

# ANTISEMITISM POLICY TRUST

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## GLOSSARY OF ANTISEMITIC TERMS

# Foreword

Antisemitism is a pernicious form of racism that has existed for thousands of years and continues to infiltrate modern life: on social media, in politics and beyond. Despite its longevity, it continues to evolve and adapt as time goes on. With the onset of social media, new dialects and the proliferation of meme culture, the way in which antisemitism presents itself today is vastly different from previous generations. It can be difficult to keep up with this ever-changing landscape of anti-Jewish racism. So, we have created this guide which, though unlikely to be completely exhaustive, will be regularly updated as new terms emerge to provide a comprehensive picture of antisemitism.

This glossary focuses on antisemitism specifically. For a wider array of adjacent terms of interest, the US-based Anti-Defamation League has a searchable index on its website: <https://extremismterms.adl.org/search>

What follows are a number of examples of prominent antisemitic words or phrases, with an explanation as to their meaning. At the end of the document is a wider list of antisemitic terms, or words that might appear adjacent to, or add antisemitic meaning to a word which should be considered, for example, when programming AI machinery.

## Anudda Shoah

'Shoah' is a Hebrew word that means 'catastrophe' and is commonly used as a synonym for the Holocaust.

The phrase 'anudda Shoah' is often used to suggest that Jewish people invoke the Holocaust in inappropriate situations and that its impact is exaggerated.

The vernacular is designed to mock a Yiddish accent and demean Jewish people and their concerns. It is written as though a Jewish person is saying, 'another Shoah', such as 'This is so bad, it's like annuda Shoah!'

## ((echo)))

The 'echo' or multiple parentheses is a way to subtly denote someone's Jewishness in an online space. When a person's name or a term is surrounded by three sets of parentheses, the inference is that that word has a Jewish background or may be controlled by the Jews.

This term originated in a neo-Nazi blog called 'The Right Stuff' with the echo being used to symbolise that the historic actions of Jews cause their names to 'echo throughout history'. Each parenthesis represents Jewish involvement in mass media, mass immigration and global Zionism.

There has been a movement to 'reclaim' the parentheses, so in some instances Jewish people have 'self-identified' as Jewish using these symbols.

## Globalist

This term can be used as an antisemitic dog whistle, often as a descriptor of Jewish people.

A 'globalist' is someone who believes that economic and foreign policy should be approached in an international way, as opposed to following the interests of a specific country.

When Jewish people are described as 'globalists', there is an insinuation that they may be more loyal to a worldwide order (global economy, international political system) than the country in which they live. This is reminiscent of the antisemitic trope of dual loyalty, which purports that Jewish people are not loyal to their country of origin, instead having loyalty to Israel or some nefarious entity. The 'globalists' are believed to be destroying Western society using their allegiance to international corporations.

Other words or phrases that may fit into this category include 'elite', 'establishment', 'New World Order' and 'cultural Marxism' for more information on this, see the [Antisemitism Policy Trust's guide to this phrase](#).

## Gorillion

This is a slang term used to refer to an unspecified large number of something. In this context, it is used as a form of Holocaust denial, to minimise the number of Jews that were murdered in the Holocaust. People might say that six 'gorillion' Jews were killed to mock victims and insinuate that Jewish people have overstated the number of people who died in the Holocaust.

## Happy merchant



This is a name given to the caricature of a Jewish man that is often used in antisemitic contexts online. The image is grossly stereotypical, with a large nose, Jewish head covering and curly hair. The merchant is smiling and rubbing his hands together with glee, indicating his greedy and scheming nature.

This image originated in 2001 as part of a racist cartoon by infamous cartoonist A. Wyatt Mann and has since been used in a variety of antisemitic contexts online.

Variations of the image have been posted online, including the Merchant as a woman or as Pepe the Frog. For more information on this, see the [Antisemitism Policy Trust's guide to cryptocurrency](#).

## Heeb/Hebe

This is a slang abbreviation of the word 'Hebrew', sometimes used as an antisemitic slur to refer to Jewish people.

This has since been reclaimed by some Jewish people as a form of pride and empowerment, such as the Jewish website and magazine entitled 'Heeb'.

