



The New Gonzo Journal

FaceSwap/Off 2025: Ginger Tom VS Tommy Robinson:

"Guerilla war is a kind of war waged by the few but dependent on the support of many"

B. H. Liddell Hart

X has become a cesspool for extremists and bat shit lunatics, pushing views that not so long ago, were not welcome in modern day society. Hatred of any group and individual is prevalent, and no one is safe or off-limits. These days, the nastiness can spew out of the tips of anyone's thumbs, just as easily as shit through a goose - at least it does for the majority of those who have any such device that can access this particular brand of social media - which now contains more content of a graphic nature than the dark web must have featured only a couple of years ago (The visceral assassination tape of Charlie Kirk is just one example - that damn video went viral quicker than a new Covid variant, and I am confident it must have infected a new generation with some form of PTSD. You can only imagine the impact it'll have on his poor kids later down the line...).

A recent forensic study released by Sky News - concerning X - has highlighted the algorithm is against us and is quite possibly being deliberately manipulated to ensure that you're being fed a smorgasbord of Right Wing and Far-Right propaganda - which oddly seems to be an Elon Musk favourite, no matter his protestation at times towards individuals like Trump - don't panic, they're buddies now, just in case you were worried.

I appreciate that most individuals are getting tired of being labelled Far-Right, when they believe themselves to be simply

just right. Yet despite this outcry, I will just stick with the common narrative for now – besides, if you spit sentiment that comes from a far-right position and has been peddled by individuals such as the likes of fascists and right wing dictators that sat in this political and societal space, well, you reap what you sow and if anyone that acts Far-Right decides to cry about it, well damn it all, let's just affix the term of *Snowflake*, as it fits beautifully.

It's getting to the point these days that I feel I am always writing about X or being put off writing altogether due to the shit on there, then rambling like a mad man over a glass or two of Bourbon into my tape recorder, only to listen back to the incessant rantings of a man that is clearly losing grey matter due to all of the exposure to this platform. X appears to be bottomed all the way out with mostly societal dreg degenerate scum, who on a regular basis believe that free speech can't possibly ever be equal to hate speech, and by indulging in the sharing of any such views that are very much the latter, well they'll happily share anyway, and the consequences can be damned. So, they can blissfully sit behind a keyboard, using their screen as a shield of anonymity from any real-world rebuttal. They'll brazenly call anyone of an ethnic or religious background a hateful slur, whilst utilising what they believe to be a clever alias as a handle, coupled with an image of some famous actor, singer songwriter or a ripped image of an NFT as a profile picture. I can't talk I suppose, considering I simply have the logo from my own publication sitting in that little pixelated circle in the top left – not that it hasn't stopped racism being flung at me due to my name... On X, if they can't see your skin tone, then many will just go after the foreigner name instead if you have one...

Which is a shame to see, as we as a civilization have made so many strides to realising that skin colour just doesn't matter and that we are all equal, with only one key separating factor of how we should be treated in a society, and that is on our words and actions. This unfortunately, doesn't appear to apply to those on X, who seem to be able to say and do whatever they wish, on a regular basis with only a user's comments box at times to guide you or hold others to some sort of account

With all this said, hope is not lost. Interestingly in times of challenge, heroes can emerge in the unlikeliest of places

and through unconventional means, can bring about a solace once thought lost in digital space. The mystic dance of the Yin and Yang being restored once more, as some light flickers out of the dark void of hateful comments and AI bullshit.

The particular emergence I refer to, began on Remembrance Sunday 9th November 2025 - a day to celebrate our nation's military heroes of WW1 and WW2, as well as those who have served in every conflict since. Sombre thoughts are pondering the frailty of human life and the sacrifices made by so many, so that this great nation, as well as so many others could prosper, protecting us and guaranteeing our lives of peace and freedom - or as some seem to be doing, taking it all for granted and wasting their worries on first world problems... Or of course, there are those who have decided that instead of taking such a day to unify and forget our differences, to honour our dead by showing respect to each other and uniting as a Kingdom, that they would instead prefer to put more coal to the fires of the hate machine, and use Remembrance as a day to push political agendas, extremist views and create further dissonance. Shameful.

One such individual to post on the day to take a stab at our political elites during the Remembrance ceremonies, was Tommy Robinson (or at least whoever runs his account, which on a number of occasions it has become clear is possibly a group of individuals, as good old Tommy doesn't always appear to take ownership of all of the posts that come out from the account), he also on many occasions talks of having lengthy breaks from his phone, yet his posts never seem to take the same break.

