

Abstract

The Proud Boys are a far-right Western Chauvinist group, famous for their involvement in the January 6th Insurrection, their reactionary and violent behavior as well as for their only-men policy. Masculinity is at the core of their ideology, they aim for the return of a society where men are celebrated and women are housewives. Their version of masculinity is rooted in the traditional gender roles, and they believe that societal order is at risk with the third wave of feminism being a threat to the existence of white men. This research argues that the creator and former leader of the Proud Boys securitizes masculinity through his discourse, based on data collected from Gavin McInnes' YouTube videos. The securitization of masculinity through the speech act is made by the former leader by linking masculinity and violence, with the use of warfare vocabulary and using the victimhood narrative in order to legitimize the actions of the group. All of it under the umbrella of framing feminism for the demise of masculinity and white men and their traditions. This research finds that the securitization process is successful in its process, with the existential threat being the feminist movement, white men as the referent actors and finally the Proud Boys as the securitizing actors.