## Holohoax (Hologoax, Holocough)

This is a term used by Holocaust deniers to indicate that the Holocaust did not happen, that it was a 'hoax'.

Holocough was a movement developed on the far-right during the Covid-19 pandemic seeking to either blame Jews for the virus or organise to spread it to Jewish communities.

## Hymie

This is an offensive slur used to refer to a Jewish person. It originated in the 1950s as an abbreviation of the common Jewish name 'Hyman'.

## 'Jew' as a verb

The word 'Jew' is used as a verb in various contexts. 'To Jew down' means to bargain with someone to reduce the price of something. In gaming, a 'Jew Goal' in an online footballing context, is a scenario in which someone seeks to benefit from someone else's work and take credit. Similarly, 'to Jew' can mean to hoard money and act in a cheap or stingy manner.

This term emanates from age-old antisemitic stereotypes of Jewish people being cheap or stingy. The association of Jewish people and money also emerged as Jewish people were often forced into money-lending positions in the medieval times. This is because Christians were forbidden from charging interest according to interpretations of the Bible, making the Jews perfect money-lending candidates.

The use of 'Jew' as a verb is now seen as disparaging and offensive, with many dictionaries being amended to reflect this.

## Jew-ish

This is a term sometimes used in a comical manner by people suggesting that something or someone is only partly Jewish.

However, it is also used in an antisemitic context to suggest that the modern Jewish community has no real connection to the Israelites of the Bible and that they are therefore not real Jews, but 'Jew-ish'.

This belief is propagated by groups such as the Black Hebrew Israelites who believe that African Americans are the true descendants of the Israelites. Various sects of this group have been criticised for historical revisionism as well as antisemitism.

## Jewish Question/JQ

Concerns about the 'Jewish question' emerged in the 1800s as some Europeans claimed that the problematic nature of the growing Jewish population needed to be 'solved' somehow. This culminated in the Holocaust, with the Nazis inventing the 'Final Solution' to solve the 'Jewish

question' once and for all and exterminate all Jewish people. This phrase is used today or abbreviated as 'JQ' to indicate that there remains a problem with the Jewish population that needs to somehow be solved.

## Jews Will Not Replace Us

This is a white supremacist slogan alluding to the 'Great Replacement Theory'. This is the idea that the white race is being threatened by an influx of non-white immigration which is being engineered by the Jewish community. The slogan insists that this replacement will not be successful, and that the white race will never be eradicated by the Jews.

This phrase was most notably chanted in the white supremacist 'Unite the Right' rally in Charlottesville, Virginia in August 2017, in which 3 people died.

## Joo

An alternative way to spell 'Jew' so as not to be detected by searches or algorithms programmed for the word 'Jew'.

## J woke

This is a term used by antisemites to indicate that someone has been 'woken up' to the issue and now possesses antisemitic views.

## Khaybar khaybar ya yahud

The chant 'Khaybar, Khaybar Ya Yahud' in its shortened version also appears as "Khaybar, Khaybar Ya Yahud, Jaish Mohammed Sauf Ya'ud." This translates to "Khaybar Khaybar oh Jews, the army of Mohammed is returning." The chant is a reference to a massacre of Jews by an Arab army led by Muhammad that took place in Khaybar in Arabia in 628CE.

The chant calls for Jews to remember the massacre, warning that the 'army of Muhammad' is returning. It targets Jews as a race and it serves as a threat, or an expression of support for the killing of Jews. It falls within the globally agreed IHRA definition of antisemitism (subject to individual contexts in which it is used). It also has been found to be in contravention of laws against inciting racial hatred under section 18 of the Public Order Act.

## Khazars/Khazarian mafia

The Khazars were a nation once living in the Caucasus and southeastern Russia. There is a theory that they converted to Judaism in the eighth century and, as such, that Ashkenazi Jews are their descendants.

This has been used to delegitimise the Jewish claim to the State of Israel, as it suggests that Jews have no indigeneity in this land, instead originating in the Turkic empire. The term 'Khazarian Mafia' is also sometimes used as a derogatory term for Jewish people, especially in connection with conspiracies such as 9/11.

