

#TRANSLATE HATE

**STOPPING ANTISEMITISM STARTS
WITH UNDERSTANDING IT**

AJC's glossary of
antisemitic terms,
phrases, conspiracies,
cartoons, themes,
and memes.

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Contributors

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Introduction

Antisemitism is the hatred of Jews. But it is not only a hatred and manifests itself in many different ways. It includes medieval blood libel claims rooted in Christianity and present-day conspiracy theories about Jewish control of the world economy. It encompasses Holocaust denial and distortion and virulent anti-Israel animus. It can exist in places where Jews are prominent and visible and in places where Jews themselves are entirely absent. It may be present in physical encounters at work or on the street or in the virtual world of the internet and social media. But in order to combat antisemitism we must first understand it. And that means we must define it in all its forms and expressions, in ways both painfully evident and obscure.

Nine in ten American Jews believe that antisemitism is a problem in the United States today, with an increasing number saying it is a “very serious” problem. More than eight in ten believe it has increased in the past five years. Their concerns align with FBI data which show increased levels of antisemitism in the U.S. However, 30% of U.S. adults have not heard the term antisemitism or have heard the term but do not know what it means.

Translate Hate was created to explain antisemitism. This glossary aims to improve media literacy on antisemitism and hate, especially in the digital realm. It offers a comprehensive list of terms and expressions that will help you recognize antisemitism when you see it.

The good news is 9 in 10 Americans agree that everyone is responsible for combating antisemitism. And once you recognize it, you can become part of the global effort to stop it.

B



Figure B1

An UNRWA teacher in Jordan posted this cartoon on Facebook, showing a Jewish person cutting up and eating a Palestinian child while drinking his blood, 2015.

blood libel

noun \ 'bləd 'lī-bəl \

: perpetuated accusation that Jews have murdered non-Jews (such as Christian children) in order to use their blood in rituals

WHY IT'S ANTISEMITIC:

The blood libel charge — also known as the ritual murder charge — has falsely accused Jews of killing and using the blood of Christians for ritual purposes since the Middle Ages. Blood libels were commonly spread before the Jewish holiday of Passover, outrageously asserting that Jews “used the blood of Christian children” as an ingredient in ritual breads — an association linked to the ancient accusation that Jews are to blame for the death of Jesus (see *deicide*).

In more contemporary times, blood libel charges evolved into a widespread blame of Jews for unconnected murders and other horrific crimes — including the modern rumors of organ harvesting in Israel and Jews (or Zionists) eating Palestinian children and drinking their blood (see *Figure B1*).

As one of the longest-standing forms of antisemitism, blood libels have led to horrific violence, destruction, persecution, and massacres of Jewish people and communities — before, during, and beyond the Nazi propaganda that used it to demonize Jews. Despite its utter falsehood and its disavowal by Jews, the Roman Catholic Church, and other nonreligious authorities, blood libel remains an influential myth in the 21st century.

C

cabal

noun \ kə'bāl \

: a small, powerful group that seeks to establish control

WHEN IT'S ANTISEMITIC:

Jews have long been accused of being part of a secret group that controls the economic and political world order. The term cabal originates from the word kabbalah, the Jewish mystical interpretation of the Hebrew Bible. Its sinister use was popularized in *A Child's History of England* by Charles Dickens when it was used as an acronym for five English government ministers during the reign of King Charles II. Today, the term cabal is used as a dog whistle for Jewish control (see *control*).



Figure C1

A post claiming “the Jewish cabal” started white supremacy.

Several antisemitic publications and conspiracy theories capitalize on this imagery of a conniving cohort, such as *The Protocols of the Elders of Zion* or the New World Order theory which is based on the idea that Jews have formed a power structure in which they control the media, economy, and politics (see *Protocols of the Elders of Zion*, *New World Order*).

clannish

theme \ 'klaniSH \

: of or relating to a clan; tending to associate only with a select group of similar background or status

WHEN IT'S ANTISEMITIC:

Referring to Jews as clannish is an antisemitic stereotype claiming that Jews only associate and do business with “their own kind,” using their power to benefit other Jews and keep non-Jews from having a fair chance. This accusation has been used to label Jews as economically untrustworthy, aggressive, apathetic, exclusive, and unaccepting of non-Jews and non-Jewish cultures.

Similarly, the conspiracy that global Jewish financial firms are connected by family ties and work together in an unethical manner is known as the “clannish” theory. This false claim perpetuates the idea that Jews are “elitists” who work against the interest of all non-Jews to gain wealth (see *greed*).

The over 200-year-old Rothschild conspiracy theory is an example of how this “clannish” theme has fueled antisemitism throughout history to the modern day. At its core, this theory states that a secret clan of Jews under the leadership of the Rothschild banking family has been manipulating currency and global events for personal enrichment and world domination (see *Rothschild*).

conspiracy theory

theme \ kən-'spir-ə-sē 'thē-ə-rē \

: a belief that some covert but influential organization is responsible for a circumstance or event

WHEN IT'S ANTISEMITIC:

From medieval times until the present day, conspiracy theories have spread antisemitic beliefs that blame Jews for the world's worst tragedies. Jews were accused of poisoning wells in 14th century Europe causing the Black Death and in 21st century America, they were charged with being the “hidden hand” responsible for the 9/11 terrorist attacks (see

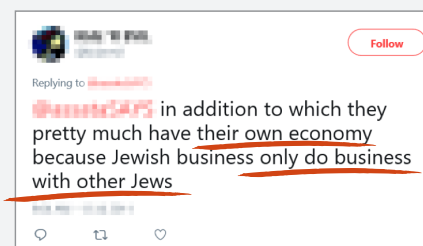


Figure C2

A post claiming Jews only do business with other Jews.

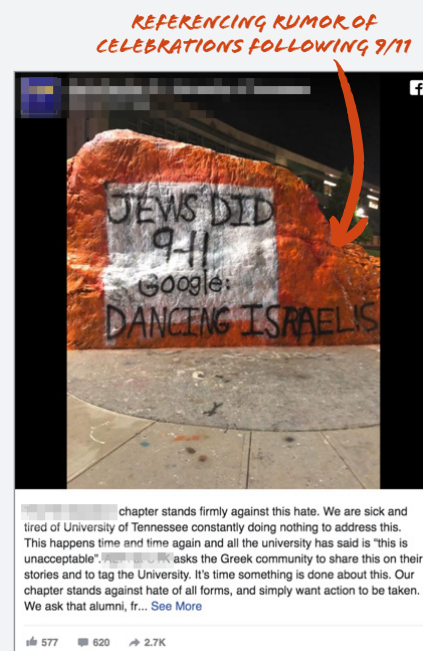


Figure C3

An antisemitic conspiracy involving the 9/11 terrorist attack was spray-painted on a landmark rock at the University of Tennessee in September 2019.



Figure C4

A cartoon depicting an octopus with a Jewish star on its head clawing its tentacles around the world. Seppla (Josef Plank), 1938, Germany.



Figure C5

A post depicting philanthropist George Soros as an octopus.



Figure C6

A 2019 cartoon by António Moreira Antunes published in *The New York Times'* International edition depicting Israeli Prime Minister Netanyahu leading a blind former President Trump, wearing a Jewish skullcap.

poisoning the well). With the onset of COVID-19, Jews were accused of both spreading the virus and profiteering off of the vaccine.

Antisemitism, like all conspiracy theories, is irrational in nature — unable to be explained by logic or sound reasoning. In his 1986 book *Antisemitism in the Contemporary World*, Michael Curtis describes how no other group aside from Jews has been blamed simultaneously for opposing phenomena: being an insular yet cosmopolitan group; for being capitalists and behind Communist revolutions; for being subhuman but also a chosen people. To conspiracists, conspiracy theories are “self-sealing,” meaning any attempt to dispel the theory with logic will serve as evidence to the conspiracist of the theory’s existence.

Many conspiracy theories are rooted in the antisemitic myth that Jews are the “hidden hand,” plotting to take over and control the world (see *control, puppet master*). These conspiracies of control and manipulation were spread through the fictitious publication *The Protocols of the Elders of Zion* and are still present today.

Other conspiracies allege Jews are behind their own hate crimes, such as the “false flag” theories, and even go as far as to say the Holocaust was a hoax created by Jews to gain sympathy (see *Holocaust denial/distortion, Holohoax*).

control

theme \ kən'trōl \

: power or authority to guide or manage

WHEN IT'S ANTISEMITIC:

False reports that claim Jews control the media, banks, and governments are part of a longstanding conspiracy of secret Jewish power. This antisemitic trope is rooted in the discredited publication, *The Protocols of the Elders of Zion*, which was published in Russian tsarist times and accused Jews of trying to control the world (see *Protocols of the Elders of Zion, conspiracy theory*).

The trope of Jewish control has been personified as an octopus, a spider, serpent, or snake, amongst other creatures in both historic and contemporary times (see *creatures*). For example, imagery from 1938 includes an octopus depicted with Jewish features or the Star of David atop the globe, digging its claws into societies around the world (see *Figure C4*). It reflects the claim that Jews are a global power intent on inflicting their influence and harm. In a *New York Times'* 2019 cartoon, the depiction of Israeli Prime Minister Benjamin Netanyahu as a dog leading former U.S. President Donald Trump portrays Netanyahu as controlling Trump (see *Figure C6*).

While Jews have been and continue to be vilified as “inferior,” Jews today are also collectively perceived as being “superior” — as having too much power or control, and are attacked — even killed — because of this belief.

This is what makes antisemitism different from other forms of hate and bigotry. While racism punches down, antisemitism punches up.

cosmopolitan elite

Noun \,kəzmə'palit(ə)n 'i'lɪt\

: a phrase combining “cosmopolitan,” or representing many cultures, with “elite,” referring to the upper class of society

WHEN IT'S ANTISEMITIC:

“Cosmopolitan” and “elite” are terms that have separately incited antisemites across the political spectrum. Based on stereotypes of Jewish wealth and insularity, Jews have been accused of being part of an elite class for centuries. In the Soviet Union under Joseph Stalin, for instance, Jews were charged with being “rootless cosmopolitans” and fell victim to Stalin’s anti-cosmopolitan campaign where they were arrested and tortured. Today, “cosmopolitan elite” is a code word used by the far-right to accuse Jews and liberals of controlling America and/or being disloyal and unpatriotic by favoring internationalism over isolationism (see *dual loyalty*).

Another term, “coastal elite,” while not referencing a global group, is used by right-wing and populist groups to describe liberal, highly educated individuals living in the northeast United States or in major cities, which is where American Jews mostly reside.

cowardice

noun \ 'kau(-ə)r-dəs \

: lack of bravery

WHEN IT'S ANTISEMITIC:

Evolving from the erroneous accusation that Jews lacked patriotism (see *dual loyalty*), in the aftermath of World War I, Jews were portrayed as cowardly and weak people who actively evaded military service. According to this trope, Jews’ inherent cowardice and disloyalty made them responsible for national defeats. The apparent Jewish meekness in the face of the Holocaust (ignoring the many acts of bravery against overwhelming odds) even allowed antisemites to claim that Jews contributed to their own genocide (see *Holocaust denial/distortion*).

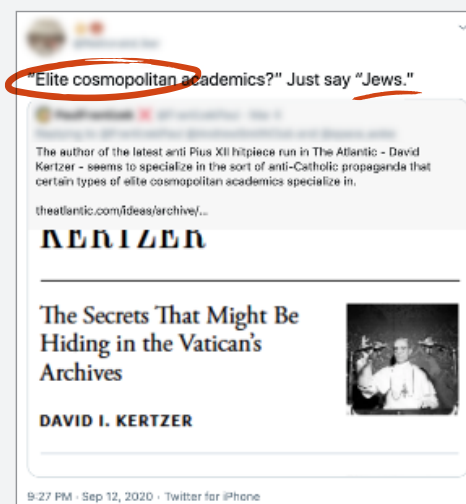


Figure C7

A post linking “elite cosmopolitan academics” with “Jews.”

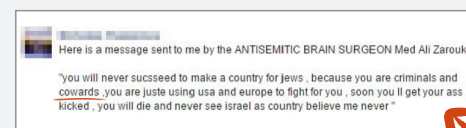


Figure C8

An antisemitic Facebook threat received in December 2015 by a victim of the San Bernardino shooting one day prior.

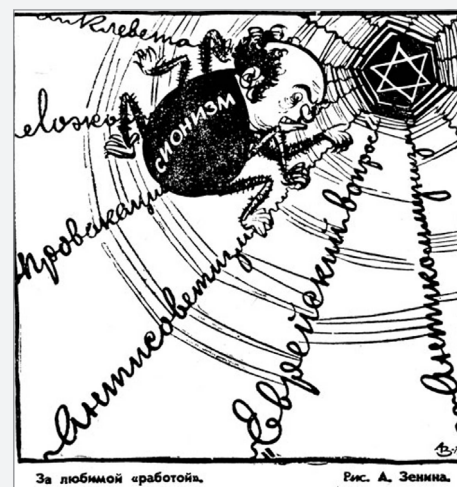


Figure C9

This dehumanizing image, based on distorted antisemitic features, was spread by the Soviet Union as a way to discredit Jews as agents of the Zionist state (see *Jewish features, Zionist*). ‘A Zionist Cobweb Spider.’ A. Zenin, *Sovietskaya Moldavia*, August 29, 1971.



