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Appendix A

Leftists' pro-censorship view and sensitivity

Home > Economy & Politics > The Number One

The Number One

Banished Words List 2022: Time to retire 'new normal,' 'supply chain' and 'you're on mute'

Last Updated: Jan. 8, 2022 at 3:58 p.m. ET

First Published: Jan. 3, 2022 at 4:01 p.m. ET

By [Nicole Lyn Pesce](#)

The top 10 phrases on Lake Superior State University's annual list of terms that people are sick of hearing

Source: Pesce, 2022

2

Appendix B

BlackRock Inc. pushing companies to get woke

The New York Times

DEALBOOK

BlackRock's Message: Contribute to Society, or Risk Losing Our Support



Laurence D. Fink, the chief executive of BlackRock, will tell companies they need to contribute to society to receive his firm's support. Damon Winter/The New York Times

Source: Sorkin, 2018

Business

BlackRock to Push Companies on Racial Diversity in 2021

Saijel Kishan

December 10, 2020, 6:01 AM GMT+1 Updated on December 10, 2020, 4:06 PM GMT+1

- ▶ The firm also will press on climate, lobbying-related issues
- ▶ Fink has put sustainability at center of investment strategy

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In this article

BLACKROCK INC
710.11 USD
▲ +6.58 +0.94%

BlackRock Inc., the world's largest asset manager, plans to next year push companies for greater ethnic and gender diversity for their boards and workforces, and says it will vote against directors who fail to act.

The money manager, which oversees more than \$7.8 trillion of assets, is asking U.S. companies to disclose the racial, ethnic and gender makeup of their employees -- data known as EEO-1 -- as well as measures they're taking to advance diversity and inclusion, according to a stewardship report released Thursday.

"We are raising our expectations," New York-based BlackRock said in the report. "An inclusive, diverse and engaged workforce contributes to business continuity, innovation, and long-term value creation."



Source: Kishan, 2020

Appendix C

The Frankfurt School's Legacy – The Human-animal Hybrids and Their Bodily Modifications



Source: Scott, 2018

“I have eight horns on my forehead; I have had my ears removed; my nose reshaped; most of my teeth removed; I’ve had the white-part of my eyes stained; my tongue bifurcated; my whole face is tattooed and I’ve had some scarification and branding on my chest and wrist (Scott, 2018).”



Source: Santoso, 2017

Avner had over 14 body modifications assigned to him for the purpose to make him look like a tiger, which include (Avner, 2012):

- Extensive tattooing, which included face tattoos
- Extensive piercings all around his face including his upper lip piercings and transdermal implants on his forehead in order to facilitate him wearing synthetic whiskers.
- Subdermal implants on his brow, forehead, and nose bridge to alter their shape
- Nose flattening by way of septum relocation
- Silicone injections in various parts of his body including his lips, cheeks, chin, and other parts of his face
- Upper lip bifurcation

- Capped his entire teeth out of his mouth and replaced it with sharpened, cat-like teeth
- Wearing green contact lenses with slitted irises to alter the visual appearance of his eyes
- Hairline modification via surgery
- Wearing a robotic tail to further emulate the appearance of a tiger
- Reshaping his ears by making it look pointed as well as elongating his earlobes

