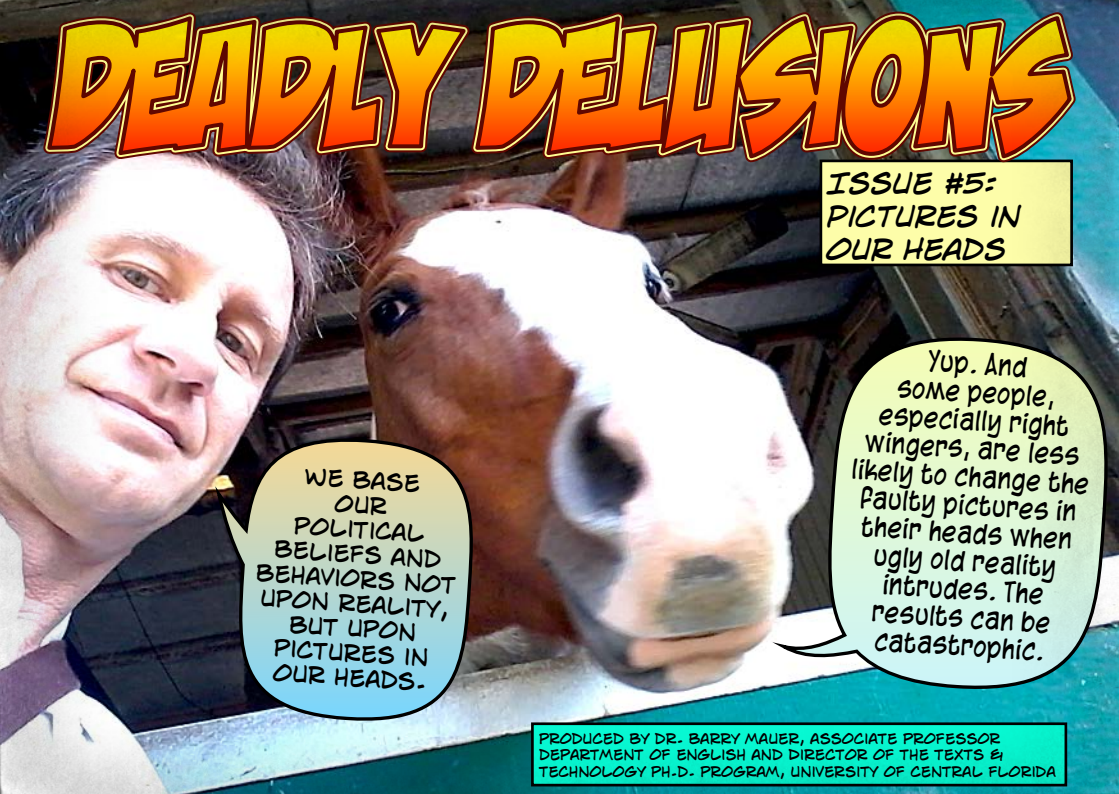


DEADLY DELUSIONS

ISSUE #5:
PICTURES IN
OUR HEADS

A man with dark hair, wearing a dark suit jacket, a white shirt, and a dark tie, is looking towards the camera with a slight smile. To his right, a brown horse with a white blaze on its face is looking towards the camera. The background shows wooden stall doors.

WE BASE
OUR
POLITICAL
BELIEFS AND
BEHAVIORS NOT
UPON REALITY,
BUT UPON
PICTURES IN
OUR HEADS.

Yup. And
some people,
especially right
wingers, are less
likely to change the
faulty pictures in
their heads when
ugly old reality
intrudes. The
results can be
catastrophic.

PRODUCED BY DR. BARRY MAUER, ASSOCIATE PROFESSOR
DEPARTMENT OF ENGLISH AND DIRECTOR OF THE TEXTS &
TECHNOLOGY PH.D. PROGRAM, UNIVERSITY OF CENTRAL FLORIDA

PICTURES IN OUR HEADS SHAPE OUR BELIEFS AND ACTIONS.

WHAT AWFUL PICTURES DID THIS GUY HAVE IN HIS HEAD?



AND CAN ANYTHING CHANGE THESE PICTURES?

DYLANN ROOF - MASSACRED 9 BLACK WORSHIPPERS AT THE EMANUEL AFRICAN METHODIST EPISCOPAL CHURCH IN CHARLESTON, NORTH CAROLINA IN 2015

WE HEAR BLAME ON "BOTH SIDES" FOR SPREADING DANGEROUS PROPAGANDA AND FOMENTING VIOLENCE. BUT A STUDY FOUND THAT NEARLY ALL IDEOLOGICALLY MOTIVATED VIOLENCE IN THE UNITED STATES SINCE 2007 WAS COMMITTED BY RIGHT WING EXTREMISTS.

THE CONSERVATIVE DAILY CALLER CONCLUDED "THAT 92 PERCENT OF IDEOLOGICALLY MOTIVATED HOMICIDE INCIDENTS WERE COMMITTED WITH A RIGHT-WING EXTREMIST OR WHITE SUPREMACIST MOTIVE."



EXTREMIST RHETORIC HAS PERMEATED THE DOMINANT RIGHT WING PARTY IN THE U.S., THE GOP, AND MAINSTREAM RIGHT WING MEDIA. GOP LEADERS AND THEIR MEDIA ENABLERS HAVE SPREAD DEADLY DELUSIONS WITH PREDICTABLE RESULTS.

BUT, YOU MIGHT BE ASKING,
WHAT IS THE RIGHT WING?



THE RIGHT WING MOVEMENT BEGAN IN POST-REVOLUTIONARY FRANCE AS AN ANTI-PROGRESSIVE FORCE. IT WAS CALLED "RIGHT WING" BECAUSE THEIR PARLIAMENTARIANS SAT ON THE RIGHT SIDE OF THE CHAMBER. THE PRIMARY FUNCTION OF THE RIGHT WING HAS BEEN TO ADVANCE THE INTERESTS OF THE DOMINANT CLASSES, SUCH AS ARISTOCRATS, CHURCH AUTHORITIES, AND CORPORATE OWNERS OVER THOSE OF ORDINARY PEOPLE.

TRADITIONALLY, RIGHT-WING PARTIES INCLUDED A MODERATE WING, INTERESTED IN THE WELL-BEING OF THE MIDDLE CLASS. BUT THE CURRENT REPUBLICAN PARTY AND ITS DEMAGOGUES IN THE MEDIA HAVE PURGED THE MODERATE WING FROM ITS RANKS.

IN 2012, CENTRISTS THOMAS E. MANN AND NORMAN J. ORNSTEIN WROTE: "THE G.O.P. HAS BECOME AN INSURGENT OUTLIER IN AMERICAN POLITICS. IT IS IDEOLOGICALLY EXTREME; SCORNFUL OF COMPROMISE; UNMOVED BY CONVENTIONAL UNDERSTANDING OF FACTS, EVIDENCE AND SCIENCE; AND DISMISSIVE OF THE LEGITIMACY OF ITS POLITICAL OPPOSITION."