Figure C10

Louis Farrakhan dehumanizes Jews by comparing them to termites.

creatures

theme \ 'krē-chərs \

: animals, as distinct from human beings; fictional or imaginary beings

WHEN IT'S ANTISEMITIC:

A common form of coded antisemitism includes illustrations and images that depict Jews as vermin, tentacled creatures, reptilian men, and other “subhuman” monsters (see *Figure C9*).

Antisemitic rhetoric that dehumanizes Jews laid the foundation for the Holocaust, used as rationale by the Nazis to treat them as creatures that needed to be exterminated. It appeared in Nazi literature and other propaganda to spread antisemitic tropes — including Jews as the overlords of global affairs, Jews controlling minds, Jews’ quest for world domination, and Jews as superior or elite masterminds (see *control, New World Order*).

More recently, antisemites such as Nation of Islam (NOI) leader Louis Farrakhan have referred to Jews as “termites,” likening them to unwanted pests who multiply rapidly, take over, and destroy everything they touch (see *Figure C10*).

D

deadly exchange

theme \ 'dedli/ /iks'CHānj \

: suggesting Israel is responsible for American police brutality due to training programs between U.S. and Israeli police forces

WHEN IT'S ANTISEMITIC:

The Deadly Exchange trope directly compares U.S. police actions against Black Americans with the Israeli Defense Forces’ (IDF) treatment of Palestinians. Believers in the “Deadly Exchange” allege “worst practices” are shared [between U.S. and Israeli armed forces] to promote and extend discriminatory and repressive policing practices that already exist in both countries, including racial profiling, massive spying and surveillance, deportation and detention, and attacks on human rights defenders.”

Users of this trope argue Israeli and U.S. law enforcement exchange security practices and ideologies to purposely target people of color. This false equivalence appeared in demonstrations in the summer of 2020 when protesters chanted “Israel, we know you, you murder children, too” (see *blood libel*). This is categorically false. Accusing Israel or Zionists of complicity in the murder of Black people is malicious, perpetuates antisemitism, and blames Jews for societal ills (see *Zionist, scapegoat*).



Figure D1

A cartoon shared on the official Fatah Facebook page, following the murder of George Floyd in the United States, implying Israel is responsible for instances of American police brutality and racism.

deicide

noun \ 'di ə, said \

: the killing of a god

WHEN IT'S ANTISEMITIC:

Deicide is the charge that Jews bear eternal responsibility for the death of Jesus Christ. This claim is based on a misguided interpretation of Matthew 27:24-25, "His blood be on us, and on our children," also known as the blood curse. This verse (25) has led to more Jewish suffering than any other passage in the Christian Bible.

This source of antisemitism among Christians was only refuted by the Catholic Church in 1965, with *Nostra Aetate*, the landmark document that rejected collective Jewish responsibility for this crime. Protestant churches have also repudiated the deicide charge. Nevertheless, some churches today continue to teach that Jews killed Jesus. While this preaching may not be intended to cause harm, antisemites use the deicide charge to justify their anti-Jewish hatred. Additionally, the same wrongful accusation and imagery connected with Jews as Christ-killers has been recycled in the Middle East, often in the form of Jesus representing Palestinians who are "crucified" by the Israeli Defense Forces or the Israeli Government (see *Figures D2 and D3*).

dual loyalty

noun \ 'd(y)oʊəl 'loɪəltē \

: loyalty to two separate interests that potentially conflict with each other, leading to a conflict of interest

WHEN IT'S ANTISEMITIC:

Dual loyalty is a bigoted trope used to cast Jews as the "other." For example, it becomes antisemitic when an American Jew's connection to Israel is scrutinized to the point of questioning his or her trustworthiness or loyalty to the United States (see *Figure D4*). Dual loyalty accusations also occur on U.S. college campuses when Jewish students are asked to denounce the actions of the Israeli government in order to participate in progressive activities.

By accusing Jews of being disloyal citizens whose true allegiance is to Israel or a hidden Jewish agenda (see *globalist*), antisemites sow distrust and spread harmful ideas — like the belief that Jews are a traitorous "fifth column," meaning they are undermining their country from within. The Soviet Union also peddled propaganda accusing Zionists of being disloyal to the state. The allegation of dual loyalty can also be aimed at non-Jews for what antisemites see as being "excessively loyal to Israel," a criticism rarely leveled against friends and supporters of other countries.



Figure D2

"DO NOT KILL HIM TWICE" is a recycled deicide charge. Boukhari, Arabia.com. April 7, 2002.



Figure D3

"Surely they do not want to kill me again?!" La Stampa, Italy, 2002.



Figure D4

Antisemitic flyer posted in Long Branch, New Jersey, June 2018.



Figure D5

Austrian postcard showing a caricatured Jew stabbing a German soldier in the back with a dagger. Arbeiter Zeitung, Vienna, March 1919.

stab-in-the-back myth

The stab-in-the-back myth is an antisemitic conspiracy theory rooted in the idea that Jews are disloyal to their fellow citizens and self-serving (*see clannish*). It was popularized after Germany's defeat in World War I, claiming the war was lost not on the frontlines but because of German Jewish betrayal. In political posters and other propaganda, grotesquely-portrayed Jews were shown stabbing German soldiers in the back (*see Figure D5*).

For centuries, these antisemitic accusations of disloyalty have led to the harassment, marginalization, oppression, and murder of Jewish people.

E

((((echo)))

symbol \ 'e-(,)kō \

: an antisemitic symbol used to highlight the names of Jewish individuals or organizations owned by Jews

WHY IT'S ANTISEMITIC:

The (((echo))) is part of the coded antisemitism that occurs online (*see Figure E1*). Used by antisemites, neo-Nazis, and white nationalists, the triple parentheses are applied to Jewish names or topics to identify, mock, and harass Jews in a way that is difficult to find in search engines, yet hiding in plain sight.

While it originated on an antisemitic blog, the (((echo))) went mainstream with the creation of a now-removed Chrome extension — called “Coincidence Detector” — that placed three sets of parentheses around the names of Jewish individuals, of which there were over 8,000 listed.

This symbol has opened yet another avenue for Jews to be targeted with antisemitic messages and even death threats — but it's also given some Twitter users a chance to fight back by placing parentheses around their names in an act of solidarity spearheaded by journalist Yair Rosenberg.



Figure E1

A post using the (((echo))) symbol to highlight Jewish narratives about the Holocaust.

F

“From the River to the Sea”

noun \ˈfruhm ˈthə ˈRIVər ˈtoo ˈthə ˈsi\

: a phrase that can be used to call for the elimination of the State of Israel and/or ethnic cleansing of Jews living there, to be replaced with Palestinian control over the entire territory from the Jordan River to the Mediterranean Sea

WHEN IT’S ANTISEMITIC:

The phrase “From the River to the Sea,” refers to the territory between the Jordan River and the Mediterranean Sea. It includes the entirety of the territory of the State of Israel (in addition to the West Bank and Gaza, which are not a part of the State of Israel).

While its origins are unknown, in the 1960s and 70s it became the signature phrase of the Palestine Liberation Organization to indicate the replacement of the State of Israel with a State of Palestine extending “from the river to the sea,” including the expulsion of Jews who entered the land after 1947. The phrase soon after became a rallying cry for terrorist groups including Hamas, the group responsible for the October 7, 2023 terror attack on Israeli civilians, murdering over 1,200 people and taking over 250 people hostage.

The phrase “From the River to the Sea, Palestine Will Be Free,” has become prevalent in public discourse, including online and on social media, particularly since the Hamas-led attacks against Israel on October 7, 2023, and in the context of protests opposing Israel’s responding military operation in Gaza.

When the phrase is used with the harmful intent of implying the erasure of the State of Israel, ethnic cleansing of Jews from the land, or simply as harassment of Jews in any other part of the world, it is antisemitic. Indicators of antisemitic usage include when the phrase appears alongside (a) text, images, or symbols signaling violence, including references to organizations that advocate for Israel’s violent destruction like Hamas and their leaders or other symbols associated with them, or (b) text, images, or symbols signaling a call for discrimination against Jews, including the exclusion of Jews (or “Zionists,” as a proxy for Jews or Israelis), from social groups, political institutions, professional settings or the territory of the State of Israel itself. Another phrase – “Globalize the Intifada,” which uses the Arabic word for “uprising” or “shaking off,” feeds a discourse promoting widespread violence against both Israelis and Jews across the globe (see “Globalize the Intifada”).

The call for the establishment of a Palestinian State in addition to the State of Israel or advocacy for Palestinian rights is not antisemitic, and not all who use the phrase “From the River to the Sea” use it with harmful intent. Some assert

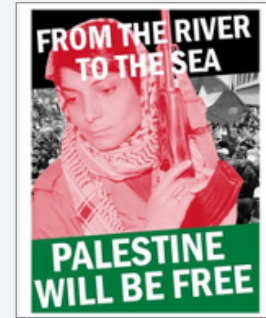


Figure F1

A poster from the Popular Front for the Liberation of Palestine terrorist group.

that their call for Palestine to be free “from the river to the sea” does not require the eradication of Israel as a Jewish and democratic state, but simply that all people of Palestinian heritage, wherever they reside, have their rights, culture, and freedoms honored.

G



Figure G1

A 2021 BBC debate questioned whether Jews should be considered an ethnic minority. The show's host is Jewish, as was one guest commentator, while none of the four selected panelists were Jewish.



Figure G2

A post describing Jewish journalist Jake Tapper as “half globalist,” where “globalist” is clearly a stand-in for Jewish blood, referring to Tapper’s Jewish father and mother who converted to Judaism.

gaslighting

theme \ 'gas-lī-tīŋ \

: manipulating someone using psychological methods to cause one to question one’s own beliefs

WHEN IT’S ANTISEMITIC:

Gaslighting happens to Jews when they are told that what they have experienced was not antisemitism. In many instances, those who gaslight Jews claim they are expressing a political opinion, rather than a bigotry. Gaslighting can also present as telling Jews that they cannot experience intolerance or bigotry because they are “powerful” and “privileged”; in fact, such labels often result from antisemitic conspiracy theories about Jews (*see conspiracy theory*). Jews should be believed when they say they experience antisemitism, just like any other minority group.

Anti-Zionists have also gaslit Jews, many of whom have experienced the connection between antisemitism and the delegitimization and demonization of the State of Israel, by calling them “oppressors.” These actions take a nefarious turn by making the victim of antisemitism into a perpetrator.

Finally, Jews have been gaslit when only non-Jewish voices are asked to speak about antisemitism and/or Jewish identity (*see Figure G1*).

globalist

noun \ 'glōbəlīst \

: a person who advocates the interpretation or planning of economic and foreign policy in relation to events and developments throughout the world

WHEN IT’S ANTISEMITIC:

Much like dual loyalty, globalist is used to promote the antisemitic conspiracy that Jewish people do not have allegiance to their countries of origin, like the United States, but to some worldwide order — like a global economy or international political system — that will enhance their control over the world’s banks, governments, and media (*see control*).

The idea of a Jewish globalist was embedded in the core ideology of Nazism. Hitler often portrayed Jews as “international elements” who “conduct their business everywhere,” posing a threat to all people who are “bounded to their soil, to the Fatherland.”

Today, globalist is a coded word for Jews who are seen as international elites conspiring to weaken or dismantle “Western” society using their international connections and control over big corporations (see *New World Order*) — all echoing the destructive theory that Jews hold greed and tribe above country.

“Globalize the Intifada”

noun \ 'glō-bə-līz 'thə 'in-tə-'fä-də \

: a phrase using the Arabic word for “uprising” or “shaking off,” whose message encourages resistance, most prominently in the form of violence, against Israel. Calls to “globalize” contribute to the targeting of Jews, Israelis, and institutions that support Israel around the world

HOW IT'S ANTISEMITIC:

“Globalize the Intifada” is a phrase used by pro-Palestinian activists that calls for aggressive resistance against Israel and those who support Israel. The most prominent expressions of intifada have been through violence so this phrase is often understood by those saying and hearing it as encouraging violence against Israelis, Jews, and institutions supporting Israel. While the intent of the person saying this phrase may be different, the impact on the Jewish community remains the same.

The First Intifada, from 1987 to the early 1990s, was marked by a period of widespread Palestinian protests, civil disobedience, and acts of violence and terrorism against Israelis. The Second Intifada, also known as the Al-Aqsa Intifada, was a period of intense conflict and Palestinian uprising against Israeli rule that began in late September 2000 and continued until 2005. It was characterized by widespread protests, demonstrations, and suicide bombings, resulting in a high number of casualties on both sides, with close to 1,000 Israelis killed or injured by Palestinian terror attacks, including suicide bombings in civilian areas and passenger bus bombings. The phrase “Globalize the Intifada” calls for people from around the globe to participate in rising up against Israel.

Since the phrase is most closely associated with the violence of the First and Second Intifadas, indiscriminate use encourages targeting institutions, and individuals around the world who show support for Israel, which includes the majority of Jews. Widespread violent actions against synagogues, Jewish homes, cultural centers and individuals taken in the name of resisting Israel demonstrates the need



Figure G3

A pro-Palestinian group created and shared this map of businesses and organizations in New York City, many which are Jewish owned or led. The title of the map, “Globalize the Intifada,” references the violent uprisings against Israelis from the late 1980s to early 2000s.



