

All Key  
Stages



**LET'S  
TALK ABOUT...**

**Misogyny**

Please be aware that there are likely to be different views in the class. You are expected to be respectful in all comments and discussions.

Trigger warnings - misogyny, rape & violence

# Andrew Tate is worth a reported \$700 million, but how does he fund his 'glamorous' lifestyle?



- Publishing videos on TikTok and tweeting deliberately divisive content, Tate set up his own online 'academy' to encourage other men to do the same.
- Young men and boys are targeted and manipulated into joining for £39 a month
- Interestingly, the content is 90% 'self help' and preys on the insecurities of young men offering them 'advice' and 'help' to succeed and earn money.
- Academy members are encouraged to share and repost any Tate videos - hence why you've probably seen them on social media without actually following him.
- Among the 'help' videos is where Tate berates and dehumanises women, among others in society.

# Talk Task 1

## Why are Tate's attitudes harmful to women?

- Tate advocates 'traditional' outdated views of masculinity and femininity and what relationships should look like
- Toxic masculinity and the image of the alpha male is his 'selling point' but this is to the detriment of women
- Michael Kimmel argues that over the past 20 years our world has become more accepting of difference, decentering white men thus leading to Tates 'aggrieved entitlement' - the idea that white men need to claim their power back.
- Tate tries to normalise misogyny and make it seem socially acceptable: the young men interacting with his platform slowly become radicalised. Tate's platform works to radicalise in the same way that Hitler, the Far Right and ISIS used.

### Court upholds arrest of Andrew Tate



/ Brothers Andrew and Tristan Tate remain in Romanian custody on charges of organized crime, human trafficking, and rape.

Once you delve into what Tate preaches to the masses, his social media reach is terrifying. Tate has made comments such as, “**women bear responsibility for rape**”; has compared **women to dogs** and proudly confessed in one video with a fellow YouTuber to being an “**absolute misogynist**”, stating that he was in fact a “realist” and “when you’re a realist, you’re sexist”. The amplification of these views should terrify everyone.

So, what do we do? Well, **deplatforming** is a controversial tool to counter the spread of these ideas, but evidence shows it works. After many social media platforms pulled the plug on Tate’s accounts, **Google searches for his name fell by around 60 per cent**. Subsequently, other creators feared including him in their content in case their accounts would suffer the same fate.



## Talk Task 2

Do you think that Tate should be deplatformed?

Would this have a positive or negative impact on our society?