

# #TRANSLATE HATE

**STOPPING ANTISEMITISM STARTS  
WITH UNDERSTANDING IT**



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

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## The Translate Hate Glossary

Antisemitism is the hatred of Jews. But it manifests itself in so many ways. It includes medieval blood libel claims rooted in Christianity and twentieth century 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.

This glossary offers a comprehensive list of terms and expressions that will help you recognize antisemitism when you see it. And once you recognize it, you can become part of the global effort to fight it—and eliminate it.

# B

## **blood libel**

**noun** \ 'blēd 'lī-bal \

: 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 and pastries—an association linked to the ancient accusation that Jews are to blame for the death of Jesus (see *scapegoat*).

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

As the longest-standing form 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.

Home > Israel News

## **Belgian Trade Union Boss Says Israel Kills Palestinian Kids for Their Organs**

News site deletes organ accusation from column but retains charge that Israel is 'murdering' and 'kidnapping' Palestinian children

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A university lecturer and senior executive of one of Belgium's main trade unions wrote that Israel poisons Palestinians and kills their children for their organs.

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**Figure B1**

A headline from October 2018 referencing a blood libel charge of Israel murdering Palestinian children for their organs.

# C

## **clannish**

**theme** \ 'klānēSH \

: 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*).



Replying to [ShmuelCPS](#)

[ShmuelCPS](#) in addition to which they pretty much have their own economy because Jewish business only do business with other Jews

[ShmuelCPS](#)

Follow

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The nearly 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.

## 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.

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*). This trope was central in the rise of Nazism and is 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*).

## control

**theme** \ kən'trōl \

: power or authority to guide or manage

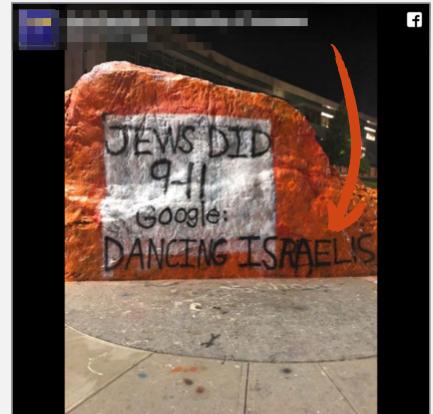
### WHEN IT'S ANTISEMITIC:

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*).

These myths of control portray Jews as secret puppet masters manipulating the world's economies and governments to enrich themselves and further their own hidden global agenda (see *Figure C4*).

For centuries, antisemitic propaganda spread the idea that rich, influential Jews are behind the scenes furthering their plans of world domination.

REFERENCING RUMOR OF  
CELEBRATIONS FOLLOWING 9/11

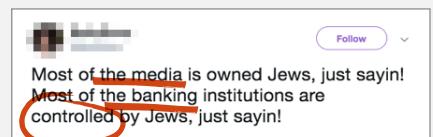


chapter stands firmly against this hate. We are sick and tired of University of Tennessee constantly doing nothing to address this. This happens time and time again and all the university has said is "this is unacceptable". asks the Greek community to share this on their stories and to tag the University. It's time something is done about this. Our chapter stands against hate of all forms, and simply want action to be taken. We ask that alumni, fr... See More

1 577 620 2.7K

**Figure C2**

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 C3**

A tweet shared in October 2019.

## 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.

## 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 C6*).

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 *New World Order*).

More recently, antisemites such as Louis Farrakhan have referred to Jews as "termites," likening them to unwanted pests who multiply rapidly, take over, and destroy everything they touch.

D

## dual loyalty

**noun** \ 'd(y)oōēl 'loiēltē \

: 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



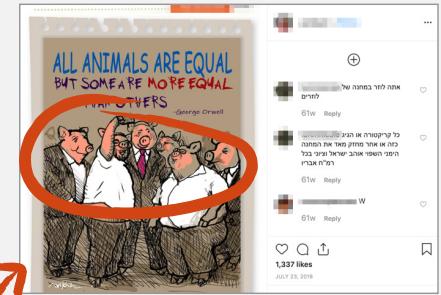
**Figure C4**

A 4chan post from "Q Clearance Patriot" as part of the QAnon conspiracy theory, shared in November 2017.



**Figure C5**

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



**Figure C6**

An antisemitic cartoon shared on Instagram in July 2018.

**ANTISEMITIC CARICATURES MOCKING PRIME MINISTER BENJAMIN NETANYAHU AND LIKUD LAWMAKERS**

point of questioning his or her trustworthiness or loyalty to the United States.