Now, being veteran myself, I certainly have my own views on the political elites, and as George McGovern once said, I am sick and tired of all these old men thinking of new wars for our young to die in (sic). I haven't trusted a politician all of my life, and I am certainly not about to start today - hell, even when it comes to voting, I am very much a floating centrist voter, who will go for the party that has the manifesto I believe is about to deliver the change and solutions our country is requiring in *that* particular moment. Besides, the punk and metalhead in me, will always find screaming out against a Government delicious. Authority should never go without challenge or question... that said, on this day, we put that shit to rest for a moment and focus on what

is important. Honouring our fallen brothers and sisters, of whom I was privileged to serve with, so whilst we're at it, I shall briefly say this to all those I lost; I love you and miss you.

Taking a stab at our political elites from Tommy wasn't all, as it was alleged, he wrote a post that has since been deleted, strongly criticising the West Ham football team on some reports that they were no longer allowed to wear the poppy. I didn't see the post, so cannot confirm nor deny, but I will note that any such rumour was proven to be untrue/ debunked - as has been the case with most of the propaganda that has come out from Tommy's and other affiliates accounts, disguised conveniently under the guise of 'citizen Journalism'. Instead, the light of truth appears to be beamed through their accounts prism of distortion, to further political agendas and positions that they wish to gain, whilst fighting to take the country back from what they believe is a failure in multiculturalism (amongst other grievances). I'll stand on a hill all day long to fight the idiocy in any such a statement of course as multiculturalism has brought a lot to the United Kingdom, such as democracy which I'll remind patriots is a Greek introduced and adopted system, giving these individuals the very freedoms to express in the way they currently can, and the opportunity to elect fairly whoever they want.

Now, here's the bit that upsets a few of my more liberal and left wing friends... I can't disagree with all sentiments that are brought forth by Tommy and his UTK patriots. I do feel that Tommy, along with other individuals are jumping on a valid failure of our country, which is the lack of security on our streets and at our borders - Despite this agreement, I'd never go to such lengths to spread hate, intimidate or set up campaigns to attack an entire religious or ethnic group, based on the behaviours of a few in that camp. There are extremists in all walks of life and in all factions who I believe should be brought to a swift justice. The inconvenient truth that must be understood, is that currently it is men overall in this nation that remain the greatest threat to women, with the majority of crimes committed against women being sexual or domestic assaults, with numbers still being reported to be predominantly white middle aged natives. Unfortunately, men of

all colours are the issue, and the sooner all men accept this, the sooner we can make a difference. You can deport as many foreigners as you want, but even if this wish were to be granted, all it would do is leave this nation with the same problem and no one to scapegoat. The sooner men learn to control their dicks and impulses, the better. We also, I believe need to ensure that sexual offences receive harsher and longer sentences due to the damage they cause to the victim. I would also welcome a return of the death penalty to the UK for anyone that rapes another person. Instead of these degenerates murdering an individual, rape is a killer of the soul and whilst the deviant sits in prison, getting three hot meals a day and the safety of solitary confinement from other criminals that would wish to do them harm, the victim of such an attack is having to relive that experience forever, having its impact bleed into every aspect of their lives - once I start to remember that this affected individual is someone's child and their everything, it gets even harder for my liberal friends who believe in rehabilitation to convince me that anything more than a swift death should be dispensed. All of our citizens deserve safety from this, and I indeed do share concerns around the sheer volume of unvetted individuals coming into our country, but they are not the only enemy we need to be uniting against, and foreigners aren't the basis of all of the problems this nation suffers from.

The post from Tommy about West Ham, sparked some fires of outrage and frustrated those who didn't want to see our veterans disrespected by a lack of a poppy being worn by a Premier League team. After all, to wear a poppy is a British tradition and many, including myself, feel it is a great shame when those don't wear it. I will, however, do my best not to judge anyone too harshly. It's a choice, wear it, don't wear it. I couldn't give a shit overall and I don't assume to know everyone's background - in the past when I was struggling after returning from my operational tour to see people not wearing them, and calling it out in a drunken stupor, I was always humbled to see that many, just had it affixed to a jacket they weren't wearing, or it was on another one... Now I just let people live their lives. If they're not wearing it, and don't express their reason in a hateful way, then all is fine with me - I still do take a distaste to those that can't stay silent for one minute though in an office...

Now football is important to many in the UK, with it being a beautiful English game, and people will go to great lengths to defend their teams, which is exactly what happened in this instance to Tommy. There was an outpouring of individuals that purportedly commented on the post to denounce its legitimacy. One such individual that took a particular exception, was an X account with the name of simply G.T and a handle of @gingerrtom, who posted out the detail of some messages that he had sent to Tommy Robinson directly.