Figure G4
An example of the popular “The Goyim Know. Shut It Down!” meme.

for increased vigilance by those advocating for Palestinian rights against using potentially inciting language.

For example, in November 2023, some pro-Palestinian groups posted maps online sharing the address of several New York Jewish organizations or of companies led by Jews (see *Figure G3*). This follows the 2022 “Boston Mapping Project” that revealed the addresses of Jewish leaders, businesses, schools, and more. These projects dox Jewish groups and leaders, putting them in harm’s way. And while the stated goals of the movement are in the name of Palestinian activism, neo-Nazis and white supremacists also benefit from using the maps.

While the Jewish people outside of Israel are deeply connected around the world, “Globalize the Intifada” actualizes the very real concern faced by Jews and their allies in the Diaspora of being held responsible for the policies and actions of the State of Israel, a country of which they are not citizens and do not have a vote.

“The Goyim Know”

meme \ t'hə 'g'i-əm 'nō \

: a catchphrase used to impersonate and mock Jews and the antisemitic conspiracy theories connected to them

WHY IT'S ANTISEMITIC:

“The Goyim Know,” sometimes followed by “Shut It Down,” is a popular antisemitic meme based on conspiracy theories of manipulative Jews with plans of world domination and in control of the media, economy, and governments (see *control*).

Typically paired with offensive images of a stereotypical Jew talking on a phone or holding a shocked expression (see *Figure G4*), this meme is widely used by white supremacists and other antisemites — on sites like 4chan and 8kun (formerly 8chan) — to mock a panicked Jew whose secret plot or manipulations have been revealed by non-Jewish people, or goyim.

While “goyim” is a term used by some Jews to refer to non-Jews, antisemites and white supremacists have weaponized the word to mock and accuse Jews of promoting a prejudiced support for their own clan.

As it spread online, “The Goyim Know” also made its way offline through an antisemitic song parody by the same name, as well as the phrase appearing on signs during the “Unite the Right” rally in Charlottesville, VA. Other manifestations of the far-right using “Goyim” to mock Jews are the Goyim Defense League (GDL) and GoyimTV.com.

Great Replacement

conspiracy theory \ grāt ri-'plās-mənt \

: a conspiracy theory rooted in the belief that the white race is under threat of extinction at the hands of Jews and other minorities. While a similar conspiracy theory was prevalent in Nazi Germany and has been promoted by white nationalists for decades, this recent iteration was popularized through Renaud Camus's 2011 book *The Great Replacement*, which claimed Muslims in France were destroying French civilization and culture

WHY IT'S ANTISEMITIC:

Great Replacement, also known as white replacement theory or white genocide theory, claims there is an intentional effort, led by Jews, to promote mass non-white immigration, inter-racial marriage, and other efforts that would lead to the "extinction of whites." This conspiracy theory was famously promoted at the 2017 "Unite the Right" rally in Charlottesville, VA, when white supremacists chanted "Jews will not replace us." Right wing commentators have invoked the Great Replacement theory to say Democrats are "replacing" American citizens with illegal immigrants. Belief in the Great Replacement theory has been cited as motivation for recent terror attacks, including the 2018 Pittsburgh, PA, synagogue shooting at the Tree of Life, the 2019 El Paso, TX, and Christchurch, New Zealand, shootings, and the 2022 shooting in Buffalo, NY. Longtime civil rights strategist Eric Ward says of the Buffalo shooting, "It is important for us to understand that African Americans were killed because they were Black, but the motivating story that drove the killer was an idea that he was at war with the Jewish community."

greed

theme \ 'grēd \

: a selfish and excessive desire for more of something (such as money) than is needed

WHEN IT'S ANTISEMITIC:

As a foundation for the most constant antisemitic falsehoods, the association of Jews with greed has fueled antisemitism throughout history and still affects Jews today. In the Middle Ages — when Christians were forbidden by the Church to lend money for interest — money-lending, trade, and commerce were the few professions Jews were allowed to have. Jews were blamed for usury, or the act of charging high rates of interest, and this association led to stereotypes about Jewish greed and wealth. These accusations were listed by the white supremacist who murdered a Jewish woman and injured others in Poway, CA, in 2019 as reasons for his attack. From Shakespeare's sinister Jewish caricature in *The Merchant of Venice* to Rothschild schemes of world domination (see *Rothschild*) to Nazi propaganda on Jewish

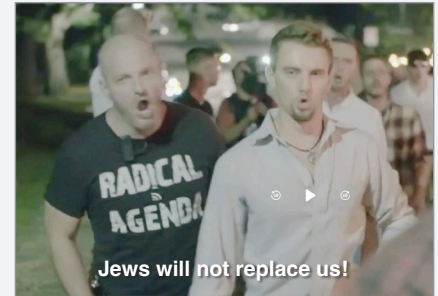


Figure G5

White nationalists and far-right protesters chanted "Jews will not replace us" during the infamous 2017 Unite the Right rally in Charlottesville, VA.

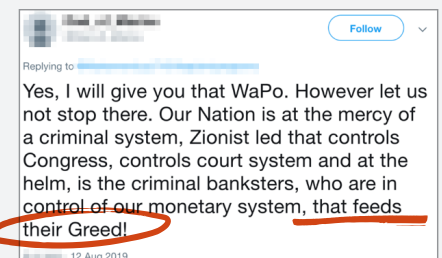


Figure G6

A post claiming Zionists are "criminal banksters" who control monetary systems.

economic control, the antisemitic trope of greed can be found in everything from pop culture to deep-web conspiracy theories. In an interview given in October 2022, rapper Kanye (Ye) West, said knowledge of the Jewish holiday Hanukkah would lead to knowledge of “financial engineering.”

The theme of greed in antisemitic rhetoric is so widespread that it’s led to a long list of Jewish stereotypes, including being excessively materialistic and money-oriented, exploiting others for personal gain, being overly wealthy, and controlling the world’s finances (see *Figure G6*).

H

Holocaust denial / distortion

theme \ hō-lə-,kɒst di-’nī(-ə)l di-’stɔr-shən \

: an attempt to negate the facts of the Nazi genocide of the Jewish people; a belief that the Holocaust did not happen or was greatly exaggerated

WHY IT’S ANTISEMITIC:

Despite endless historical facts, Holocaust denial and distortion spread the false idea that Jews invented or exaggerated the Holocaust, including the diary of Anne Frank, Nazism’s intent to massacre Jews, the use of gas chambers in concentration camps, and the murder of millions of Jews. Denying the Holocaust, including denying the scope or methods used by the Nazis and their allies during the Holocaust, is antisemitic (see *Holohoax*).

And even when antisemites don’t deny the Holocaust, they have used it to attack Jews by accusing them of inventing or exaggerating the Holocaust or by comparing its horrors by the Nazi regime to defensive actions taken by the State of Israel. Claiming that the State of Israel, home to the largest number of living Holocaust survivors, behaves like the Nazis in its treatment of Palestinians is a personal attack on survivors and trivializes the meaning of the Holocaust. Likening the Gaza Strip, governed by the terrorist organization Hamas, to the Warsaw Ghetto, where Jews were confined by the Nazis before being transported to death camps as part of the systematic massacre of six million Jews during the Holocaust, or comparing the Israel Defense Forces to the Nazi army (Wehrmacht), is Holocaust distortion. There is no legitimate comparison between defending the State of Israel and ensuring the safety of its citizens to the systematic destruction and liquidation of an entire people.

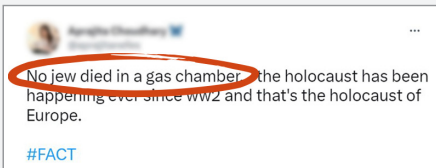


Figure H1

A post falsely claiming that Jews did not die in gas chambers during the Holocaust.

Lastly, October 7 denial is used in the same way as Holocaust denial — to deny atrocities against Jews to exonerate the perpetrators of responsibility. The October 7 terrorist attack against Israel by Hamas, in which over 1,200 Israelis were killed and hundreds more taken hostage in Gaza, was the deadliest day for Jews since the Holocaust. Yet, pro-Hamas supporters and antisemites continue to deny the attack. Accusing Jews of making up what happened inappropriately places the blame on the victim and legitimizes antisemitism.

Holohoax

conspiracy \ 'hō-lə-hōks \

: a portmanteau combining the words “Holocaust” and “hoax”

WHY IT’S ANTISEMITIC:

The term “Holohoax” is a term commonly used by Holocaust deniers across the political spectrum, who claim the Jewish people exaggerated or made up the Holocaust. According to the Institute for Strategic Dialogue’s report, *Hosting the Holohoax: A Snapshot of Holocaust Denial Across Social Media*, the term Holohoax was used tens of thousands of times across different social media platforms between 2018 and 2020 by individuals and groups of nearly every political disposition, including extreme-right, anti-Zionist, conspiracy theorist, pro-Palestinian, and more.

Those who claim the Holocaust was fake have also stated that Jews trick people into feeling guilty about the Holocaust for their own benefit. Holocaust deniers are also more likely to believe in other conspiracy theories about Jews, such as Jews being behind mass migration efforts or manipulation (see *Great Replacement*, *control*).

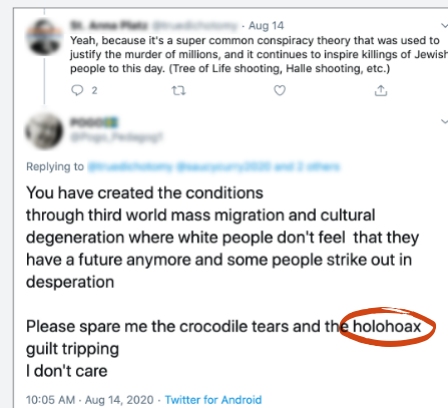


Figure H2

A post using the word “Holohoax” to imply Jews use the Holocaust as a “guilt-tripping” tactic.

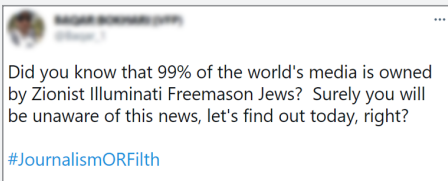


Figure I1
A post connecting Illuminati with Jews.

Illuminati

noun \ i-,lū-mə-'nā-tē \

: groups or persons claiming special religious enlightenment

WHEN IT'S ANTISEMITIC:

Historically, the Order of the Illuminati refers to a secret society founded in Bavaria by Adam Weishaupt in the late 18th century to advocate for secularism. However, during the interwar period of the 20th century, fascist propaganda claimed the Illuminati were a subversive element which served Jewish elites who were behind global capitalism and Soviet communism (see *Jewish capitalist*, *Jewish communist*) and were plotting to create a New World Order (see *New World Order*).

This conspiratorial stance on the Illuminati, as well as its related conspiracy theory of Freemason-controlling Jews, are built on classic antisemitic themes, including the notion of Jewish control over the world, the meddling by Jews in global politics, and the Jewish plot for complete power over world governance (see *control*, *Jewish power*).



Figure J1
A post from Rick Wiles's *TruNews* indicating three Jewish lawyers who want President Trump removed are part of "the Jew Coup."

Jew Coup

conspiracy \ 'joō 'kü \

: a scheme that suggests Jews are behind political movements to overthrow governments

WHY IT'S ANTISEMITIC:

Popularized by far-right conspiracist Rick Wiles, the term Jew Coup claims that Jews were behind the effort to impeach former U.S. President Donald Trump. It relies heavily on the antisemitic trope of control and plays into the argument that Jews can directly influence different types of governments (see *control*, *Jewish capitalist*, *Jewish communist*).

Jew down

verb \ joō doun \

: antisemitic term for haggling or bargaining for a cheaper price

WHY IT'S ANTISEMITIC:

Rooted in the false stereotype that Jews are cheap or stingy, the phrase “Jew down” may seem to be a harmless expression that’s used in everyday vernacular. However, it is an insulting, antisemitic misrepresentation of Jewish behavior that plays into the trope of Jews as greedy money handlers who are unwilling to part with their earnings (see *greed*).

The common, mainstream use of antisemitic terms, like “Jew down,” plays a dangerous role in normalizing antisemitism and reinforcing conspiracy theories in the minds of antisemites.

Jewish agents

noun \ 'joōiSH 'ā-jents \

: a Jewish businessperson or Jewish representative who acts for or represents another

WHEN IT'S ANTISEMITIC:

In medieval Europe, Jews were not allowed to practice many professions and were often forced into money-lending. As a result, Jews were accused of usury, or lending money at an unfair or exploitative rate. Ever since, anti-Jewish tropes have posited that Jews profit from exploiting others (see *control*, *greed*). Today, these antisemitic accusations, often rooted in economic tensions, have been levied at Jewish sports and entertainment agents.

In the early 20th century, like in medieval Europe, Jews once again found themselves barred from many professions and employers. As a result, Jews began to found Jewish law firms, hospitals, recreational clubs, and universities. As the entertainment industry turned west toward California, Jewish producers, writers, and actors sought employment opportunities in Hollywood.

Today, Jews often represent non-Jews as agents in sports, music, and entertainment. Tensions between agents and actors, athletes, or performers have been sometimes cast as Black-Jewish tensions.

