

Why Trudeau will bounce back from #Peoplekind

 By Leigh Andrews

12 Feb 2018

In the wake of his #Peoplekind comment, a joke that "didn't play well out of context", *The Evening Standard* has provided a lookback on Trudeau's push for gender equality.



One of many #Peoplekind memes that sprang up across the web. Image © [Stock Sheiki on Twitter](#)

Canadian Prime Minister Justin Trudeau is often applauded for his inclusive policies and forward-thinking approach in a world of patriarchal bureaucracy and upheld as the ideal in the face of the Trumps of the world.

But it was Trudeau's turn under the Twitter firing line as a 'fake feminist' when he interrupted a woman asking a question at a town hall event in Edmonton, Canada last Friday and suggested:

“ We like to say ‘peoplekind,’ not necessarily ‘mankind,’ because it’s more inclusive. ”

Canada's [Global News](#) reports that Piers Morgan himself, who made headlines for announcing he's leaving *Good Morning Britain* and heading State-side, just days after a TV interview with Trump in Davos - Trump's first international one, according to [The Sun](#) - sarcastically wrote about the #Peoplekind remark the following day, saying: “Mankind ended last night.”

Then, deputy Tory leader Lisa Raitt urging the prime minister to “person up” in an exchange in the House of Commons.

That's all it took to catch on in the Twittersphere. Cue the combined internet's mirth, outrage and witty words.

“ *"We like to say Peoplekind."Um, who exactly is this royal WE?Radical feminists? Leftist ideologues? Deranged SJWs?Trudeau is a living meme. pic.twitter.com/rWTojs8QeN*
— Candice Malcolm (@CandiceMalcolm) [February 7, 2018](#)
”

“ *Neil Armstrong 1969:"That's one small step for people, and one giant leap for peoplekind." pic.twitter.com/T31l4Vt03y*
— DANGEROUS TROLL 🍷🍷 (@Dangerous_Troll) [February 7, 2018](#)
”

“ *Princess Trudeau is offended by the word "mankind" and wants people to use "peoplekind" instead.* ”

A made up word... At least go with "humankind" you dumb fool.

I also heard he plans on changing Manitoba to "Peopletoba."

Sorry for your culture-loss, Canada.

— Educating Liberals (@Education4Libs) [February 7, 2018](#)

“ *Not content with being an embarrassment to Canadians, [#Trudeau](#) is now an embarrassment to all*
— Pat Condell (@patcondell) [February 7, 2018](#)
[#mankind.https://t.co/Ka39Gp6QIG](https://t.co/Ka39Gp6QIG)
”

Reaction went above and beyond this though, with some commenting on different tolerance for puns aimed at men and women.

“ *If Ridiculing a Woman is [#Misogyny](#), then why isn't Ridiculing a Man [#Misandry](#)? Aren't people being too Intolerant towards Puns aimed at Women; while being OK with them, when Men are at the receiving end?Where's the God Damn Equality? Huh!![#RenukaChowdhury](#)[#RenukaChaudhary](#)*
— Jagrati Shukla (@JagratiShukla29) [February 8, 2018](#)
”

According to the [Evening Standard](#), the comment was not taken lightly. Some thought he was "mansplaining," some felt he was serious and politically correct, while others came to Trudeau's defence saying the comment was taken out of context.

“ *The US-right-wing pile-on re Trudeau's "peoplekind" is pretty misleading.He was lightly ribbing a woman who was rambling about the power of women, "God the Mother," and how the world needs womanly love. Fox excluded her response to him: "There you go, exactly. Yes. Thank you." pic.twitter.com/Wl4QlumWrA*
— Daniel Dale (@ddale8) [February 6, 2018](#)

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Light-hearted sarcasm for the win, especially as [Evening Standard](#) reports gender equality has long been top of Trudeau's list, having appointed a half-female cabinet – a step that has so far never taken place in countries such as the UK, the United States or Australia – he explained: "Because it's 2015." This resonated so strongly here in South Africa that we made it our 'quote of the year' for 2015.



[TrendTalk] 2015 was a hairy year

Louise Marsland 12 Jan 2016



Trudeau took note and apologised in Ottawa this Wednesday for what he dubbed as his 'dumb joke' that went viral and didn't play well out of context.

“ PM on “peoplekind”: it's a little reminder to me that I shouldn't be making jokes even when I think they're funny

[#cdnpoli pic.twitter.com/MWK27BxIOI](#)— Vassy Kapelos (@VassyKapelos) [February 7, 2018](#)

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But the year is young, and all indications are that Trudeau will bounce back from this unscathed. For example, Trudeau spoke up on steps towards equality at Davos earlier this year, stating:

“ #MeToo, #TimesUp, the Women's March; these movements tell us that we need to have a critical discussion on women's rights, equality and power dynamics of gender. ”

He also regularly holds roundtables on the importance of diversity and equality and weaves the topics into the conversation:

“ Trudeau's California itinerary tomorrow/Friday: "diversity and equality roundtable" with tech-biz leaders; meetings with the CEOs of Amazon, eBay, AppDirect, Amgen; meetings with California Gov. Brown and Lt. Gov Newsom; speech at the Reagan presidential library.— Daniel Dale (@ddale8) [February 7, 2018](#)

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Paying the price for years of inequality

[Evening Standard](#) points out he vowed to finally put a woman on Canadian banknotes back in 2016, and when new banknotes go into circulation later this year, black civil rights activist Viola Desmond will appear on the Canadian \$10 bill.

Desmond challenged racial segregation in Canada as far back as 1946 when she refused to leave a 'whites only' area of the Roseland Theatre in New Glasgow, Nova Scotia.

“ The Bank of Canada recognizes [#ViolaDesmond](#) for her pioneering human rights actions. See her on our next \$10 bank note. [#blackhistorymonth https://t.co/YfYzdGLR0A pic.twitter.com/JrNmflT9hm](#)— BoC Museum (@BoCMuseum) [February 1, 2018](#)

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That's what I call putting your money where your mouth is – literally.

ABOUT LEIGH ANDREWS

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