thing about short term relationships is knowing that you are in a short term relationship. Often times a guy will lock down a hot girl, shell jumps on some other dick and then he's all sad because she's the one that got away. Sometimes, you are just renting. If you understand this and accept it, you wont be upset when you have to return the car to Hertz.

But what about plate spinning? Plate spinning gets exhausting after a while. Dealing with flaky girls, the texting game and the drama of multiple women can be a nightmare. A short term relationship is kind of like a vacation from all that bullshit.

When the inevitable breakup happens don't indulge her with the breakup drama she wants. Just tell her that it was nice and move on with your life. You saw it coming anyway.

[The Red Pill, GayLubeOil](#)  
[\(20-02-14\)](#)

# Snowflake

**Snowflake**—A woman who tries to persuade a man that she’s somehow unique, different, or special by playing up her good girl resume and downplaying her bad girl resume. When used as a verb, snowflaking refers to the argument she puts forth to justify her claim.

*The Red Pill, MachiavellianRed*  
(17 Mar 2015)

# Social Justice Warrior

**SJW**—Social Justice Warrior. A colloquial term for individuals who involve themselves in some level of activism towards promoting a feminist or other equality-driven agenda. A common trend amongst SJWs is to corrupt the idea of equality into misandry and the reduction of rights for white males while attempting to grab as much power for women as possible.

*Urban Dictionary, rp\_valiant*  
(17 March 2015)

**SJW**—Anyone who disagrees with a member of the alt-right in a manner that involves being less bigoted than them. Being a keyboard warrior is not required.

*Rational Wiki, x*  
(x)

**SJW**—The modern social justice movement, or the new “political correctness,” vaulted into the spotlight last year. Student protests swept across campuses with demands often focused on purging thoughtcrime—leading to heated debates on whether this movement is a dangerous pseudo-progressive authoritarianism or a long-overdue effort to achieve justice for all. A year-in-review piece in The Daily Dot in late December proclaimed 2015 “the year of the social justice warrior.”

The Daily Dot author, graduate student and political columnist Michael Rosa, hailed this trend and urged liberals to “embrace the term.” Yet the accomplishments he invoked are, as the social justice crowd likes to say, problematic. His Exhibit A, the legalization

of same-sex marriage, actually had very little to do with the current social justice movement; it was the result of two decades of very different, pragmatic activism that focused on a clear goal—the legal right to marry—and stressed equality, not gay identity. And #BlackLivesMatter, also a movement with a specific focus—police violence toward African-Americans—has been arguably hurt, not helped, by PC dogma that suppresses discussion of thorny issues such as black-on-black crime and attacks “insensitive” dissenting speech (Amherst protesters demanded disciplinary action against students who had put up “All Lives Matter” posters).

*“Most Americans support gender equality, believe transgender people should be able to live as they wish, and reject anti-Muslim hate. But social justice warriors have turned these causes into malignant self-parody.”*

Unfortunately, Mr. Rosa’s other examples of “social justice” in action—the feminist revival, the new visibility of transgender issues and opposition to “Islamophobia”—are squarely in train-wreck territory. Not that there’s anything wrong with the principles: Most Americans support gender equality, believe transgender people should be able to live as they wish and reject anti-Muslim hate. But social justice warriors have turned these causes into malignant self-parody. Their feminism frets over men sitting with their legs apart on public transit, seeks dissent-free “safe spaces” and cries oppression at concern about obesity’s health risks. Their transgender advocacy demands respect for customized gender identities with personal pronouns that may change on a whim and crucifies a devoutly progressive filmmaker for a “transphobic” joke that presumes that female characters are anatomically female. Their anti-Islamophobia trashes feminist critics of conservative Islamism and victim-blames journalists murdered for publishing Mohammed cartoons.

*Observer, Cathy Young*  
02/02/16

**SJW**—Social justice warriors believe in an extreme left-wing ideology that combines feminism, progressivism, and political correctness into a totalitarian system that attempts to censor speech and promote fringe lifestyles while actively discriminat-

ing against men, particularly white men. They are the internet activist arm of Western progressivism that acts as a vigilante group to ensure compliance and homogeneity of far left thought.

The true definition of SJW is up for debate, but most generally it has become a catch-all term that describes feminists and liberals who actively try to solve the perceived social injustices of modern society by organizing in online communities to disseminate propaganda, censor speech, and punish individuals by getting them terminated from their employment. They have also been successful at positioning themselves in the upper echelons of universities, media organizations, and tech companies.

[Roosh V, Roosh V](#)  
(October 6, 2014)

## Soft Nexting

**Soft Nexting**—When a man removes a woman from his life for a short period of time, usually three to seven days, during which he completely ignores all communication from her, because of drama she gave him. At the end of the soft next, the relationship resumes as normal. Soft nexting is one of the most effective tools in a man's relationship arsenal. Soft nexting is impossible to use on a woman you live with. Women can also soft next men, but it's executed very differently. (See: LSNFTE)

[Black Dragon Blog, x](#)  
(x)

**Soft Nexting**—no longer initiating contact with a girl or setting up hangouts. If she reaches out to you, be amicable. Depending on the severity of the offense that warranted nexting, resuming the relationship at some point might be an option.

[The Red Pill, CliffordTheBigRedPill](#)  
(March 17, 2015)

**Soft Nexting**—is the best tool a TRP man can utilize. Veterans understand how powerful it really is. To a degree so did I however I used a soft next to initiate sex with a woman I'd never had sex with before.

[The Red Pill, 360\\_no\\_scope\\_upvote](#)  
(16-01-17)

## Solipsism

**Solipsism**—In Red Pill, solipsism (e.g. female solipsism) refers to the female's tendency to frame everything she experiences or witnesses in terms of herself and her own needs—personalizing it \*\*—even when such personalization would not make contextual sense.

[The Red Pill, MachiavellianRed](#)  
(17 Mar 2015)

## Soros

**Soros**—George Soros is a rich Jew who supports liberal causes. As such, he is seen as a shadowy puppetmaster among the alt-right. In particular, it is common to claim that X protest or Y rally or Z person was "funded by Soros". Antifa (or more likely "the terrorist group known as (((Antifa)))") is a particularly common thing to tie to him.

[Rational Wiki, x](#)  
(x)

## Soy Boy

**Soy Boy**—Similar to "cuck", Soy Boy is a pejorative term used by the alt-right to describe men on the left. It is based off the high contents of phytoestrogen — a plant-based chemical that potentially has estrogenic effects when eaten. Estrogen is a hormone involved in female body development, but is also naturally found at lower levels in men. Alt-right men such as Paul Joseph Watson have claimed that consuming soy will make men "girly", even though no science has pointed to high consumption of soy "feminizing" men. The alt-right uses this as "proof" that the person they're talking about is a girly-man to mock and brush off. See beta.

[Rational Wiki, x](#)  
(x)

**Soy Boy**—Slang used to describe males who completely and utterly lack all necessary masculine qualities. This pathetic state is usually achieved by an over-indulgence of emasculating products and/or ideologies.

The origin of the term derives from the negative effects soy consumption has been proven to have on the male physique and libido. The average soy boy is a feminist, nonathletic, has never been in a fight, will probably marry the first girl that has sex with him, and likely reduces all his arguments to labeling the opposition as "Nazis".

See also: *cuck*, *beta/omega male*, *orbiter*, *kissless virgin*, *male feminist*

Man 1: "If you kill your enemies they win."

Man 2: "Shut the fuck up, soy boy."

Urban Dictionary, Sandman, Aktual  
(June 22, 2017)

**Soy Boy**—A "soy boy" is a feminine or physically weak man, and it takes its name from the belief that soy products increase estrogen levels in men, effectively "feminizing" them. Although this might not actually be supported by the clinical evidence, the manly men of the "alt-right" have seized on it to criticize their opponents' "soft bodies." Besides, soy is associated with vegetarianism, which doesn't fit in with the cartoonish masculinity these internet agitators favor.

The Daily Dot,  
Jay Hathaway  
(Oct 27 2017)

## Special Snowflake

**Special Snowflake**—In short, "Special Snowflake" is a childish and condescending insult against those who vocally oppose or condemn the alt-right's explicit bigotry; more specifically, those who use the insult accuse the target of being a delicate, over-sensitive, self-righteous goody-two-shoes who expects attention and praise just for being themselves. This is despite the fact that the concept of "trying to be different for the sake of attention" is just as easily applicable to the alt-right themselves. Despite internet rumours on websites such as Urban Dictionary claiming otherwise,<sup>[1]</sup> "snowflake" was in fact not a Nazi term.<sup>[2]</sup>

1. ↑ <http://www.urbandictionary.com/define.php?term=Special%20Snowflake>

2. ↑ <http://www.snopes.com/snowflake-nazi-term-holocaust/>  
Rational Wiki, x  
(x)

## The Last Stand

**The Last Stand**—is a song by the Swedish metal band Sabaton the titular last stand being of 189 Swiss Guardsmen during the Sack of Rome in 1527 by unpaid landsknecht (mercenaries) in the service of Holy Roman Emperor Charles V. This last stand delayed the mutineers long enough for the Pope to escape to Castel Sant'Angelo.

What does the last stand have to do with the alt-right? Not a damn thing, really. However, Sabaton is notoriously difficult to understand without displayed lyrics due to the heavy guitar and drums, and "The Last Stand" is no exception. As such, the song is often interpreted as a song about the Crusades (due to audible references to the Holy See, and the first line of the chorus, "For the Grace and the Might of our Lord!"), not a song about disgruntled German mercenaries plundering one of Christianity's holiest cities because they weren't being paid. Entire videos are posted playing the song over footage from documentaries about the Crusades, and comments for every video of it on YouTube seem to consist of either people saying "Deus Vult!" (allcaps optional) or the (more likely ignored) people trying to point out what the song is actually about. It also seems to have become one of many theme songs for the alt-right movement.

If you're into metal, it's a damn good song. Just don't scroll down if you value your faith in humanity. Actually, this is generally good advice with regards to Sabaton songs. Which is a shame, really, since a lot of their songs are quite good.

Rational Wiki, x  
(x)

## The Wall

**The Wall**—The point in a woman's life where her ego and self-assessed view of her sexual market value exceed her actual sexual market value; the beginning of the decline. Usually occurs as a wake-up shock to women when they realize that their power over men was temporary and that their looks are fading. This usually results with first denial and then a sudden change in priority



towards looking for a husband. Even after hitting the wall, many women will squander a few more precious years testing her SMV with alphas to double-check, hoping her perceived decline was a fluke, this will make her even more bitter when she finally has to settle for a worse-beta than she could've gotten before because of squandering her youth.

*The Red Pill, MachiavellianRed*  
(17 Mar 2015)

**The Wall**—Wall, also spelled The Wall and The Wall (TM) represents the point in a woman's life where her SMV has fallen to zero and men no longer give her preferential treatment.

#### *TIMING*

The manosphere generally agrees that the Wall hits an average woman when she reach the age 30. However, women such as Lindsay Lohan hit the wall as early as 25 due to drug and alcohol usage.

#### *CAUSES OF THE WALL*

The Wall is caused by multiple factors which can be divided into physical and psychological.

#### *PHYSICAL*

A woman's physical attributes change as she ages. Her physical beauty peaks in her early 20's. By the age 30, her breasts will have began to sag, wrinkles and white hair will begin to show. Coincidentally, her fertility begins to decline.

#### *PSYCHOLOGICAL*

The psychological aspect of the Wall is further subdivided into internal and external.

Internally, a girl begins her life with love and care from her parents. Later she proceeds to school and possibly college. Up to this point in time all her expenses were paid for by parents, the government or a loan guaranteed by the government. More precisely, her income (likely \$0) is less than her expenses.