Today, the claim that Jews or “Jewish agents” run Hollywood is yet another example of a trope in which Jews are accused of using or exerting their influence in order to gain control for their financial or political benefit (see *control*, *Figure J3*).

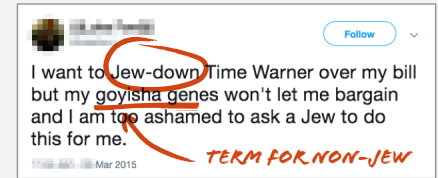


Figure J2

A derogatory post connecting Jewish people with bargaining.

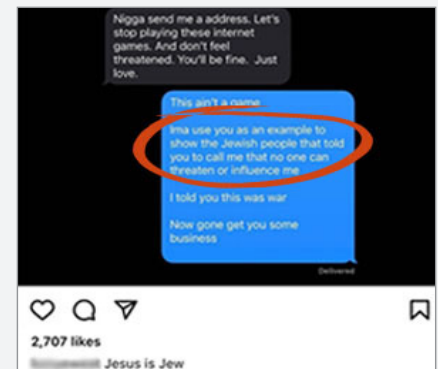


Figure J3

A text from Kanye West to Sean Combs (Puff Daddy or Diddy) implying the rapper and producer is influenced by Jews.



Figure J4

Graffiti artist Mear One's "Freedom for Humanity" mural depicting white male capitalists, several who are Jewish (see *Jewish features*) as the enemy of the good. London, 2012.



Figure J5

A post featuring the "smirking merchant" praising cultural Marxism.

'MARXISTS' HAS OFTEN BEEN USED AS A CODE WORD FOR JEWS AND IS ANTISEMITIC WHEN JEWS ARE BLAMED FOR COMMUNIST OPPRESSION.

Assuming Jews gravitate toward occupations for which they disproportionately benefit or have an authoritative or managerial position perpetuates the false stereotype that Jews have a desire or proclivity to control others (see *control*).

Jewish capitalist

noun \ 'joōiSH 'kapədləst \

: a person who supports the principles of capitalism, an economic and political system based on private or corporate ownership of production and profits as opposed to public or state ownership

WHEN IT'S ANTISEMITIC:

Jews have been accused of puppeteering the world economy for centuries, having been associated with money since the Middle Ages when commerce, trade, and other financial industries were the only professions Jews were allowed to have. As capitalism replaced other traditional forms of commerce, the association of Jews with money remained (see *greed*).

While capitalism and communism are each terms that describe an economic philosophy and worldview that have been embraced by millions of people and served to define the two adversaries of the Cold War which dominated the 20th century, when an adjective is added and the terms become Jewish capitalist or Jewish communist (see *Jewish communist*), the meanings change.

Blaming Jews as "greedy capitalists" or for being at fault for capitalism's woes is a form of economic antisemitism. Economic antisemitism is a classic trope based on the alleged economic status and financial behavior of Jews. It can also transcend into government policies which target Jews based on perceived economic practices.

Jewish communist

noun \ 'joōiSH 'kāmyənəst \

: a person who supports the principles of communism, a political and socio-economic ideology, in which all goods are publicly owned as opposed to privately or state owned, and social classes are eliminated

WHEN IT'S ANTISEMITIC:

"Jewish communism," or "Judeo-Bolshevism," is an antisemitic conspiracy theory that states Jews have been behind communist revolutions around the world. Leon Trotsky was a political ideologue, who happened to be Jewish, who was personified by the Russian Czarist government as a symbol for Jewish Bolshevism (see *Figure J5*). Nazi Germany invoked

the antisemitic “Judeo-Bolshevism” myth to blame Jews for Germany’s woes after World War I. While some Jews were communists and fought in the Red Army during World War II, labeling all Jews as communists is antisemitic. Another code word invoked is “Marxists,” after Karl Marx, who, despite being of Jewish descent, decried Judaism and blamed Jewish merchants for promoting capitalism.

Jewish features

theme \ 'joōISH 'fēCHərs \

: antisemitic stereotypes that focus on physical features or characteristics

WHY IT’S ANTISEMITIC:

Large curved noses. Curly or red hair. Horns. Dark eyes with drooping lids. Even though Jesus and all twelve of his disciples were Jewish, it is red-haired Judas who is purported to espouse Jewish values of greed and betrayal (see *Judas, greed*). From religious woodcuts to inflammatory publications in the medieval ages, Jewish features like curly or red hair and hooked noses were grotesquely drawn, fueling conspiracies that Jews are easily identifiable and subhuman.

The degradation of Jews through fictional facial stereotypes has been a staple theme in antisemitic propaganda used to portray Jews as subhuman or disfigured. Stereotypical Jewish features are still used today — from Internet memes to cartoons in top-tier news outlets (see *smirking merchant*) — and they perpetuate the antisemitic notion that base motives are revealed in ugly features. In fact, the term *Jewface* refers to negative or inaccurate portrayals of Jewish people and has been a feature of anti-Jewish propaganda for centuries.

In the 2020 Aalst Carnival theme, “UNESCO: Controlled by the Jews?”, Jews are drawn as distorted, red-nosed, and with gold teeth, furthering the stereotype that Jews are malformed and associated with money (see *Figure J6*).

Anti-Zionists also use the common feature of Jews as “white” to attack Israel as a “white, colonial, settler” power, which ignores and disavows the identity of millions of Sephardic and Mizrahi Jews of color living in America, Israel, and around the world (see *settler colonialist*).

typecast

While typecasting in and of itself is not antisemitic, stereotypical images of Jews can misrepresent the full spectrum and diversity of Jewish identities and Jewish life, perpetuating – even if inadvertently – antisemitic stereotypes.



Figure J6

The 2020 Aalst Carnival theme: “UNESCO: Controlled by the Jews?”



Figure J7

A 2019 episode of “Nurses” relied on alarmingly inaccurate and offensive portrayals of Orthodox Jewish community members and was subsequently taken off the air.



Figure J8
Antisemitic figures at a 2019 carnival in Aalst, Belgium.

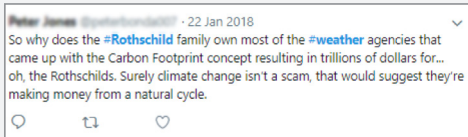


Figure J9
A post connecting the Rothschild family and their alleged greed with the weather.

The American entertainment industry, for example, typically portrays Jews as white-presenting, Ashkenazi (of Central or Eastern European descent), financially successful, and assimilated. Yet one in eight American Jews identifies as a person of color and the majority of Israeli Jews are Mizrahim, Jews from the Middle East and North Africa. Jews also span the socioeconomic spectrum, including many Jews who live in poverty. The Jewish community is incredibly diverse. Yet, the way Jews are portrayed in movies, television, literature, and more often flattens Jewish identities and contributes to stereotypical characterizations of Jews.

In addition, some in the entertainment industry, not only in the United States, but around the world, including theater and street performances, have also engaged in something called Jewface. Jewface, a term that dates from the late 19th century, plays off the term “blackface,” which is when non-Blacks use theatrical makeup to impersonate Blacks, often in a demeaning and caricature-like manner. Jewface occurs when non-Jewish actors play Jewish roles employing exaggerated and inauthentic stereotypical Jewish physical features and mannerisms. It is important to distinguish Jewface from an accurate portrayal of a character. While it is offensive for a non-Jewish actor to wear a prosthetic nose just because a character is Jewish, it is not offensive for actors to be given makeup and prosthetics to make them appear more like the characters they are playing. For example, actor Bradley Cooper’s make-up and portrayal of Leonard Bernstein in the 2023 film *Maestro* was not problematic.

Jewish figures

theme \ 'joōiSH 'fi-gyærS \

: the use of public Jewish figures to spread antisemitic ideas about Jews as an overall group

WHY IT'S ANTISEMITIC:

Much like the age-old theme of blaming Jews for disasters across the world (see *scapegoat*), prominent Jewish figures are often the victim of antisemitic rhetoric that’s actually being pointed at all Jews.

By focusing attacks on a single person, antisemites create a coded language in which that person’s name or face becomes synonymous with dangerous antisemitic conspiracies or tropes. These can include everything from a Jewish plan for world domination to a Jewish puppet master who manipulates international events and creates social conflict for his own gain.

Modern examples of this include rumors that George Soros — a Hungarian-American of Jewish descent and well-known billionaire — is paying members of a migrant “caravan” to march on U.S. borders (see *Soros*). Or when Harvey Weinstein’s history of sexual abuse is somehow linked to his Jewish identity, spreading the antisemitic trope of “Jewish sexual perversion.”

The Rothschilds, another prominent Jewish family, have even been blamed for bad weather, natural disasters, and creating “the concept of climate change” (see *Rothschild*).

Jewish lightning

theme \ 'joōiSH 'litniŋ \

: a derogatory phrase describing the act of burning down a home or institution in order to collect the insurance money

WHY IT’S ANTISEMITIC:

“Jewish lightning,” like “Jew down,” is a phrase rooted in Jewish stereotypes of stinginess and greed (see *greed*). The faulty reasoning argues that because Jews love money and are unwilling to spend it, they will commit insurance fraud. Whether directed at Jews or non-Jews (this term is also referred to as “Greek lightning” or “Irish lightning” depending on the area), it is an ethnic slur that should be condemned. The phrase “Jewish lightning” was used during an episode of popular Hulu series *The Bear* to describe a potential arson attack committed to collect insurance money. In the show, the phrase was rightly condemned as problematic.

Jewish lobby

theme \ 'joōiSH 'ləbē \

: Jewish interest groups that engage in lobbying to seek influence on a particular issue

WHEN IT’S ANTISEMITIC:

Lobbying groups by definition use their money to support specific causes. Individual Jewish groups use money through contributions, including campaign contributions, to draw support for various missions and causes, as do tens of thousands of other American lobbies and interest groups. There is no one “Jewish lobby” that speaks for the Jewish community. While some people use “Jewish lobby” and “Israel lobby” interchangeably and have no antisemitic intentions when saying “Jewish lobby,” the phrase serves as a dog whistle for those who believe Jews control politics and have a “Jewish agenda” (see *control*). When “Jewish lobby” is purposefully invoked to describe Jewish control of Washington, then that is antisemitic.



Figure J10
A post blaming Jews for the 2019 Notre Dame fire.

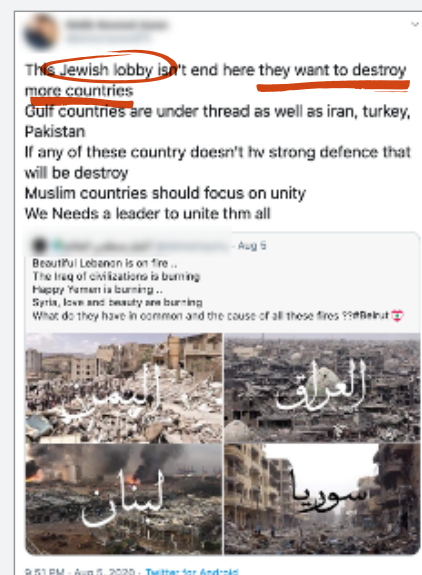


Figure J11
A post connecting an alleged “Jewish lobby” with the destruction of Muslim countries.

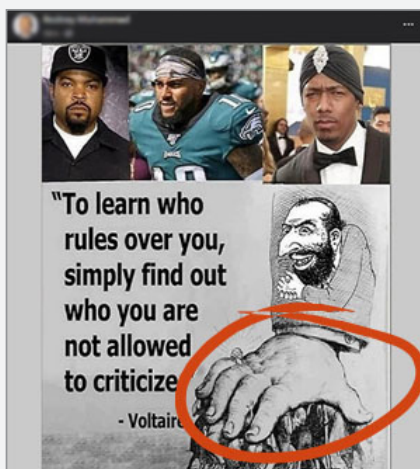


Figure J12

An antisemitic meme posted by the former head of the Philadelphia NAACP to Facebook in July 2020, combining the image of the “smirking merchant” with a quote falsely-attributed to Voltaire to imply Jewish power over others (see *laughing Jew, smirking merchant, control*).

Jewish power

noun \ 'joōiSH 'pau(-ə)r \

: the claim that Jews have undue influence on others for their benefit

WHY IT'S ANTISEMITIC:

For centuries, Jews collectively faced religious discrimination in medieval Europe. They were ostracized as the “other” and blamed for why things went wrong (see *poisoning the well*). The publication of *The Protocols of the Elders of Zion* in the early 20th century brought new claims of global Jewish control of governments, economies, and more (see *Protocols of the Elders of Zion*). Despite centuries of prejudice because of their religion and insularity, Jews again found themselves being painted as the “other” — only this time, they were portrayed at the top of the power structure, wielding authority, instead of at the bottom, being subjugated by others. The worldwide success of *The Protocols*, not just in Europe but in America, the Middle East, and even in Asia, introduced the notion of Jewish power and manipulation to all corners of the globe, including in places where there were no Jews.

Despite centuries of discrimination and overt hatred of Jews, culminating in their genocide during the Holocaust in which two thirds of European Jews were murdered, Jews in America today have, on multiple occasions, been pushed into the racial binary of “white,” or in the role of “oppressor” — accused of having too much power or “privilege.”