Ginger Tom starts off with a rather polite note of telling Tommy he, "may want to delete" his post about West Ham. The politeness fades swiftly however, as just before an hour had passed since the initial message, Ginger Tom sends a follow up message to up the ante, by not only telling Tommy to take it down within a certain time limit, but threatening to plaster his face onto notorious paedophiles for failure to adhere to the demand...

More time passes and it's visible that there is no response. It appears these messages drove nothing. No biting, no slander, no witty remarks. The movement behind the profile of Tommy Robinson might as well have resembled nothing more than static...

GingerrTom sends his follow up at 13:58.

"Time is ticking tommy"

A response is received following this, but instead of Tommy sending a simple message, it is instead in the form of a voice recording. The transcription goes as follows:

"Two things mate, two things. Your club... a statement went out to all the coaching teams, all around your youth about the poppy, if that's what you're upset about...

The other thing, you stick my face on any notorious paedophile I will track you down and find you, you fucking mug, one million percent, yeah, one million percent alright, just to clarify that

So, crack on, search what your club done around the poppy, yeah, it's not an anti-West Ham Post, it's a go about the fucking bullshit... probably because you've got loads of Muslim coaching staff I'm guessing, so they don't feel forced to wear the poppy, but that's where we're at...

So, fffink ya big, ya fink ya buh-yah brave, go ahead mate, I'll find where you live and wa-fucking take me hours mate to find that"

Okay, I couldn't help it, but I played with the words in transcript on that latter part to really sell where Tommy appears to interestingly end this perceived threat with a temporary stutter. I will stake the claim now, that this is not to mock Tommy, as speech impediments are tough and should not be shamed, it's just curious that he's never had one before this event, so for journalistic purposes - of which Tommy I am sure can appreciate by confirming routinely that he is one himself, will be fine with this liberty. Besides, all's fair in love and journalism anyway.

With the rise in citizen journalism now threatening those in the profession under governing bodies, I certainly don't believe that playing an elitist game will dissuade anyone on X that wishes to identify as a journalist anyway. I have in this case of journalistic and creative liberty, simply recorded the stutter as best I can for those that are unable to access X and listen to the audio in full. The link for as long as it may remain available, is below if you'd like to compare the transcript to the original... but I believe I nailed the final powerful closing statements from Mr. Robinson to GingerrTom.

<https://x.com/gingerrtom/status/1987581833895178567>

Ginger Tom shares this full exchange with a simple caption accompanying the screenshot:



That's all it took. A quick little audio message from Tommy Robinson, before GingerrTom opened the floodgates unleashing a weapon that no one across the political spectrum had considered as a counterpoint to Tommy's rhetoric. Even I could never have imagined or dreamed of the following action as being so effective. But on they came, FaceSwap after FaceSwap, Tommy Robinson was as promised now on the faces of notorious child molesters, traffickers, rapists, terrorists, and convicted felons. You name it, the list was endless and despite the volume, hardly had a chance to become exhaustive – even famous memes got the FaceSwap treatment. The list of evil was truly rife, and the comments section looked like a dining table in Hell itself, except all of these individuals now looked like one very angry man, who made a simple mistake of believing he was untouchable on social media and sputtered a threat through the digital frontier to just a simple Ginger West Ham fan, who had had enough of lies being spoken about his Football team.

There were swaps with:

- Jimmy Saville
- Ian Watkins
- Osama Bin Laden
- Josef Fritzl
- Donald Trump
- Jeffrey Dahmer

To name a few...

I, along with millions of X users, have now witnessed hundreds upon thousands of FaceSwaps, with Tommy FaceSwaps becoming a 2025 online viral sensation, all thanks to what he dreads most; a pale Ginger kid, who goddamnit even shares the same name - well, almost... Tommy Robinsons real name isn't Tommy, but for the sake of maintain fun here, I'd like to keep it as a Tom vs Tommy feature. Tom Vs Stephen doesn't quite have the same headline pow...



The posts from Ginger Tom continued long into the evening of Remembrance Sunday, turning Tommy Robinson into an online

laughingstock, with many rushing to jump on the bandwagon. Each post relishing in the childlike glee that comes from such juvenile behaviour - which is ultimately all this was, if you ignore the fact that Tommy is not anything really like the people he was being swapped with. Tommy should have thought twice about his initial reaction to Ginger Tom's threats. As I am sure it must be well known to a man of his ilk, that you never show such a tell as this, as it's only going to be exploited and goads the individual making such a threat. He practically asked Ginger Tom and his followers to do this, and *do it* they most certainly *did*. It was like X suddenly had access to a whole extension pack for games such as; Cards Against Humanity or What Do You Meme - all Tommy Robinson themed. It was cards against Tommy, and the dealers choice happened to be FaceSwaps.

