

**#JewGoal and Online Antisemitism: A Language of Hate
(Abstract only)**

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#JewGoal and Online Antisemitism: A *Llanguage* of Hate

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Abstract

Exploring the mechanisms by which online hate speech infiltrates public conversations, this paper examines the spread of the antisemitic hashtag, #JewGoal, from the FIFA gaming community to online football discussions. Analysing 1,364 public tweets of the ‘Jew goal’ hashtag on the social media platform ‘X’ (formerly Twitter), the paper details how this seemingly innocuous hashtag became a vehicle for antisemitic rhetoric, drawing upon historical stereotypes and cultural symbols as well as perpetuating antisemitic stereotypes under the guise of humour and sports commentary. While demonstrating how antisemitic language, normalized in online interactions, can become embedded in the vernacular culture of sports fandom, the Lacanian concepts of *jouissance* and *llanguage* are utilised in order to highlight how the hashtag extended beyond simple humour, instead revealing an excessive enjoyment tied to the repetition and absurdity of its use. This highlights the term’s dual function as a tool for inclusion in online communities and a mechanism for perpetuating harmful stereotypes. In conclusion, the article underscores the importance of recognizing and challenging the enjoyment derived from harmful online speech, as well as the persistence of antisemitism in digital spaces and the need for further critical engagement.

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