What makes antisemitism a unique form of prejudice is that Jews are discriminated against for being seen as both subhuman and too powerful. Instead of assailing Jews for being inferior, conspiracy theories about Jews blame them for holding too much power. In this form of antisemitism, antisemites “punch up” instead of typical manifestations of bigotry, which “punch down.”

Lastly, the belief in “Jewish power” can have violent consequences. In January 2022, an armed British national stormed a synagogue in Colleyville, Texas, taking three congregants and a rabbi hostage. He sought the Jewish community’s “influence” to secure the release of al-Qaeda operative Aafia Siddiqui being held at a nearby federal prison. The perpetrator targeted a Jewish house of worship and sought Jewish hostages because he believed Jews had the power to overturn Siddiqui’s conviction.

Judas/30 pieces of silver

person, theme \ joōDUS/ 'THərdē pēses 'äv 'silvər \

: in the Christian Bible, Judas Iscariot betrayed Jesus Christ for 30 pieces of silver

WHEN IT'S ANTISEMITIC:

Judas Iscariot, one of Jesus's 12 disciples, received 30 pieces of silver to betray Jesus to the religious authorities. Although Jesus and all 12 disciples were Jews, the Western world — through art, literature, music, and tradition — chose to depict Judas as the Jew who sold out his Savior for money. Thus, the name Judas became synonymous with traitor, contributing to the persecution of Jewish communities for two millennia. This false and libelous narrative would feed into Hitler's propaganda and the Holocaust.

K

Khazars

people \ kə'zär \

: a people once existing as a nation in the Caucasus and southeastern Russia

WHEN IT'S ANTISEMITIC:

In the 6th century CE, the Khazars — an obscure warlike tribe in Turkistan [present day Kazakhstan] — fought for land that was ultimately overtaken by Southern Russia and Ukraine. Despite the decline in population and territorial defeat, the Khazars continued to be mentioned throughout history — especially as one of the first groups to adopt Judaism.

By the 8th or 9th century, antisemitic conspiracy theories began forming around the Khazars' reported conversion to Judaism. This spurred antisemitic beliefs that they were building a secret empire which sought widespread control through financial gains (see *Figure K1*).

Given that the Khazars moved into and settled in Eastern Europe, antisemites push the conspiracy that Ashkenazi Jews — Jews descending from Eastern Europe — are not “real Jews” and are working to infiltrate other nations on their quest for world domination (see “*not the real Jews*”). The Khazar trope is also used to undermine the Jewish connection to Israel, and therefore Israel's right to exist, because it falsely says Jews originated from the northern Caucasus region and were part of the Turkic empire — and not the Land of Israel (see *Figure K1*). For example, in a September 2023 speech to the Palestinian Fatah party's Revolutionary Council, Palestinian Authority President Mahmoud Abbas said European Jews were descended from “the Khazar Kingdom.”



Figure J13

A post shared in June 2020.

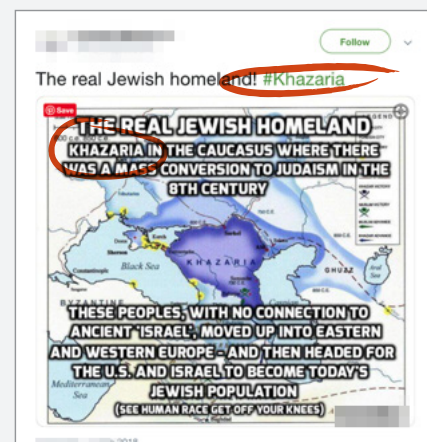


Figure K1

A post falsely claiming “the real Jewish homeland” is Khazaria and not Ancient Israel.



Figure K2

An antisemitic meme inappropriately invoking the Holocaust that uses a derogatory word for Jews.

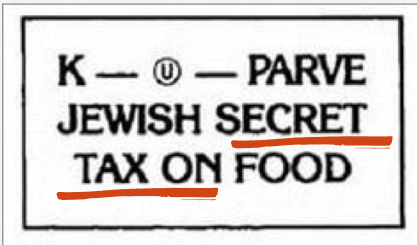


Figure K3

A sticker circulated by antisemites to be placed on kosher items in stores.

Kike

noun \ kīk \

: an offensive, derogatory term for a Jewish person

WHY IT'S ANTISEMITIC:

Kike is an ethnic slur for a Jewish person. It is a highly offensive term used to insult and denigrate people of Jewish faith or ethnicity that is widely considered to be a form of hate speech. There are multiple theories about where the term might have emerged. One popular theory is that it is derived from the Yiddish word for circle, “kikel,” a reference to how Jewish immigrants at Ellis Island signed their entry forms: a circle as opposed to an X, which Jews associated with the cross of Christianity. Immigration officers described those who signed forms with a circle as “kikel,” eventually being shortened to “kike.” While it is primarily used today by white supremacists as an anti-Jewish slur, it has also been used by public figures who are unfamiliar with its origins or meaning.

kosher tax

conspiracy \ 'kō-shər 'taks \

: the idea that food companies and consumers are forced to pay money to support the Jewish religion or Zionist causes and Israel through the costs of kosher certification

WHY IT'S ANTISEMITIC:

Many Jews adhere to religious dietary restrictions, which govern the slaughter of animals and the ingredients and production of various foodstuffs. To assist them, these products are usually marked with a symbol attesting to the fact that they are kosher, such as ® and ®.

The kosher tax conspiracy theory states that this kosher certification of products is an extra tax collected from unwitting consumers for the benefit of Jewish organizations. It is mainly spread by antisemitic and white supremacist groups, who claim this to be a “Kosher tax” (or “Jewish tax”) that is “extorted” from food companies wishing to avoid a boycott and used to support Zionist causes or the State of Israel.

L

laughing Jew

meme \ 'la-fij 'joō \

: an image that portrays Jewish figures as laughing and scheming

WHY IT'S ANTISEMITIC:

The “laughing Jew” image has been used in modern history as a way to portray alleged Jewish cunning and deceit. Propaganda posters in Nazi Germany made use of the “laughing Jew” trope, while Adolf Hitler often made reference to conniving Jews in his speeches. In modern times, right-wing politicians have repurposed the “laughing Jew” image (see *Figure L1*), including through popular memes such as the “smirking merchant,” to insinuate Jewish leaders are scheming to create or support policies in their own best interest (see *smirking merchant, greed*).

This dangerous trope furthers conspiracies about Jews being insular, self-interested, and deceitful (see *clannish, conspiracy theory*). When used to demonize well-known Jewish leaders, it can perpetuate antisemitism against all Jews (see *Jewish figures*).



Figure L1

A billboard in Hungary portraying a smiling George Soros, who is Jewish, alongside the phrase, “Let’s not let Soros have the last laugh.”

N

Nazi symbols

noun \ 'nät-sē 'sim-bəls \

: code words, phrases, and images from Nazi Germany used today by neo-Nazis and white supremacists

WHY THEY'RE ANTISEMITIC

Code words and phrases have been used for decades by different white supremacist hate groups to avoid censorship or censure. After the Holocaust, one could not support Nazi Germany and be accepted in polite society. Yet white supremacists continued to utilize a mix of symbols and phrases, and especially coded language and numbers, to show support for the Nazi cause. This outward support can take on many forms, such as on flags or clothing, or as tattoos including those “earned” by white supremacists by committing acts of violence. While not an exhaustive list, below are a few of the most common symbols and tropes.

Nazi swastika

The Nazi swastika was the symbol of the Nazi party under Adolf Hitler. It is an inverted version of the swastika symbol that is revered in many Eastern religions and cultures. Neo-Nazis and white supremacists continue to use it today as a symbol



Figure N1

A symbol of “white pride” including the Nazi swastika and “14/88.”

of the “pure race.” In addition, religious extremists, including Hamas and other terrorist groups, utilize the Nazi swastika to terrorize Jews and Israelis. Anti-Israel protesters have also wielded the Nazi swastika to weaponize the Holocaust against the Jewish community. This is antisemitism.

Blood and soil

Blut und boden in German, the phrase “blood and soil” was used by the Nazis to convey their values of a racially pure nation (“blood”) within their country’s borders (“soil”). The phrase “blood and soil” was chanted by white supremacists during the 2017 Unite the Right rally in Charlottesville, VA.

14

14 refers to the 14-word slogan, “We must secure the existence of our people and a future for White children,” coined by the leader of a white supremacist terrorist organization in the 1990s. Today, it’s often combined with the numbers 88 (14/88) as a rallying cry for the neo-Nazi movement.

88

88 is a shorthand for “Heil Hitler.” The number eight refers to the eighth letter in the alphabet, H, with the two numbers symbolizing the two words beginning with H. It is used around the world by white supremacists to identify with neo-Nazi movements and to show support for racist views.

SS bolts

SS bolts refer to the two lightning bolts originally used as a symbol of victory by the Schutzstaffel (SS), the police force of Nazi Germany led by Heinrich Himmler, one of the main architects of the Holocaust. The symbol is based on a letter of the runic alphabet associated with the sound “s.”

New World Order

conspiracy \ 'nū 'wər(-ə)ld 'or-dər \

: the conspiracy of a small group of powerful individuals working in secret to establish all-powerful control

WHEN IT’S ANTISEMITIC:

The New World Order conspiracy theory becomes antisemitic when it’s followed by a reference to a Jewish business leader or political official with a secret agenda who’s seeking global control.

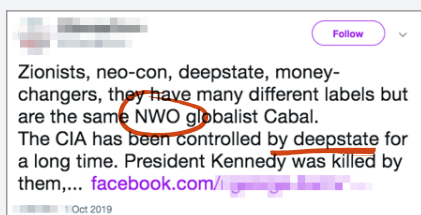


Figure N2

A post equating Zionists with a “New World Order” globalist cabal.

A widely-used conspiracy theory made popular in the 20th century, the term centers on a cabal of world leaders using the global stage to create an almighty, totalitarian regime that strips people of their individual liberties and consolidates power at the very top (see *cabal*).

The conspiracy theory behind the New World Order involving Jewish leaders is based on the idea that Jews have formed a power structure in which they control every aspect of humankind — the economy, media, and political landscape (see *control*).

“not the real Jews”

theme \ nāt thə ‘rē(ə)l joōs \

: a phrase claiming that Jews are not God’s chosen people as referenced in the Bible

WHEN IT’S ANTISEMITIC:

While this phrase has been used by many throughout history, today it is most commonly used by Black supremacists claiming Black people — not Jews — are the true chosen people of God. Black supremacy has roots in “Black Chosenness” — the belief that African Americans are the descendants of the twelve Hebrew tribes of Israel who settled across Africa after the destruction of the Kingdom of Israel and were eventually sold into slavery during the Atlantic slave trade.

Black supremacy argues that Black people are superior to all other races and that “white” Jews are imposters. Elements of Black supremacy can be found within the Black Hebrew Israelite movement, as well as within the Nation of Islam under the leadership of Louis Farrakhan and his supporters. In the age of social media, some Black supremacists have co-opted the language of white supremacists when discussing Jews: calling them “termites” and “bugs” with subhuman features (see *creatures*).

Some antisemites on both the right and left claim that Ashkenazi Jews are “fake Jews,” and that Israel is a “fake nation.” This accusation has been used historically and continues to be used by those who believe in the Khazar conspiracy theory dispelling the Jewish connection to Israel (see *Khazars*). The conspiracy theory “not the real Jews” was introduced to a mainstream audience in fall 2022 with a celebrity endorsement of the film and book, *Hebrews to Negroes: Wake Up Black America*, which claims that Jews are imposters and mainstream religious institutions have covered up the biblical identity of Black people as the true identity of the Children of Israel.



Figure N3

A post claiming Jews are not the real Jews.

P

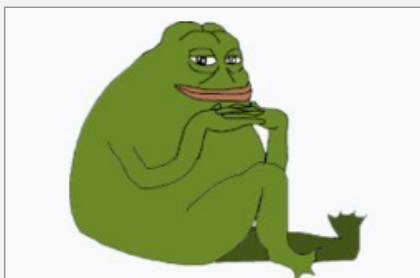


Figure P1

The distorted “Pepe the frog” Groyper meme.



Figure P3

A YouTube video explaining why Jewish people “are richer.” In addition to being an inaccurate blanket statement, this claim can also quickly turn into the antisemitic trope “Jews are greedy” (see *greed*).

Pepe the frog

meme \ 'PEP-ay 'thə 'fräg \

: a popular meme that has become a symbol of the alt-right movement

WHEN IT'S ANTISEMITIC:

Pepe the frog is a cartoon character originally created in 2005 by cartoonist Matt Furie. It later turned into a meme that became a symbol of the alt-right, namely, the Groyper movement, a group of far-right activists, internet trolls, and white nationalists. Its followers, known as the “Groyper Army,” seek to bring white supremacist ideas and content to a mainstream audience. A key figure of the movement is Nicholas Fuentes, a Holocaust denier and peddler of antisemitic content best known for his roles in the 2017 “Unite the Right” rally in Charlottesville, VA, and the insurrection at the United States Capitol on January 6, 2021.