RIGHT WING PROPAGANDISTS FILL THEIR FOLLOWERS' HEADS WITH GRIEVANCES—CONTRIVED GRIEVANCES—AND THAT'S WHAT MAKES THEM DANGEROUS. JUST LIKE DYLAN ROOFF, MOST RIGHT WINGERS DON'T LET GO OF THEIR GRIEVANCES EVEN WHEN CONFRONTED WITH OVERWHELMING EVIDENCE THAT THEY ARE WRONG. THEIR WORLDVIEW CONSISTS OF ENDLESS CONSPIRACIES AGAINST THEM.

People on government aid are just lazy and want a handout, and most of them commit fraud!

The government funds abortions! Planned Parenthood sells baby parts for profit!

Thousands of Muslims in New Jersey cheered on 9/11 and then hid all the videos!

Jews control our money and the Federal Reserve and Hollywood and Disney!

Obama prevented oil drilling so he could drive up oil prices!

The Democrats want to take away all your guns, bazookas, and nukes!

Immigrants are taking your jobs, plotting terrorist attacks, and making your food too spicy!

Hillary ordered the troops to stand down at Benghazi and then laughed maniacally!

Black people are getting themselves killed by police to make the police look bad!

Gay people want to convert our children, destroy our marriages, and sing Barry Manilow songs badly!

College professors are turning our kids into atheists, communists, and artists!

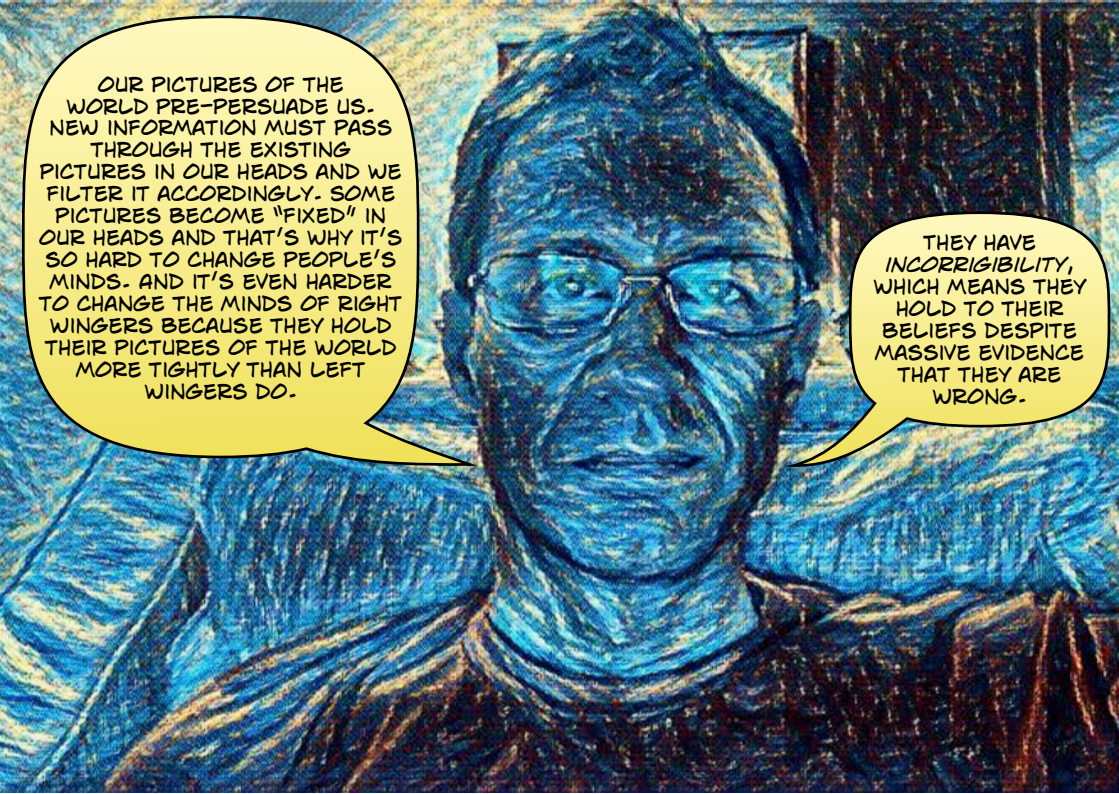
Anti-war protestors hate the troops, the flag, and your mom!

Climate change is a hoax aimed at creating a one world government!

There's a war on Christmas, Easter, and Cyber Monday!

Millions of illegal aliens are voting, marrying your daughter, and picking all the fruit!

blah argh bluch emails gurg blech treason!



OUR PICTURES OF THE
WORLD PRE-PERSUADE US.
NEW INFORMATION MUST PASS
THROUGH THE EXISTING
PICTURES IN OUR HEADS AND WE
FILTER IT ACCORDINGLY. SOME
PICTURES BECOME "FIXED" IN
OUR HEADS AND THAT'S WHY IT'S
SO HARD TO CHANGE PEOPLE'S
MINDS. AND IT'S EVEN HARDER
TO CHANGE THE MINDS OF RIGHT
WINGERS BECAUSE THEY HOLD
THEIR PICTURES OF THE WORLD
MORE TIGHTLY THAN LEFT
WINGERS DO.

THEY HAVE
INCORRIGIBILITY,
WHICH MEANS THEY
HOLD TO THEIR
BELIEFS DESPITE
MASSIVE EVIDENCE
THAT THEY ARE
WRONG.