From the period after graduation and before 30, she is in the peak of her beauty and maximum SMV and MMV. As such, men readily treat her to free food, drinks and social events. This enables her to continue a lifestyle in excess of her own income.

By the age 30, all these subsidies would have been depleted. Meanwhile, she may

have a student loan to repay. Suddenly, her income must be greater than her expenses to remain solvent. Career-wise, 30 is around the age where meaningful promotions become substantially more difficult to obtain. As such, a woman's internal situation cools down notably after she turn 30.

Externally, all men prefer young girls. This isn't a problem when the woman is in her 20's. By the time she hits 30, her male peers who are serious about marriage would have been married or in an LTR. Those remaining peers interested in marriage would have moved on to younger and more fertile girls. This leaves the pool with men that are not interested in LTR or men that other girls have repeatedly refused.

When a woman asks "where have all the good men gone?", she has hit the Wall.

#### *DISCRIMINATION*

The manosphere openly practices discrimination against women who hit the wall (AKA post-wall women). Judging women on the basis of her beauty and fertility is as fair as women judging men on the basis of his income and status.

For marriage and family purposes post-wallers are bad choices. Post-wallers spent their 20's ignoring / rejecting marriage. At best, she is a person incapable of compromise and making practical choices - the must have skills for a family. At worst, she is a slut trying to con a beta so she can continue to ride the carousel.

For sexual pleasure purposes, a man is better off with a prostitute. They are younger and more professional. The cost for one session with a prostitute is comparable to the costs for dating a post-waller. And if a post-waller is offering sex for free, chances are, she is trying to get the sperm.

*MGTOW wiki, x*  
(x)

**The Wall**—The infamous Wall a woman reaches (or slams into as the case may be) is somewhat of an ambiguous term that was actually coined by catty women long before the manosphere came into existence. It used to be a relatively less combative term that women used for one another in an effort to disqualify a sexual competitor. A woman implying another woman had "hit the wall"

was marginally more polite than calling her a slut, but the latent purpose is still the same – disqualifying a sexual competitor from men’s mating considerations.<sup>[1][2]</sup>

1. ↑ <https://therationalmale.com/2012/07/18/the-wall/>
2. ↑ <https://therationalmale.com/2012/06/04/final-exam-navigating-the-smp/>  
*The Rational Male, Rollo Tomassi*  
[\(July 18, 2012\)](#)

## Tiki Torch

**Tiki Torch**—The alt-right co-opted the Tiki® Torch, an innocent barbecue torch, against the manufacturer’s wishes and for their own nefarious purposes. Richard Spencer said, “We’ve really gotten into the tiki torch nationalism, we’ve embraced it, I love it.”<sup>[1]</sup> The use of tiki torches by racists is loaded with irony because of:

The torches and pitchforks trope,<sup>[2]</sup> particularly parodies such as Mel Brooks’ Young Frankenstein.<sup>[3]</sup> When a mob using torches and/or pitchforks is going after a hero(es) in the drama, it often results in the shaming of the mob, as was the case with the “Unite the Right” rally in Charlottesville, Virginia in August 2017.

The word tiki originates from Polynesian languages. Tiki was a culture hero in much of Polynesia; among the Maori, Tiki was the first human.<sup>[4]</sup>

The use of torches as threatening instruments goes back to the Bible (John, 18:3), but the more likely cultural reference is with the KKK’s use of torches for cross burning to intimidate, and the use of torchlight processions by Nazis at the Nuremberg rallies.<sup>[5]</sup>

1. ↑ A guide to some of the far-right symbols seen in Charlottesville by Matt Pearce (August 14, 2017) Los Angeles Times.
2. ↑ Torches and Pitchforks TV Tropes
3. ↑ Film / Young Frankenstein TV Tropes
4. ↑ How the Tiki torch was co-opted by white supremacists by Tom Ryan (August 21, 2017) TRT World.
5. ↑ A Short History Of Torches And Intimidation by Sarah Bond (Aug 15, 2017 @ 01:04 PM) Forbes.  
[Rational Wiki, x](#)  
[\(x\)](#)

**Tiki Torch**—White nationalists descend-

ed Friday night on the University of Virginia campus with burning tiki torches -- lending a distinctly but likely unintentional Polynesian aura to a white nationalist group’s march.

Friday’s march unfolded a day ahead of a rally designed to “Unite the Right.” White nationalists and other right-wing groups converged in Charlottesville, Virginia, where city officials have moved to remove symbols of the city’s Confederate past.

Candle-lit marches, rallies and vigils are not uncommon and tend to evoke a sense of solidarity.

But historically in the United States, torch-carrying mobs lit the scene of countless Ku Klux Klan rallies and mob lynchings.

In Charlottesville on Friday night, marchers chanting various white nationalist slogans carried tiki torches, known primarily for their South Pacific ambiance and for their contemporary use of keeping mosquitoes at bay.

Tiki Brand, the company that manufactures the bulk of tiki torches in the US, took to social media over the weekend, saying it was not happy to see its products used as tools for white nationalists and other extremist groups.

*“Tiki Brand is not associated in any way with the events that took place in Charlottesville and are deeply saddened and disappointed,” the company said in a Facebook post. “We do not support their message or the use of our products in this way. Our products are designed to enhance backyard gatherings and to help family and friends connect with each other at home in their yard.”*

[CNN, Paul P. Murphy](#)  
[\(August 14, 2017\)](#)

## Time Ho

**Time Ho**—A girl who pretends to be interested, even though she has no attraction to you. Seeking only attention and validation.

[The Red Pill, RedPope](#)  
[\(18 March 2015\)](#)

## Trickle Truth

**Trickle Truth**—A method of coming clean about bad behavior by only disclosing small

pieces of truth at a time. "All we did was talk," leads to "Well we just cuddled," leads to "I didn't mean to fuck him, it just happened." It's a hamsters way of saving face when bad behavior is discovered.

[The Red Pill, MachiavellianRed](#)  
(17 Mar 2015)

## Triggered

**Triggered**—Because the general consensus among the alt-right is "emotional equals wrong" (but only if you're a liberal), the alt-right have taken to using "Triggered" as a term of abuse for anyone who gets noticeably upset or offended for any reason whatsoever. Unfortunately, the term has also found use among those moderate liberals who claim to oppose what they see as the "regressive left", so this term alone doesn't tell you much except that the speaker is not particularly intelligent or creative.

[Rational Wiki, x](#)  
(x)

## Trumpwave

**Trumpwave**—Similiar to Fashwave, Trumpwave is a political, pro-Trump (read neo-Nazi) variant of the non-political/non-racist music genre Vaporwave. Often than not Trumpwave songs have the same messages as their Fashwave counterparts which are: stock footage, catchy tunes, and cover art littered with fascist or, in this case, Trump imagery.

[Rational Wiki, x](#)  
(x)

## Unicorn

**Unicorn**—Mystical creature that doesn't fucking exist, aka The Girl of Your Dreams.

[The Red Pill, MachiavellianRed](#)  
(17 Mar 2015)

**Unicorn**—In the manosphere, it means a perfect, loving, faithful girlfriend or wife (usually attractive and non-"slutty" to boot)

[Rational Wiki, x](#)  
(x)

## Virtue Signalling

**Virtue Signalling**—is an appeal to motive that can refer to any condemnation of the positions of the far right. The term suggests that the condemner is just trying to look morally better ("signal their virtue") to other people. The term thus implies that nobody is really opposed to far right positions: they're just hating far-right positions for "ally points."

The term was popularised by James Bartholomew in an article in *The Spectator*, where he used it as a label for those who claim to support a cause but merely make a show of their supporting of it to others rather than doing anything which might bring about actual change.<sup>[1]</sup> Bartholomew's claim of inventing the phrase is false, however, since earlier uses have been found, including a thread on *LessWrong* from 2013.<sup>[2]</sup> It was later picked up by the alt-right and used as an ad hominem to the point of near-meaninglessness.

- ↑ <https://www.spectator.co.uk/2015/04/hating-the-daily-mail-is-a-substitute-for-doing-good/>
- ↑ [http://lesswrong.com/lw/i6l/open\\_thread\\_july\\_29august\\_4\\_2013/9h1z](http://lesswrong.com/lw/i6l/open_thread_july_29august_4_2013/9h1z)  
[Rational Wiki, x](#)  
(x)

## We wuz kangz n shieet

**We wuz kangz n shieet**—mocks the claims of black nationalism about the race of the Ancient Egyptians. It implies that blacks are incapable of understanding history and thus make absurd claims. This hypocritically ignores the pseudohistory worship of the alt-right itself, such as Holocaust denial. Sometimes they even use it when nobody talks about Egypt and just say something positive on Black history before the triangular trade.

[Rational Wiki, x](#)  
(x)

# Weimerica

**Weimerica**—Weimerica (a portmanteau of Weimar Germany and America) refers to the alt-right's view of America as Weimar Germany. Often, alt-righters who use "Weimerica" will refer to the progressive trends in America and compare them to Weimar Germany for being not being white, racist and Christian enough.<sup>[1][2][3]</sup>

- 1. ↑ <https://redice.tv/red-ice-radio/weimerica-history-rhymes>
- 2. ↑ [divided states of america/](#)
- 3. ↑ <https://www.returnofkings/146430/a-guide-to-weimerica>  
[Rational Wiki, x](#)  
[\(x\)](#)

**Weimerica**— an amalgam of Germany's pre-Nazi era Weimar Republic, is a term you've probably heard in the past year if you've been active in the ongoing political maelstrom that is social media. Some alternatively call it "Clown World." I prefer "Weimerica" as it more specific to what the United States has become recently and hints at a cataclysm yet to be.

[Return Of Kings, BRYCE LOCKWOOD](#)  
[\(JANUARY 4, 2018\)](#)

# Western Civilization

**Western Civilization**—Western world. All that is good.  
[Rational Wiki, x](#)  
[\(x\)](#)

**Western Civilization**—is under attack. It has been routinely betrayed from the inside by fifth columns degrading it, calling it imperialistic, oppressive, hypocritical, and so on. When only seeing the upper, most superficial crust of leftists, we can be tempted to identify instinctively with it: they have been breaking the whole social fabric for decades whereas conservatives, seeing the intricate, delicate flower of humanity the West was, tried to save it.

Problems appear when we delve a bit more into the topic. If the West was purely geographic, there would be barely anything to defend as we're free to go abroad. If

civilization was synonymous with material goods and technology, we could start anew anywhere and thrive without hard feelings. We identify with the West, but the West is a mess.

[Return Of Kings, ANDRÉ DU PÔLE](#)  
[\(OCTOBER 20, 2017\)](#)

# Wetbacks

**Wetback**—is a derogatory term used in the United States of to refer to foreign citizens living in the U.S.A, most commonly Mexicans. The word mostly targets illegal aliens in the U.S.A.

Generally used as an ethnic slur, the term was originally coined and applied only to Mexicans who entered the U.S. state of Texas from Mexico by crossing the Rio Grande, which forms the border between Texas and Mexico, presumably by swimming or wading across the river and getting wet in the process.

[Wikipedia, x](#)  
[\(x\)](#)

**Wetback**—A derogatory word used to describe Mexicans who illegally enter the United States through the Texas portion of the Rio Grande. By going under the border fence but over the river they would wet their backs. That guy is soaking wet and looking a little out of place must be a Wet-Back.

[Urban Dictionary, Disgruntled bean](#)  
[\(15-12-09\)](#)

# White devil

**White devil**—A phrase that often crops up when discussing the presumed internal thoughts of non-white races. This is an actual phrase used by the black supremacist Nation of Islam, but of course it's generalised to every non-white person thinking this way.<sup>[1]</sup>

- 1. ↑ Nation of Islam Southern Poverty Law Center  
[Rational Wiki, x](#)  
[\(x\)](#)

# White Genocide

**White Genocide**—Across the Alt Right, it is common to encounter the idea that there is currently, in progress, a genocide taking place against white people. This is, of course, the essential data point used by an overwhelming majority in the Alt Right to create the narrative of white victimhood that fuels and justifies white nationalist identity politics.