While the cartoon on its face is not problematic, Pepe the frog has become associated with far-right, antisemitic figures. As a result, Furie has sued organizations using the cartoon as a hate symbol.

philosemitism

theme \ 'fil-uh-'se-mə-,ti-zəm \

: a particular appreciation for the Jewish people based on “positive” characteristics of Jews

Philosemitism is a special interest in, respect for, or admiration for Jewish people, Jewish history, or Jewish stereotypes. It is often used in a benign and positive way and some may proudly declare themselves “philosemites” in affirmation of their allyship with the Jewish community. That characterization is generally not antisemitic. However, some use the term to embrace or justify acceptance of stereotypical Jewish tropes like being adept with handling money, being well-connected to politicians, media, and other societal leaders, and more.

WHEN IT'S ANTISEMITIC:

While philosemitism might be something as innocuous as finding the resilience of the Jewish people to be inspirational, it can turn questionable when someone prefers to hire only Jewish lawyers or Jewish bankers, or appropriates the traditional Passover Seder meal for Christian religious purposes.

Even while focused on positive traits, philosemitism can become dangerous, as with the notion of Jewish “intelligence” which has been transformed into a negative stereotype of Jews being “cunning.” The myth of Jewish superior intelligence was one of the arguments used by antisemites since the 1890s that claims Jews are overrepresented in certain professions like law and medicine. This myth was later used by the Nazis when they revoked the professional privileges of German Jews. As journalist Yair Rosenberg has written, “At worst, given the right impetus, the coin of philosemitic antisemitism can easily be flipped, and all those formerly positive stereotypes can be weaponized against Jews.”

Philosemitism can also be common in Asia and other parts of the world without a Jewish presence. While philosemitism seems to come from a place of reverence or admiration or intended as a compliment, it still singles out Jewish people based on real or assumed characteristics. This can lead to antisemitic stereotypes that assume Jews are *intrinsically* different from non-Jewish people and fundamentally “other.”

Additionally, philosemitism has also been used by some for their own purposes. For example, while Christian Zionists strongly support the Jewish state, a small number are premillennial dispensationalists, meaning they only support the return of the Jewish people to Israel because they believe it will bring about the Rapture and the Second Coming of Jesus. While being openly philosemitic, their belief treats Jews as a means to an end and a target for conversion. It can even set the stage for scapegoating the Jews when the Rapture doesn’t come as expected (*see scapegoat*).

Finally, by depicting “ideal” characteristics of Jews, philosemitism creates a “model minority” myth, relying on and perpetuating stereotypes of Jewish traits and values.

poisoning the well

trope \ 'poiz(ə)niNG thə wel \

: a smear tactic in which an opponent introduces negative information about their adversaries in order to discredit them. The term derives from the ancient war tactic of poisoning an opponent’s water to diminish his strength

WHEN IT’S ANTISEMITIC:

“Poisoning the well,” an accusation rooted in the 14th century Bubonic Plague, blames Jews for purposefully spreading disease. As the Black Death spread across Europe, Jews were accused of spreading the disease through public drinking wells. Thousands of innocent Jews were murdered in response. This trope can be found on all sides of the political spectrum — from Adolf Hitler’s *Mein Kampf*, which accused Jews of being “vermin” and spreading bacteria, to Nation of Islam leader Louis Farrakhan’s diatribes labeling Jews



Figure P4

An image of a rat superimposed on the Israeli flag under the text “the real plague.”

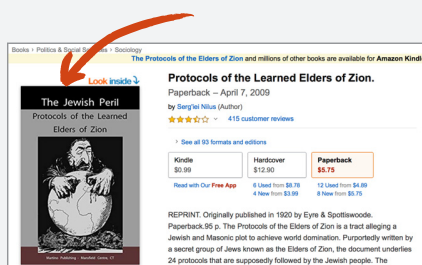


Figure P5

An Amazon listing for *The Protocols of the Learned Elders of Zion* paperback.



Figure P6

An antisemitic political cartoon showing the Rothschilds puppeteering philanthropist George Soros, who is further puppeteering U.S. military leaders.

as “termites” also spreading disease. During the COVID-19 pandemic, Jews were blamed by other figures on various far-right fringe platforms for creating and/or purposefully spreading COVID-19. This trope reached a more mainstream audience on the right and the left when political cartoons and statements were made saying Israel (or “Zionists”) spread the infection and even created COVID-19 in order to hurt the Palestinians and/or profit off the vaccine.

Protocols of the Elders of Zion

conspiracy \ 'prō-tə-,kol 'äv thə 'el-dər 'äv 'zī-ən \

: a fraudulent document attributed to the secret police of Tsarist Russia, first disseminated in the early 20th century and still circulated today, that serves as a pretext and rationale for antisemitism

WHY IT'S ANTISEMITIC:

The Protocols of the Elders of Zion — written by the Russian secret police in early 20th century — incorporates much of what we know to be classic antisemitic themes and supports the trope that Jews seek world domination, using their “invisible hand” to enslave the rest of mankind.

The book spun tales of a conspiracy that Jews were collaborating clandestinely to use their international influence in the media and economy to take over the world and encourage the downfall of societal norms through communism, gambling, labor unions, and music (see *conspiracy theory, control*).

Russian leadership used the *The Protocols of the Elders of Zion* text to scapegoat Jews as the reason for widespread poverty and suffering (see *scapegoat*).

In the mid-1920s, Henry Ford brought this text to the United States and published excerpts alongside articles in *The Dearborn Independent*, a newspaper he owned. Through this effort, he propagated antisemitic falsehoods that Jews were using ideals of communism and their control over financial institutions to damage the U.S. economy and cause moral harm to the American people (see *Jewish communist*).

Today, *The Protocols of the Elders of Zion* can still be found in translation across the world (see *Figure P5*) — including in many Arab nations where it's sold as an authoritative text.

puppet master

noun \ 'pə-pət 'ma-stər \

: someone who controls a marionette puppet by pulling its strings

WHEN IT'S ANTISEMITIC:

Myths of control portray Jews as secret puppet masters, ruling over others and manipulating the world's economies and governments. For centuries, Jews were blamed for controlling world events behind the scenes, leading “blind” leaders into wars and debt to enrich themselves and further their own hidden agenda (see *Protocols of the Elders of Zion*, *greed*). The Great Replacement theory posits that Jews are the masterminds behind efforts to destabilize the white race (see *Great Replacement*).

The imagery of Jewish leaders pulling the strings of politicians was featured in Nazi propaganda, and is still used in political cartoons depicting contemporary Jewish or Israeli figures as pulling the strings of domestic and foreign political and military leaders.

Antisemitic propaganda continues to spread the idea that rich or influential Jews are behind the scenes conspiring to further their plans of world domination.



QAnon

conspiracy \ 'kyoo ən ən \

: a loosely organized, far-right network of people who believe the world is controlled by a satanic cabal of pedophiles and cannibals, made up of politicians (mostly Democrats), mainstream media, journalists, and Hollywood entertainers. This cabal is accused of controlling a “deep-state” government whose purpose is to undermine and attack former U.S. President Donald Trump and his supporters

WHY IT'S ANTISEMITIC:

Antisemitic conspiracy theories about Jewish elites, globalists, and bankers are part and parcel of the QAnon belief system, and George Soros and the Rothschilds are consistent targets (see *Soros*, *Rothschild*). The use of children in the conspiracy — the need to rescue children from the hands of the powerful globalists — harkens back to medieval blood libel accusations against Jews (see *blood libel*, *globalist*).

QAnon emerged in October 2017 when anonymous messages appeared on 4chan, an online messaging board used by the far-right. “Q” refers to the top security clearance of the U.S. Department of Energy, while “Anon” references the anonymity of the Q source. “Q” is believed to be a government insider, revealing secrets to his/her followers.



Figure P7

Antisemitic poster shown at the Grand Anti-Masonic Exhibition in Belgrade in 1941. Credit: United States Holocaust Memorial Museum Collection, Gift of the Katz Family.

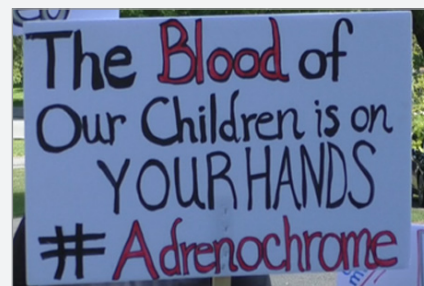


Figure Q1

A sign at a Save the Children rally in Watertown, NY, in August 2020 uses a classic blood libel trope.

QAnon conspiracy theorists are waiting for the “Storm” — the mass arrest of people in power — and the Great Awakening, where everyone will realize the QAnon theory is the truth. In May 2019, the FBI identified QAnon as a potential domestic terrorist threat. On January 6, 2021, when a mob of far-right supporters of President Trump stormed the United States Capitol, many were followers of the QAnon conspiracy theory. They hoped for President Trump to remain in power for the “Storm” to come and undo the “deep state.”

QAnon grew exponentially during the COVID-19 pandemic and is not confined to the United States. QAnon also found appeal in fringe, conspiratorial circles in Germany, where a German QAnon Telegram channel hosts 120,000 members, as well as in Britain, Canada, Brazil, and more.

R

Rothschild

person \ rōt SHild \

: a wealthy Jewish family whose banking business dates back to the 18th century Holy Roman Empire

WHEN IT'S ANTISEMITIC:

The Rothschilds are a Jewish banking family who have been accused of secretly controlling the economy, manipulating the weather, and profiting from wars. “Rothschild” has become a generic term for greedy and manipulative Jewish billionaires (see *Jewish figures, greed*).

In the mid-19th century, French antisemite Georges Dairnvaell, under the pseudonym “Satan,” published a pamphlet alleging Nathan Rothschild witnessed France’s defeat in the Battle of Waterloo in 1815 and returned to London before the news broke to make 20 million francs on the stock exchange. All of this was false. Rothschild was not at Waterloo (or Belgium), nor did he profit from the battle. Despite being provably false, the Satan pamphlet was reprinted and translated into many languages. The Rothschild family (and by extension Jews) were blamed for economic crises and wars for the next 200 years.

Hitler’s propaganda minister, Joseph Goebbels, produced *Die Rothschilds Aktien auf Waterloo* in 1940 as part of Nazi Germany’s antisemitic propaganda campaign. Conspiracy theorists in Iraq recently blamed the Rothschilds for the COVID-19 pandemic. Louis Farrakhan’s speech, *The Conspiracy of the International Bankers*, claims the Rothschild banks are members of the Federal Reserve Bank of New York, which they are not.

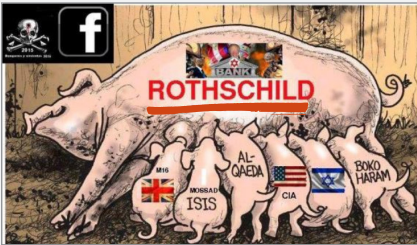


Figure R1

A 2015 antisemitic cartoon depicting the Rothschild family as a pig feeding countries' intelligence services, including Islamist terrorist groups.

The most malicious of conspiracies about the Rothschilds is that they orchestrated the Holocaust to gain sympathy for Jews in order to create the State of Israel (see *Holocaust denial*), while other, outlandish conspiracies claim the Rothschilds financed the Nazis, created COVID-19, and control the weather (see *conspiracy theory*).

S

Satan

noun \ 'seit(ə)n \

: also known as the Devil, Satan is the Western personification of evil. Within Christianity, Satan is also referred to as the tempter, the ruler of demons, and the father of lies

WHEN IT'S ANTISEMITIC:

Referring to Jews as Satan or the devil stems from the interpretation of John 8:41-44 in the Christian Bible. Here Jesus says to his fellow Jews, "For you are the children of your father the devil, and you love to do the evil things he does.... When [the devil] lies, it is consistent with his character; for he is a liar and the father of lies."

In medieval Christian folklore and artwork, Jews were depicted with grotesque characteristics such as devil's horns, sharp claws, jagged teeth, pointy ears, and other satanic features to portray the differences between Christianity and Judaism.

Today Jews and the Jewish State continue to be cast as Satan, demons, vampires, or other demonic figures. Like the deicide charge, antisemitic elements from Christian tradition have been recycled in the Muslim world (see *deicide*). Israel is demonized and, like the devil, viewed as the "source of evil" in the world (see *Figure S1* and *Figure S2*). The Islamic Republic of Iran openly calls for Israel's destruction and refers to the country as the "Little Satan." Louis Farrakhan has come under fire for ranting about "unmasking the satanic Jew and the synagogue of Satan."

scapegoat

theme \ 'skāp-,gōt \

: one that bears the blame for others

WHEN IT'S ANTISEMITIC:

In the book of Leviticus in the Torah, the scapegoat was an actual goat upon which were conferred the collective sins of the entire Jewish people. The goat, translated from the Hebrew word 'āzāzēl, meaning "absolute removal," was then pushed off of a cliff as a symbol of the casting aside of wrongdoing.



Figure S1

A 2002 cartoon from Qatari newspaper *al-Watan* where the Star of David is being used to make the devil Jewish, with the face of former Israeli Prime Minister Ariel Sharon.

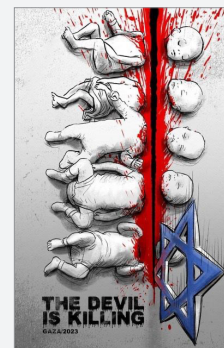


Figure S2

A gruesome image of babies being beheaded with a blue Jewish star, alongside the phrase "The Devil is killing, Gaza 2023."