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” undermining our country. 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 (see *Figure D1*).

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 Yair Rosenberg (see *Figure E2*).



**Figure D1**

A tweet shared in February 2019.



**Figure E1**

A tweet shared in September 2016.



**Figure E2**

A tweet shared by Yair Rosenberg in June 2016.

# G

## globalist

**noun \ 'glōbəlist \**

: 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.



**Figure G1**  
A tweet shared in March 2018.

## “The Goyim Know”

**meme \ t'hə 'gī-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.

Typically paired with offensive images of a stereotypical Jew talking on a phone or holding a shocked expression (see *Figure G2*), this meme is widely used by white supremacists and other antisemites—on sites like 4chan and 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.



**Figure G2**  
An example of the popular “The Goyim Know. Shut It Down.” meme.

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, Virginia.

## 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. From Shakespeare's sinister Jewish merchant caricature and Nazi propaganda on Jewish economic control to Rothschild schemes of world domination (see *Jewish figures*), the antisemitic trope of greed can be found in everything from pop culture to deep-web conspiracy theories.

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 G4*).

## H

## Holocaust denial

**theme** \ hō-lə-kost di-'nī(-ə)l \

: 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:

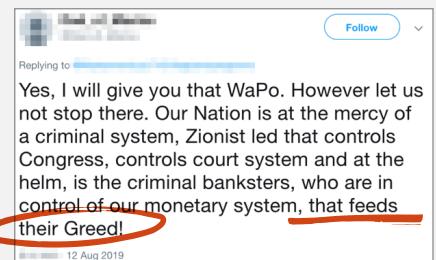
Despite endless historical facts, Holocaust denial and distortion spread the false idea that Jews invented or exaggerated the Holocaust, including the diary of Anne Frank, Nazism's intent to massacre Jews, the use of gas chambers in concentration camps, and the murder of millions of Jews (see *Figure H1*). The Holocaust may be among the most documented events in modern history and thousands of eyewitnesses are still among us, yet Holocaust deniers still make these assertions.

And even when antisemites don't deny the Holocaust, they have used it to attack Jews by comparing the horrors of 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



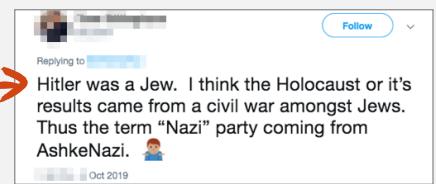
**Figure G3**

An example of the popular “The Goyim Know” meme.



**Figure G4**

A tweet shared on August of 2019.



**Figure H1**

A tweet shared in October 2019.



**Figure H2**

A tweet shared in November 2013.

and distorts 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 6 million Jews during the Holocaust, or comparing the Israeli Defense Forces to the Nazi army (Wehrmacht), is a form of Holocaust denial. 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.

## Illuminati

**noun** \ i-lü-mä-'nä-tē \

: groups or persons claiming special religious enlightenment

### WHEN IT'S ANTISEMITIC:

According to conspiracy theorists, the “hidden hand” behind every conflict, war, and rebellion in modern times has been Illuminati Jews plotting to create a New World Order (see *New World Order*); as the force behind global capitalism, Jewish bankers, namely the Rothschild family, infiltrated and seized control of the Illuminati—turning it into a treasonous secret society with one purpose: to serve the Jewish elites.

This stance on the Illuminati conspiracy theory and the Freemason-controlling Jews is 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*).

## New World Order Orchestrated Protests

The protests that have rocked the Middle East have found their way to the Midwest, as problems from a bad global economy has sparked these demonstrations. Radio Host Alex Jones believes the protests were orchestrated by the New World Order and use this as fury in the streets to roll in another layer to the police state.



**Figure I1**

A headline referencing the New World Order from February 2011.

DOLLAR TRIANGLE =  
ILLUMINATI TRIANGLE  
↓  
TWO TRIANGLES CREATING THE STAR OF DAVID  
↓  
"ASNOM" ANAGRAM FOR MASON

## Jew down

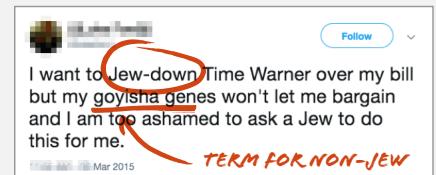
**verb** \ joō doun \

: 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.

