"White Genocide" is a term coined by white supremacists for propaganda purposes as shorthand for one of the most deeply held modern white supremacist convictions: that the white race is “dying” due to growing non-white populations and “forced assimilation,” all of which are deliberately engineered and controlled by a Jewish conspiracy to destroy the white race. This same conviction can be seen in the so-called “14 Words” slogan, the most popular white supremacist slogan around the globe: “We must secure the existence of our people and a future for white children.” White supremacists commonly claim that they must take action, even violent action, or the “white race” will “perish from the Earth.”