G.T also shared that evening a screenshot of the AI overview from Google stating; "Yes, threatening to hunt someone down and find their address online is a crime, as it can be prosecuted under laws against harassment, malicious communications, or other threats. It is illegal even if the person has no intention or ability to carry out the threat, and it can result in charges for the sender."

All of this of course was posted with a tongue in cheek quote from Ginger Tom of; "More charges your honour", yet it was clear Tom was not here to play a game of calling the Police or taking this to any kind of law enforcement, with hopes that they would descend on Tommy. No, Tom's game was digital vigilantism, served one hilarious swap of Tommy's face at a time. He even poked fun at other "Far-right" voices and activists, such as Lucy Connolly - who was convicted after she pleaded guilty to inciting racial hatred during 2024's Southport riots - with Tom posting; "I hope I get the Lucy Donnelly kind of support when I'm inside you guys" with a heart emoji...

By November 10th, it appeared the end was nigh for the whole saga though, when Tommy Robinson shared a video apologising for the mistake of misinformation coming out of his account about the West Ham situation. Credit where it's due, as it's not often individuals online like Tommy, to apologise for misinformation or stoking unnecessary hatred, so to see this type of behaviour almost brings hope to ones heart in these times of division and polarisation. Had this campaign of

brutal online slandering and bashing/ mocking of Tommy done it's work? Perhaps it had.

The damage however, by this point was done and even today the FaceSwaps are still going, with many taking aim at other political activists and actors.

By November 11th, Tommy conceded further by posting a FaceSwap that was made of him having his face imposed on that of the notorious, vile and despicable knife wielding killer of poor innocent young girls attending a Taylor Swift dance party in Southport during the summer of 2024, Axel Rudakubana. The caption accompanying Tommy Robinsons post said simply, "Ok I've kept my eyes on it & this one wins. Well done @gingerrtom"



Another shock to the system. Tommy has not only admitted that he was wrong now during this event, but he's also even jumped onto the trend and passed a jovial comment about it by sharing this image, coupled with praise to its creator, as if to break digital bread with our Ginger FaceSwapping Vigilante?! Such passive or light-hearted response in our political discourse is almost unheard of, especially from those sitting on this side of the current political aisle. I've experienced first-hand the responses you'll get if you're to even be the slightest bit critical of the UTK Messiah.

Some of course instantly mocked this action with one user posting;

"I've kept my eyes on it." It's fucking consumed you for 48hours, ya little rat bastard

What happened to you 1 million % hunting him down, cuck boy?"

And another;

"Saying this in the hope it stops"

I would argue these two comments have some merit, as he who laughs at himself generally stops anyone else from laughing at them. Generally, it takes the steam out of those that are mocking you, rendering the gag ineffective and no longer enjoyable. Once the target of the bullying mocks themselves, it really does ruin the fun. You can't have a rube realising he's a rube and then making light of it... nothing is less satisfying, except perhaps waiting for a reaction to a jab and being met with silence, followed by a cold shoulder and ignorance. That said of course, after 3 days, although the jig was up and the dopamine addicted generation started to find their attention wandering from this 48 hours of brutal carnage, that left genuine killers, rapists and other horrors, with the face of Tommy Robinson etched upon their skulls, it was hard not to consider for a moment, the lengths that this had to go to, to really make a point to Mr. Robinson... What point it made, is up for debate as it's not as though Tommy has posted much on it since, but what can be deduced is that he took it on the chin and with it, the visibility and realisation that so many are just not bothered by him. It must have been a humbling experience. Now it's clear to see that so many don't feel threatened, concerned or even intimidated by a man that can be so easily mocked, again and again, with no real witty response other than to just laugh and agree how good it was, praising the man he threatened only a couple of days before to track down, one million percent.

Perhaps that's the biggest takeaway here for us all, that it's time to stop being such serious boring assholes about politics

and partisan/ bi-partisan issues. That actually the pathway to discourse is to be a bit more subjective and have some fun with it all. The temperature has been creeping up slowly for so long that all of us political junkies have ceased to have any recognition of any cool we may have had left in reserve since our school days (if we had any cool to begin with). There is now the option as we can see, for a new form of digital Guerilla warfare, where it only takes a few to take a different approach, before we turn the tide against the cavalcade of hate mongers that litter social media, and indeed now our streets with rhetoric and sentiment we disagree with. Instead of calling them fascist or affixing a label, you can just mock them and laugh in their face, shrinking them in the process. I suppose in a lot of ways, it's the same approach the Losers Club took against It... as soon as the fear stopped, so did the strength of Pennywise...