The existence of a white genocide is established by an interpretation of the UN definition of genocide:

## *GENOCIDE DEFINITION*

The most common Alt Right interpretation of this definition means that there is currently being perpetrated an on-going genocide of the white race. According to most, many influential groups in society are knowingly acting to eradicate the white race through demographic destruction over an extended period of time via the use of mass immigration.

*The Rationalists, Sargon*  
(March 23, 2016)

**White Genocide**—White genocide is the idea that, on a worldwide scale, white people are undergoing a systematic genocide of their gene line and of their culture.

Since the people who promote it are generally racist idiots, "white genocide" mostly boils down to non-white or partially white people having babies. Or migrating. Or dating white people. Or existing, period.

*Rational Wiki, x*  
(x)

# White Guilt

**White Guilt**—A mysterious force emanated by the left and manufactured at universities that makes white people disagree with the alt-right. Based on misrepresenting Western civilization as having done anything bad, ever. Usually brought up whenever somebody mentions slavery or colonialism in anything but an apologist tone.

*Rational Wiki, x*  
(x)

**White Guilt**—What is white guilt? It is not a personal sense of remorse over past wrongs. White guilt is literally a vacuum of moral authority in matters of race, equality, and opportunity that comes from the association of mere white skin with America's historical racism. It is the stigmatization of whites and, more importantly, American institutions with the sin of racism. Under this stigma white individuals and American institutions must perpetually prove a negative—that they are not racist—to gain enough authority to function in matters of race, equality, and opportunity. If they fail to prove the negative, they will be seen as racists. Political correctness, diversity policies, and multiculturalism are forms of deference that give whites and institutions a way to prove the negative and win reprieve from the racist stigma.

*The Center for Individual Rights, CIR*  
(November 30, 1999)

# White Knight

**White Knight**—

1. A man who "comes to the rescue" of a woman, or of women, reflexively, emotionally-driven, without thought or even looking at the situation;
2. A man in authority who enables Team Women in his legislative actions, judgments, or rulings, reflexively, emotionally-driven, without thought or even looking at what's right. Also known as "Mangina"

*The Red Pill, MachiavellianRed*  
(17 Mar 2015)

# White Sharia

**White Sharia**—An extreme type of patriarchy wherein the belief that white women should be submissive to white men and that their sole purpose is to produce babies.<sup>[1]</sup> The Daily Stormer frequently pushes this idea in their articles.

1. ↑ "White Sharia" and militant white nationalism by Brendan Joel Kelley (November 27, 2017) Southern Poverty Law Center.  
*Rational Wiki, x*  
(x)

# You will not replace us

See: Jews will not replace us

[Rational Wiki, x](#)  
(x)

## Zionist, Zionism

**Zionist**—A Zionist is someone who believes in Zionism, the national liberation movement of the Jewish people. It is political movement based on the beliefs that:

- The Jews are a people.
- The Jewish people have the right to self-determination.
- The only land that the Jews and the world have ever viewed as the legitimate home of the Jewish people is the land called Israel, or, by others, "Palestine."

[Urban Dictionary, Gregor of Maine](#)  
(January 26, 2012)

**Zionism**—Zionism is the national movement of the Jewish people that supports the re-establishment of a Jewish homeland in the territory defined as the historic Land of Israel (roughly corresponding to Canaan, the Holy Land, or the region of Palestine). Modern Zionism emerged in the late 19th century in Central and Eastern Europe as a national revival movement, both in reaction to newer waves of antisemitism and as an imitative response to other exclusionary nationalist movements. Soon after this, most leaders of the movement associated the main goal with creating the desired state in Palestine, then an area controlled by the Ottoman Empire.


Until 1948, the primary goals of Zionism were the re-establishment of Jewish sovereignty in the Land of Israel, ingathering of the exiles, and liberation of Jews from the antisemitic discrimination and persecution that they experienced during their diaspora. Since the establishment of the State of Israel in 1948, Zionism continues primarily to advocate on behalf of Israel and to address threats to its continued existence and security.

[Wikipedia, x](#)  
(x)





—is the emoji form of Pepe.

[Rational Wiki, x](#)  
(x)

—Many alt-right social media users have even deployed the frog emoji in their online monikers to represent Pepe and their political affiliations. Pepe has also inspired a hand gesture, resembling the OK sign, that Mediaite claims a ten-year-old flashed on a tour of the White House in March 2017.

[Dictionary.com, x](#)  
(x)



—The OK Hand Sign, emojified as , is a dogwhistle that alt-righters use to show that they are alt-right without explicitly stating it, echoing both Trump's and Pepe's use of the sign.<sup>[1]</sup> The alt-right use originated as bait for a /pol/ "prank" or trolling attempt,<sup>[2]</sup> but as the media failed to fall into the trap its usage rapidly shed whatever irony it had. As of January 2018, Snopes has listed the symbol as ambiguous as to whether it is an alt-right symbol or alt-right trolling.<sup>[3]</sup>

- ↑ The OK sign is becoming an alt-right symbol: First Pepe, now this. by Rollin Bishop (Apr—24—2017 04:16PM EST) The Outline.
- ↑ Anti Defamation League says 'OK' hand sign not a white supremacist hate symbol: The use of the signal has sparked a storm on social media by Andrew Buncombe (4 May 2017 12:18 BST) Independent.
- ↑ Did a White House Intern Make the 'White Power' Hand Gesture? An intern could be seen making the "OK" gesture in an official photograph with the President, but he denied he was making a white supremacist gesture. by Bethania Palma (Published: 4 January 2018; Updated: 5 January 2018) Snopes.

[Rational Wiki, x](#)  
(x)

—The OK sign has a much longer history than Pepe, but even it is context-de-



pendent. In some countries, including the US, it has a positive connotation. "Basically, it means that something is being expressed precisely," said David McNeill, director of McNeill Lab, Center for Gesture and Speech Research, at the University of Chicago. "The key detail is the contact of thumb and first finger — the vanishing space is a metaphor for precision." The gesture has slightly different meanings in different places. In Naples, he said, it means something like authority — that the speaker is speaking the truth. In other places, it's a negative or vulgar symbol.

It's unclear exactly how the OK symbol got started as an alt-right meme, but it may trace back to a version of "Smug Pepe," a meme in which Pepe holds his chin. In one variation he's instead making an OK hand gesture, reminiscent of Trump.

[The Outline, Rollin Bishop](#)  
(APR-24-2017)



🥛—Milk, emojiified as 🥛, is another dogwhistle similar to 🇺🇸.

[Rational Wiki, x](#)  
(x)

🇺🇸— Member of the alt-right and white nationalist.

For someone like white nationalist Richard Spencer, using a seemingly innocuous icon like a glass of milk works to represent a certain viewpoint until everyone starts to know what it means.

Spencer had put a glass of milk in his Twitter handle earlier this year as an ironic symbol of white supremacy. Through some very racist logic, milk came to mean all things white nationalist based on an article about Europeans being mostly lactose tolerant and able to handle drinking milk.

Spencer wrote to us through Twitter, explaining what the milk symbol meant to him. "The story, as I understand it, is as follows...", he wrote. "Some hysterical leftist literally argues that drinking milk is 'racist' because Europeans (& Central Asians) are lactose tolerant." It appears Spencer is citing a Mother Jones article that looked into the U.S. dietary guidelines for milk and suggested they may be discriminatory since not

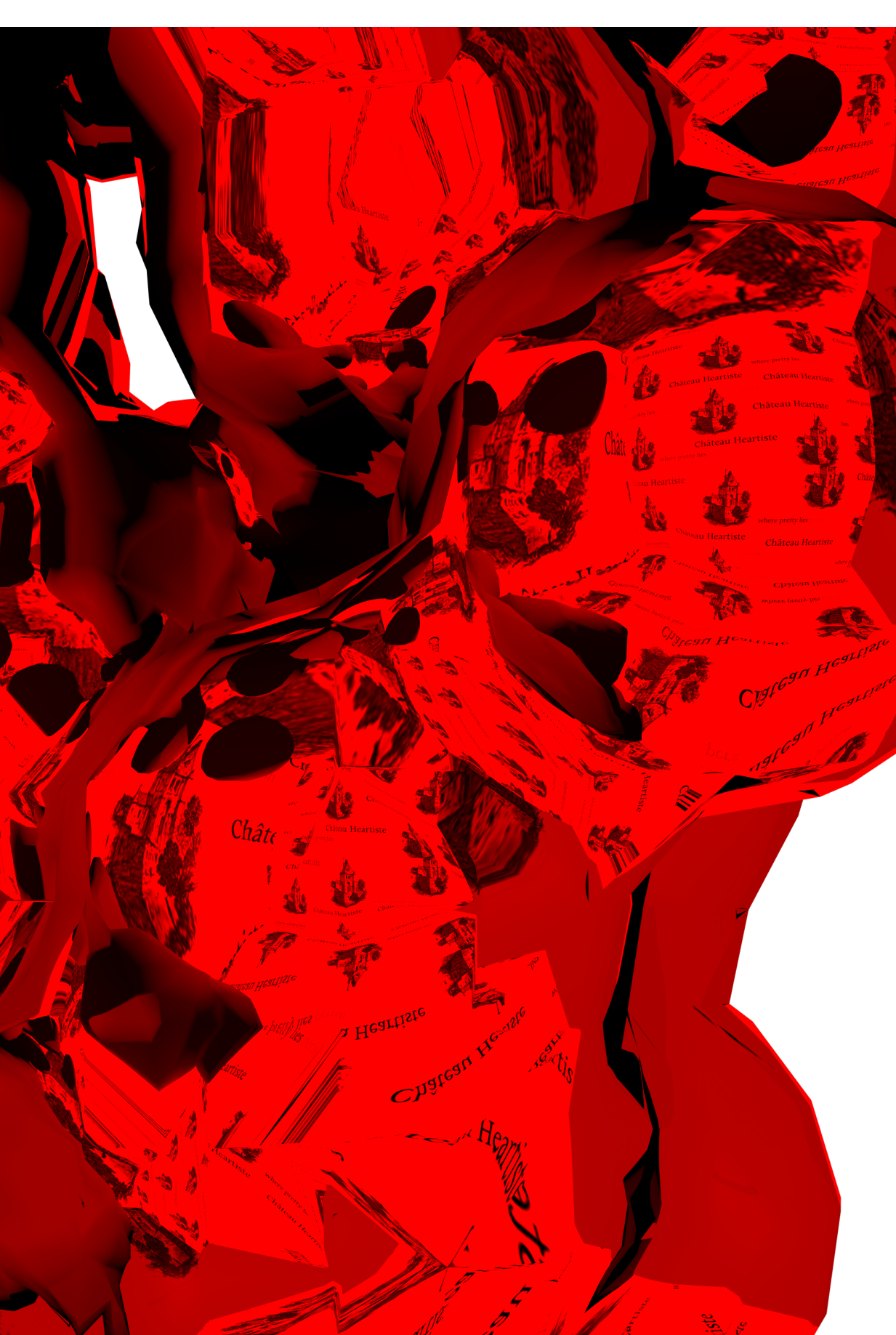
everyone, like African-Americans, needs to drink as much milk as recommended.