Appendix D

Takumi Fujiwara's AE86 Trueno



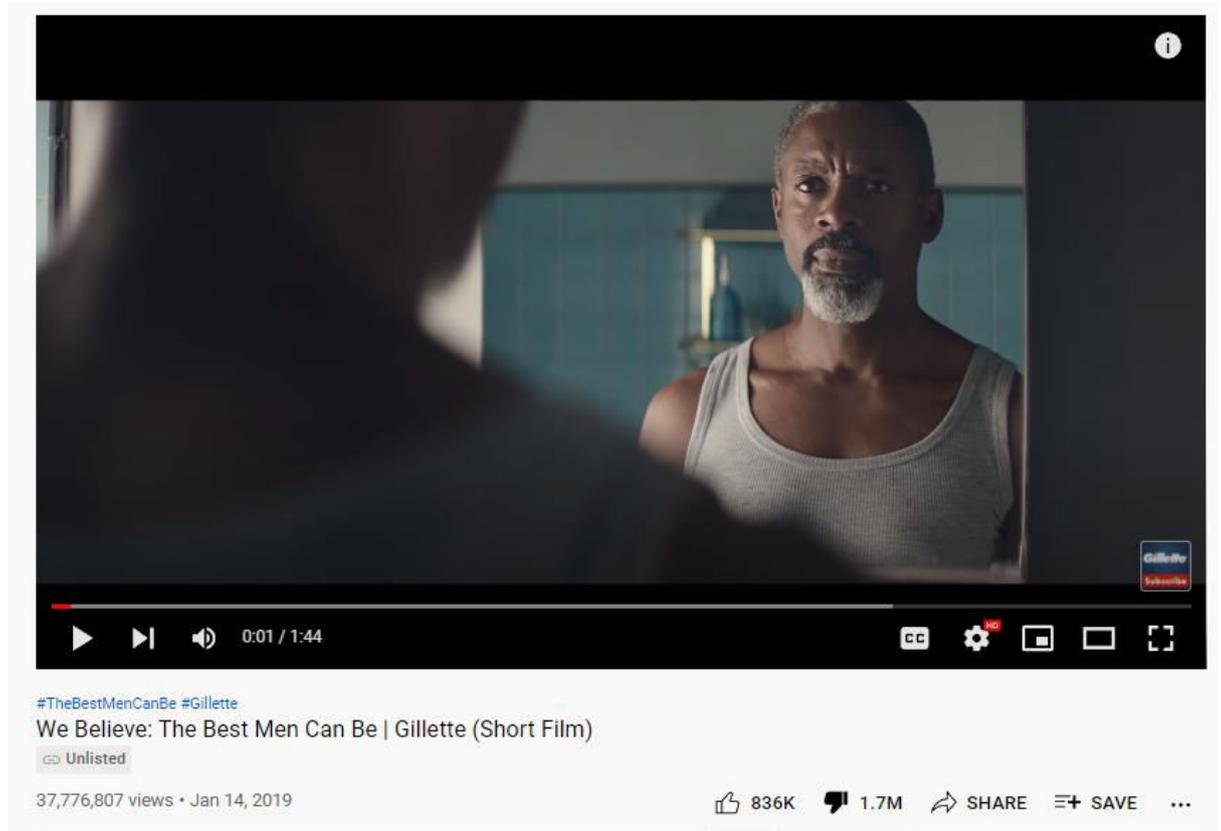
Source: Tan, 2020



Source: SynergySP

Appendix E

Screenshot of Gillette's Controversial Advertisement

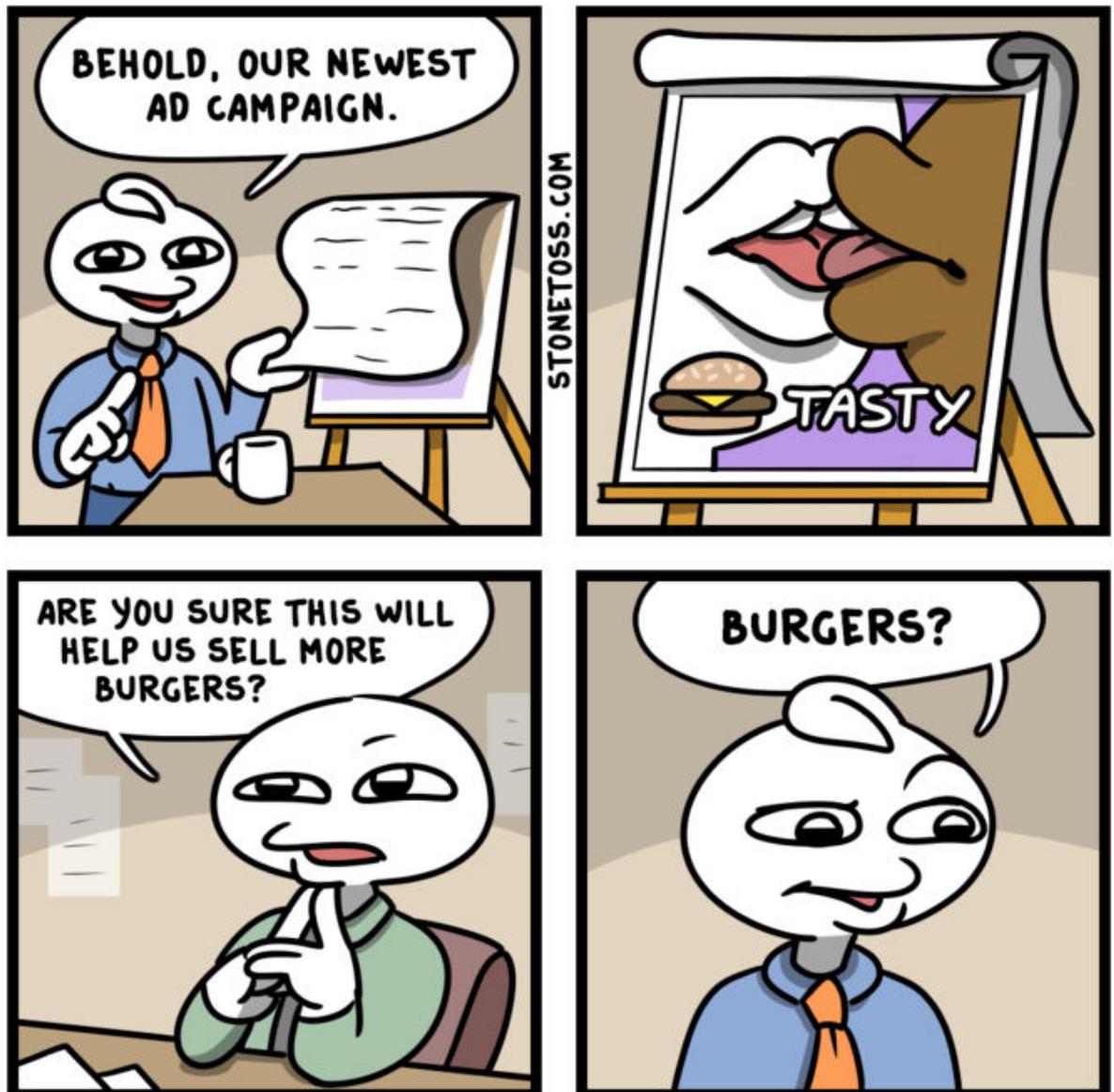


Source: Gillette, 2019

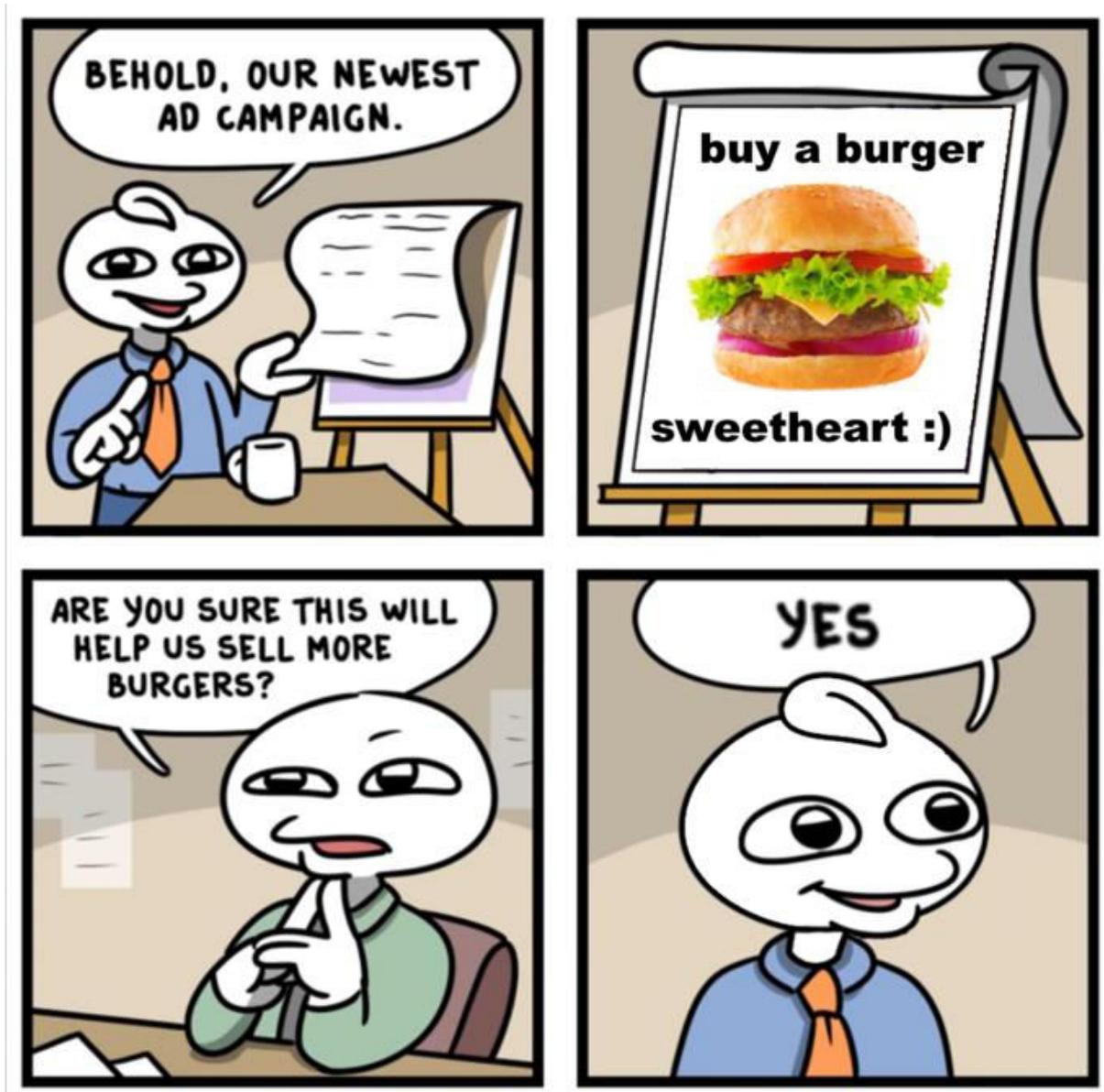
Appendix F

Woke Business Strategy vs Normal Business Strategy

Woke Business Strategy



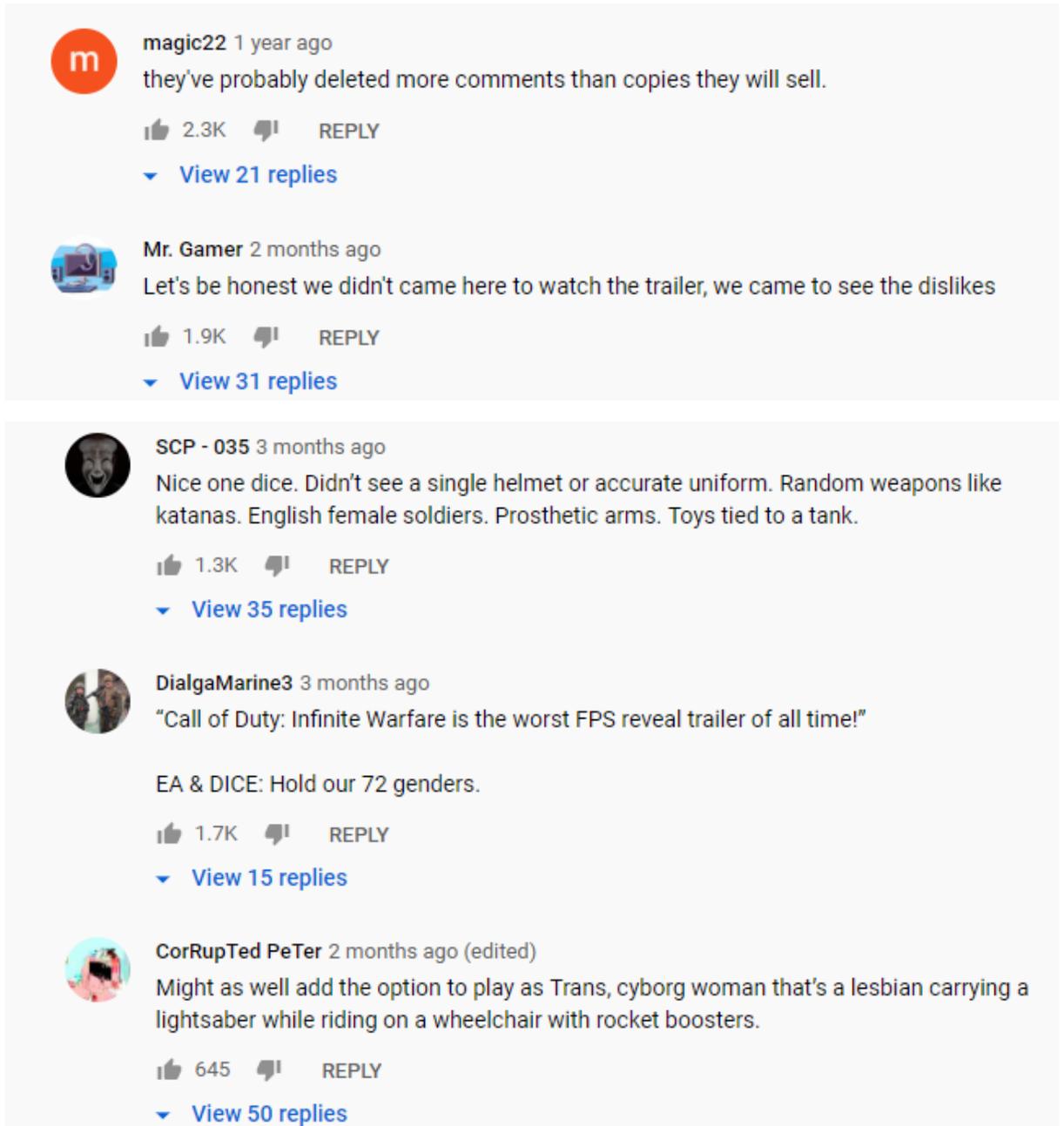
Normal Business Strategy



Source: Know Your Meme

Appendix G

Audience Reaction to Battlefield V's Announcement