## Kike

This is an offensive slur for a Jewish person which is widely regarded as a form of hate speech.

This term has many possible origins. One theory is that it came from Jewish immigrants at Ellis Island who signed their forms with a circle ('kikel' in Yiddish) as opposed to an 'x', which they associated with Christianity. Immigration officers began referring to Jewish people as 'kikels', which later became 'kike'.

Other possibilities are that it was an appropriation of the common Hebrew name 'Isaac' or of Russian Jewish surnames which often ended in 'ki'.

Whatever the origin, it has endured as an incredibly offensive term and should be avoided at all costs.

## Muh Holocaust

This is an antisemitic phrase that accuses Jewish people of regularly mentioning the Holocaust in order to distract from other issues or gain sympathetic attention.

This evolved from a broader meme which used the word 'Muh' to refer to people being vocal about a variety of subjects, from gun control to civil liberties, e.g. 'Muh freedoms'.

## Open Borders for Israel

This is an idea that is prevalent in far-right circles, suggesting that it is hypocritical that the population of Israel is majority Jews while Diaspora Jews are manipulating immigration policy to undermine the white race (the Great Replacement Theory). They believe that there should be 'open borders' in

Israel in order to undermine the Jewish majority there, in the same way that they see Jewish people doing with the white majority across the world.

This, alongside 'Jews will not replace us', was a rallying cry at the white supremacist 'Unite the Right' rally in Charlottesville, Virginia in August 2017.

### Pieces of silver/30 pieces of silver

In the Bible, it is believed that Judas betrayed Jesus for 30 pieces of silver, leading to his crucifixion. Throughout history, an antisemitic conspiracy theory that the Jewish people were responsible for Jesus's death has prevailed. In 1965, the Second Vatican Council released a declaration asserting that no Jews today, and not all Jews during the time of Jesus, were responsible for his crucifixion. More recently, Pope Benedict 16th reaffirmed that Jews were not collectively responsible for the death of Jesus. Despite this, this idea persists, and the 'Pieces of silver' are used as a dog whistle to allude to Jewish betrayal and greed.

### Rothschild

The Rothschild family is a wealthy Jewish family from Frankfurt that rose to prominence after the establishment of their banking business. They have been at the centre of a number of conspiracy theories for years. Some believe that the family controls the world's financial institutions or has influence over national events in the interest of world domination. They are blamed for a number of historical events and conflicts. In modern discourse, the word 'Rothschild' is sometimes used as an antisemitic dog whistle to refer to Jewish people or to allude to Jewish power and control.

### Sheeny

This is an offensive slur used to refer to a Jewish person, also sometimes used colloquially to mean a cheat or fraudster, continuing the antisemitic association of Jewish people with dishonesty. This arose as an antisemitic term in 19th century London.

### Sieg Heil

This is a German phrase, translating to 'Hail Victory' that was frequently used as a slogan at rallies in Nazi Germany. It is used by some neo-Nazis today as a callback to that era and the supremacy of the Nazis.

## Small hats/Small hat people

This is a term used to refer to Jewish people in a coded manner. The 'small hats' to which they refer are the kippot/yarmulkes/skull caps which are worn by Orthodox Jewish men and some women.

## Soros/George Soros

George Soros is a Hungarian-American Holocaust survivor. He is a generous philanthropist known for funding many progressive causes. Soros is frequently targeted with antisemitic conspiracy theories claiming that he is controlling the global economy or politics, as well as being the mastermind behind mass immigration.

His name is invoked frequently in antisemitic discourse.

## The Goyim Know

This is a popular antisemitic meme which is used to mock Jewish people based on conspiratorial ideas of Jewish people having control. 'Goyim' is a Yiddish term used by some Jewish people to refer to non-Jews. In this context, the idea is that non-Jewish people have discovered a secretive Jewish plot for world domination.

The term 'Goyim' has also been reclaimed by the far-right in antisemitic networks and hate groups, such as the 'Goyim Defense League' which is a white supremacist group.