Spencer continued, "Then some Alt-Right kids go publicly guzzle milk on Shia LeBoeuf's (*sic*) live stream HWNDU. Milk becomes 'a thing.'" He concluded, "Like Pepe, milk is now a symbol of white identity, both ironical and serious." The glass of milk — lauded by the alt-right as their new accidental symbol, if only briefly — was very reminiscent of how Pepe the Frog became a neo-Nazi hate symbol after it was transformed from innocent cartoon to meme to alt-right identifier.

Spencer quickly moved on from the racist milk icon and is already using another provocative emoji, most recently Pepe.

[Mashable, SASHA LEKACH](#)  
(03-06-17)











Heartiste

Château Heartiste

Château Heartiste

Heartiste

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Château Heartiste



Tr Far Right  
your home!





The Beltway world, e.

*THE BELTWAY WORLD, IS A MESS.*

The Belt  
and the

cucks

'ain't happy,  
always lose!





# SPLC Hatelist!

ALL OF US HATELIST!

A woman in a white dress is dancing in a dark room illuminated by red light. Confetti is falling around her. The text is overlaid on the image.

Darlin' it's b **proudly white!** ghter,  
and proudly white:



We go to the gym

to make cuckolds  
share all  
memes

through the night



On the Alt Right!





with **HBD** *trace,*  
sound sharp



# O-Window

drifting,  
holds the Alt Right!



It's its own base,  
woo a hostile race  
GOP



# Paleo-Cons 1st



Amren is great too, won't tou

JQ



Se (((echo))))i





Cucks

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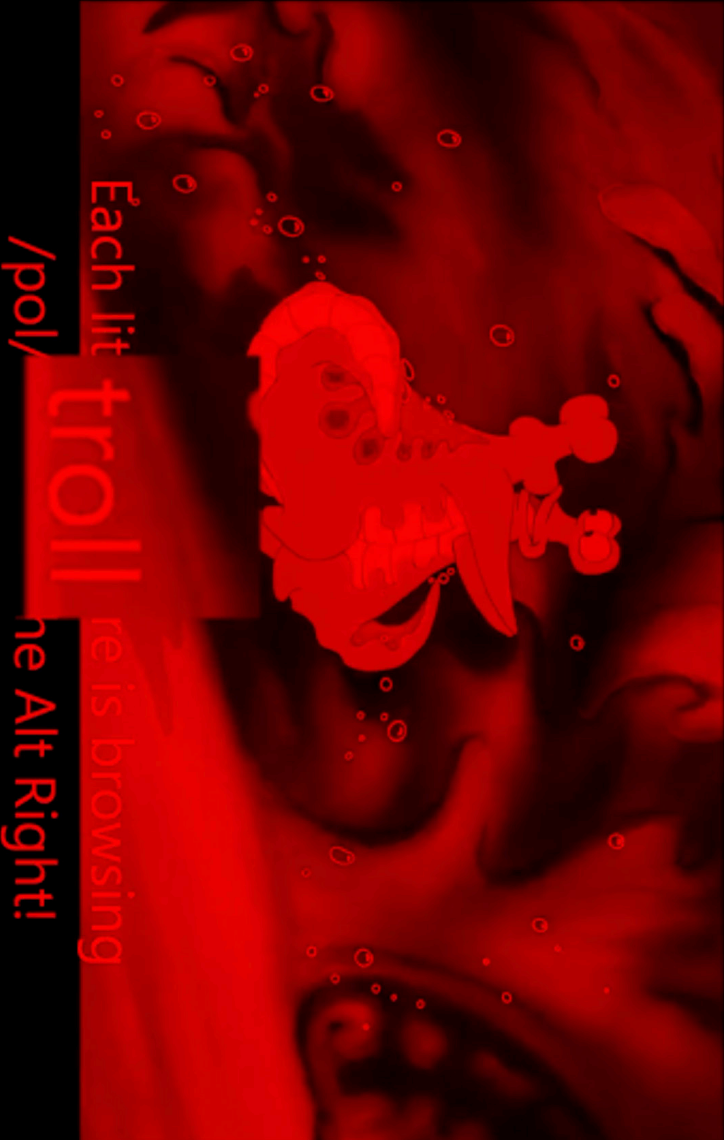


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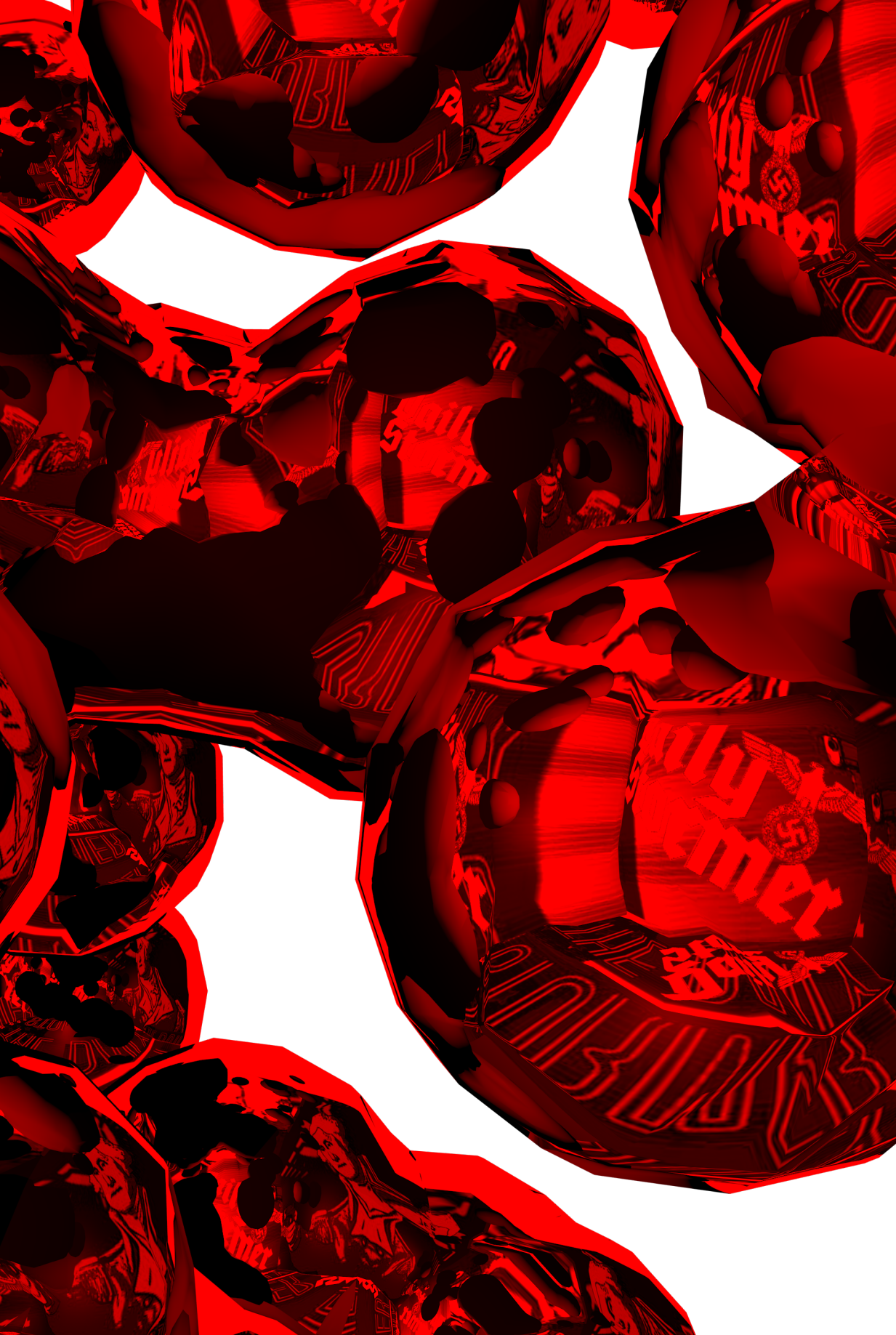














# *Alt Reality Bubbles*

*An exploration of  
prominent far right  
online subcultures*



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# Introduction

*Contemporary fascism, misogyny, and extreme right ideologies are cultivated in online forums collaboratively. Right-wing and Leftists ideology is expressed with neologisms in nihilist meta-memes and forum-posts which are rapidly evolving and duplicating. The online enthusiasts are creating an impassable forest where the mainstream will easily get lost. Right-wing conservatism and left-wing socialism are reformed with new styles of media-usage, propaganda, and focus of ideology.*

According to Slovenian philosopher Slavoj Žižek ideologies are “political discourses whose primary function is not to make correct theoretical statements about political reality, but to orient subjects’ lived relations to and within this reality.”<sup>[1]</sup> Therefore even people aware of their own ideology, could continue to hold their views believing it is the correct version of reality.

In this text I explore prominent online ideologies that had a significant influence in the last years in some major sociopolitical events. These ideologies differ significantly from my own ideology and of people around me. I think it's necessary to deepen our understanding in order to research and document, and know how to communicate and act. In addition I would like to see if my believe in a future in which these online phenomena will have a large impact on our societal and political structure holds ground.

I will discuss these ideologies in through the framework of subculture, which is the context used by long-term documenter of online culture Angela Nagle and independent scholar and freelance writer Matthew N. Lyons. This is challenged by earlier work of Brady Robards and Andy Bennet (connected to the Griffith University and the University of Tasmania) who in 2011 suggest that although online identity expression has been interpreted as exhibiting subcultural qualities, the theoretical framework of post-subcultural

neo-tribalism is a better suit. In their text they argue that contemporary youth cultural practice doesn't have "the rigidity of the forms of organisation with which we are familiar, [tribe] refers more to a certain ambience, a state of mind, and is preferably to be expressed through lifestyles that favour appearance and form."<sup>[2]</sup> The groups that are discussed in this text however have distinct norms, and values regarding cultural, political and sexual matters, have written theory, and are organized to such extent they adhere more closely to conventional subcultural readings.

In the text I will coin the term *Alt Reality Bubbles*, which I will use to describe online spaces in which a subculture develops their ideology. The term is conjunction of *alternative reality* and *online filter bubbles*. This term lends a part of the term *filter bubble* to capture the influence of online (*social*) media on the development of online cultures in framing their own *alternative reality*. It deepens the understanding of space and time in the development of ideology from a subculture, which gathers and organizes primarily online and on which the use of contemporary media has substantial influence in the development of ideology. The term describes the breeding grounds: the collection of expressions in which text, terms, image, video and signals are used to build mutual understanding. This entails the both the literal space of words on a forum or figurative space of a video-essay within a platform. As the term subculture emphasizes a difference in culture and people, the term *Alt Reality Bubble* emphasizes the online inhabited space, implies the algorithmic involvement of the technology behind the filter bubble and can be seen as an expansion of the echo chamber. An *Alt Reality Bubble* expands beyond the borders of *4chan* into the *Youtube* comments as it acknowledges the influence of different platforms to form one subcultural ideology. A subculture could have different *Alt Reality Bubbles* in which different ideologies are formed, but an *Alt Reality Bubble* could also have an influence of multiple subcultures. The *Alt Reality Bubble* is the figurative stage on which the actors coin their neologisms, write their theory and interact with fellow members of their community.

Furthermore, I will be using the term *Alt-Right*, which to critics is a euphemism for white nationalism, but as George Michael<sup>[3]</sup> says in his text about the rise of the *Alt-Right*, it is a more nuanced term as it encompasses a broader spectrum of far-right fringe groups.

In this thesis I will explore the *Online Subculture Wars* by firstly looking at the context in which they were born (chapter 1), secondly describing three online subcultures who have had a significant influence in online and offline culture and

politics (chapter 2) and thirdly explore a hypothetical situation in which this polarization continues to increase towards a neo-pillarization (chapter 3). Which subcultures have the most influence on our society and politics today, what is their breeding ground and would extreme ideological polarization hypothetically be able to continue?

