

Analysis

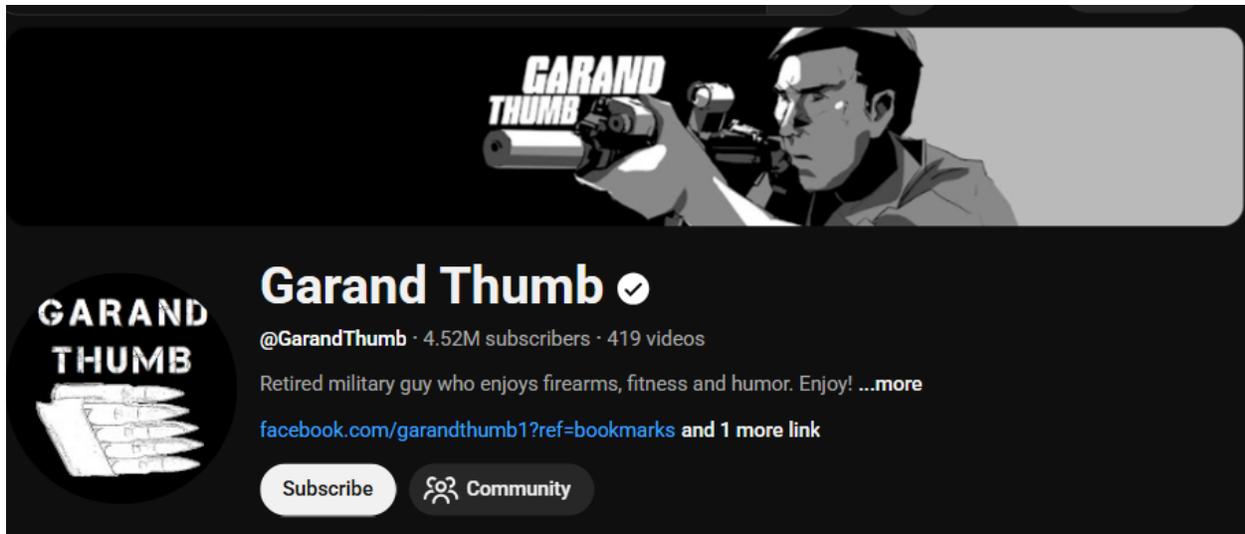
Introduction

For my project, I want to analyze the YouTube channel Garand Thumb. To do this, I will be closely analyzing four videos found on the channel. My methodology will be focusing on how Mike Jones, the main creator of the channel, interacts with viewers. I will be focusing on the dialogue and rhetoric that Jones says, the visuals and visual effects, as well as the various images that are displayed in the videos. I want to analyze how the words and images found in these videos interpellate the viewer as well as how he describes the targets he shoots at. For the Survival videos, I will not focus on the equipment reviews and instead focus on the dialogue about survival. My theoretical framework will be focusing on interpellation, publics and counterpublics and how masculinity is portrayed in the videos.

There are two types of videos on the channel: Weapon reviews that focus on what type of firearm is best for certain situations, and How to survive/what to do in certain situations. The weapon review videos focus on how effective a certain firearm or ammunition is on human-like targets. The other type of videos show how to survive in the event of some kind of apocalyptic event or societal collapse. I want to explore how these two types of videos intersect with each other in the channel and understand how they try to appeal to the viewer

Analysis

Channel Description



First I want to look closely at the YouTube page itself. The name Garand Thumb comes from the type of injury that was common with the use of the M1 Garand(Britannica). Garand thumb occurs when the user's thumb is caught in the path of the bolt when reloading a magazine into the rifle. To understand Garand thumb as the channel name, the viewer must have some prior knowledge of firearms and history. This already shows that Garand Thumb's audience is meant to be people with prior knowledge of firearm history. It also is reinforcing a masculine view on the channel. By naming the channel after an injury that was commonly found on the battlefields of World War II and the Korean war, it romanticizes these eras and appeals to the people who either served in the armed forces or are interested in the military.

