

WHY IT'S IMPORTANT TO TALK ABOUT TATE



1. We need to acknowledge that Tate is reaching a very young audience of teenage boys - even if we think 'it's definitely not our kids'



2. It isn't about Tate as an individual - he is a current manifestation of a pre-existing culture - it's not enough to just hope he will be forgotten



3. His words and ideas are influential and will be validating harmful ideas to impressionable young people; he is dangerous and has incited violence



4. There is a clear link between his ideas and messaging with incel culture



5. We need to find alternative role models for young men and alternative positive versions of masculinity



6. It's important to disrupt his ideas by naming them - misogyny, hate speech, racism etc



7. It's an opportunity to prepare young people to develop a critical lens and start understanding that they have agency in whether they take part in this culture of gender-based violence or challenge it



8. It's not just gender - Tate also spreads racism, homophobia and unhealthy ideas around mental health



9. It can lead to broader conversations about gender-based violence - this is a springboard for discussion and an opportunity to open up channels of communication



10. Tate positions feminism as a threat to men - reinforcing the belief that anyone who challenges sexism and misogyny is attacking men



PREPARE TO TALK ABOUT TATE

Tate models himself as the 'alternative to woke culture' - **it's important to not engage with this 'us vs. them' discourse**, where challenges to sexism and misogyny are perceived as a threat to masculinity. Instead, we want to create a space where we can critically discuss these issues without anyone feeling as though they're going to be 'cancelled' or having to double down on their views to defend themselves.

Here are some tips on how to set up a friendly but challenging space to hold these conversations:



Body language and tone - keep the discussion light, casual and friendly. Consider changing the space and change your body language (foster a sense of equality). Try striking up the conversation in a space without direct eye contact, when driving, walking or watching TV to avoid feelings of confrontation.



Centre **empathy** and **challenge** - all views are welcome but we must all be open to being challenged. Don't stoke **cancel culture**. Avoid the "bad apple" view and move towards **collective responsibility**.



Little and often - less intense, less awkward, less pressure! Come back to this topic, this is a stimulus and can be used as a template for how to have and continue these conversations into the future.



Discuss **healthy alternatives** to current role models and narratives around masculinity.



Be proactive not reactive - bringing up the conversation organically rather than in reaction to a comment or event will set the tone as objective and minimise defensiveness.



Don't panic or react with shock - prepare yourself emotionally - it might be shocking or enraging to hear some views coming from teenagers, however reacting with shock or anger can shut down conversation.



No right or wrong narratives - inspire agency by offering information and letting them think about it critically, setting up the space as a conversation and not a debate.



Don't ban social media - misses the fact that social media is a vehicle and not a root cause.



PREPARE TO TALK ABOUT TATE

"This didn't happen
in my day..."
"No one I know
would do that..."

GET INFORMED

Understand the key messages so that you can discuss Tate without having to engage directly with the content (or accidentally spread it).

This article provides a good overview.



CONTEXTUALISE

Understand what a 'culture of gender-based violence' **looks like**.

Look at how gender-based violence **manifests for young people** today.



GET CLOSER

Resist the urge to distance yourself.

Consider that the digital sphere is a new vehicle for an old problem.

Self-reflect on where you play a part in the culture and model this to young people!



UNDERSTAND THE APPEAL

- ✗ For some, Tate is an "antidote" to woke culture and through this he has provided a role model for groups of young men who don't see themselves reflected in media.
- ✗ He provides a model for an aspirational standard of masculinity that values money, being a 'player', being dominant in relationships, being strong and defiant.
- ✗ Young boys respect his work ethic and his possessions - they see him as a role model for success. Some of what he says seems legitimate and positive - for example not quitting.
- ✗ His narrative relies on scapegoating and avoiding feelings of guilt as gender-based violence conversations become more public.
- ✗ His content is everywhere - his followers help spread his message on social media and **algorithms** target his content towards young boys.



HAVING THE CONVERSATION

PRACTICAL TIPS:

Ask Questions

(with open answers)
Have you heard of him? What do you think? What do your friends think?

Name It

Explain concepts like misogyny, call out homophobia etc.

Model Critical Thinking

"I can see that he's appealing in some ways, he makes lots of money, but have you thought about the ways in which he's harmful? What is the downside of the expectation that men should make lots of money?"

Situate in a wider culture

Where else do we see views like this?

Leave the Conversation Open

This conversation should be had many times over, ask more questions, bring it up again, allow space for confusion, reflection, and changing minds.

Model Empathy

Weigh up different perspectives, consider how people may feel about certain statements or views.

Address the connection between language and action

Think Big

What are the consequences of these views being so pervasive? does language lead to action?

QUESTIONS TO ASK:

- What messages does Andrew Tate give us about men and women and their roles in society?
- If we separate his positive messages from negative - are there any downsides to the positives? What could be negative about aspiring to make lots of money, date lots of women, never feel emotions?
- What do you know about gender inequality? Why do you think it exists?
- Have you heard of misogyny before?
- Where else are we seeing messages like these? Think about media and pop culture.
- How does it make you feel? How do you think it makes other people feel?
- Is there a chance someone hearing these messages would take them more literally than you? Does that change how you feel about it?



QUOTES FROM ANDREW TATE TO USE AS A STIMULUS

 Warning symbol next to quotations which are especially explicit.

"The masculine perspective is you have to understand that life is war. It's a war for the female you want. It's a war for the car you want. It's a war for the money you want. It's a war for the status. Masculine life is war. If you're a man who doesn't view life as war, you're going to lose."

 ***Society's expectations of men is much higher than the societal expectations of females."***

"The hallmark of a real man is controlling himself, controlling his emotions, and acting appropriately regardless of how he feels."

"I have everything every man has ever dreamed of. I got a big mansion, I got a super cars, I can live anywhere I want, I got unlimited women, I go where I want... I do anything I want all the time. So, I'm an amazing role model."

"Females are the ultimate status symbol... People think I'm running around with these  because I like . That's nothing to do with the reason why I'm running around with these . I got these  just so everyone knows who the don is."

"I think the women belong to the man."

"Depression isn't real."

 ***"It's bang out the machete, boom in her face, and grip her by the neck. Shut up "***

"[I am] absolutely a misogynist."

"I'm a realist and when you're a realist you're sexist. There's no way you can be rooted in reality and not be sexist."

"[Women are] intrinsically lazy."

"[There is] no such thing as an independent female."

 ***"If I have responsibility over her, then I must have a degree of authority [...]
You can't be responsible for a dog if it doesn't obey you."***