Figure S3

A post blaming Jews for causing various global problems.



Figure S4

Palestinian Authority President Mahmoud Abbas in a speech to his Fatah party's Revolutionary Council, said, "The truth that we should clarify to the world is that European Jews are not Semites...they have nothing to do with Semitism."



Figure S5

A post from Kanye West posits he can't be antisemitic because he is Black and thus also Jewish.

Antisemites have been using Jews as “scapegoats” for thousands of years, blaming them for deicide — the murder of Christ — and even the Bubonic plague in the Middle Ages (see *deicide*). Over the past several hundred years, antisemitism has slanderously assigned blame to Jews for world events such as Germany’s loss in World War I — giving rise to Hitler and the Holocaust — and even 9/11 and the financial crisis in 2008 due to the perceived control of financial institutions (see *conspiracy theory, control*).

Today, Jews continue to be scapegoated both as a people and as a collective nation as the State of Israel. During the onset of the COVID-19 pandemic, Zionists, Jews, and Israelis were all blamed in relation to the virus, such as causing its spread or profiting off of the vaccine.

Semite

noun \ 'se-, mīt \

: (obsolete) a member of any of the peoples who speak or spoke a Semitic language, such as Hebrew, Arabic, and Amharic, amongst others

WHEN IT'S ANTISEMITIC:

The word “Antisemitism” was coined by Wilhelm Marr in the late 19th century in Germany as a way to give a pseudo-scientific facade to Jew hatred. While there was no such thing as a Semitic people, just Semitic languages, the term was lifted from the field of linguistics to give “intellectual” weight to the idea of hating Jews as a “race.”

Given the term’s linguistic origins, some people who are not Jewish have claimed they too are “Semites.” For instance, some Arabic speakers say they cannot be antisemitic because they are “Semites” too; the irony, given the invention of the term “antisemitism,” is that these claims are actually a manifestation of turn of the century European racism.

Others, like Palestinian Authority President Mahmoud Abbas, have said European Jews have nothing to do with “Semitism” (see *Figure S4*). But the word “antisemitism” refers to all Jews, including European Jews.

In addition, some members of the modern religious movement, the Black Hebrew Israelites, have said they cannot be antisemitic because they “are the Semitic people.” Kanye (Ye) West echoed this belief on social media: “The funny thing is I actually can’t be Anti Semitic [sic] because Black people are actually Jew” (see *Figure S5*). In actuality, anyone can be antisemitic or make antisemitic comments. Ye’s statement, like those promulgated by members of the Black Hebrew Israelite community and also the Nation of Islam (NOI), is an example of the antisemitic claim that today’s Jews are not descended from the Jews of the Bible (see *“not the real Jews”*).

settler colonialist

noun \ 'set-lər 'kə-'lō-nē-ə-list \

: an occupying force that exploits and displaces native populations from their home to settle and form a permanent society

WHEN IT'S ANTISEMITIC:

The term “settler colonialism” refers to a system of oppression in which a colonizing nation engages in ethnic cleansing by displacing and dispossessing a native or pre-existing population. A classic example is 17th century Dutch emigrants settling in South Africa, located along the colonial Dutch East India Company’s trade route. This led to the permanent settlement of Afrikaners, white European descendants of these Dutch emigrants. Though the minority, the white Afrikaners gained control over government and enacted apartheid, the brutal systematic oppression of Black people.

Those who oppose the State of Israel as a Jewish state claim that Jews (or Zionists) (*see Zionist*) have engaged in settler colonialism and ethnic cleansing by dispossessing the Palestinian population. These accusations are categorically false for many reasons. First, the term “settler colonialism” implies the intention to replace or even eliminate an indigenous people. Zionism does not fit this model since Jews themselves are also native and indigenous to the Land of Israel. Historical and archaeological evidence have proven a continuous Jewish presence in the land, dating back millennia. The ancient and continuous connection between Jewish people and the Land of Israel is embedded throughout Jewish rituals and texts as well. Moreover, Zionists never had the goal of eliminating the Arab population living in the region. They accepted the 1947 United Nations Partition Plan, which divided British Mandatory Palestine into separate Jewish and Arab states. Furthermore, unlike European settler colonialists who settled colonies to enrich their motherlands, and who maintained a connection to their home countries to which they could return if they so wished, Jews who came to Mandatory Palestine had no motherland in Europe to enrich. Quite the opposite, they were escaping persecution in Europe and returning to the land of their ancestors, Israel.

While criticism of Israel’s settlement policies in the West Bank can be a part of legitimate political discourse, it is a distortion of the truth and negation of the millennia-long connection Jews have with the land to call Israel a “settler colonialist” enterprise. It also disregards the fact that half of Israel’s population comes from the Middle East and North Africa; it is employed solely to delegitimize Israel’s existence.

When the “settler colonialist” label is used to say Jews do not have the right to national self-determination or to deny Israel’s right to exist, that is antisemitism.



Figure S6

A graphic widely shared on social media that denies Israel’s right to exist and Jews’ indigeneity to the land.

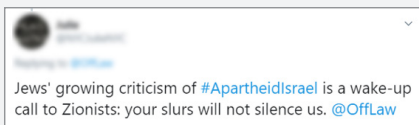


Figure S7

A post claiming critics of Israel are attempting to be silenced by Jews.

silencing

theme \ 'silensiNG \

: prohibit or prevent from speaking

WHEN IT'S ANTISEMITIC:

One of the longest standing antisemitic attacks leveled against Jews is the “silencing” of their opponents. The false claim that Jews deem any criticism of Israel or the Jewish people as antisemitic, and wield the power of the antisemitic label to silence the opposition, is offensive and dangerous for productive discourse. The idea of “silencing” speech plays into the commonly used trope of “Jewish control” with the false accusation that all discourse that criticizes the policies of Israel should cease to exist in order for the State of Israel to remain powerful.

Another form of “silencing” of Jews happens when critics claim Jews are not a minority group, despite comprising just over 2% of the U.S. population, and 0.2% of the entire global population.

It is yet another example of the nonsensical way in which Jews are both blamed for silencing their critics and accused of perpetrating hateful rhetoric by speaking out against them in order to gain sympathy.

slavery / slave trade

noun \ 'sleiv(ə)ri \ 'slāv trād \

: the practice of owning slaves, people who are forced to work with little or no pay and are denied physical freedom or the opportunity to leave

WHEN IT'S ANTISEMITIC:

The claim that Jews controlled or made up a significant portion of the Atlantic Slave Trade is false. The Council of the American Historical Association (AHA) “condemns as false any statement alleging that Jews played a disproportionate role in the exploitation of slave labor or in the Atlantic slave trade.” While some Jews with resources owned slaves, as did wealthy people of all backgrounds, it was by no means widespread within the Jewish community.

This trope has been spread by the far-right and far-left, from David Duke, the former Ku Klux Klan wizard, to Louis Farrakhan, the leader of the Nation of Islam (NOI). The claim was popularized in Farrakhan’s 1991 publication *The Secret Relationship Between Blacks and Jews, Volume One*, and has most recently resurfaced within segments of the Black Lives Matter (BLM) Movement to prevent Jews from taking part in the protest movement. The conspiratorial film *Hebrews to Negroes: Wake Up Black America*, brought to a mainstream audience through a celebrity endorsement in fall 2022, falsely claims Jews orchestrated the transatlantic slave trade.



Figure S8

A post falsely claiming that Jews owned over three quarters of American slaves.

smirking merchant

mememe \ t'hə 'smərkiNG 'mər-chənt \

: an antisemitic cartoon portraying a Jew based on stereotypes and tropes

WHY IT'S ANTISEMITIC:

Visually, the smirking merchant cartoon, also known as the happy merchant meme, relies heavily on derogatory Jewish stereotypes — a large hooked nose, a scheming smirk and pose, frizzy hair, and grimy beard (*see Jewish features*).

As the most popular antisemitic image online, the smirking merchant is also used to symbolize both traditional and modern-day tropes, including Jewish control over the world, Jewish greed, Holocaust denial, and a general blame for white supremacy hot topics like “race-mixing,” feminism, and the LGBTQ community.

While originally created as part of a racist and antisemitic cartoon, the smirking merchant joined other bigoted memes — e.g. antisemitic versions of trollface and Pepe the Frog (*see Pepe the frog*) — on popular, far-right sites like 4chan, 8kun (previously 8chan), and Gab.

Soros

person \ 'sORos \

: refers to Hungarian-born Holocaust survivor George Soros, a billionaire philanthropist, who was born Jewish, and champions liberal and progressive causes

WHEN IT'S ANTISEMITIC:

George Soros is vilified in some quarters of the world (and revered in others) for supporting progressive causes such as immigration and criminal justice reform. In the U.S., George Soros has been charged by the far-right with funding Black Lives Matter protests and migrant caravans to the southern U.S. border. He is also the namesake of the anti-migrant legislation in his native Hungary (the so-called “Stop Soros law,” which criminalizes aiding migrants) (*see laughing Jew, Jewish figures*).

Criticizing Soros or his politics and actions is not antisemitic. Indeed, those who have suggested that any criticism is antisemitic do real disservice to the cause of fighting Jew hatred. However, when Soros is used as a symbol for Jewish control, wealth, and power, the criticism may be an updated version of traditional antisemitic tropes (*see conspiracy theory, control, Jewish figures, cabal, globalist*).



Figure S9

Antisemitic Facebook comment using the smirking, or happy, merchant meme.

Unfortunately, hatred of George Soros has not remained solely on the Internet. In October 2018, a far-right agitator sent a bomb to his house, as part of a string of bomb threats against prominent Democrats. In early 2023, far-right figures accused George Soros of funding the indictment of U.S. President Donald Trump.

T



Figure T1

A poster by the Columbia University's Students for Justice in Palestine (SJP) chapter for "Israel Apartheid Week." The poster depicts an IDF soldier with a pointed "bump" that many view as a devil's horn (see *Satan*). In addition, the poster features the anti-Zionist group Jewish Voice for Peace (JVP), which does not reflect the perspective of the mainstream Jewish community on Israel.

tokenizing

theme \ 'tō-kə-,nī-zīŋ \

: symbolically including a representative of a minority group or groups to give the appearance of inclusivity

WHEN IT'S ANTISEMITIC:

Tokenizing occurs when a small number of unrepresentative Jewish voices are portrayed as speaking for the entire Jewish community. Despite the fact that more than 80% of American Jews agree that "caring about Israel is an essential or important part of what being Jewish means to them," in many progressive circles, the only Jewish voices allowed to participate are anti-Zionists, the small fraction of Jews who actively opposes the continued existence and safety of Israel.

Another example of tokenizing is only allowing "token," "non-white" Jews to speak about antisemitism and denying that "white-passing" or "white-identifying" Jews can be victims of discrimination (see *gaslighting*).

litmus test

A litmus test is an evaluation in which a single factor is decisive. A growing number of social justice groups have made vocal opposition to the State of Israel a litmus test, especially for Jews, who are presumed to have suspect views on Israel. This poses a painful dilemma for many progressive Jews who are supporters of progressive politics and causes, but also, like the vast majority of American Jews, are supportive of the existence of the State of Israel. They must compromise their own sense of Jewish identity in order to gain acceptance into progressive circles. These tests additionally put Jews who have multilayered racial and ethnic backgrounds or are members of the LGBTQ communities, amongst other groups, from feeling they can be both fully Jewish and also part of these communities.

Other anti-Zionist Jewish groups, such as Jewish Voice for Peace (JVP), pass the "litmus test" and therefore appear to represent the Jewish community in these spaces. By only allowing some Jewish voices to participate in causes and speak about their experiences, far-left progressives inappropriately create a good Jew — bad Jew dichotomy. The "good"

Jew is meant to represent progressive values and embrace the anti-Zionist discourse, while the “bad” Jew expresses support for Israel. In addition, these actions oversimplify the nuances of the discussion; being pro-Israel does not mean the rejection of liberal sociocultural values or pro-Palestinian rights.

In all, this behavior forces many Jews to hide or change parts of their identity to be able to share or participate in many progressive movements. This is not only inappropriate, but it is also a disservice to those causes.

Z

“Zionism is racism”

theme / 'zīə.nizəm iz 'rā.sizəm /

: refers to United Nations (UN) Resolution 3379 in 1975, in which the General Assembly linked Zionism and the State of Israel, to racism and racial discrimination. This was overturned in 1991 making it one of only two resolutions ever revoked by the UN

WHY IT'S ANTISEMITIC:

Prior to 1948, Zionism was an aspiration — the national liberation movement of the Jewish people, founded by Theodore Herzl in the late 19th century, to re-establish a Jewish nation as a solution to the antisemitism Jews faced in Europe. After 1948 until today, Zionism became a reality: a homeland not only to persecuted European Jews, but Jews from all over the globe, including Jews fleeing persecution from the Soviet Union, the Arab world, Turkey, Iran, and Ethiopia, amongst others. Israel is one of the most diverse countries in the world with over half of its population being from Africa, India, and other areas of the Middle East. The vast majority of Jews around the world identify as Zionists, meaning they support the existence of Israel as a Jewish State in the historic Land of Israel.