1. ↑ Sharpe, M. (2004) *Slavoj Žižek (1949 –)* [online] Internet Encyclopedia of Philosophy. Available at: <http://www.iep.utm.edu/zizek/>
2. ↑ Robards, B., & Bennett, A. (2011). *My Tribe: Post-Subcultural Manifestations of Belonging on Social Networking Sites* [Abstract]. *Sociology*, 45(2).
3. ↑ Michael, G. (2017) *The Rise of the Alt-Right and the Politics of Polarization in America* [online] Skeptic. Available at: [https://www.researchgate.net/publication/317905355\\_The\\_Rise\\_of\\_the\\_Alt-Right\\_and\\_the\\_Politics\\_of\\_Polarization\\_in\\_America](https://www.researchgate.net/publication/317905355_The_Rise_of_the_Alt-Right_and_the_Politics_of_Polarization_in_America)









# Virtual Insanity

“See, it’s a crazy world we’re living in” sings Jamiroquai in his song *Virtual Insanity*<sup>[4]</sup> in 1996 about the increasingly virtual world we wander through. In the chorus of the song, he argues that we are governed by our love for twisting the intended use of new technology and therefore our futures are in virtual reality, a virtual insanity. Later in the song, he predicts the apocalypse, with lyrics about how this has got to change before “No more will we be”.

*“Futures made of that virtual insanity now,  
Always seem to, be governed by our love,  
For useless, twisting, of that new technology,  
Oh, now there is no sound, for we all  
live underground”*

We might not live underground quite yet, but ‘virtual insanity’ is a decent description of our current online media usage. The term hyperreality was coined fifteen years before the creation of this song in the text *Simulacra and Simulation* (1981) by Jean Baudrillard. He argues symbols and signs replaced reality to the point we can’t distinguish the real from simulation anymore. These simulacra are no copies of reality but are real in their own right. They construct perceived reality while preceding reality. The hyperreal has no connection with the real, nor does it try to hide reality.<sup>[5]</sup>

He describes four stages of representation, of which hyperreality occurs in the last two stages. (1) The first one is a copy of the original of which we believe it is truthful. It is a direct reflection of the original work. (2) The second stage is a corrupt copy or a perversion of reality. The image is unfaithful but it still hints at reality. (3) The next stage is a copy without an original. It claims to be truthful and show reality, but it is no representation. (4) And lastly, the fourth one has no connection to reality whatsoever. At this stage, the hyperreal is equivalent to the real, as the hyperreal doesn’t need to pre-

tend to be real anymore. The hyperreal needs to prove itself only in hyperreal terms.<sup>[6]</sup>

This evolution in hyperreality is echoed in the current online meme-culture. Every meme is an image and/or text that conveys an idea, activity, piece of culture or media and is spread rapidly from person to person via forum posts and social media. Richard Dawkins, who coined the term meme in his book *The Selfish Gene* in 1976, wrote about memes as an analogy to biological evolution based on genes. A meme is a cultural entity that is a replicator of a certain idea(s). The memes evolve with versions reacting on a version reaction on a version and so on until the meme becomes so meta you can only explain the meme with terms derived from the within the culture itself. The lifespan of memes within the online ecosystem grows shorter and quicker, with viral memes that rise to fame in a day and are forgotten the next.<sup>[7]</sup>

A good example of the complexity a meme could reach is the meme *Ugandan Knuckles*. Re-emerging in December of 2017 it quickly rose to fame with its easily incorporated line “show me da wey” and “u don’t know da wey”.<sup>[8]</sup> The meme consists of a depiction of a character called *Knuckles* from the *Sonic* game franchise created in a parody video by YouTuber Gregzilla.<sup>[9]</sup> Online fans on Twitch had been referencing Ugandan warriors while playing a game and as the character became more popular a DeviantArtist tidiestflyer made a 3D model of it which can be used as an avatar in the online multiplayer game VRChat.<sup>[10]</sup> After the release of a video called “You Do Not Know The Way”<sup>[11]</sup> in which a group of VRChat players use *Ugandan Knuckles* to troll other players the meme quickly grew popular. The eventual backlash came when *Knuckles* was accused of promoting ethnic and racial stereotypes against Ugandans.<sup>[12] [13]</sup>

This example of an innocent meme turning dark is following a familiar path. Angela Nagle wrote how the lifespan of a meme can be mapped out from virtue to cynical inscrutable irony.<sup>[14]</sup> The cycle starts by competitive virtue signaling (1), a step in the process in which people glorify the meme to an extreme extent. In the case of *Ugandan Knuckles* it was the moment the meme existed of countless crossover images with other memes and media with the “show me da wey” slogan as a constant. Then “a kind of giddy ironic mocking of the social media spectacle starts to take over” (2) while the meme eventually when it manages to survive this long, reaches a viral popularity. *Ugandan Knuckles* reached this point when more and more people started working together within the VRChat to form groups of avatars taking over spaces within VRChat. The last step in the cycle is via extreme nihilism, cynicism, and irony

to Schadenfreude and transgression.(3) The *Ugandan Knuckles* meme reached this step when the meme became merely a characterization of Ugandan stereotypes. At the last point, the meme has evolved enough it allows for it to become very meta. Little is needed to refer to the meme. It's the last stage the meme can only be explained by terms derived from the world of the meme itself, it lives in hyperreality.(4)

This phenomenon of meme-culture, described through hyperreality by Jean Baudrillard, evolution by Richard Dawkins, and transgression by Angela Nagle is key to understanding the influence of online subcultures which through the western rapid online media cycle have global consequences by shifting not only our political spectra but our understanding of life, truth and reality itself.

Home to a significant part the history of meme-culture, which is such a big part of the identity of online subcultures, is the image board *4chan*. When discussing online forums, a cliché image of a sexually frustrated teenager playing video games in his mothers' basement might pop up in our mind. A young boy searching for some excitement, validation, belonging and identity. Influenced by the many caricatures on TV in the 90s and 00s, our visual representation of the nerdy introvert still has square glasses, a band t-shirt or plaid blouse and no social skills. One can wonder how true this portrayal of a generalized *4chan* user is nowadays, whereas he hasn't been the only one in hyperreality for a while.

The */b/* traveling teen still could have been semi-innocently shit-posting his way through the 2000s, in the last few years he has been discovering his political views on */pol/*, its politically incorrect board. There he has encountered a surplus of ideologies you once found in the fringes of online chatrooms in the darker corners of the internet.<sup>[15]</sup> Extreme right and left ideologies have been merging with game-nerds and meme-enthusiasts and collaboratively they are shaping their ideology. *4chan* has never been a place of virtue. Instead, it has always been a website where the bored and the lonely come and anonymously shout over each other. Which has resulted — next to the endless cycle of creative memery and puns — in mass-bullying, pornography, suicide, and child-pornography. The website has had these problems for years, but where by most visitors accepted as the inevitable downside of the website's freedom. These have had negative influences, but weren't key factors in a major societal shift like its */pol/* board is now. The development of a few of these subcultures on imageboards and forums like the popular *4chan* and *Reddit* have aided to the rise of extreme right-wing views worldwide.<sup>[16] [17]</sup>

4. ↑ Jamiroquai. (1996). *Travelling Without Moving* [CD] London: Sony Soho Square
5. ↑ Baudrillard, J. (1981). *Simulacra and Simulation*. Ann Arbor: University of Michigan Press
6. ↑ Idem, p. 6
7. ↑ Dawkins, R. (1976). *The Selfish Gene* (2 ed.), Oxford: Oxford University Press, p. 192.
8. ↑ Don. (2017) Ugandan Knuckles [online] Know Your Meme. Available at: <http://knowyourmeme.com/memes/ugandan-knuckles#fn3>
9. ↑ Gregzilla. (2017). knuckles sings [video]. Available at: <https://www.youtube.com/watch?v=iu7SxzFbp-l> [Accessed January 2018].
10. ↑ Tidiestflyer (2017) *The Knuckles meme as a 3d model* [3D model] Available at: <https://www.deviantart.com/art/The-Knuckles-meme-as-a-3d-model-704695335>
11. ↑ Stahlsby. (2017) YOU DO NOT KNOW THE WAY [video] Available at: <https://www.youtube.com/watch?v=Hxjofn2bYE8> [Accessed January 2018].
12. ↑ Hathaway, J (2018) The Ugandan Knuckles meme is spreading to competitive gaming [online] The Daily Dot. Available at: <https://www.dailydot.com/unclick/ugandan-knuckles-meme-overwatch/>
13. ↑ Grayson, N., Myers, M. (2018) Racist Jokes Keep Showing Up In Overwatch League Broadcasts [online] Kotaku. Available at: <https://compete.kotaku.com/racist-jokes-keep-showing-up-in-overwatch-league-broadc-1822376195>
14. ↑ Nagle, A. (2017) *Kill All Normies: Online Culture Wars from 4chan and Tumblr to Trump and the Alt-Right*. Winchester: Zero Books, p. 5.
15. ↑ Winkie, L. (2015) I was a teenage 4chan troll—until I learned to change my ways. [online] Daily Dot. Available at: <https://www.dailydot.com/via/4chan-troll-white-boy-internet-sexism/>
16. ↑ Bernstein, M. S., Monroy-Hernández, A., Harry, D., André, P., Panovich, K., & Vargas, G. G. (2011, July). *4chan and /b: An Analysis of Anonymity and Ephemerality in a Large Online Community*. In ICWSM (pp. 50-57).
17. ↑ Chen, C. (2012). *The creation and meaning of internet memes in 4chan: Popular internet culture in the age of online digital reproduction*. *Habitus*, (3), 6-19.





# Web of ideology

Different online ideologies exist within an immense number of different subcultures with each their own preferred (*social*) media platform, language and aesthetic. Each subculture employs their own set of jargon, describing the world, their views and or themselves and spreading them in their *Alt Reality Bubble*. These subcultures aren't necessarily political and don't conform to the old school left-to-right scale of our political spectrum, but were born out of a clash of existing (*political*) ideologies, our new global social media landscape, societal discontent after our recent recession and depression, changes in society due to mass-immigration and an influx of refugees, and escapist or nostalgic tendencies. Which online subcultures are influencing our current political discourse?

Categorizing these groups in this stage is a strenuous process. Some are early in their online evolution and therefore constantly branching out into subgroups and sub-subgroups, finding their specific brand of ideology in an ever-expanding mess of semiotic complexity.

The temporary nature of these stages of evolution of ideology is the very reason writing about this phenomenon feels like constantly lacking behind. Sources are quickly outdated, hypes die, people switch sides and terms change definition. One prominent scholar who has published a book about recent online subcultures is Angela Nagle. Her research has spun several years of following these different groups on various platforms.