The profile picture of the channel is a black and white picture of a M1 Garand ammunition magazine full of bullets with the channel name above it in white letters. This simple but effective profile picture lets the viewer in on what kind of YouTube channel this is. Even if the viewer does not know what Garand Thumb is, one look at the profile picture would show them that this is a channel that focuses on firearms. The banner above the profile shows a black and white abstract picture of a man holding an assault rifle. Garand Thumb is plastered along the gun barrel and scope. The rifle that is shown has many modifications such as a suppressor, Laser sight, and a red

dot or holographic scope attachment. The man in the picture appears to be a clean shaven white man with short dark hair. He has a very serious facial expression that makes him look like he is about to take a shot with his rifle. The way the man in the picture is positioned is meant to be very masculine as if he is charging towards the action. The background is shown to be black and white with the black portion positioned where the rifle is pointed and the white portion to be on the shooter's side. This could be meant to represent the good versus evil trope that is common in many of the how to survive and self defense videos found on the channel. The page description reads, "Retired military guy who enjoys firearms, fitness and humor. Enjoy!" Although short, this description tells the viewer exactly who is meant to watch this content. It starts with "retired military guy". This creates a sense of laidbackness in his content while also gaining a sense of respect and credibility. "Retired military" tells the viewer that he has served in the military, therefore he has experiences in handling firearms and should be trusted with his opinions. The word "guy" to refer to himself is laid back and not serious. This allows the viewer to understand Mike Jones is not a hard nose strict kind of person. It gives a sense of common ground and gains commonality between the viewer and the creator. Referring to himself as a guy says that Jones is on the same level as his viewers and shows them that they can do all the things that are in the videos.

Directly under the channel description there is a Bio for Mike Jones. He attempts a joke, saying, "I was definitely born like a normal human being and not grown by my father, Travis Haley, in a vat under his house." I am not sure exactly how this joke lands and to whom the joke is being made. It makes it seem that he was in fact grown in a vat under his father's house and is sarcastically saying the opposite. This was a very strange attempt at a joke that I did not understand. His bio gives no actual information about Jones in any way other than the name of his father.

Separated by a space there is a disclosure saying, “Full disclosure, many products are given to me by companies to review / T&E.” This disclosure ensures that the people who are viewing the content know that the various items he uses in his videos are potentially not owned by him and he has sponsorships with various companies that trust him to review their products. This is another example of how he sets up the credibility of his channel.

Survival Videos



The first type of the videos that I analyze are the Survival videos. In these videos Mike Jones goes over how to survive in the event that the viewer will have to use deadly force in order to survive in different situations. The first video I will be analyzing is titled “What Should a Normal Person Carry When Things Get Bad?” This video was posted on December 28th 2025. The thumbnail of this video shows Mike Jones kneeling next to a backpack while holding a rifle. He is dressed in a dark brown jacket with a flannel shirt underneath, dark brown pants and combat boots. He also wears a black beanie on his head. Next to him, there are multiple different firearms including a pistol, a compact submachine gun type firearm, and a larger rifle all pasted onto the background. All three of these firearms have various attachments on them such as red dot sights, collapsable stocks, suppressors and foregrips. The words Civilian PDW Considerations are pasted in bold black letters across the majority of the thumbnail. Jones himself has a very focused expression on his face. He is reaching into the pack he is kneeling beside. This thumbnail is

supposed to be eye catching to the potential audience. It shows these firearms and their attachments to grab the eye of anyone scrolling the channel. The attachments on these firearms show that the owner has put a lot of thought into their setup. It also gives the impression that these attachments are necessary for their application. The word usage is directed at people who are not in the military. The term civilian is important because it clarifies that these firearms and other tools in the video can be accessible to the public as well as the amount of training needed to operate these firearms. It also has a connotation that the people in the video know the difference between military and civilian. The acronym PDW refers to Personal Defense Weapon. This emphasizes that these recommendations are for self-defense. The use of an acronym infers that the viewer will already know what this means.