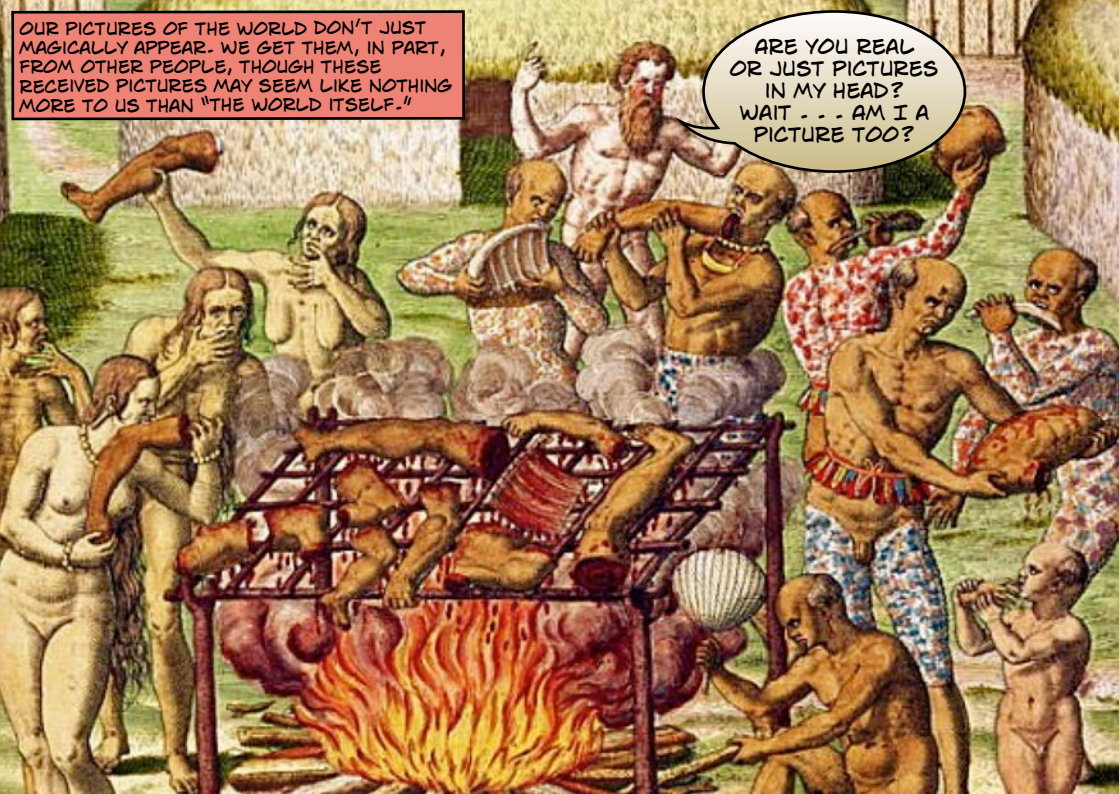
WHERE DO THE PICTURES IN OUR HEADS COME FROM?


WE DON'T START LIFE WITH PICTURES IN OUR HEADS, BUT RATHER WITH AN UNINTERRUPTED STREAM OF SENSE IMPRESSIONS.

THE PROCESS OF TRANSFORMING THIS STREAM OF VISUAL, AURAL, TACTILE, OLFACTORY, AND GUSTATORY INFORMATION INTO THE SHAPES OF DISCRETE ENTITIES—PEOPLE, PLACES, THINGS, ACTIONS—REQUIRES IMMERSION IN A CULTURE.

OUR PICTURES OF THE WORLD DON'T JUST MAGICALLY APPEAR. WE GET THEM, IN PART, FROM OTHER PEOPLE, THOUGH THESE RECEIVED PICTURES MAY SEEM LIKE NOTHING MORE TO US THAN "THE WORLD ITSELF."

ARE YOU REAL OR JUST PICTURES IN MY HEAD? WAIT . . . AM I A PICTURE TOO?





HOW DO LEADERS GET PEOPLE TO DO REALLY AWFUL THINGS TO OTHER PEOPLE?

BY SHAPING THE PICTURES IN OUR HEADS, LEADERS CAN SHAPE OUR ACTIONS.

THESE LEADERS CAN MAKE PEOPLE WHO ARE NOT THREATS— JEWS, IMMIGRANTS, BLACKS, GAYS, MUSLIMS — APPEAR TO US AS THREATS.

WHEN WE TAKE ACTION AGAINST THESE APPARENT THREATS . . .

WE BECOME THE AGGRESSORS. BUT THE PICTURES IN OUR HEADS TELL US WE ARE THE VICTIMS. OUR PICTURES TURN REALITY UPSIDE SIDE DOWN.

召之即来 来之能战 战之能胜

LEADERS CAN USE THE POWER OF IMAGES TO CREATE ALLIES, ENEMIES, AND EVEN OUR IDENTITIES.

IN THE U.S., RIGHT WING LEADERS SHAPE PEOPLE INTO MASSES - OF "AMERICANS," "PATRIOTS," "WHITES," "CONSERVATIVES," "CHRISTIANS" - ALL THE WHILE TELLING THEM HOW "FREE" THEY ARE. HOW FREE ARE YOU IF YOU'RE A PARTICLE IN A MASS?

全民皆兵 保卫祖国

QUAN MIN JIE BING BAO WEI ZU GUO

MODERN PROPAGANDISTS DEvised METHODS FOR PUTTING PICTURES IN OUR HEADS. A PIONEER IN THIS FIELD WAS WALTER LIPPMANN, WHO CREATED ANTI-GERMAN PROPAGANDA FOR THE U.S. GOVERNMENT TO MANUFACTURE PUBLIC APPROVAL FOR ITS ENTRY INTO WORLD WAR I. IN HIS BOOK, PUBLIC OPINION, LIPPMANN EXPLAINED HOW SUCH PROPAGANDA WORKS.

WHATEVER WE BELIEVE TO BE A TRUE PICTURE, WE TREAT AS IF IT WERE THE ENVIRONMENT ITSELF. IT IS HARDER TO REMEMBER THAT ABOUT THE BELIEFS UPON WHICH WE ARE NOW ACTING, BUT IN RESPECT TO OTHER PEOPLES AND OTHER AGES WE FLATTER OURSELVES THAT IT IS EASY TO SEE WHEN THEY WERE IN DEADLY EARNEST ABOUT LUDICROUS PICTURES OF THE WORLD.



WALTER LIPPMANN

CHANGE THE PICTURES IN PEOPLE'S HEADS AND YOU CHANGE WHAT THEY BELIEVE, HOW THEY ACT, AND EVEN WHO THEY IMAGINE THEY ARE.