## Wooden doors

This term is used as a coded form of Holocaust denial. It is a reference to the claim amongst Holocaust deniers that the gas chamber at Auschwitz could not have been functioning as they had wooden doors, which they claim could not have provided an adequate seal or withstood the pressure from victims trying to escape.

## Yid/yiddo

This is an antisemitic slur used to describe Jewish people. It is derived from the ancient Jewish language, called 'Yiddish'.

Fans of Tottenham Hotspur are often referred and self-referred to as 'Yids', both in a pejorative and non-pejorative sense. The term has since been

deemed offensive by the Football Association and its use in this context is largely discouraged.

### Zionist/Zio/Zio-Nazi

The term 'Zionist' is often used in place of 'Jewish' in order to disguise antisemitism as a form of anti-Zionism. In this context, it is used as a pejorative term when it generalises about Jewish people and is invoked in conversations unrelated to Israel.

This can be shortened to 'Zio', 'Zio-Nazi' or various other adaptations of the term to intensify the negative impact or attention it may garner.

### Zyklon/Zyklon B

Zyklon B was the name of the gas used by the Nazis to murder 1 million Jews and others in gas chambers during the Holocaust. This has been adopted by far-right activists who use the word 'Zyklon' to allude to their desire to harm Jewish people or glorify the Holocaust.

### 14

This is used as a reference to the '14 words', a popular white supremacist slogan which reads "We must secure the existence of our people and a future for white children." This is used symbolically even in countries where the translated version of this slogan does not equal 14 words. This slogan was coined by David Eden Lane, a founding member of the white separatist terrorist group called 'The Order'.

### 18

This is the alphanumeric code for Adolf Hitler, in which 1 is 'A' and 8 is 'H'.

### 88

This is used as a shorthand for 'Heil Hitler' by some neo-Nazis. 'H' is the eighth letter of the alphabet, hence 88 symbolises HH or 'Heil Hitler'. This is sometimes combined with 14 as 14/88 or 1488.

## 109/110

This is based on the antisemitic claim that Jews have been expelled from 109 countries. White supremacists use this to indicate that they want the United States to be the 110th country to expel the Jews.

## Emojis

Any glossary of racism in the modern age must include emojis, which are often used as proxies for racist language or epithets.

It is especially important to be mindful of context in these circumstances, as the context in which an emoji is used can drastically change its meaning and impact. There is nothing inherently wrong with using any of the below emojis where they do not pertain to Jewish people or have an intent to cause offence.

### Nose

The nose emoji can become antisemitic when it is specifically targeted at Jewish people online. There is a longstanding stereotype of Jewish people having big noses, compounded by the racist pseudoscience of 'eugenics' that the Nazis used in the Holocaust. They categorised Jewish people as racially inferior due to physical characteristics such as enlarged noses and bone structure. When the nose emoji is levelled at Jewish people with no context or explanation as to its relevance, this can become antisemitic as it feeds into age-old antisemitic tropes and can cause offence.

### Yellow star

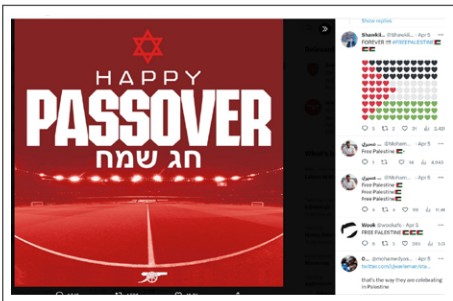
The yellow star emoji can also be used in an antisemitic context. It is well established that the Nazis forced Jewish people to wear yellow stars on their clothing to public demarcate their Jewishness and label them as 'Others'. This was also used in other historical contexts, including by caliphates in the Middle Ages and some European powers in the Medieval period to single out Jewish people.

On its own, the yellow star emoji can have a variety of meanings, including fame, excellence or literal stars. However, when it is directed at Jewish people, it is important to be aware of the consequences that it may have due to its historical significance.

## Palestinian flag

The Palestinian flag can only be considered to be antisemitic in very specific contexts and it is important that this is not misunderstood to reduce free speech or stifle those championing the cause of Palestinian rights.