The Soviet Union led the effort to link Zionism to racism, basing their accusations on the notorious *Protocols of the Elders of Zion* and arguing that Judaism’s concept of “the chosen people” promoted racial superiority (see *Protocols of the Elders of Zion*). This deliberate slur interpolated and distorted the real meaning of Judaism which explains the Jewish people are ‘chosen,’ or set apart, for special and burdensome religious and social obligations. Other states from Cuba to the Arab world repeated these slurs and criticized Jews and Israel by using the phrase “Zionism is racism,” often taking the discrimination practiced historically against Jews as individuals and employing it against their collective identity.



Figure Z1

A protest sign equates the State of Israel with the Nazi swastika.

Criticizing specific Israeli government policies as discriminatory or racist is not antisemitic. However, saying “Zionism is racism,” a phrase which itself is a racist and religious distortion, conveys that the Jewish people — unlike all other people in the world — do not have a right to self-determination. The phrase also denigrates the Jewish State and belittles the diversity of Jewish life in Israel. Famed Soviet Nobel Peace Laureate Andrei Sakharov warned that this resolution would “contribute to antisemitic tendencies in many countries by giving them the appearance of international legality.”

Following the brutal Hamas attack on Israel in October 2023, Jews and “Zionists” were falsely characterized as “Nazis” and “racists.” Antisemitic attacks surged online and had offline consequences as Jews were harassed and physically attacked all over the world in the streets, at Jewish institutions, and at pro-Israel rallies, amongst other places.



Figure Z2

A post claiming Israel will turn the European Union into a “Zio puppet” (see *puppet master*).

Zionist / “Zio”

noun / 'zīənəst / 'zīō /

: a supporter of Zionism; a person who believes in the development and protection of a Jewish nation in its historic homeland of Israel

WHEN IT’S ANTISEMITIC:

Zionism is a movement and ideology to reestablish and support the existence of a Jewish state in the Biblical Land of Israel. A Zionist is someone who supports Jews’ right to self-determination in their historic homeland and Israel’s right to exist. However, antisemites often use “Zionist” or “Zio” as shorthand for “Jew,” while many antisemites attempt to cloak their hate by claiming to be merely “anti-Zionists” (see *Figure Z2*). Notably, anti-Zionism — the belief that the Jewish people do not have the right to a national home in their ancestral homeland (e.g. that the State of Israel should not exist) — is itself widely believed by Jews and non-Jewish allies to be a form of antisemitism.

Anti-Zionism can also spread antisemitic conspiracy theories. For example, referring to Zionism and Judaism interchangeably blames Jewish people for the actions and policies of the State of Israel, which furthers conspiracy theories about control and world domination. This was a common practice during the onset of the COVID-19 pandemic, in which claims that Jews were intentionally spreading the virus were accompanied by accusations of Zionists — describing both Israeli companies and Jewish CEOs of major corporations — of profiting off of the vaccine.

Zionist Occupied Government (ZOG)

conspiracy /'zīə,nɪzt 'äkyə,pīd 'gəvər(n)mənt (zōg) /

: white supremacist belief declaring the U.S. government is controlled by Jews

WHY IT'S ANTISEMITIC:

ZOG is a white supremacist theory that believes Jews (“Zionists”) secretly control Western politics (see *conspiracy theory, control*). The term first appeared in the 1970s in the U.S. and is found on white supremacist sites such as Aryan Nations and National Alliance. By manipulating Western governments, antisemites claim ZOG controls the world economy, limits free speech, confiscates land, and usurps military and police forces. The phrase “Zionist occupiers” is also used by antisemites on the far-left and by Islamists, seeking to destroy Israel.



Figure Z3

A post linking CNN and BCC with “ZOG Affiliated Media.”

CONCLUSION

While this glossary is by no means an exhaustive account of all the antisemitism present in our world, it captures the most commonly used tropes and conspiracies. After all, antisemitism is an ever-evolving threat, as are the most widely used tropes that help it spread. Antisemitism continues to pose a direct threat to democracy, democratic values, and human rights. It is a problem for Jews and — even more critically — for non-Jews to solve. On the final few pages, you will find critical resources to define antisemitism and learn how to report it. Because antisemitism is a societal issue, join us in raising awareness, reporting the problem, and helping elevate the debate on confronting this menace.

[AJC.org/TranslateHate](https://ajc.org/TranslateHate)

Defining Antisemitism

The purpose of *Translate Hate* is to provide visuals and explanations of the diversity of sources of contemporary antisemitism. Recognizing and defining antisemitism go hand in hand. The tropes and themes referenced here are all encompassed within the authoritative International Holocaust Remembrance Alliance (IHRA) Working Definition of Antisemitism, recommended by the European Council, the European Parliament, the UN Secretary General, the Organization of American States, and dozens of governments around the world, including the United States. To effectively fight antisemitism, we must define it. While “alternative” definitions of antisemitism have emerged, these versions, debated and promoted primarily within academic circles, focus almost exclusively on defending anti-Israel and anti-Zionist expressions. More importantly, they lack the practical applicability that has made the IHRA Working Definition so useful.

Here is the definition in full:

On 26 May 2016, the IHRA Plenary decided to adopt the following non legally binding working definition of Antisemitism:

Antisemitism is a certain perception of Jews, which may be expressed as hatred toward Jews. Rhetorical and physical manifestations of antisemitism are directed toward Jewish or non-Jewish individuals and/or their property, toward Jewish community institutions and religious facilities.

To guide IHRA in its work, the following examples may serve as illustrations:

Manifestations might include the targeting of the state of Israel, conceived as a Jewish collectivity. However, criticism of Israel similar to that leveled against any other country cannot be regarded as antisemitic. Antisemitism frequently charges Jews with conspiring to harm humanity, and it is often used to blame Jews for “why things go wrong.” It is expressed in speech, writing, visual forms and action, and employs sinister stereotypes and negative character traits.

Contemporary examples of antisemitism in public life, the media, schools, the workplace, and in the religious sphere could, taking into account the overall context, include, but are not limited to:

- Calling for, aiding, or justifying the killing or harming of Jews in the name of a radical ideology or an extremist view of religion.
- Making mendacious, dehumanizing, demonizing, or stereotypical allegations about Jews as such or the

power of Jews as collective — such as, especially but not exclusively, the myth about a world Jewish conspiracy or of Jews controlling the media, economy, government or other societal institutions.

- Accusing Jews as a people of being responsible for real or imagined wrongdoing committed by a single Jewish person or group, or even for acts committed by non-Jews.
- Denying the fact, scope, mechanisms (e.g. gas chambers) or intentionality of the genocide of the Jewish people at the hands of National Socialist Germany and its supporters and accomplices during World War II (the Holocaust).
- Accusing the Jews as a people, or Israel as a state, of inventing or exaggerating the Holocaust.
- Accusing Jewish citizens of being more loyal to Israel, or to the alleged priorities of Jews worldwide, than to the interests of their own nations.
- Denying the Jewish people their right to self-determination, e.g., by claiming that the existence of a state of Israel is a racist endeavor.
- Applying double standards by requiring of it a behavior not expected or demanded of any other democratic nation.
- Using the symbols and images associated with classic antisemitism (e.g., claims of Jews killing Jesus or blood libel) to characterize Israel or Israelis.
- Drawing comparisons of contemporary Israeli policy to that of the Nazis.
- Holding Jews collectively responsible for actions of the state of Israel.

Antisemitic acts are criminal when they are so defined by law (for example, denial of the Holocaust or distribution of antisemitic materials in some countries).

Criminal acts are antisemitic when the targets of attacks, whether they are people or property — such as buildings, schools, places of worship and cemeteries — are selected because they are, or are perceived to be, Jewish or linked to Jews.

Antisemitic discrimination is the denial to Jews of opportunities or services available to others and is illegal in many countries.

How to Report Hate

REPORT HATE ON SOCIAL MEDIA

We can all play a role in reducing online hate. Don't be silent when you see an instance of antisemitism or other forms of hatred on social media. Report it to the platform directly.

1. Tap options symbol (dots, arrow, carrot) on the post, profile, or comment.
2. Tap Report.
3. Select the reason (hateful conduct, hate speech, inappropriate) as listed on the platform.

Not seeing what you're looking for? Find more direct information from [X](#)¹ (formerly Twitter), [Facebook](#)², [Instagram](#)³, [TikTok](#)⁴, [YouTube](#)⁵, and [Snap](#)⁶.

Help.twitter.com then click "Safety and Security" then "Report Abusive Behavior"

Facebook.com/Help then click "Policies and Reporting" then "Reporting Abuse"

Help.Instagram.com then click "Safety and Security" then "How to Report" then "Report Abuse"

Support.tiktok.com then click "Safety" then "Report a Problem"

Youtube.com, on the video page click "Settings" or "More" (three dots) and then "Report"

Help.snapchat.com then click "staying safe" then "Staying safe" then click "Reporting abuse or safety concerns"

But what if the platform doesn't take it down? If the post violates platform policies, try to appeal it. While we may not be able to remove all antisemitic posts, we can and will have our voices heard. With every report, we shed light on antisemitic behavior — getting us a step closer to stopping it.

REPORT HATE IN YOUR COMMUNITY

Talk to Law Enforcement

Check www.justice.gov/action-center/report-crime-or-submit-complaint⁷ for help on reporting hate crimes and incidents to your local police and the FBI.

How to report antisemitism to the police:

1. If you experience or witness an antisemitic attack or incident, call 911 — even if it's not an emergency.
2. The 911 dispatcher will alert an officer on duty, who will come to you to document the bias-motivated incident or crime. A hate incident is bias-motivated but falls below the threshold of a crime, such as an insult or the dissemination of hateful content in public places.

¹ help.twitter.com/en/forms/safety-and-sensitive-content/abuse

² www.facebook.com/help/www/181495968648557?ref=u2u

³ help.instagram.com/165828726894770

⁴ support.tiktok.com/en

⁵ www.youtube.com/howyoutubeworks/policies/community-guidelines/

⁶ help.snapchat.com/hc/en-us/articles/7012399221652-How-to-Report-Abuse-or-Illegal-Content-on-Snapchat

⁷ www.justice.gov/action-center/report-crime-or-submit-complaint

3. If reporting a crime, an officer will collect your personal information such as name, date of birth, and contact information.
4. Your contact information will be given to a hate crime detective or Jewish officer liaison, who will be in touch with you directly.

Talk to the Department of Justice (DOJ)

Hate crime incidents:

1. Bias-motivated hate crimes should first be reported to your local police station. A hate crime is a crime of prejudice or bigotry that occurs when an offender targets someone because of one or more of their characteristics or religious beliefs.
2. Once reported to local law enforcement, hate crimes can be reported online to the FBI [here](#)⁸, by phone at 1-800-CALL-FBI (1-800-225-5324), or to your [local FBI field office](#)⁹.
3. The FBI may reach out to you for more information as they investigate the crime.

Non-crime hate incidents:

1. Any incident can be reported to DOJ's Civil Rights Division.
2. File a report of a civil rights violation [here](#)¹⁰.
3. Once a report is filed, outcomes can include DOJ:
 - a. Following up for more information
 - b. Starting a mediation or investigation
 - c. Directing you to another organization for further help, or
 - d. Informing you that they cannot help.

Talk to the Department of Education (ED)

ED's Office for Civil Rights has a [homepage](#)¹¹ detailing how to File a Discrimination Complaint within the department.

1. File a complaint by fax or written mail to [your nearest OCR enforcement office](#)¹² or by email to ocr@ed.gov. File a complaint online using OCR's [complaint assessment system](#)¹³.
2. Regardless of forum, complaints should include:
 - a. The complainant's name, address and, if possible (although not required), a telephone number where the complainant may be reached during business hours;
 - b. Information about the person(s) or class of persons injured by the alleged discriminatory act(s) (names of the injured person(s) are not required);

⁸ tips.fbi.gov/home

⁹ www.fbi.gov/contact-us/field-offices

¹⁰ civilrights.justice.gov/report

¹¹ www.ed.gov/laws-and-policy/civil-rights-laws/file-complaint/discrimination-form-us-department-of-education

¹² ocrcas.ed.gov/contact-ocr

¹³ <https://ocrcas.ed.gov/>

- c. The name and location of the institution that committed the alleged discriminatory act(s); and
 - d. A description of the alleged discriminatory act(s) in sufficient detail to enable OCR to understand what occurred, when it occurred, and the basis for the alleged discrimination (race, color, national origin, sex, disability, age)
3. Submit in a timely manner: A complaint must be filed within 180 calendar days of the date of the alleged incident. In some cases, OCR can extend filing time for good cause shown under certain circumstances.

WHAT YOU CAN DO WHEN INCIDENTS OF HATE OCCUR

- Report it.
- Speak out and be an ally. Consider a prompt, public statement of condemnation to signal that online hate is unacceptable.
- Use [*Translate Hate*](#)¹⁴ to explain why a post is antisemitic.
- Hold the perpetrator accountable and demand a public apology. Work to restore civility to the public discourse.
- Reach out personally to those affected by antisemitism and hate to show solidarity.
- Participate in coalitions and educate others about antisemitism.
- Advocate for measures that help reporting and prosecution of hate crimes.
- Support funding for Jewish community security needs.

¹⁴ [AJC.org/TranslateHateGlossary](https://ajc.org/TranslateHateGlossary)