From the crowded battlefield of current online culture wars she identified three subcultures with a number of subgroups in her 2017 book *Kill All Normies*<sup>[18]</sup> which I will discuss in the following paragraphs:

*Alt-Right*  
*Manosphere*  
*MRA*  
*MGTOW*



Neo-Masc  
The Left

### Alt-Right

The *Alt-Right* is a loosely-connected group of white supremacists, neo-nazis, neo-fascists and other far right-wing subcultures from America and Western Europe. The term *alt-right* was used in online circles to include only a new wave of overtly white segregationist and white nationalist movements and subcultures.<sup>[19]</sup>

It was coined by Richard Spencer, who has called for a US white ethnostate and a pan-national white Empire modeled after an approximation of the Roman Empire. The term is quickly developing and evolving its definition as reflected on its highly active Wikipedia page. On the 7th of January 2018 the first line of the definition of *alt-right* was changed from: “The *Alt-right*, or *alternative right* is a loosely-connected subset of the American and British political far-right, primarily comprised of white nationalists, Neo-Nazis, and other fringe groups.” to the slightly different: “The *Alt-right*, or *alternative right* is an ill-defined subset of the American and British political far-right, primarily comprised of white nationalists, Neo-Nazis, and other fringe groups.”<sup>[20]</sup> This change is significant as it reflects the slow demise of the term as it’s on its way to become as pejorative as the word hipster. The editor comments: “Better-reflected the fact that “alt-right” has no clear definition in terms of breadth, but at least refers to neo-fascists and white nationalists.” and “Reverted because “loosely connected” frames the *Alt-Right*’s fuzziness in terms of leadership structure while lack of centralization is not necessarily remarkable for fringe political movements. The Article is written in terms of boundaries.” Currently, in March 2018, the definition states: “The *alt-right*, or *alternative right*, is a loosely-connected and somewhat ill-defined grouping of white supremacists, neo-Confederates, neo-Nazis, neo-fascists, and other far-right fringe hate groups.” which seems to be a compromise between the two, stating both its widespread and unorganized grouping as the unfitness of the term to provide a well-encompassing categorization.<sup>[21]</sup>

The preoccupation of groups within the *alt-right* is to varying degrees with IQ, European demographic and civilizational decline, cultural decadence, cultural Marxism, anti-egalitarianism, and Islamification.<sup>[22]</sup>

What lies at the core of their ideology is a fear of the foreign.<sup>[23]</sup> They believe if the West doesn’t act now, the demise of western civilization will be fact rather than fiction through being mixed with other and “lesser” cultures.<sup>[24]</sup> They

try to prove these theories by preaching pseudoscience which connects IQ to race and by adhering to an alternative version of history. They believe that the left is now the predominant political movement of the elites, and has infiltrated our media, universities, and governments. In order to conquer these areas back, they are reappropriating a transgressive language recently used by the left.

The “*alt*” in the name *alt-right* suggests the wish to create an alternative right-wing movement in opposition to the existing conservative establishment.<sup>[25]</sup> This establishment is thought of by the *alt-right* as a bunch of weak Christian passive ducks who don’t take action to stop the foreign invasion of immigrants who are believed to be taking over Western culture.

The Neoreactionary movement or *Nrx* is a related subculture which has as a more obscure anti-egalitarian reactionary tendency. It is one of the older right-wing groups online that consist of a number blogs, forums and online media.

Angela Nagle connects the online right-wing movement we call *alt-right* to younger generations via the meme-culture of *4chan* and later *8chan*, acknowledging the fact the movement couldn’t have had its influence if it only existed on fringe obscure platforms in the outer corners of the web. She also points out the *4chan* shitposters and meme-making gamers didn’t necessarily had a coherent commitment to conservative thought or politics but shared an anti-PC, anti-leftist impulse and a common aesthetic sensibility.<sup>[26]</sup> This grew to a high when Hillary Clinton during her run for office chose to use some of the language of the expanding identity politics of more feminine Tumblr spaces, hyper-politically correct terms like check your privilege which went offline to university campus politics, Gamergate and later to the #metoo movement.<sup>[27]</sup>

The watered-down version of the *Alt-Right*, fittingly called the *Alt-Light* or *Alt-Lite*, has a more mainstream and therefore dangerous effect as it became popular amongst social media figures and politicians. “But it was really the broadest orbit of the *alt-right*, which became known as the *alt-light*, that popularized this new diffuse and chaotic online set of cross-pollinating subcultures and helped bring it into the mainstream.”<sup>[28]</sup> Nagle writes. The *alt-light* is a normalized lighter version of similar extreme right-wing ideas by the expansion of the **Overton Window**. It is a term used to describe rather to self-identify.

The *Overton Window*, also referred to within the *Alt-Right* as the *O-Window*, is a concept in political science that explains what the public view as normal or what they believe to be extreme. The intense 24/7 media cycle in America has been

blasting out one ridiculous headline after another since Trumps run for office, which slowly made us numb. Whatever seemed radical, ridiculous or even unthinkable at first, slowly got less surreal. The theory describes that if you want to shift the window, and therefore shift what people perceive as normal, you have to skip the radical but shout the unthinkable. Forcing people to consider an unthinkable idea, even when they reject it, makes all less radical ideas seem more acceptable by comparison. The *alt-light* seems a whole lot more acceptable in a world with the *alt-right*.<sup>[29]</sup>

A prominent *alt-light* figure is Steve Bannon, former executive chairman of *Breitbart News*, which he called *Breitbart* the platform for the *alt-right* in 2016 before denying the claim later.<sup>[30]</sup> Bannon was the chief officer of Donald Trumps electoral campaign and served for seven months as White House Chief Strategist. Together with other popular *alt-light* figures of that time like Milo Yiannopoulos, Kellyanne Conway (Counselor to the President and previously campaign manager) and Trump himself. All have played significant roles in taking online transgression and trolling offline and turned it into political strategy.<sup>[31]</sup> To such extent, there is a lot of disagreement in Trumps own conservative party and anti-Trump conservatives are debating pro-Trump conservatives on each issue. Not everybody within *alt-right* or who could be considered *alt-light* endorses President Trump but there was a broad understanding of him being on their side.<sup>[32]</sup>

Politics was already swaying right-wing even before the pendulum swung back as far right as it did after Obama, but it now has a new influx of young energy everywhere under the influence of these online subcultures.<sup>[33]</sup>

### Manosphere

The *Manosphere* is a subculture which feels after three waves of feminism the pendulum has swung too far in favor of women and it has caused unfair policies and regulations, and a deeply unbalanced sexual marketplace. On different websites, blogs and YouTube channels men are teaching men to acquire an 'alpha frame', battle women in court, grow self-esteem and pick up women, which they believe will help 'save Western civilization of its eventual demise caused by feminism and weak beta men'.

The term is used to describe these different subgroups which vary from progressive men's rights activists to corners of the internet, filled with sex-obsessed involuntary celibates and resentment-fueled misogynists.<sup>[34]</sup> It is a loosely-knit network of blogs, websites, Youtube channels, Facebook groups

and forums associated with anti-feminism in the right-wing sphere like and partly overlapping with the *Alt-Right* that has been growing for years.<sup>[35]</sup>

Angela Nagle writes it would have undoubtedly have been written up as a digital revolution if it had different cultural politics.<sup>[36]</sup>

Three prominent and active subcultures within this ideology are the MRA: **Men's Rights Activists**, the MGTOW: **Men Going Their Own Way** and the Neo-Masc: **Neo-Masculinity** or anti-feminist movement. Key differences between these movements who only seem connected through their anti-feminist rhetoric are that the **MRA** wants to change or reform the system, **Neo-Masc** want to take advantage of the system and **MGTOW** want to leave the system.<sup>[37]</sup>

### Men's Rights Activists

The *Men's Rights Activists* with prominent figures like Paul Elam and his website *A Voice for Men* is the group within the *Manosphere* which is the least misogynist, as they focus on equal rights and legal change mostly.<sup>[38]</sup> Main goals include equal rights for men in court around social issues like maternity fraud, divorce, domestic violence and alimony and government services like military service, health insurance, and social safety nets. These groups typically consist of older men who have had a history of divorce and have encountered some form of injustice. The movement has been described as a reaction to feminism<sup>[39]</sup> <sup>[40]</sup> and is branched off from earlier movements like the Men's Liberation movement in the seventies.<sup>[41]</sup>

### MGTOW

The second group in the *Manosphere* that has a very distinct ideology is the Men Going Their Own Way (*MGTOW*) movement, whose members have chosen to avoid any (*romantic*) relationships with women. They are a mostly pseudonymous group online, who are active on forums and blogs that focus on independence from women, self-improvement and individual achievement. *MGTOW* view this as a protest and a revenge to the women that treated them badly, the women that will eventually cheat or leave, are gold diggers, or will trick them into paying alimony for children that aren't theirs.<sup>[42]</sup> In their vocabulary, they use terms like alpha and beta to describe their masculinity, give grades to women based on looks and will get quite defensive if you would call them out as an incel, an involuntary celibate. They complain about women

dating a **Chad** in their twenties and riding the cock carousel and are undatable when they reach 27 as their 'stocks' on in the sexual marketplace have fallen. They believe women have uncontrollable biological impulses and therefore can't think rationally. In order not to fall into all these traps *MGTOW* chooses to avoid any romantic relationships and sometimes as much contact with women as possible.<sup>[43]</sup>

There are four levels of *MGTOW* with level 0 indicating the member has just taken the red pill and rejects feminism. At level (1) *MGTOW*'s reject **LTR (long-term relationships)**, at level (2) also short-term relationships and hook-ups, at level (3) they are economically independent of women and when *MGTOW* reach level (4) they reject society which is infected with feminism and try to boycott all social interactions with women.<sup>[44]</sup>

### Neo-Masc

The *Neo-Masculinity* movement mainly residing on online platforms like the *subReddit* **The Red Pill** is a group of men who believe feminism will ultimately cause the decline of western civilization.<sup>[45]</sup> Their focus is regaining their power on **The Sexual Marketplace** to restore conservative pre-feminist order and to gain frame in order to become 'real men' again. This is one the most misogynist groups within the *Manosphere* which incorporates some of the **Pick Up Artist** community, which sole purpose is to have as many hookups as possible with **HB8** (hot babe, 8 out of 10), some conservative rhetoric which place women back into traditional roles mixed in with some hyper-masculine demands of the men in the group and biological pseudoscience.<sup>[46]</sup>

Angela Nagle describes a contradiction within this culture. The *red-pilled* men want all the benefits of-of tradition, like a virgin housewife, without its necessary restraints and duties. They still want sexual success with pornified women, without the insecurities of a society in which women have sexual choice and freedom.<sup>[47]</sup>

One term that pops up in this group a lot and has a lot of connotation that explains the focus and viewpoint of this subculture is the word **cuck**. It is a word with a rich history that is used by right-wing internet to point to 'lesser men'. It is well-described by Nina Power in her essay *The language of the New Brutality* in which she explains that it sums up the racist, sexist, vicious tendency of the language and imagery she calls *The New Brutality*. She further dives into the etymology of the term which she explains a whole host of male anxieties. The term stems from the old French word for *cuckoo*,

which is *cucu*. In porn, the word **cuckold** is used to describe a male who stands by while his wife or female partner has sex with another man, which is black in a lot of instances. This points to the emasculate, effeminate male, who is deflated of masculinity, strength, and power and enjoying their own degradation. The term is expanded for a different politicized but related meaning, **cuckservative**, to describe conservatives who are open to liberal values, not *red-pilled* and not masculine enough. As Nina Power describes: “To be a *cuck* is to be screwed over, a victim of women and other men, sexually and economically.”<sup>[48]</sup> The word links to earlier similar fears of castration held by fascist groups described as unconscious by Klaus Theweleit.<sup>[49]</sup>

In whichever context the term is used, it is meant as a specific insult that contains a specific ideal about men, which might have slight variations but a similar overall message: this person is less masculine and less far right than he should be. The popularity (*frequency*) is of importance (as it tells us how widespread this idea is) even as the person it is directed towards.<sup>[50]</sup>

In the paragraph below written by a user of the *The Red Pill* subreddit, which is the most prominent *Neo-Masc* forum in their *Alt Reality Bubble*, the everyday use of jargon like this is even more clear:

**Even spinning plates its hard to get away from scarcity mentality when you land a high SMV**

23 years old, new to TRP, rAFC maybe a month into reading the subreddit and books. Just recently got out of a 3.5y LTR about a month and a half ago, and I've started spinning some plates. Been with 4 girls in the last two weeks, so pretty content with the volume I've been getting. I got with a new plate Friday night, but earlier in the night I gamed an older woman (really just being friendly) at the bar I was at. Long story short, she told me she had a daughter my age that wasn't out and gave me her daughter's number. Saturday night this girl (HBQ) was at my house! Absolutely crazy story, but the point of it is that I can't get this girl out of my head. Friday night plate even just hit me up to come over tonight and I turned her down. All I want to do is text HBQ to come over again and do her dirty, but I'm afraid that if I text her I am just giving in to scarcity mentality, seeming needy and pandering to my old AFC ways. I already texted her Sunday night to hang out again and it didn't work out logistically. I'm going to hold out and wait until she texts me -- I already know its what you guys would recommend, and I'm sure she will text me by the end of the week or weekend. I think my issue is I don't have other plates that have as high of a SMV as her.<sup>[51]</sup>



This would be translated to:

**Even when I decided to only use women for sex its hard to stop wanting to date them because of worries about ending up alone when you meet a hot girl**

23 years old, new to The forum The Red Pill, a previous nerd, and maybe a month into reading the subreddit and books. Just recently got out of a 3.5y long term relationship about a month and a half ago, and I've started sleeping with different women. Been with 4 girls in the last two weeks, so pretty content with the volume I've been getting. I got with a new sex-object Friday night, but earlier in the night I hit on an older woman (really just being friendly) at the bar I was at. Long story short, she told me she had a daughter my age that wasn't out and gave me her daughter's number. Saturday night this hot girl was at my house! Absolutely crazy story, but the point of it is that I can't get this girl out of my head. Friday night the sex-object even just hit me up to come over tonight and I turned her down. All I want to do is text the hot girl, to come over again and do her dirty, but I'm afraid that if I text her I am just giving in to a fear of ending up alone, seeming needy and pandering to my old nerdy ways. I already texted her Sunday night to hang out again and it didn't work out logistically. I'm going to hold out and wait until she texts me -- I already know its what you guys would recommend, and I'm sure she will text me by the end of the week or weekend. I think my issue is I don't have another sex-object that is as hot as as her.

The jargon used in the paragraph above all link to core ideas within the *Manosphere*. The language functions to link theory to practice but also seems to hide the most extreme and core ideas. When the texts get pure misogynistic, emotional (shame, anger, lust, frustration) or personal words are replaced with jargon. A lot of the terms are abbreviated to make them even more unrecognizable. Referring to women as **plates** (translation: sex-objects) is an easy example of how jargon is used to dehumanize and objectify.

The term *The Red Pill* itself is a metaphor for people who believe in their version of reality, seeing 'the truth'. These red-pillers are highly aware how their version differs from the mainstream and are actively trying to shift this mainstream. Self-identified members of the *Manosphere* are red-pillled, RP or took the red pill. Born from myths and popularized by a scene from the 1999 movie *The Matrix*, it has been used as a metaphor for 'true' version versus a 'fake' version of reality ever since.

*"This is your last chance. After this there is no turning back. You take the blue pill: the story ends, you wake up in your bed*



*and believe whatever you want to believe. You take the red pill: you stay in Wonderland and I show you how deep the rabbit hole goes.”<sup>[52]</sup>*

The contemptuous term for ‘the heretic’, ‘the enemy’, ‘the blissfully ignorant’ in this heroic drama are the *blue-pilled* people. They are the ones in the dark, ignoring the harsh truth the *red-pilled* *Manosphere* discovered. The *blue-pilled* believe in the mainstream media which is believed to cater to left-wing agenda. They are **leftist cucks**, **beta-males** and **virtue signaling SJWs**.<sup>[53]</sup>

### The Left

On the opposite side of the **Online Culture Wars** we find left-wing subcultures. Until the **Charlottesville rally** of August 2017—in which the *Alt-Right* stepped away from hiding in safe anonymity behind the screen and proclaimed a white supremacist agenda—the left and right-wing ideologies clashed mostly in the public online spaces of the comment sections of *Youtube* and *Facebook*. On these platforms the *Left* use a term that interestingly, like *The Red Pill* for the *Alt-Right* and the *Manosphere*, also praises those aware of the truth by literally describing that person as “*woken up to the truth*”, by using the term **Woke** or **#woke**.

In a manifesto published on *Tripleampersand* by ANON, left-wing themselves, criticized the term as “*ubiquitous, obnoxious and self-serving*”<sup>[54]</sup>, pointing out that it is safety-pin politics, masturbatory symbolism, and virtue signaling. It calls for a new stronger “*alt-woke*”, which would be a “*a new awakening for the post-modern Left to navigate the protean digital era. Altwoke can be categorized as the new New Left. Or Second Wave Neo-Marxism. The Post-Truth Left. Anti-liberal postcapitalist left.*”

**Social Justice Warrior (SJW)** is a derogatory term for people with left-wing views who are actively spreading its views online and on American college campuses, and are calling out and condemning people with less progressive views. The name of social networking site *Tumblr* is often added to *Feminism*, as parts of it belong to their *Alt Reality Bubble* where left-wing progressives gather to share and develop ideas. It is meant to point to younger feminists who call out all forms of injustice, which in the extreme can lead to its own kind of censorship. **Gender Politics** activists are a different branch of loosely-formed online left-wing groups who are fighting for the equal rights (of expression) of every gender, sex, and skin color.<sup>[55]</sup>

Angela Nagle chooses to use the term *Tumblr-liberalism* as an umbrella term for the left in her book *Kill All Normies*, which rightfully pinpoints Tumblr as the left's main platform but doesn't fully encompass the whole movement, as it is broader than one of its main platforms. The main occupation on Tumblr was providing a safe space for the gender fluid, mentally-ill, physically disabled and non-whites. "Although one could trace various threads to a multitude of different online and offline points of origin, Tumblr was one of the most important platforms for the emergence of a whole political and aesthetic sensibility, developing its own vocabulary and style — very much the reverse mirror image of rightist 4chan in this way."<sup>[56]</sup>

The contemporary left-wing movements (the *Social Justice Warriors*, *Tumblr Feminists* and *Gender Politics* activists) seem to be equally if not more entangled in semiotic complexity as their right-wing counterparts. They don't have a convincing non-pejorative umbrella term yet, except for that they could be described as being "woke". It is too loosely connected to form dense *Alt Reality Bubble* as it continues to inhabit mainstream online spaces where not enough of the needed concentration exists. The Left as an online subculture doesn't seem to get past defining itself as it consists of multiple smaller subgroups that aren't functioning as a centralized group.

- 18, 19, 22, 25, 26, 28, 31, 36, 44, 47, 55, 56. ↑ Nagle, A. (2017) *Kill All Normies: Online Culture Wars from 4chan and Tumblr to Trump and the Alt-Right*. Winchester: Zero Books
20. ↑ Beyond My Ken, Lukacris (2018) *Alt-Right* [online] Wikipedia. Available at: <https://en.wikipedia.org/w/index.php?title=Alt-right&diff=819061223&oldid=819058540>
21. ↑ Wikipedia (2018) *Alt-Right* [online] Available at: <https://en.wikipedia.org/wiki/Alt-right>
- 23, 33, 34. ↑ Lyons, M. N. (2017) CTRL-ALT-DELETE: THE ORIGINS AND IDEOLOGY OF THE ALTERNATIVE RIGHT. [online] Political Research Associates. Available at: <http://www.politicalresearch.org/2017/01/20/ctrl-alt-delete-report-on-the-alternative-right/?print=print>, ch. PART 2 – MAJOR IDEOLOGICAL CURRENTS
24. ↑ Johnson, G. (2010) *Theory And Practice* [online] Counter Currents. Available at: <https://www.counter-currents.com/2010/09/theory-practice/> "(c) Whites will not save ourselves unless we (i) speak frankly about the role of Jews around the world in promoting ideas and policies that threaten our race's survival and (ii) work to reduce Jewish power and influence. (d) Whites will not survive unless we regain political control over a viable national homeland or homelands."
27. ↑ Fox News Insider (2016) *Hillary: White People 'Need to Recognize Our Privilege'* [online] Fox News Insider. Available at: <http://insider.foxnews.com/2016/04/13/hillary-clinton-white-people-need-recognize-our-privilege>

29. ↑ Maza, C. (2017) *How Trump makes extreme things look normal* [online] Vox. Available at: <https://www.vox.com/2017/12/21/16806676/strike-through-how-trump-overtone-window-extreme-normal>
30. ↑ Sarah Posner (August 22, 2016). *How Donald Trump's New Campaign Chief Created an Online Haven for White Nationalists*. Mother Jones. 'We're the platform for the alt-right,' Bannon told me proudly when I interviewed him at the Republican National Convention (RNC) in July."
32. ↑ Maza, C. (2017) *How Trump makes extreme things look normal* [online] Vox. Available at: <https://www.vox.com/2017/12/21/16806676/strike-through-how-trump-overtone-window-extreme-normal>
35. ↑ Lyons, M. N. (2017) "There is significant overlap between the manosphere and the Alt Right. Both are heavily active on discussion websites such as 4chan, 8chan, and Reddit, and a number of prominent Alt Rightists [...] have also been active in the manosphere. Many other Alt Rightists have absorbed and promoted manosphere versions of gender ideology."
- 37, 38, 41, 46. ↑ *The Red Pill* (2016) [documentary] New York City: Jaye, C.
39. ↑ Lyons, M. N. (2017) "Manospherians have emphasized male victimhood—the false belief that men in U.S. society are oppressed or disempowered by feminism or by women in general."
40. ↑ Schmitz, R. M., Kazyak, E. (2016) *Masculinities in Cyberspace: An Analysis of Portrayals of Manhood in Men's Rights Activist Websites*. Edinburg, USA: University of Texas Rio Grande Valley, Lincoln, USA: University of Nebraska-Lincoln. Available at: <http://www.mdpi.com/2076-0760/5/2/18/htm>. "MRAs appeared as an outgrowth of the men's liberation movement, which established itself in response to feminism under the argument that men also suffer negative consequences as a result of rigid gender role expectations in society."
42. ↑ *MGTOW, The Manosphere* [online] Available at: <https://www.mgtow.com/manosphere/>
43. ↑ Goldwag, A. (2012) *Leader's Suicide Brings Attention to Men's Rights Movement* [online] A Voice For Men. Available at: <http://www.avoicemen.com/wp-content/uploads/sites/2/2012/04/ion-to-Mens-Rights-Movement-Southern-Poverty-Law-Center.pdf>
45. ↑ pk\_atheist (2015) *Almost a hundred subscribers! Welcome newcomers* [online] The Red Pill. Available at: [http://archive.is/20150610190226/www.reddit.com/r/TheRedPill/comments/12v1hf/almost\\_a\\_hundred\\_subscribers\\_welcome\\_newcomers/](http://archive.is/20150610190226/www.reddit.com/r/TheRedPill/comments/12v1hf/almost_a_hundred_subscribers_welcome_newcomers/) Note: in April 2018 the Red Pill subreddit has over 115.000 subscribers.
48. ↑ Power, N. (2017) *The Language of the New Brutality* [online] e-flux. Available at: <http://www.e-flux.com/journal/83/141286/the-language-of-the-new-brutality/>
49. ↑ Theweleit, K. (1977) *Male Fantasies, Vol. 1: Women, Floods, Bodies, History*, trans. Stephen Conway in collaboration with Erica Carter and Chris Turner. Minneapolis: University of Minnesota Press, 1987, p. 89. "The 'fear of castration' is a consciously held fear, just as the equation of communism and rifle-woman is consciously made."
50. ↑ Schmitz, R. M., Kazyak, E. (2016) *Masculinities in Cyberspace: An Analysis*