The image shows a screenshot of YouTube comments. The comments are displayed in a list format, each with a user profile picture, name, and timestamp. The comments are as follows:

- magic22** 1 year ago
they've probably deleted more comments than copies they will sell.
2.3K likes, 1 dislike, REPLY
[View 21 replies](#)
- Mr. Gamer** 2 months ago
Let's be honest we didn't came here to watch the trailer, we came to see the dislikes
1.9K likes, 1 dislike, REPLY
[View 31 replies](#)
- SCP - 035** 3 months ago
Nice one dice. Didn't see a single helmet or accurate uniform. Random weapons like katanas. English female soldiers. Prosthetic arms. Toys tied to a tank.
1.3K likes, 1 dislike, REPLY
[View 35 replies](#)
- DialgaMarine3** 3 months ago
"Call of Duty: Infinite Warfare is the worst FPS reveal trailer of all time!"
EA & DICE: Hold our 72 genders.
1.7K likes, 1 dislike, REPLY
[View 15 replies](#)
- CorRupTed PeTer** 2 months ago (edited)
Might as well add the option to play as Trans, cyborg woman that's a lesbian carrying a lightsaber while riding on a wheelchair with rocket boosters.
645 likes, 1 dislike, REPLY
[View 50 replies](#)



The image shows a screenshot of three YouTube comments. The first comment is from 'Invin' (2 years ago) with 6.8K likes and 52 replies. The second is from 'Joshua Zhao' (1 month ago, edited) with 162 likes and 1 reply. The third is from 'GOJIFAN 64' (1 month ago) with 504 likes and 10 replies. The comments discuss the historical accuracy of Battlefield 5 and the inclusion of female soldiers.

