

Ketogenic (keto) Diet

- The Keto Diet is a high-fat, low-carb diet that focuses primarily on the consumption of meat to satisfy the dietary needs
- Keto runs counter to conventional ideas of what is healthy
 - while Keto allows certain vegetables into its diet, its rhetoric and ideology reinforces the prominence and importance of red meat
- Focuses on the consumption of "good fats" and unprocessed or refined foods
- Putting your body in ketosis (shifting the way your body burns fat), is meant to quickly transform your body to be "fit"













7 PRIMAL Behaviors That ALL Men Must Embrace



The Figure of **Keto Man**



10 Things That Make Men

10 Rules "ALPHA" Males Follow That "BETA" Males...

THE ULTIMATE "ALPHA" DAILY ROUTINE (Men's... Look FEMININE!



Aaron Marino aka AlphaMConsulting

AlphaMConsulting is a Youtube channel run by Aaron Marino where he promotes a meninist (male chauvinistic) rhetoric that works in tandem with keto discourse, encouraging men to become "alphas" within a culture perceived broadly as feminine (passive, weak, simp, addicted to carbs)

- 6 + million subscribers on Youtube and over 1 billion views
- Self-narrates having gone from bankrupt to millionaire through raw "self-discipline"
- "I'm an entrepreneur. However, I'm still human" Featured on Marino's website
- Appeared on Shark Tank in 2008, developed men's hair care, and later, a sunglasses brand, as well as established an influential Youtube channel directed at men



Aaron Marino

From bankrupt and driving a beer cart to multimillionaire, I'm helping millions of men look and feel their best...

Overview

- I hypothesize that the Keto as a theory and practice is best understood as emerging out of and responding to the contradictions of neoliberalism. Keto reflects aspects of neoliberal ideology while at the same time functioning as a an imagined cultural solution to its real-world economic and social failures.
- I situate Keto as engaging with and reproducing a meninist (male chauvinistic) ideology (I ground meninism within alt-right discourse) that has emerged in line with neoliberal precarity
- I hypothesize that Keto as a social practice and rhetoric—one that promises renewed strength, competitive advantage, and freedom from convention—responds to neoliberal contradiction, but ultimately ends up more deeply mired in it. I call this figure Keto Man.



Rhetoric Surrounding Keto Man Discourse

There are three distinct components to my research: food discourse, neoliberal theory and economics and the emergence of alt-right rhetoric

Keto:

A high-fat low-carb diet that prioritizes the consumption of meat

- Animalistic
- Primitive

Neoliberalism:

A free market system which promotes self-sufficiency and rugged individualism

- No longer beholden to, or victims of, the "nanny state"
- Competing against others
- Rejection of society

Alt-Right:

Grounded in a transgressive (counter to cultural norms) online movement

- Pushback against what is perceived as a "feminized" culture
- Establishes a male hierarchy
- Reaction to feminism

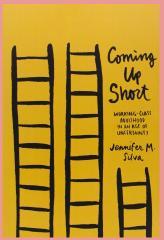
Literature Review

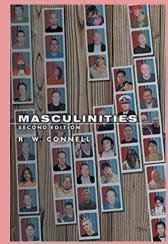
Jennifer M Silva Coming Up Short: Working Class Adulthood in an Age of Uncertainty

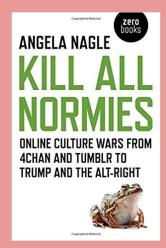
Silva interviews people whose lives have been transformed by the shift to neoliberal governance in the 1980s. Their dreams have been thwarted by precarity, the withdrawal of the social safety net, and the penetration into everyday life of relentless economic competition and pressure. Silva shows how neoliberal theory weaves its way into the narratives of her interviewees, leading them to advocate for self-sufficiency as a response to the negative effects engendered by neoliberalism's own failure.

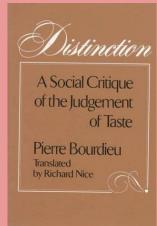
Angela Nagle Kill All Normies: Online Culture Wars from 4chan and Tumblr

Nagel's text outlines the rise of the online **alt-right** movement. The alt-right is an unsystematized **conservative movement** that foregrounds its transgressivenss, frames itself as escaping conventions of political correctness, and **affirms the rights of white people and men** as a form of emancipatory truth-telling.









Unpacking the Subjectivity of Keto Man

1. Rational Neoliberal Individuality

The Keto Man identity – defined by his self-discipline and his supposed ruggedly individualistic behaviours – develops in response to the precarious conditions engendered by neoliberalism.

Frames Keto as a non-conformist, science-based, and critical-rational response to a culture that has been tranquilized by corporate and processed food ("carbs"), the nanny state, and irrational obedience to authority (establishment science, the government, etc.).

Obsessed with recreating themselves through Keto in the name of a new, self-engendered authenticity; the goal of Keto Man is to be an individual, but the terms and concepts through which they establish their rejection of convention are themselves little more than neoliberal cliché (free will, survival of the fittest, narratives of self-sufficiency, etc.)

Subjectivity of Keto Man

2. Primitivist Authenticity

Has an essentialist view of the world, promising a return to what we truly are. This return is to an imagined state of nature

Leaving behind modernity (consumerism and conformism) and return men to a natural animalistic state they have been socialized into forgetting (categorized by a hierarchy such as alpha/beta males)

Return to the primitive (caveman) ideal of man eating meat and whole foods and not processed carbs

Rejects science and forms of social power in favour of individual autonomy and authority

3. Returning to a State of Manliness

In returning to the state of nature, they are asked to be "real men"

Rejects the perceived feminized culture (in the same way he rejects carbs) as weak

Ideas further characterized by the existence (and fear) of the "nanny state" (where we are weaned at the bosom of the state rather than standing on our own)

Tensions in Keto Man's Subjectivity

- 1. Frames his rational self based on a "science" that supports his need to find stability outside of a seemingly fake culture, yet rejects what scientists have to say as it limits his ability to be who he really is.
- 2. Keto Man accepts someone like Jeff Bezos (Amazon CEO and "king of the jungle") but tends to reject the faceless, white collar paper pushers.

Keto Man sees these corporate workers as weak and feminized for wearing a suit yet idolizes billionaires like Bezos or Elon Musk for their economic success.

3. AlphaM as Keto Man presents himself as having the perfect body to his followers, who aspire to be like, or are already like him, yet his followers are anonymous commenters who are never seen.

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