BLACK CAT CIGARETTES

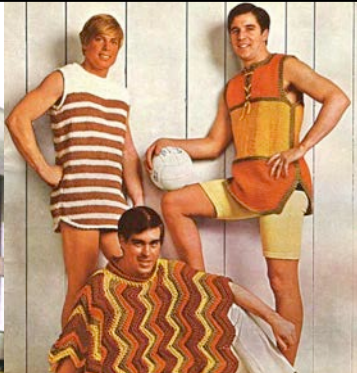


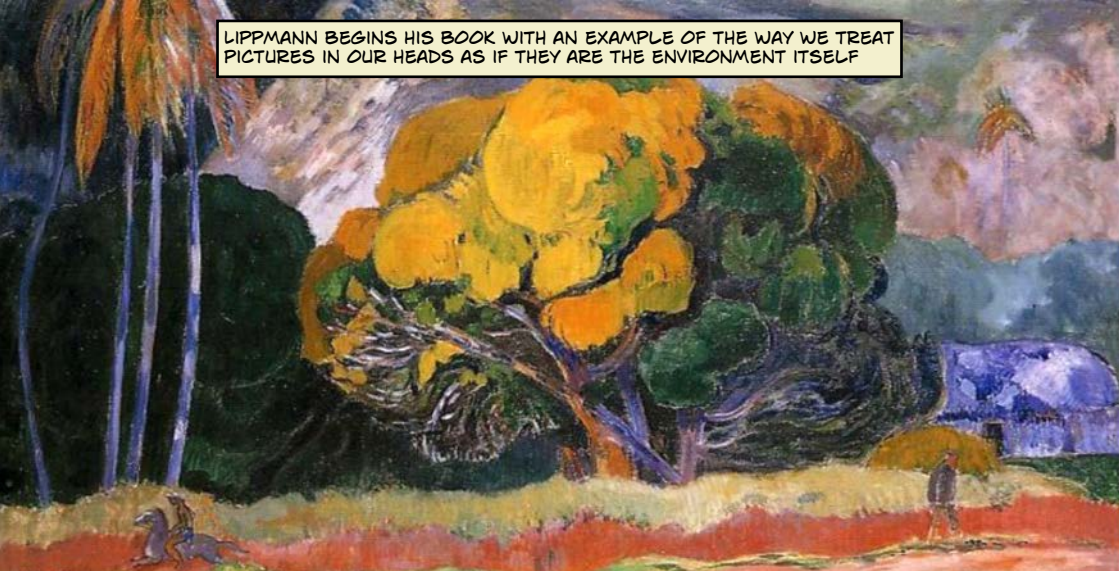
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G. P. & S.

A FACT

HAVING LIVED THROUGH THE 1970S, I READILY CONCUR WITH LIPPMANN'S POINT THAT PEOPLE OF "OTHER AGES WERE IN DEADLY EARNEST ABOUT LUDICROUS PICTURES OF THE WORLD."





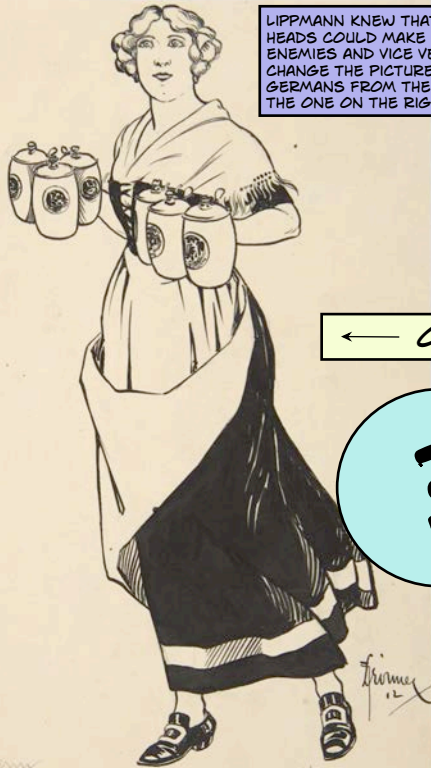
LIPPMANN BEGINS HIS BOOK WITH AN EXAMPLE OF THE WAY WE TREAT PICTURES IN OUR HEADS AS IF THEY ARE THE ENVIRONMENT ITSELF

“There is an island in the ocean where in 1914 a few Englishmen, Frenchmen, and Germans lived. No cable reaches that island, and the British mail steamer comes but once in sixty days.”

“In September it had not yet come, and the islanders were still talking about the latest newspaper which told about the approaching trial of Madame Caillaux for the shooting of Gaston Calmette.”

“It was, therefore, with more than usual eagerness that the whole colony assembled at the quay on a day in mid-September to hear from the captain what the verdict had been.”

“They learned that for over six weeks now those of them who were English and those of them who were French had been fighting in behalf of the sanctity of treaties against those of them who were Germans. For six strange weeks they had acted as if they were friends, when in fact they were enemies” [*Public Relations*, 3].



LIPPMANN KNEW THAT PICTURES IN OUR HEADS COULD MAKE FRIENDS INTO ENEMIES AND VICE VERSE. HE HAD TO CHANGE THE PICTURE AMERICANS HAD OF GERMANS FROM THE ONE ON THE LEFT TO THE ONE ON THE RIGHT.

LIPPMANN REALIZED THAT WE TEND TO REJECT NEW PICTURES OF THE WORLD IF THEY DON'T FIT OUR MODELS OF REALITY. BUT A PICTURE WITH DRAMATIC POWER COULD ALTER OUR MODELS OF REALITY. SUCH PICTURES WE CALL PROPAGANDA.

THIS WAS BORN THE "ATROCITY STORY." AMERICANS WERE TOLD THAT GERMANS HAD COMMITTED GROSS ATROCITIES. MOST OF THE STORIES WERE FALSE.

← OR →

?



"THE WAR, OF COURSE, FURNISHED MANY EXAMPLES OF THIS PATTERN: THE CASUAL FACT, THE CREATIVE IMAGINATION, THE WILL TO BELIEVE, AND OUT OF THESE THREE ELEMENTS, A COUNTERFEIT OF REALITY TO WHICH THERE WAS A VIOLENT INSTINCTIVE RESPONSE." WALTER LIPPMANN

GEORGE LAKOFF REFERS TO OUR MODELS OF THE WORLD AS "FRAMES"

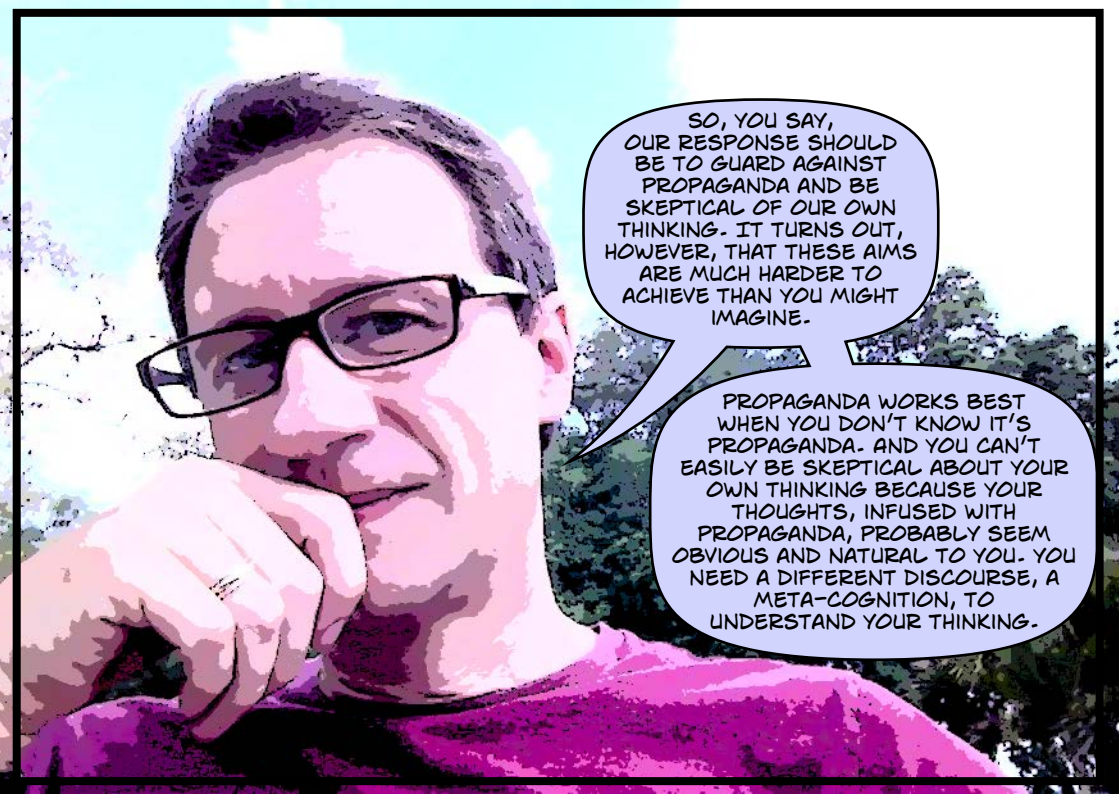
EVERY WORD IS DEFINED WITH RESPECT TO WHAT COGNITIVE SCIENTISTS CALL A FRAME. A FRAME IS A CONCEPTUAL STRUCTURE . . .