Invin 2 years ago
Ah yes, the bright, colorful politically correct gender neutral paradise of WWII, just as the veterans described it to me.
6.8K REPLY
[View 52 replies](#)

Joshua Zhao 1 month ago (edited)
"Battlefield 5 is a historically accurate game, based on real historical events, taking place in the WWII era."
"So here is this female soldier with a metal arm. She knows how to attack the weak ..."
Read more
162 REPLY
[View reply](#)

GOJIFAN 64 1 month ago
Who remembers black trans womens in wwII.
504 REPLY
[View 10 replies](#)

Source: *Battlefield*, 2018

Appendix H

#Notmybattlefield



Henriech Von Hess

@The_PerfectDark



I've never been this disappointed in a trailer. What is this ?
Call of Fortnite ? [#notmybattlefield](#)

4:05 AM · May 24, 2018



263



26 people are Tweeting about this



Robin S.

@Fipoow



[@Battlefield](#) come on guys... where is the ww vibe from the
old games..

And a transgender captain hook in those clothes...

Way to colourfull...

I had so much hope on a great ww2 game with 2018
graphics, but i'm very dissapointed.

[#notmybattlefield](#) [#BattlefieldV](#) [#Battlefield5](#)

4:07 AM · May 24, 2018



158



23 people are Tweeting about this



Erik Kain ✓
@erikkain



Is [#BattlefieldV](#) an alt-history version of WWII? What's with the wacky face-paint? The mechanical arm on that chick? The katana that guy is carrying? It's so far out, which would be fine if it was supposed to be this outlandish take on WWII but they didn't really say that.

4:18 AM · May 24, 2018



58



35 people are Tweeting about this



Art
@AKA_ART_



I have never been less excited for a Battlefield game. I'm sorry but that was everything I didn't want it to be..... [#BattlefieldV](#)

3:29 AM · May 24, 2018



1K



225 people are Tweeting about this



The Laziest Geek
@thelaziestgeek



So.... [#BattlefieldV](#) is set in a political correctness era, not in [#WW2](#).

3:38 AM · May 24, 2018



998



199 people are Tweeting about this



Source: Twitter.com

Appendix I

How to Not Respond to Criticisms

Mia R

@miafia

Works in PR. Loves tea and writing fiction. Tweets against Trump and fascism in general. All my tweets are my private views.

Stockholm



Natetendo83 @natetendo83 · Dec 4, 2018



Replying to @miafia and @Sandalphon36

Here's something people need to understand: the internet is full of people who like dark humor. It rarely reflects on any real world values about life and social issues. My own wife saw the trailer and jokingly said "why aren't they in the kitchen, it's the 1940's?"



Mia
@miafia

The internet is unfortunately full of sexist men who harass and belittle women. There were female fighters in WWII. That is a fact. And most women who play Battlefield V will love being able to play as a female. This should be a noneissue. Unfortunately it isn't.