However, when posts related to Jewish people, festivals or communities are flooded with Palestinian flags in their comment sections, this is problematic. It is completely legitimate to respond to images of the Israeli government or pro-Israel activists with Palestinian flags to express one's discontent. But when this is levelled against Jewish people who have no connection to Israel, or in response to posts that have no reference to Israel, this is when it likely becomes antisemitic. This is because there is an association being made between Jewish people and a foreign power where there may not be any link. According to the IHRA definition of antisemitism, which requires assessment of individual contexts, one should not accuse a Jewish person of loyalty to Israel above that of their native country, and this plays into that trope.



*As an example, when Arsenal football club posted a message wishing Happy Passover to their Jewish fans, the comments were flooded with Palestinian flags.*

## Violent emojis (gun, knife, rope, etc.)

As with any other minority, threats of violence towards Jewish people are not uncommon and these can be expressed through emojis. Any use of violent emojis directed at Jewish people, including weapons etc., must be closely reviewed to see if they are threatening violence towards Jewish people.

## Further Antisemitic Terms

**Non-offensive** = non-offensive in general usage, but can be offensive or antisemitic given context

**Offensive** = offensive, not necessarily antisemitic, although can be given context

**Antisemitic** = always antisemitic, regardless of context

["Context" does not include examples where antisemitic terms are being discussed to describe or highlight antisemitism (i.e. usage must be malicious on the balance of probabilities).]

| Non-offensive        | Offensive   | Antisemitic      |
|----------------------|-------------|------------------|
| 14                   | baby-killer | Anne Frank fake  |
| 88                   | big-nose    | die Jews         |
| apartheid            | bitch       | filthy Jew bitch |
| ash                  | C**t        | gas chamber fake |
| Auschwitz            | F**k        | gas Jews         |
| bankroll             |             | hang Jews        |
| behead (beahead sp?) |             | heeb             |
| blood                |             | Holocaust fake   |
| blood libel          |             | hologoax         |
| blown up             |             | holohoax         |
| bomb                 |             | I hate Jews      |
| burn                 |             | [#]israelhell    |
| cancer               |             | Jew bitch        |
| cut                  |             | Jew devil        |
| dajjal               |             | Jew horns        |
| die                  |             | Jew jokes        |
| drown                |             | Jew nose         |
| elite                |             | Jew smear        |
| establishment        |             | Jew(ish) banks   |

## Antisemitism Glossary

|                      |  |                   |
|----------------------|--|-------------------|
| false flag           |  | Jew(ish) bitch    |
| filthy               |  | Jew(ish) control  |
| gas                  |  | Jew(ish) filth    |
| gas chamber          |  | Jew(ish) media    |
| globalist            |  | Jew(ish) rat      |
| hang                 |  | Jew(ish) roach    |
| harvest              |  | Jewish bitch      |
| heil                 |  | Jewish money      |
| Hitler               |  | Jews [are] cheap  |
| holo                 |  | Jews evil         |
| Holocaust            |  | Jews must die     |
| hook nose            |  | Jews [are] racist |
| hunting season       |  | Joo               |
| I will find you      |  | kike              |
| IHRA                 |  | Kike bitch        |
| I'm going in         |  | kike jokes        |
| I'm going to get you |  |                   |
| I'm watching you     |  |                   |
| Interference         |  |                   |
| Jew                  |  |                   |
| Jewishness           |  |                   |
| Jews                 |  |                   |
| Jihad                |  |                   |
| Judas                |  |                   |
| Jude                 |  |                   |
| Khazar               |  |                   |
| Khazar Jew           |  |                   |

The Antisemitism Policy Trust's mission is to educate and empower parliamentarians, policy makers and opinion formers to address antisemitism. It provides the secretariat to the British All-Party Parliamentary Group Against Antisemitism and works internationally with parliamentarians and others to address antisemitism. The Antisemitism Policy Trust is focussed on educating and empowering decision makers in the UK and across the world to effectively address antisemitism.

## Contact APT



[www.antisemitism.org.uk](http://www.antisemitism.org.uk)



[@antisempolicy](https://twitter.com/antisempolicy)



Antisemitism Policy Trust



[mail@antisemitism.org.uk](mailto:mail@antisemitism.org.uk)

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