The title of the video is very interesting. The term “Normal Person” speaks to many of the channel's viewers. No one wants to be labeled a “crazy person” for wanting to own firearms. This video title gives the people who are genuinely worried about a scenario that requires this equipment validation for owning these firearms. It signals to them that they are not crazy for having this kind of fear. By framing the questions around what a “normal person” would have, it eliminates the feeling of extremism and replaces it with practicality. The second half of the title “When things get bad” implies that the state of the world is going to decline. The word “When” is intentional. It is not an if, it is a when. “When” implies that there is no doubt something is going to happen where you need these items. The title does not get specific about what “Things” are or what “Bad” means. These “Bad Things” refer to events such as an apocalypse or societal collapse. Overall, this title and thumbnail give the idea that this video is important to the viewers survival.

The video begins with a rapid fire scene of Mike Jones and his guest star firing various weapons at targets. The video switches from Jones aiming and firing a pistol to a table full of guns

and gun parts. The quick cuts back to the other man shooting a pistol while running from cover. Then another quick shot to Jones quickly firing a rifle, then running back and reloading his gun. The final shot of the intro is the table of guns with the words, “Civilian PDW recommendations” in white lettering. These quick shots with dramatic music playing in the background are simulating how an actual engagement would look like. Both of the men are dressed in casual clothing. Regular jackets, jeans and hats are meant to put the viewer in their shoes. This clothing is important because it relates to the average person who watches this video. If they were in full combat gear, the average viewer would think that since they are dressed like they’re in the military, these firearms and equipment are not for them.

The video then goes on to Mike Jones introducing his guest. He first introduces himself as “Mike, Former airforce special warfare” and then his guest as “John, Army guy.” He chooses to include his former experience to show his credibility. He then goes on to say that the topic of the video is personal defense weapons considerations for civilian usage. This is the first time he breaks down what PDW means. While he is explaining what the video will be over, there are more quick shots of him running around an obstacle course firing weapons. He immediately says “The world is getting crazy guys” as videos of a burning car on the side of the road and a Chinese military parade flash on the screen. The video of the burning car is from a KTLA 5 broadcast. He continues by saying “and the problem with that is that you might not always be dealing with people who know the world is getting crazy.” This creates a distinct “other” within the video. It shows the viewer that they are the ones who are right to be thinking that the world is getting crazy. It either reinforces the idea that there is a need for a PDW or encourages the idea that if you are not concerned about these threats, then you should be. He continues by saying, “so AS things get more insane, AS potentially the lives of your family members and loved ones or yourself find themselves

with a threat, how do you set yourself up to protect yourself?” Again, this wording is trying to get the reader to become concerned with the things going on in the world. It plays on how men are the protectors of their family and it is a man’s job to be his family's protector. This is obviously playing on the masculinity that men are reinforced with. The guest speaker then goes on to share a quote from another YouTuber BrassEffects, “So society’s decaying, whether it be into complete lawlessness or not, but most people don’t want to accept it even if you can see the writing on the wall.” His quote addresses the people who do not think we are on the verge of a societal collapse. He is saying that this IS happening, if you can’t see it you’re delusional. He continues by saying, “everyone has their go-to-war rifle” to which Mike says “But you can’t carry that around everywhere, I would love to carry a URGI with thermals and all that, but you would probably make yourself more of a target.” This interaction is interesting because John makes the assumption that everyone has a specific firearm that they think of as their “go-to-war” firearm. It sets up that the viewer is already thinking and is prepared for these situations. Jones’s point about being more of a target is also important because it implies that there are potential people actively seeking the viewer out to harm them. After discussing the reasons that civilians need more concealable firearms, John says as things get worse and worse, of course we would move up to full size rifles.” This is stating that they believe that when this scenario happens, it will only get worse, so the viewer should not only have the items in the video, but also larger firearms as well.

After Jones introduces the sponsors and donors for the video, they move into other various items and techniques that are useful in these situations. They both say that the best way to survive is to avoid people entirely, but that can be very difficult. The items they take out of a backpack include a high visibility cloth, water tight bag, concussive grenades and handcuffs. They give tips on how to use the high visibility cloth to communicate with people you know, how to use the

flashbang concussive grenade to help in deescalation and locating enemies, and how to properly handcuff someone with zip ties. The information about the zip ties is interesting because Jones describes how people that try to escape can inform you how experienced they are. This not only implies the viewer is in a position to incapacitate and place handcuffs or zip ties on an enemy, it also implies that the viewer might face trained soldiers or enemies with proper training. This creates another level of fear for the viewer.