The common, mainstream use of antisemitic terms, like Jew down, plays a dangerous role in normalizing antisemitism and



**Figure J1**

A tweet shared in March 2015.

reinforcing conspiracy theories in the minds of antisemites.

## “Jewish features”

**theme** \ 'joōiSH 'fēCHərs \

: antisemitic stereotypes that focus on physical features or characteristics

### WHY IT'S ANTISEMITIC:

Large curved noses. Curly hair. Horns. Dark eyes with drooping eyelids. For centuries, Jews have been depicted as having exaggerated or grotesque facial features (see *Figure J2*). 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—and they perpetuate the antisemitic notion that base motives are revealed in ugly features.

## Jewish figures

**theme** \ 'joōiSH 'fi-gyərs \

: 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. 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 *Figure J3*).



**Figure J2**

A social post, from August 2017, sharing an antisemitic cartoon using offensive, stereotypical Jewish features.



**Figure J3**

A tweet shared in January 2018.

# K

## Khazars

**people** \ kə'zär \

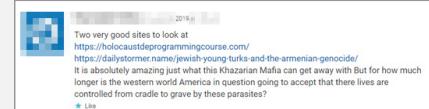
: a people once existing as a nation in the Caucasus and southeastern Russia

### WHEN IT'S ANTISEMITIC:

In the 6th century CE, the Khazar—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.

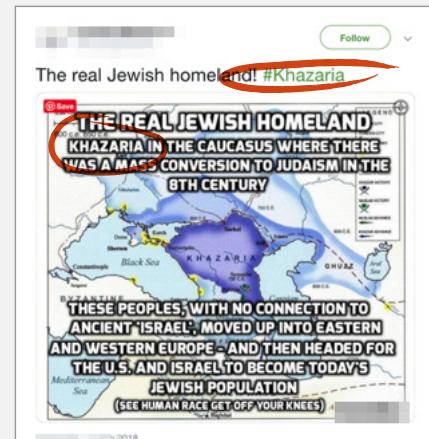
By the 8th or 9th century, antisemitic conspiracy theories began forming around the Khazars reported conversion to Judaism. This spurred antisemitic beliefs that they were building a secret empire which sought widespread control through financial gains (see *Figure K1*).

Given that the Khazars are descendants of Eastern Europe, antisemitism against Ashkenazi Jews—Jews descending from Eastern Europe—pushes the conspiracy that they are not “real Jews” and are working to infiltrate other nations on a quest for world domination. The Khazar trope is also used to undermine the Jewish connection to Israel, and therefore Israel’s right to exist, as they are Jews who originated from the northern Caucasus region and were part of the western Turkic empire—and not Israel (see *Figure K2*).



**Figure K1**

A social post from June 2019.



**Figure K2**

A tweet shared in February 2018.

## kosher tax

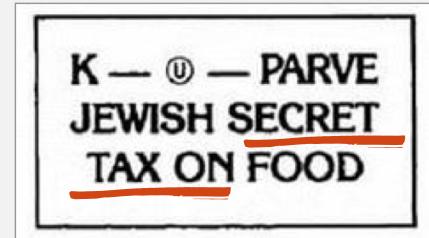
**conspiracy** \ 'kō-shər 'taks \

: 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 **K** and **U**.

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.



**Figure K3**

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

# N

## New World Order

**conspiracy** \ 'nü 'wər(-ə)ld 'or-dər \

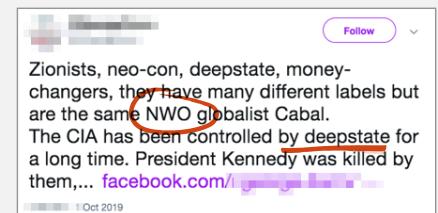
: the conspiracy of a small group of powerful individuals working in secret to establish all-powerful control

### 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.

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.

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*).



**Figure N1**

A tweet shared in October 2019.

# P

## Protocols of the Elders of Zion

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

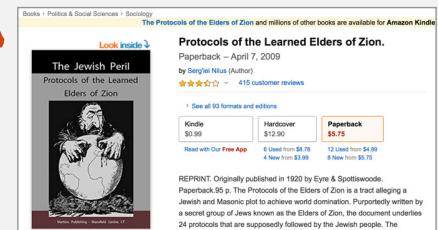
: a fraudulent document attributed to the secret police of Tsarist Russia, first disseminated in the early 20th century and still circulated today, that serves as a pretext and rationale for antisemitism

### WHY IT'S ANTISEMITIC:

*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.