SUPPOSE I SAY THE WORD "RELIEF." . . . HERE'S THE FRAME: IN ORDER TO GIVE SOMEONE RELIEF, THERE HAS TO BE AN AFFLICTION AND AN AFFLICTED PARTY . . . AND A RELIEVER . . . THAT RELIEVER IS A HERO. AND IF SOMEONE TRIES TO STOP THE PERSON GIVING RELIEF FROM DOING SO, THEY'RE A BAD GUY . . . SO WHEN YOU USE ONLY ONE WORD, "RELIEF," ALL OF THAT INFORMATION IS CALLED UP.

. . . WHEN YOU ADD "TAX" TO "RELIEF" TO GIVE YOU THE TERM "TAX RELIEF," IT SAYS THAT TAXATION IS AN AFFLICTION. THAT'S A NEW METAPHOR.

GEORGE LAKOFF

IN THE HANDS OF SKILLED RIGHT WING PROPAGANDISTS, INHERITANCE TAXES AIMED AT PREVENTING PLUTOCRATIC DYNASTIES BECOME "DEATH TAXES" THAT REQUIRE "RELIEF." CONTROL THE FRAME AND YOU CONTROL THE PICTURES.



SO, YOU SAY,
OUR RESPONSE SHOULD
BE TO GUARD AGAINST
PROPAGANDA AND BE
SKEPTICAL OF OUR OWN
THINKING. IT TURNS OUT,
HOWEVER, THAT THESE AIMS
ARE MUCH HARDER TO
ACHIEVE THAN YOU MIGHT
IMAGINE.

PROPAGANDA WORKS BEST
WHEN YOU DON'T KNOW IT'S
PROPAGANDA. AND YOU CAN'T
EASILY BE SKEPTICAL ABOUT YOUR
OWN THINKING BECAUSE YOUR
THOUGHTS, INFUSED WITH
PROPAGANDA, PROBABLY SEEM
OBVIOUS AND NATURAL TO YOU. YOU
NEED A DIFFERENT DISCOURSE, A
META-COGNITION, TO
UNDERSTAND YOUR THINKING.



META-COGNITION IS THINKING ABOUT YOUR THINKING, USING TOOLS TO SELF-CORRECT

OVER THOUSANDS OF YEARS, HUMANS HAVE DEVELOPED METHODS FOR DETERMINING WHETHER SOME WAYS OF THINKING WORK BETTER THAN OTHERS AND WHETHER CERTAIN PICTURES OF THE WORLD ARE MORE ACCURATE THAN OTHERS. YET WE NEVER HAVE A COMPLETE AND CLEAR PICTURE OF THE WORLD ITSELF, ONLY SENSE IMPRESSIONS, CONCEPTS, AND OUR OWN THOUGHT PROCESSES.

THESE METHODS INCLUDE SEVERAL "RAZORS" (USE CAREFULLY!)

1. **POPPER'S RAZOR** (NAMED FOR KARL POPPER): A BETTER THEORY IS MORE POWERFUL, MEANING IT EXPLAINS MORE DATA THAN ITS RIVAL.
2. **OCKHAM'S RAZOR** (NAMED FOR WILLIAM OF OCKHAM): A BETTER THEORY IS SIMPLER AND REQUIRES FEWER AD HOC HYPOTHESES OR ASSUMPTIONS TO BOLSTER IT.
3. **HUME'S RAZOR** (NAMED FOR DAVID HUME): A BETTER THEORY IS MORE PROBABLE: THE FEWER MIRACLES REQUIRED, THE BETTER.
4. **WHEWELL'S RAZOR** (NAMED FOR WILLIAM WHEWELL): A BETTER THEORY IS CONSISTENT WITH OTHER GOOD THEORIES.
5. **HITCHENS'S RAZOR** (NAMED FOR CHRISTOPHER HITCHENS): "WHAT CAN BE ASSERTED WITHOUT EVIDENCE CAN BE DISMISSED WITHOUT EVIDENCE."

WHEN WE GO LOOKING FOR PROPAGANDA, WE RARELY SEE IT BECAUSE WE ASSUME IT TRIES TO CHANGE OUR PICTURES OF THE WORLD. IN OTHER WORDS, WE CALL SOMETHING PROPAGANDA WHEN IT IS AGITATIONAL.



AGITATIONAL PROPAGANDA



INTEGRATIONAL PROPAGANDA

BUT MOST PROPAGANDA, ACCORDING TO JACQUES ELLUL, IS INTEGRATIONAL. IN OTHER WORDS, IT REINFORCES OUR EXISTING PICTURES OF THE WORLD. IT COMES FROM OUR PEERS, OR FROM SEEMINGLY BENEVOLENT SOURCES SUCH AS PARENTS, PREACHERS, TEACHERS, CELEBRITIES, AND JOURNALISTS. IT IS NOT DETECTABLE AS PROPAGANDA AND IS THUS MORE EFFECTIVE.

PROPAGANDA IS A SET OF METHODS EMPLOYED BY AN ORGANIZED GROUP THAT WANTS TO BRING ABOUT THE ACTIVE OR PASSIVE PARTICIPATION IN ITS ACTIONS OF A MASS OF INDIVIDUALS, PSYCHOLOGICALLY UNIFIED THROUGH PSYCHOLOGICAL MANIPULATIONS AND INCORPORATED IN AN ORGANIZATION.



JACQUES ELLUL



INEFFECTIVE PROPAGANDA

DON'T WATCH TV!
DON'T BUY THINGS!
DON'T ROOT FOR YOUR
HOME TEAM!