After that he explains how important sound signature is when thinking about these situations. Sound signature is how loud the firearm you are shooting is. Jones says “In all the riots in 2020, think about anytime anybody fired off a weapon, they were immediately swarmed.” This is particularly targeted towards Kyle Rittenhouse and his situation that he went through. After this he says that another important piece of gear is the pack itself. He recommends having a “low Pro” or low profile backpack. He then says “I’m not saying get a hello kitty one and look like an idiot.” The comment about hello kitty draws on the masculinity that is clear in these videos. Jones is saying that having a hello kitty backpack that is normally for women is “being an idiot.” He makes it clear that his intended audience are straight men. He does not give an alternative for gender when making these claims.

For the majority of the video, they focus on how well the different firearms perform on the obstacle course. They continue to use wording that causes the viewer to be concerned about potential threats they might face in a societal collapse situation. Another example of gendered language came in the rifles section of the video. When talking about how modular a rifle can be, John says, “It’s like LEGOs for men,” to which Mike agrees. There is no regard for anyone other than men throughout this video. This makes it absolutely clear that this content is specifically marketed towards men.

The second survival video is titled “How To Evade The Military as a Civilian (Becoming Deadly In The Mountains)” The title of this video is fairly clear about what the crisis will be like compared to the other video. In the other video, the threat that Jones is trying to prepare the viewer for is vague. They never give a certain answer to what they are trying to prepare the viewer for. For this video, they clearly say how to evade the military. The second part of the title (Becoming Deadly in the Mountains) implies the viewer will not only be evading the military, but also fighting back against them.

The video starts with Mike Jones acting as if he is tracking an Elk in the mountains. He suddenly is quiet and you can hear a faint sound of vehicles in the distance. He says “Those are Chinese military vehicles, we need to move!” and runs off into the forest. The camera pans out into a wide shot and the words Becoming Deadly in the Mountains appears on the screen. The camera then goes to Jones dressed in all green with a large backpack on his back. He is holding a wood stock rifle in his hands. His dress makes him look rugged and outdoorsy. This is an example of how masculinity plays a role in addressing the audience of these videos. He says “there have been plenty of cases throughout history, whether it be in war or civil war,” This gives the audience a reference point to look at when worrying about the political state of the world. He says this to garner fear in the viewers. He makes references to past actions in order to justify his and the viewers fear about the world. He continues with “where individuals might not be active participants. You might need to take care of your family, you might have ailing family members that cause you to not participate, to not fight.” The inclusion of the need to take care of the family is a way to connect with the audience, particularly men, as they like to think of themselves as protectors of their family. The line about having an ailing family member being the reason the

viewer is not participating in a conflict is interesting. It implies that if they did not have the excuse of a sick relative, they would be engaged in the conflict that is happening. He goes on to say “time and time again, civilians have found themselves at the horrors of war.” While he says this, images of rockets flying in the night sky, military helicopters flying, and security footage of debris falling from the sky onto the heads of multiple people. The inclusion of these images are crucial to drive the point that these situations are happening across the world. The implication that the same things happening to the people in the videos could happen to the viewer. He lays out the particular scenario he will be simulating in his video. He says that the scenario for his video is an invasion from Chinese forces that eventually create a civil war within the United States. He states that for this exercise, we are not combatants, but civilians trying to take care of our family in the woods, armed with nothing but an old hunting rifle. The particular situation he starts with is he is out hunting and a chinese patrol comes for him.