- of Portrayals of Manhood in Men's Rights Activist Websites. Edinburg, USA: University of Texas Rio Grande Valley, Lincoln, USA: University of Nebraska-Lincoln. Available at: <http://www.mdpi.com/2076-0760/5/2/18/htm>.
51. ↑ ImHereForThisSub (2017) *The Red Pill* [online] Reddit.
52. ↑ *The Matrix* (1999) [film] Warner Bros. Pictures: The Wachowski Brothers
53. ↑ Tomassi, R (2018) DANGERS OF THE BLUE PILL. [online] The Rational Male. Available at: <https://therationalmale.com/2018/03/20/dangers-of-the-blue-pill/>
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# Neo-Pillarization

Most of our current media diet exists of content available on global social media networks which are in the hands of a few *Silicon Valley* companies. *Facebook* and *Google* and *Twitter* have a monopoly on online information and therefore a substantial influence on what information we digest by algorithmically deciding what is accessible to us. Tech companies are — often through controversy and the subsequent criticism — waking up to this reality and are starting to take responsibility for the content they are allowing on their platforms.<sup>[57]</sup> Right-wing countercultures and extreme ideologies believe our mainstream media is under influence of left-wing ideas and are speaking of a thought police and censorship. Far right advocates are barred from using mainstream platforms for posting extreme content. In August of 2017 a *Free Speech Tech Alliance* was announced on *Gab*, an alternative *Twitter*.<sup>[58] [59]</sup> This difficult dilemma between “safe content” through censorship and “free speech” on an open platform with potentially malicious content raises philosophical and moral questions. In protest, they are collaboratively declaring independence from the mainstream by creating an alternative internet called **Alt-Tech** on which they promote their views.<sup>[60] [61]</sup>

Some online alt-tech includes alternatives for mainstream news like *The Daily Stormer* and *Breitbart*. *Gab*, with a **Pepe the Frog**-like logo on which not only right-wing ideology but also products off of *shop.gab.ai* are promoted. Bathroom curtains with *Gab*'s logo and the text “*Make Speech Free Again*” as a twist on *Trump*'s “*Make America Great Again*” for instance. On the home-page which shows the most popular posts of the day multiple anti-Jew, anti-Mexican and anti-refugee memes can be spotted.<sup>[62]</sup> *Voat* is an alternative to *Reddit*, with the fitting pro-free speech: “*have your say*”—motto. The mode of address on the home page and the corporate identity are plain and don't immediately reveal their political stance. The website greets new users with: “*Voat is a censorship-free community platform where content is submitted, organized, moderated*



and voted on (ranked) by the users. Users can earn a percentage of our ad-revenue share for the content they submit.”<sup>[63]</sup> The posts, however, make it blatantly clear which ideology is promoted on Voat. Multiple posts on *Alt-Right* topics like **White Genocide**, anti-Mexican, and Pro-Trump rhetoric. It is interesting Voat offers users part of their ad-revenue, as on other platforms like Youtube being advertiser-friendly means creating non-offensive content in order for it to be a safe investment for advertisers. Voat works around this issue by using non-PC advertisement for instance for “Non-feminist Fan Fiction”, “Patriotic Flags Online Store”, a new album of the unknown metal-band “American Scream” and their own website. Some ads are simply memes who link to Donald Trumps official website.

WeSearchr or FreeStartr are two crowdfunding platforms where the *Alt-Right* fundraise for their projects, lawsuits or collects subscriptions. The subtitle of FreeStartr is “Free speech crowdfunding. No bans. No censorship. All of your fundraising in one place with an absolute free speech guarantee.”<sup>[64]</sup> On the homepage are projects like the one of Vox Day, somebody who wants to create superheroes for the *Alt-Right*. “A new alternative comic series intended to challenge and eventually replace the SJW-converged comics of DC and Marvel. *Alt-Hero* is a world not too terribly different than our own.”<sup>[65]</sup> which raised about ten times the requested amount. A noteworthy campaigner is Roosh V, the misogynist Pick Up Artist who is now active in the Manosphere via writings for the prominent Manosphere website Return Of Kings and his own youtube channel.

Similar is Hatreon, the *Alt-Rights* version of Patreon, where just like on Patreon people can support their favorite creators by giving them an extra monthly income. Featured creators are among others *Alt-Right* superstar Richard Spencer and Andrew Angelin of *The Daily Stormer*. These platforms are seen as a safe-haven for the barred members of the mainstream social media and therefore are close to being as openly transgressive as the corners of /pol/, except for a lack of anonymity which is embedded in 4chans platform.<sup>[66]</sup> The left, as promoters of *political correctness*, don’t need alternative platforms and have gathered on (social) media like Tumblr and Buzzfeed.<sup>[67]</sup> <sup>[68]</sup> They are outspoken in their left-wing views addressing *identity politics* and *political correctness*. On Tumblr users create their feed by adding content and reblogging other users’ content. On it’s trending page the difference with right-wing platforms can immediately be spotted. In addition to the usual cute cats, fanfiction and Tumblr-aesthetics, there are trans-visibility memes, LGBTHQ+ crossover fanfiction, and content related to #metoo and Black Lives Matter.

Each subculture reinforces their online *Alt Reality Bubble*

with media that circulates on different platforms. The division between people who belong to different subcultures represented by their own *Alt Reality Bubble* living alongside each other in online public space is a reminder of a phenomenon part of Dutch history. In the twentieth century in the Netherlands there was such a widespread societal segregation it was *pillarized*, or in Dutch *verzuimd*. Society was divided into segments or pillars per ideology or religion. There was a Protestant, Catholic, Socialist and Liberal pillar each with their own social institutions, like newspaper, radio, schools, social organizations, trade unions, banks, hospitals, sports clubs and political parties. Different media, for instance, were the KRO (*de Katholieke Radio Omroep* or in English: *the Catholic Radio Broadcasting*), which like the name says was Catholic and the AVRO (*de Algemene Vereniging Radio Omroep* or in English: *the General Association Radio Broadcasting*)<sup>[69]</sup> which was Liberal. The cause of pillarisation is thought by Hans Righart to be a fear of secularization by the Catholic church. By each having their own source of information, the pillars had a secure grasp on the beliefs of their followers. It started around 1917 as the first world war ended and lasted all the way through the Second World War. Its grip on society weakened around the mid-sixties until the pillars were completely in ruins around the mid-seventies.<sup>[70]</sup> Till this day a lot of the old structure still exists, some institutions still with reference to their earlier ideology.

The *Neo-Pillarized* society could be the outcome of a further polarization within the current political climate. To highlight the analogy between this current climate and the pillarized society of last century the *Alt Reality Bubbles* will be further organised and institutionalised under pillars. There would be two right-wing pillars: the *Alt-Right*, the *Alt-Light*, the *Neoreactionary movement* and other far-right *Alt Reality Bubbles* would form a pillar. The *Manosphere* with all its subgroups would form another right-wing pillar. These could fittingly be called the *Red Pill-ars*. There would be one left-wing pillar, which would be called the *Blue Pill-ar* as a derogatory term by the right-wing pillars. The politically correct, the *Social Justice Warriors*, and other left-wing *Alt Reality Bubbles* would ban together under this pillar. Lastly there would be a fourth centrist pillar, which would be equal to the Liberal atheist pillar in Dutch Pillarized times. Each would have their own sources of information by separating their media and schools through separate institutions. *Red-pilled* children and *blue-pilled* children would get a different education with different values. Here the *red-pilled* could get classes in *white genocide*, *racial doctrine*, *national history*, and how to be an *alpha-male*.

Women would get an education on how to raise children with the ‘right’ values. The *blue-pilled* on the other hand would learn about black history, LGBTQ+ sex-ed, environmental issues, and political correctness. They would receive different medical assistance, listen to different podcasts, visit different websites and maybe even live in different areas. There would be jobs that would typically be held by *blue-pilled* people and jobs that are more in line with red-pilled values. *Red-pilled* wives would stay home and take care of the children.

In government an agreeable nationwide representation with such extreme polarization would be near impossible. In the Netherlands, the “*verzuiling*” worked politically with a parliamentary representative coalition system striving for broad consensus.<sup>[71]</sup> After a general election, the process of formation starts in which the chosen parties try to form a majority with multiple parties. The other chosen members of the parties will form an opposition. The same system could work with the hypothetical *neo-pillarization*, each *Alt Reality Bubble* under each pillar could have representation in government by forming a party. The *Alt-Right* could form a party that creates independence from traditional conservatives by forming a majority by collaborating with the right-wing *Manosphere* and the *Alt-Light*.

Through *neo-pillarization* each subculture would perpetuate their *Alt Reality Bubbles* under pillars to further develop their ideology which could claim an established offline presence.

57. ↑ Malter, J. (2017) *Alt-Tech platforms: A haven for fringe views online* [online] CNN. Available at: <http://money.cnn.com/2017/11/10/technology/culture/divided-we-code-alt-tech/index.html>
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59. ↑ *The Battle For The Free Internet* [online] Gab. Available at: <https://gab.ai/>
60. ↑ Roose, K. (2017) *The ‘alt-right’ created a parallel internet. It’s a holy mess* [online] CNBC. Available at: <https://www.cnbc.com/2017/12/11/the-alt-right-created-a-parallel-internet-its-a-holy-mess.html>
61. ↑ Ellis, E. M. (2017) *Red Pilled: My Bizarre Week Using The Alt-Right’s Vision of the Internet* [online] Wired. Available at: <https://www.wired.com/story/alt-tech-social-media/>
62. ↑ *Popular Posts* [online] Gab. Available at: <https://gab.ai/popular> [Accessed at March 2018]
63. ↑ *Voat* [online] Available at: <https://voat.co/>
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68. ↑ Nagle, A. (2017) *Kill All Normies: Online Culture Wars from 4chan and Tumblr to Trump and the Alt-Right*. Winchester: Zero Books, pp. 68.
69. ↑ Van Der Kaap, A. (2012) *Twee geloven op één kussen.....* [online] *Histoforum*. Available at: <http://histoforum.net/toetsopdrachten/geloven.html>, bron 4, 6.
70. ↑ Righart, H. (1986). *De katholieke zuil in Europa: een vergelijkend onderzoek naar het ontstaan van verzuiling onder katholieken in Oostenrijk, Zwitserland, België en Nederland (Vol. 15)*. Boom.
71. ↑ Reilly, B. (2003) *Government Structure and Electoral Systems* [online] Canberra: Australian National University. Available at: <http://cic.nyu.edu/sites/default/files/e20govtstructureelectoralsystemsreilly.pdf>
- \* ↑ All links last accessed on 30-05-2017.



the 1990s, the number of people with a university degree in the UK has risen from 10% to 25% (Department for Education and Skills 2005). This has led to a growing emphasis on the need to provide a high quality of education for all children, and to ensure that the curriculum is relevant to the needs of the 21st century. The current curriculum framework for primary schools in England (Department for Education and Skills 2000) emphasizes the need for a broad and balanced curriculum, which includes a range of subjects and activities. This has led to a growing emphasis on the need to provide a high quality of education for all children, and to ensure that the curriculum is relevant to the needs of the 21st century.

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# Conclusion

In this thesis I explored the *Online Subculture Wars* looking in the first chapter at the context in which online subcultures were born, in which *4chans* meme-culture shaped the way for a different media-usage that would create distinct online subcultures which create their own *Alt Reality Bubble*. In the second chapter I described three prominent online subcultures who have had a significant influence in online and offline culture and politics and in the third chapter I made a short first attempt at an analogy of online polarization and the dutch phenomenon of pillarization, which together could form a future in which neo-pillarization makes the extreme online polarization able to establish itself in offline public space and government.

The hypothetical future in which online subculture claim offline presence through a neo-pillarized society is a possibility I am absolutely terrified of, but which is a possibility that can be subject to further exploration, and that should be taken as seriously as we take the new media and technology which changes us and will in turn will change our culture and politics.



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