There are indeed huge issues with the world, and this Nation is no exception, so I agree with the majority that It's time to make changes, but perhaps not by shouting and screaming at each other outside asylum hotels, but exchange this for a sit down in a decent local pub, with discourse flowing as smooth as the pints of whatever poison may be our choice, and really hear each other out. With that suggestion made, I will say it has to be fair game on anyone that starts to spit some hateful, conspiratorial or radicalised opinion, but rather than get on the aggressive bandwagon, throw the odd humorous jab or two - attempt to wake up the normal human being that exists at the core of the social media tricked and misled exterior.

Someone says they don't find black women attractive - Tell them you've seen their Pornhub history...

Another mentions how they've been filming outside local schools they believe are full of adult migrants - Ask them why they're such a nonce to be filming outside of a school to begin with

Bragging about putting up flags - highlight how they've put them upside down

This may not be the fix, but it may just take down the temperature a little. Remember, that hatred is learned and not inherited. It's not all as bad as we believe it to be and for the issues that are, we're certainly not going to fix them divided. Theres clowns to the left us, jokers to the right, and here we are, stuck in the middle with *each other*. I think it's about time some of us start to step the fuck up and just focus on being better human beings, to create betterment in our fellow sapiens and realise that radicalisation is easy for each and every one of us, no matter how better than it we would like to believe we are.

Let's take a lesson from the FaceSwap/Off of 2025 to realise that when we feel threatened by what the media or others try to push upon us, we can shake it off by simply laughing at the face of hatred.

Do I condone the individuals that were used to FaceSwap Tommy with? No, not particularly. After all, these are some of the worst of the worst that he has been swapped with, and to take such a position with someone as Tommy, gives him a little bit too much credit in a world of *actual* threats to our society - which the people he was swapped with actually were. Not to mention the fact, that the victims who remain, or families of those that have passed as a result of these criminals actions he's been swapped with are still present and may not wish to be confronted with such a reminder, regardless of if Mr. Robinsons face is plastered on it. But that's just my opinion and if you've like to mock me for it, then no problem. Despite this, I believe there is a strong argument here, that perhaps the end impact on Tommy, justifies the means.

When it comes to Tommy Robinson, I consider the guy to just be totally misled on particular issues, jumping to conclusions whilst believing all he reads online, then using information that fits with his particular political views to push a vision of Britain he wants, that not all of us may share - and that's okay to some extent. Life would be rather boring if we all suddenly agreed on every issue, but we can certainly discuss them without flying off the handle. As stated earlier in this feature, I can't say I agree with all of his views, but I can understand what got him to where he's now at, and ultimately he should be afforded the opportunity of all lost souls; a decent friend to stop agreeing with everything he says, sit

him down over a beer and explain why some of his behaviours and actions won't win him any more friends, or if the behaviour does, then they probably aren't the right friends to roll with - despite how big they may make him or his ego feel. Perhaps even to have a discussion about how there are ways for all of us to get what we want out of our Nation, without having to resort to such measures that are currently being adopted. There's even a debate to be had here, that if he can be humbled like this, then why can't we find other more productive ways to turn the tide and look at reforming views and understanding, whilst letting the criminal justice system take care of the rest - such as with the result of his imprisonment due to contempt of court.

What's important though, is that the actions of one rogue Ginger, got this man to admit his wrongs, get a bit of a sense of humour and give him an epiphany that those that disagree with him, can indeed do more than just scream and shout "fascist" or "racist" at him, and that's what really matters. Some didn't see a lad such as Ginger Tom as relevant, yet he just humbled he who seemed impossible to humble, whilst enlightening all of us to a new way of engaging in discourse - even with those that want to go straight for the threats and aggression when we have a disagreement, whatever it may be, that actually they're not that big of a deal, or threat as once perceived.

Let's all give thanks to Ginger Tom for showing a new way forward against the promoters of hatred, and for sparking in my opinion the viral meme sensation of 2025, making X a little bit more palatable, enjoyable, damn right funny (if but for a moment at least), and giving a platform that just for a split second had both sides agreeing over a very British tradition; banter...

There are many ways to start discourse, but when the hate flows, is it laughter that will be it's antithesis?

I'll let you decide...