Jones makes it very clear that his main objective is to evade instead of attack. This is very different from the previous video where the entire point was to fight back. He defines evasion as what to do when cut off from home or good routes of travel. He says to consider how the enemy treats prisoners. If the hostile invaders adhere to the laws of war, they will only target military personnel and combatants he says we should be fine, but he points out that sometimes war devolves into a grey area that could include torture or imprisonment. This plays on the viewers fear of foreign occupation. After this the video goes into an advertisement for a combat and survival fitness program. The first line of this advertisement is “If you’re not fit you’re gonna die” The urgentness of this message is clear. The point being made is there is a direct threat that is affecting the viewer that, if not addressed now, there will be consequences for. There are obvious examples of masculinity within this advertisement. He states that “If your body is a weak point in a survival

situation that will be the end of you. You will not be able to lift your wounded buddy, your children, your wife.” This is clearly targeted towards men and their ability to perform in an athletic environment. After the advertisement, the video continues with the evasion tactics. Jones talks about how in this situation he is just a man trying to hunt to provide for his family. He addresses his audience as we, clearly implying that he thinks his audience is men. The video continues with Jones running through the woods while periodically stopping to give advice for evasion. Once he finally tires himself out to the point of exhaustion, he stops and talks to the camera. He mentions a question he often gets is why? Why try to survive in such hostile conditions? He then goes on a rant about the will to survive and having a reason to keep going. He addresses his audience by saying, “for most, it is the want to see their family. I’m gonna get home to my family, my wife, my kids.” This again is referencing his audience as straight men. It allows the viewer to think of themselves as needed by their family in these situations. He continues by saying, “They need me. They need me to get food and take care of them.” This is a continuation of common masculine stereotypes where the man is the provider and the woman is someone who needs protection and provision. His view of the world is extremely male centered. This is a reflection of how he thinks the viewers see the world as well.

Jones then goes on to his chapter on evasion movement. He emphasizes the importance of walking quietly. He tells his viewers that if they don’t walk in the woods often, they will not be as quiet. He says “the more you walk in the woods, the quieter you’re gonna get. So get out there boys. Take your kids on a walk, take your girl on a walk, and see who can walk quietest.” This statement is full of masculine rhetoric. He addresses his audience as boys. This not only implies that his audience is men, but also creates a sense of proximity or relationship between them. It also implies that the person he is addressing is in a heterosexual relationship. I noticed that instead of

wife, he uses the word “your girl.” This not only reinforces the heteronormative relationship that he assumes the viewer has, but also places ownership on the woman in the relationship.

After describing different techniques on how to evade a potential enemy, he moves on to counterstrike techniques. He opens this section of the video by loading his rifle and saying “better to have it and not need it than need it and not have it.” This phrase is common in prepper communities to justify acquiring tools and weapons. This reinforces the viewer’s mindset that these kinds of skills and equipment are necessary in order to be prepared for these situations. He also mentions that staying away from other civilian people in this scenario is important because they might have chosen to join the enemy. He states, “why are people scary? Well they might have accepted the new Chinese overlord. They're like ya know what, I love being a bugman. I can’t wait to salute the red and gold stars of the Chinese flag.” This reinforces the idea that isolation is the new normal. This entire made up scenario gives the impression that Mike Jones does not trust Chinese people and the viewer shouldn’t either. The derogatory term of bugman refers to people who are perceived as conformists or unoriginal. The use of this term is relevant to the masculinity that this channel represents. Being against conformity and not trusting people is crucial for being masculine in Jones’s eyes.

When talking about the importance of water consumption and clean water, Jones says, “Waterborne illnesses suck, but what sucks more is being tortured to death and they find out where your family lives and saw their heads off on TV.” This is a very graphic description of what will happen if a person fails in their attempt of evasion. He uses the fear the viewer might have to make a point. This also reinforces the masculine stereotype that men just need to “suck it up and get over it” as well.

Overall, both of these videos work to interpellate the viewer into the position of a vigilant, armed civilian man responsible for protecting his family in a collapsing world. Through their titles, thumbnails, language, and scenarios, the videos repeatedly position the audience as rational men who must prepare for inevitable conflict and disorder. By addressing viewers as protectors, fathers, and providers, Mike Jones calls them into an identity that ties masculinity to preparedness, violence, and survival skills. At the same time, the videos construct threats, whether societal collapse, criminal attackers, or foreign military invasion, to justify this identity and reinforce the need for weapons, training, and constant vigilance. In doing so, the content does not simply provide survival advice, but it actively produces a particular kind of viewer, one who understands himself as a masculine defender against chaos and who sees participation in gun culture and survivalism as both normal and necessary.