ELLUL REFERS TO THE MODERN WORLD AS A PSEUDO-ENVIRONMENT MADE UP OF MYTHS, STEREOTYPES, AND IMAGES. FOR INSTANCE, WE LEARN ABOUT THE "AMERICAN DREAM" OF RAGS-TO-RICHES IN SCHOOL AND ENTERTAINMENT, SO IT SEEMS TRUE. BUT IT IS LESS TRUE THAN IT IS IN OTHER COUNTRIES.



JULIA B. ISAACS, THE BROOKINGS INSTITUTION

A GROWING NUMBER OF ECONOMIC STUDIES HAVE FOUND THAT THE UNITED STATES STANDS OUT AS HAVING LESS, NOT MORE, INTERGENERATIONAL MOBILITY THAN DO CANADA AND SEVERAL EUROPEAN COUNTRIES. AMERICAN CHILDREN ARE MORE LIKELY THAN OTHER CHILDREN TO END UP IN THE SAME PLACE ON THE INCOME DISTRIBUTION AS THEIR PARENTS.

MOREOVER, THERE IS EMERGING EVIDENCE THAT MOBILITY IS PARTICULARLY LOW FOR AMERICANS BORN INTO FAMILIES AT THE BOTTOM OF THE EARNINGS OR INCOME DISTRIBUTION.

IN OTHER WORDS, FOR MOST AMERICANS, THE AMERICAN DREAM IS ITSELF ONLY A DREAM!

EDWARD BERNAYS, FREUD'S NEPHEW AND A CONTEMPORARY OF LIPPMANN, WAS A MASTER OF PROPAGANDA. HE KNEW THAT SIMPLE LABELS COULD DIVIDE OUR PICTURES OF THE WORLD INTO GOOD (SELF) AND EVIL (OTHER).



EDWARD BERNAYS

THE CONSCIOUS AND INTELLIGENT MANIPULATION OF THE ORGANIZED HABITS AND OPINIONS OF THE MASSES IS AN IMPORTANT ELEMENT IN DEMOCRATIC SOCIETY. THOSE WHO MANIPULATE THIS UNSEEN MECHANISM OF SOCIETY CONSTITUTE AN INVISIBLE GOVERNMENT WHICH IS THE TRUE RULING POWER OF OUR COUNTRY.



JACOBO ÁRBENZ GUZMÁN

BERNAYS, WORKING FOR THE UNITED FRUIT COMPANY AND IN LEAGUE WITH THE U.S. GOVERNMENT, CREATED A CAMPAIGN TO OVERTHROW GUATEMALA'S DEMOCRATICALLY-ELECTED PRESIDENT, JACOBO ÁRBENZ GUZMÁN, BY BRANDING HIM A COMMUNIST. IT WORKED.

LIPPMANN, BERNAYS, AND OTHERS INVENTED A PROPAGANDA SYSTEM SO SUCCESSFUL THAT EVEN MOST SELF-DESCRIBED LIBERALS, INCLUDING MANY ACADEMICS, HAVE ADOPTED ITS PICTURES OF THE WORLD. IT IS DIFFICULT TO FIND PEOPLE WHO HAVE A CRITICAL UNDERSTANDING OF HOW THE PROPAGANDA SYSTEM WORKS AND CAN THUS REFRAME THE PICTURES THAT POPULATE THEIR HEADS.



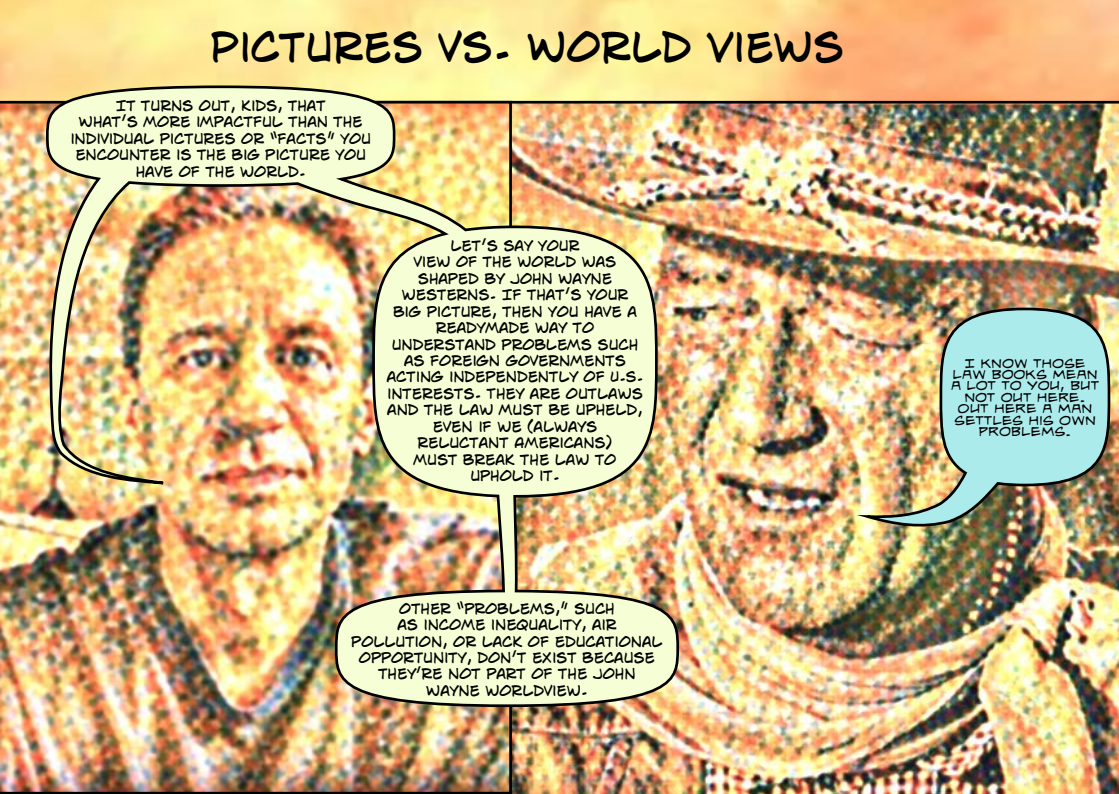
THE U.S. HAS OVERTHROWN MORE THAN 50 FOREIGN GOVERNMENTS SINCE WORLD WAR II, USING PROPAGANDA METHODS TO PUT PICTURES IN OUR HEADS THAT JUSTIFY ITS ACTIONS. IN NONE OF THESE CASES WAS THERE AN EXISTENTIAL THREAT TO THE UNITED STATES.