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



**Figure P1**

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

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.

Today, *Protocols of the Elders of Zion* can still be found in translation across the world (see Figure P1)—including in many Arab nations where it's sold as an authoritative text.

# S

## scapegoat

**theme** \ 'skāp-,gōt \

: one that bears the blame for others

### WHEN IT'S ANTISEMITIC:

The story of the scapegoat is derived from the book of Leviticus in the Torah, and is translated from the Hebrew word ‘ăzāzēl, meaning "absolute removal." It is said that every year on Yom Kippur, collective grievances and sins are placed onto a physical goat that is sacrificed, as a symbol of the washing away and casting aside of wrongdoing.

Antisemites have been using Jews as "scapegoats" for thousands of years, blaming them for decide, the murder of Christ, and even the Plague in the Middle Ages (see Figure S1). Over the past several hundred years, antisemitism has slanderously assigned blame to Jews for world events such as Germany's loss in WWI—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.

## silencing

**theme** \ 'sīlənsiNG\

: prohibit or prevent from speaking

### WHY 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 gain sympathy and 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.

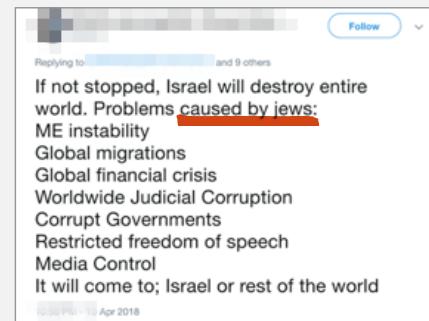
### Catholic school condemns chants of 'You killed Jesus' at Jewish opponents

Catholic Memorial school near Boston admits it is 'deeply disturbed' after fans chanted 'You killed Jesus' against team with a large number of Jewish students



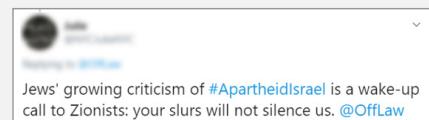
**Figure S1**

A headline from March 2016 reporting on an antisemitic chant that broke out during a high school basketball game.



**Figure S2**

A tweet shared in April 2018.



**Figure S3**

A tweet shared in June 2014.

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.

## smirking merchant

**meme** \ t'hə 'smérkiNG 'mér-chént \

: 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—on popular sites like 4chan, 8chan, and Gab.



**Figure S3**

Antisemitic Facebook comment using the smirking merchant meme.

## Zionist

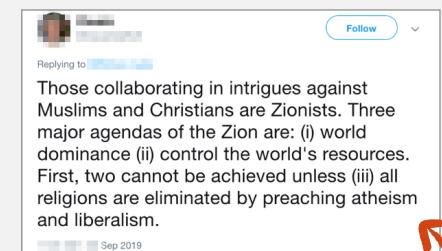
**noun** /'zīənəst/

: 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 traditional term to describe the aspirations of the Jewish people to reestablish a state in the Biblical Land of Israel. However, today “Zionist” and anti-Zionist language are often used pejoratively. 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.” Notably, anti-Zionism—the belief that the Jewish people have no right to a national home in its ancestral homeland and that the State of Israel should not exist—is itself widely believed by Jews 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 (see *Figure Z1*).



**Figure Z1**

A tweet shared in September 2019.

1. LABELLING JEWS AS "THE OTHER"
2. WIDELY USED ANTISEMITIC CONSPIRACIES
3. USING JEWS AS A SCAPEGOAT

## How to Report Hate

### REPORT HATE ON SOCIAL MEDIA

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 [Twitter](#), [Facebook](#), and [Instagram](#).

But what if the platform doesn't take it down? We may not be able to remove all antisemitic posts, but 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 [this resource](#) for help on reporting hate crimes and incidents to your local police and the FBI.

#### Urge Congress to Improve Hate Crime Reporting

[Join us in advocating for legislation](#) that improves the FBI's ability to more accurately track hate crimes.

## Conclusion

Antisemitism is an ever-evolving threat, as are the most widely used tropes that help it spread. While it's our aim to raise public awareness of common forms of antisemitism and elevate the debate on confronting this menace, this glossary is by no means an exhaustive account of all the antisemitism present in our world.

[AJC.org/TranslateHate](#)

 **AJC** Global Jewish Advocacy  
American Jewish Committee



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Advocacy  
American Jewish Committee