Gun Reviews and Human Targets



The first thing I noticed when analysing these two videos was how similar the thumbnails were. In both thumbnails, Mike Jones is standing behind a ballistic gel target, aiming a rifle at its head. This stance portrays power over someone else granted to him by holding a firearm. In both videos, Mike Jones is wearing his iconic white lab coat. He chooses to wear a lab coat to have the reader think of these videos as science experiments instead of only gun videos. This gives the viewer the idea that these videos, regardless of the violent nature and gruesome visuals, are in fact scientific and educational.

The video “Testing the Lethality of 8.6 BLACKOUT - The Most violent Subsonic available” starts off with dramatic music playing in the background as a slow motion video of a ballistic gel target of a human head explodes from a round from the 8.6 blackout rifle.



The first image of the entire video is showing a gruesome scene in slow motion. The slow motion effect means to give the viewer a close up and personal view of the deadliness and violence that this rifle is capable of. The video slowly shows the projectile enter the skull of the target and exit out the other side. It then slowly rewinds the footage to before the bullet is fired, creating a boomerang effect. It then quickly cuts to multiple scenes of Mike Jones and his crew shooting multiple rounds at the target, resulting in devastating effects. After the intro, it gives a close shot of Jones and one of his crew members examining the uninjured human ballistic gel. The crew member mentions that the target looks like “that one scientist that is like” as he dips his head into

his shoulder and starts to mumble incoherently. Mike Jones immediately gets the reference and simply says “so Stephen Hawkins.” There is already a living person associated with the target they are about to destroy. This association of a real person and a target that they destroy can be very disturbing, but is given no thought by Jones. The video continues with Mike explaining that the video is going to be about the 8.6 blackout rifle. His crew member, Charlie, describes the round as “very slow but very deadly. It’s not something you want to encounter if you’re out there cow tipping at a feminist rally.” to which Jones has to turn away from the camera in a stifled laugh. This single scene implies multiple things. First, it implies the viewer is against feminist movement. It implies that the people at feminist rallies are overweight. He does not mean that there are actual cows at a feminist rally, but the people there are the cows that are being tipped. This is dehumanizing and bigoted on many levels. However, they say this as a joke intended to be found funny by the viewer. It not only shows us that they think this way, but the intended audience also finds it funny. It also is implied that the people watching these videos are conservative. The kind of people conservatives think of when they hear feminist rallies are typically liberal. This joke makes it clear that the viewers the channel are trying to reach are conservative men. Soon after he makes this joke, they are talking about how the 8.6 is usually used for large game to which Charlie makes another joke. He says “Like at Moms Demand Action rallies very large game there. They’re like water buffalo.” These jokes are meant to be a funny jab at the people who attend these rallies, but the circumstances around these videos are actually very disturbing. This video is about how lethal the firearm they’re testing is and the person shooting the gun is talking about how the intended recipient of the fire are people who attend protests. This is very concerning considering the political state of the world we are in right now. He is basically saying that this firearm is meant to be used on the people who attend these rallies. Jones follows up this joke with "Precisely, we

are interested to see what kind of results we will get on humans.” which is encouraging the viewer to be intrigued with the results of the firearm. They then move on to discussing the types of ammunition they will use in their tests. They get to a particularly devastating looking round when Jones asks his partner what he would shoot with this round. He answers with “Anyone who donates to Act Blue.” Act Blue is a Democrat party fundraiser. This “joke” is meant to reach the audience by implying that they are conservative or against the Democratic party.