THE PROPAGANDA SYSTEM ALLOWS THE U.S. LEADERSHIP TO COMMIT CRIMES WITHOUT LIMIT AND WITH NO SUGGESTION OF MISBEHAVIOR OR CRIMINALITY; IN FACT, MAJOR WAR CRIMINALS LIKE HENRY KISSINGER APPEAR REGULARLY ON TV TO COMMENT ON THE CRIMES OF THE DERIVATIVE BUTCHERS.

EDWARD S. HERMAN

PICTURES VS. WORLD VIEWS



IT TURNS OUT, KIDS, THAT WHAT'S MORE IMPACTFUL THAN THE INDIVIDUAL PICTURES OR "FACTS" YOU ENCOUNTER IS THE BIG PICTURE YOU HAVE OF THE WORLD.

LET'S SAY YOUR VIEW OF THE WORLD WAS SHAPED BY JOHN WAYNE WESTERNS. IF THAT'S YOUR BIG PICTURE, THEN YOU HAVE A READYMADE WAY TO UNDERSTAND PROBLEMS SUCH AS FOREIGN GOVERNMENTS ACTING INDEPENDENTLY OF U.S. INTERESTS. THEY ARE OUTLAWS AND THE LAW MUST BE UPHELD, EVEN IF WE (ALWAYS RELUCTANT AMERICANS) MUST BREAK THE LAW TO UPHOLD IT.

OTHER "PROBLEMS," SUCH AS INCOME INEQUALITY, AIR POLLUTION, OR LACK OF EDUCATIONAL OPPORTUNITY, DON'T EXIST BECAUSE THEY'RE NOT PART OF THE JOHN WAYNE WORLDVIEW.

I KNOW THOSE LAW BOOKS MEAN A LOT TO YOU, BUT NOT OUT HERE. OUT HERE A MAN SETTLES HIS OWN PROBLEMS.

OTHER WORLDVIEWS INCLUDE RELIGIOUS FUNDAMENTALISM

"IN DEEP-RED AMERICA, THE WHITE CHRISTIAN GOD IS KING, FIGURATIVELY AND LITERALLY. RELIGIOUS FUNDAMENTALISM HAS SHAPED MOST OF THEIR BELIEF SYSTEMS. SYSTEMS BUILT ON A FUNDAMENTALIST FRAMEWORK ARE NOT CONDUCTIVE TO INTROSPECTION, QUESTIONING, LEARNING, OR CHANGE."



"WHEN YOU HAVE A BELIEF SYSTEM BUILT ON FUNDAMENTALISM, IT ISN'T OPEN TO OUTSIDE CRITICISM, ESPECIALLY BY ANYONE NOT A MEMBER OF YOUR TRIBE AND IN A POSITION OF POWER."

-FORSETTI'S JUSTICE



ANOTHER
WORLDVIEW IS
CONSUMERISM

MORE INSIDIOUS THAN
BOTH THE JOHN WAYNE
WORLDVIEW AND RELIGIOUS
FUNDAMENTALISM IS THE
CONSUMERIST ONE THAT
NOW DOMINATES POLITICS
AND OTHER INSTITUTIONS,
INCLUDING UNIVERSITIES.

THIS
WORLDVIEW
ASSUMES THAT THE
INDIVIDUAL PERSON
IS THE BEGINNING
AND END OF SOCIAL
EXISTENCE AND THAT
OUR POLITICS
SHOULD HONOR
EACH PERSON'S
DESIRES AND
WHIMS.

IN THIS
WORLDVIEW,
COLLECTIVE
WELLBEING NO
LONGER MAKES
SENSE BECAUSE
IT DOES NOT
SATISFY
PERSONAL
DESIRES.

Sounds
narrow-minded!

EVEN GOATS ARE WORRIED!

I SEE GREAT DANGERS IN THE IMPOVERISHED WORLDVIEWS OF JOHN WAYNE WANNABES, RELIGIOUS FUNDAMENTALISTS, AND CONSUMERISTS, AND WITH THEIR OVERSIMPLIFICATION OF THE WORLD. I CAN'T UNDERSTAND WHY SUCH NARROW WORLDVIEWS SEEM APPEALING TO PEOPLE.

BUT ITS THEIR OVERSIMPLIFICATION THAT MAKES THEM APPEALING, GOATY!



BUT NOW WE HAVE A PROPAGANDA SYSTEM BASED ON NO WORLD VIEW

VLADISLAV SURKOV, ONCE THE DEPUTY PRIME MINISTER OF RUSSIA AND NOW TOP PERSONAL ADVISOR TO VLADIMIR PUTIN, AIMS TO MAKE COHERENCE IMPOSSIBLE BY CREATING FRAGMENTARY AND CONTRADICTIONARY PICTURES. THE TARGET POPULATION NO LONGER BELIEVES OR TRUSTS IN ANYTHING. THIS CONFUSED AND DEMORALIZED POPULATION THUS GIVES ITS CONSENT TO A STRONGMAN WHO SEEMS CAPABLE OF BRINGING STABILITY OUT OF CHAOS.

PETER POMERANTSEV DESCRIBES PUTIN'S RUSSIA:

IN CONTEMPORARY RUSSIA, UNLIKE THE OLD USSR OR PRESENT-DAY NORTH KOREA, THE STAGE IS CONSTANTLY CHANGING: THE COUNTRY IS A DICTATORSHIP IN THE MORNING, A DEMOCRACY AT LUNCH, AN OLIGARCHY BY SUPPERTIME, WHILE, BACKSTAGE, OIL COMPANIES ARE EXPROPRIATED, JOURNALISTS KILLED, BILLIONS SIPHONED AWAY. SURKOV IS AT THE CENTRE OF THE SHOW, SPONSORING NATIONALIST SKINHEADS ONE MOMENT, BACKING HUMAN RIGHTS GROUPS THE NEXT. IT'S A STRATEGY OF POWER BASED ON KEEPING ANY OPPOSITION THERE MAY BE CONSTANTLY CONFUSED, A CEASELESS SHAPE-SHIFTING THAT IS UNSTOPPABLE BECAUSE IT'S INDEFINABLE.

IN OTHER WORDS, CHAOS RULES!



VLADISLAV SURKOV

AND THE U.S. IS FOLLOWING IN RUSSIA'S FOOTSTEPS.

FOR EXAMPLE . . . **FAKE NEWS!**

THE WASHINGTON POST STATED THAT HUNDREDS OF STORIES CIRCULATING IN THE U.S. MEDIA WERE ACTUALLY FAKE AND WERE CREATED AND DISTRIBUTED BY RUSSIAN PROPAGANDISTS TO HELP TRUMP.

THE PROBLEM WITH THE STORY WAS THAT THE POST GOT ITS INFORMATION FROM PROPORNOT, A SHADOWY GROUP THAT MAY ITSELF BE A FRONT FOR RUSSIAN PROPAGANDA.
SO . . . WHAT'S FAKE AND WHAT'S NOT?