5:11 AM · Dec 4, 2018



1



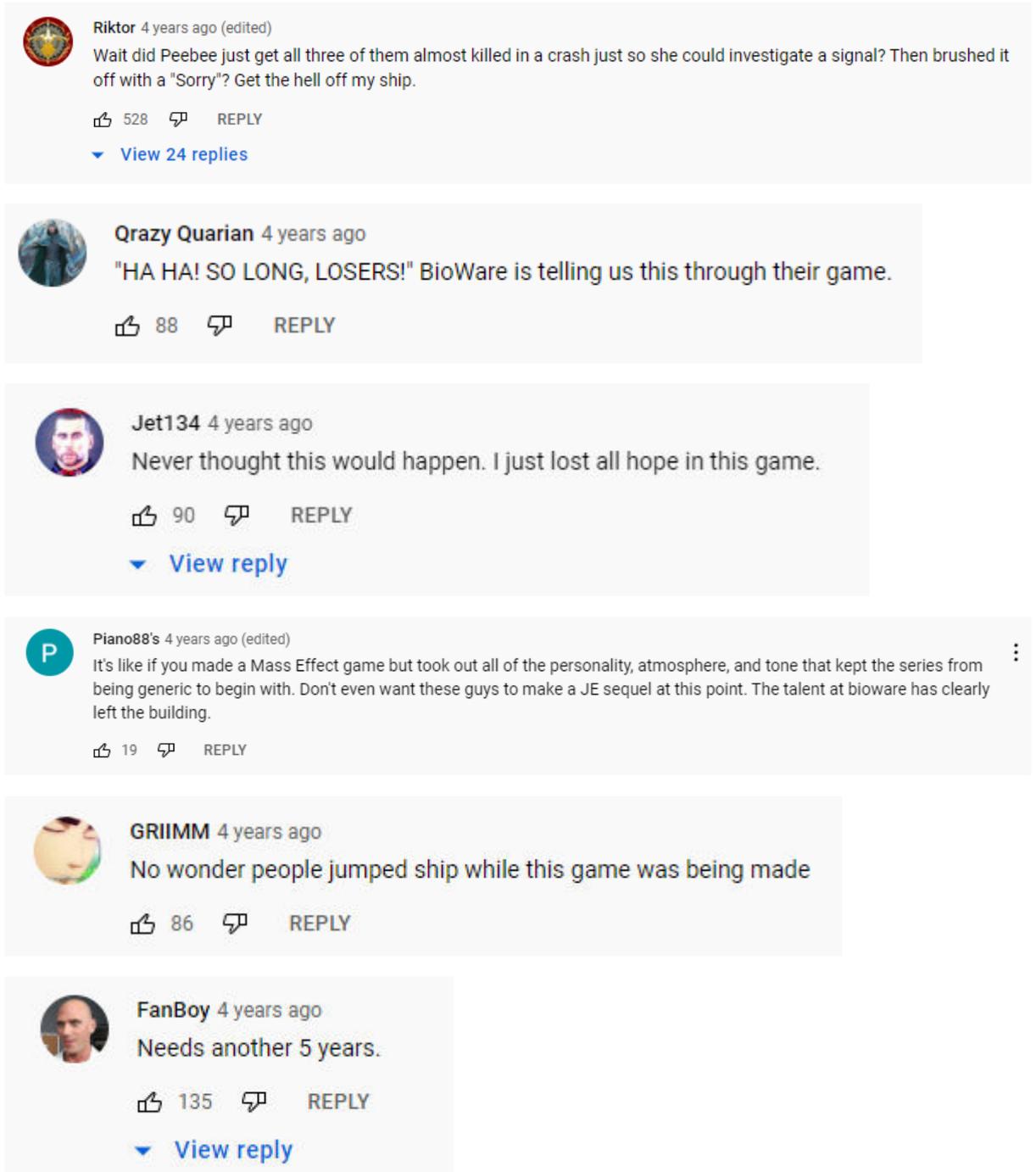
See Mia's other Tweets



Source: Flakfire, 2018; [Twitter.com/Miafia](https://twitter.com/Miafia)

Appendix J

Audience Reaction to Mass Effect Andromeda's Infamous IGN Trailer



The image shows a vertical list of six YouTube comments. Each comment includes a user profile picture, the user's name, the time since posted (all '4 years ago'), the comment text, and interaction icons for likes, replies, and a 'REPLY' button. Some comments also have a 'View replies' link.

Riktor 4 years ago (edited)
Wait did Peebee just get all three of them almost killed in a crash just so she could investigate a signal? Then brushed it off with a "Sorry"? Get the hell off my ship.
528 REPLY
[View 24 replies](#)

Crazy Quarian 4 years ago
"HA HA! SO LONG, LOSERS!" BioWare is telling us this through their game.
88 REPLY

Jet134 4 years ago
Never thought this would happen. I just lost all hope in this game.
90 REPLY
[View reply](#)

Piano88's 4 years ago (edited)
It's like if you made a Mass Effect game but took out all of the personality, atmosphere, and tone that kept the series from being generic to begin with. Don't even want these guys to make a JE sequel at this point. The talent at bioware has clearly left the building.
19 REPLY

GRIIMM 4 years ago
No wonder people jumped ship while this game was being made
86 REPLY

FanBoy 4 years ago
Needs another 5 years.
135 REPLY
[View reply](#)

Source: IGN, 2017