After the intro, they introduce the sponsors for the video and get into firing the weapon. They start with a block of clear ballistic gel. After explaining what they are about to do, Jones asks his partner’s opinion and he says, “I don’t care, I just want to shoot Stephen Hawkins over there.” It was one thing to notice the target dummy looks like someone, but it is entirely different to say that they specifically want to shoot that person when referring to the target. After they shoot the clear ballistic cubes, they discuss the wildly different result of each type of ammunition they used. When discussing this, Charlie says, "It's kind of menacing especially if you are a doctor like myself if someone is like he got shot by an 8.6 well one you know that its not going to be from Chicago but how am I supposed to treat this” to which Mike asks “How do you know its not gonna be in Chicago?” Charlie answers, “Come on man, that shit’s expensive.” This is a very racist joke about African Americans and the gun violence in large cities. He makes fun of african american systemic poverty as well as implying that african americans commit gun violence.

After the clear ballistics cubes, they move on to the human targets. The first shot they take is at the head. As soon as he fires, the camera slows down and shows the absolutely devastating effect that this firearm has on a human. The music in the background pulsates with every scene in which the round hits the head of the target. They continue to show shots of the rifle rounds ripping through the body of the target. The excitement that the men have when witnessing the devastation

is very telling. The men use terms like “Such large holes” and “Its gonna blow its back out” which are all hypersexualized language. Charlie even describes the wound channel of one particular bullet as feeling like “when she’s seen other people.” this kind of hypersexualized language when talking about the violence of firearms is an attempt to connect the two. It connects the masculine feeling of having sex with a woman to the feeling of firing a gun. It calls attention to the phallic imagery of firearms and the resulting ejaculation of the projectile. They end the video with discussing the performance of each of the ammunition types and more videos of them shooting the target rapid fire.

The second video “We Test Different Execution Methods with Ballistic Dummies” starts with Mike Jones in his lab coat dramatically saying “Capital Punishment, Executions, the taking of one man’s life for his crimes. Is it moral? Is it ethical? Well these aren’t the questions we’re here to answer on Garand Thumb. We’re here to show you what real world execution methods look like.” After the sponsors and shoutouts, Mike Jones introduces himself and also gives some information about the ballistic gel targets they are going to shoot. He says “these are about as close as we can get without using... What micah?” to which an off camera voice says “Real human beings.” Jones then quickly rebuts sternly with “No, pedophiles which aren’t real human beings” The response from Micha piqued my interest. Mike Jones had pedophiles on his mind as someone who deserves to have capital punishment while the other man was thinking of humans in general.

The first execution method is the Utah death by firing squad. There wasn’t much interesting dialogue during these scenes, but the visuals tell a story. They give the target a cigarette to “Calm his nerves,” Not only does the target look human, but they are giving it human emotions. The slow motion video of the firing squad is very explicit. You can see the impact and exit of the rounds from multiple angles.

The next method they introduce is the Russian execution. The visuals of this scene is less gruesome than the other scenes, but still invokes emotion in the audience. They show a wide shot of the head of the target with the gun in the frame. This adds to the aggressiveness of the execution. The result of this method was not as gory as the other methods.

Throughout the entire video, each of the execution methods get more and more aggressive and gruesome. Each scene gets its own history lesson and slow motion video capturing the rounds entering and exiting the target. The men in the video try to stay as objective as possible. They don't comment on the types of weapons they use or give suggestions as in other videos. This gives the viewer a sense of objectivity and allows them to enjoy the aesthetic without thinking of it as violence.

Conclusion

The Garand Thumb channel does more than simply review firearms or provide survival advice, it constructs a specific worldview and identity for its audience. Through dialogue, humor, visuals, and staged scenarios, Mike Jones repeatedly interpellates the viewer as a vigilant, armed, heterosexual man responsible for protecting his family in a dangerous and unstable world. The survival videos encourage viewers to imagine themselves as civilians preparing for societal collapse, foreign invasion, or violent confrontation, reinforcing masculine ideals of strength, independence, and protection. The weapon review videos normalize and aestheticize violence through scientific framing, slow-motion visual effects, and humor that often targets political or social opponents. Together, these elements work to produce a worldview centered around gun culture, survivalism, and masculine preparedness where viewers are encouraged to see themselves as rational defenders against chaos and ideological enemies. By analyzing the rhetoric, imagery, and narrative framing within these videos, it becomes clear that the channel is not simply

presenting information about firearms, but actively shaping how its audience understands violence, masculinity, and their role in a perceived conflict-filled world.