THE POINT OF MODERN PROPAGANDA ISN'T ONLY TO MISINFORM OR PUSH AN AGENDA. IT IS TO EXHAUST YOUR CRITICAL THINKING, TO ANNIHILATE TRUTH.



GARRY KASPAROV

IT'S ALSO CALLED GASLIGHTING

"GASLIGHTING IS A TACTIC OF BEHAVIOR IN WHICH A PERSON OR ENTITY, IN ORDER TO GAIN MORE POWER, MAKES A VICTIM QUESTION THEIR REALITY. IT WORKS A LOT BETTER THAN YOU MAY THINK. ANYONE IS SUSCEPTIBLE TO GASLIGHTING. IT IS A COMMON TECHNIQUE OF ABUSERS, DICTATORS, NARCISSISTS, AND CULT LEADERS. IT IS DONE SLOWLY, SO THE VICTIM DOESN'T REALIZE HOW MUCH THEY'VE BEEN BRAINWASHED. IN THE MOVIE GASLIGHT (1944), A MAN MANIPULATES HIS WIFE TO THE POINT WHERE SHE THINKS SHE IS LOSING HER MIND." PSYCHOLOGY TODAY



DR. EVELYN N. FARKAS IS THE FORMER DEPUTY ASSISTANT SECRETARY OF DEFENSE FOR RUSSIA/UKRAINE/EURASIA

IN RUSSIA TODAY, THANKS TO PUTIN, SPECTACLE, THEATER AND LYING PERVADE THE MEDIA, CONFUSE THE DISCOURSE AND HAVE TURNED THE VIEWING PUBLIC INTO AN ELECTORATE THAT NO LONGER SEEMS TO CARE ABOUT THE TRUTH.



PETER POMERANTSEV IS A SOVIET-BORN BRITISH JOURNALIST, AUTHOR AND TV PRODUCER

AND IT'S A WAR ON INFORMATION!

THIS IS NOT MERELY AN 'INFORMATION WAR' . . . BUT A 'WAR ON INFORMATION.' IF THE VERY POSSIBILITY OF RATIONAL ARGUMENT IS SUBMERGED IN A FOG OF UNCERTAINTY, THERE ARE NO GROUNDS FOR DEBATE. SOONER OR LATER, THE PUBLIC WILL GIVE UP TRYING TO UNDERSTAND WHAT HAPPENED, OR EVEN BOTHERING TO LISTEN.

HOW ARE YOU FEELING TODAY?



LIKE, WHAT'S GOING ON WITH TRUMP AND PUTIN?

He is really very much of a leader. I mean, you can say, 'Oh, isn't that a terrible thing' - the man has very strong control over a country.

ACTUAL QUOTE



*WE DON'T KNOW FOR SURE THAT PUTIN CONTROLS TRUMP, BUT ISN'T IT DISTURBING THAT IT'S EVEN PLAUSIBLE?

THE WAR ON INFORMATION OVERWHELMS OUR BRAINS

WHEN WE ARE OVERWHELMED WITH FALSE, OR POTENTIALLY FALSE, STATEMENTS, OUR BRAINS PRETTY QUICKLY BECOME SO OVERWORKED THAT WE STOP TRYING TO SIFT THROUGH EVERYTHING. IT'S CALLED COGNITIVE LOAD — OUR LIMITED COGNITIVE RESOURCES ARE OVERBURDENED. IT DOESN'T MATTER HOW IMPLAUSIBLE THE STATEMENTS ARE; THROW OUT ENOUGH OF THEM, AND PEOPLE WILL INEVITABLY ABSORB SOME. EVENTUALLY, WITHOUT QUITE REALIZING IT, OUR BRAINS JUST GIVE UP TRYING TO FIGURE OUT WHAT IS TRUE.



MARIA KONNIKOVA

BUT TRUMP GOES A STEP FURTHER. IF HE HAS A PARTICULAR UNTRUTH HE WANTS TO PROPAGATE—NOT JUST AN UNDIFFERENTIATED BARRAGE—HE SIMPLY STATES IT, OVER AND OVER. AS IT TURNS OUT, SHEER REPETITION OF THE SAME LIE CAN EVENTUALLY MARK IT AS TRUE IN OUR HEADS. IT'S AN EFFECT KNOWN AS ILLUSORY TRUTH, FIRST DISCOVERED IN THE '70S AND MOST RECENTLY DEMONSTRATED WITH THE RISE OF FAKE NEWS. IN ITS ORIGINAL DEMONSTRATION . . . REPEATED STATEMENTS WERE FAR MORE LIKELY TO BE JUDGED AS TRUE THE SECOND AND THIRD TIME THEY APPEARED—REGARDLESS OF THEIR ACTUAL VALIDITY. KEEP REPEATING THAT THERE WAS SERIOUS VOTER FRAUD, AND THE IDEA BEGINS TO SEEP INTO PEOPLE'S HEADS.

THE WAR ON INFORMATION HAS REACHED A NEW LEVEL CALLED . . .

DISMEDIATION

DISMEDIATION IS A FORM OF PROPAGANDA THAT SEEKS TO UNDERMINE THE MEDIUM BY WHICH IT TRAVELS, LIKE A COMPUTER VIRUS THAT BRICKS THE WHOLE MACHINE. THUS, FOR EXAMPLE,

INFORMATION: JOHN KERRY IS A WAR HERO WHO WAS AWARDED THREE PURPLE HEARTS, A BRONZE STAR AND A SILVER STAR;

MISINFORMATION: JOHN KERRY WAS NEVER WOUNDED IN THE VIETNAM WAR;

DISINFORMATION: JOHN KERRY IS A COWARD;

DISMEDIATION: 'SWIFT BOAT VETERANS FOR TRUTH' ARE DISINTERESTED SOURCES OF INFORMATION ABOUT JOHN KERRY, EQUIVALENT IN INTEGRITY TO ANY OTHER SOURCE THAT MIGHT BE PRESENTED ON THE EVENING NEWS.



MARIA BUSTILLOS

THIS WAR ON INFORMATION IS ALL BUT ENTIRELY A RIGHT WING PHENOMENON


THE RIGHT WING IS ATTACKING ANY IDEA OF NEUTRALITY



PAUL WALDMAN

PRESIDENT TRUMP'S PLAYBOOK . . . TRIES TO CONVINCE EVERYONE THAT THERE'S NO SUCH THING AS A NEUTRAL AUTHORITY ON ANYTHING. IF THE CBO MIGHT SAY YOUR BILL WILL HAVE PROBLEMATIC EFFECTS, THEN THE ANSWER IS NOT TO REBUT ITS PARTICULAR CRITIQUE, BUT TO ATTACK THE INSTITUTION ITSELF AS FUNDAMENTALLY ILLEGITIMATE. IF THE NEWS MEDIA REPORT THINGS THAT DON'T REFLECT WELL ON YOU, THEN THEY'RE "THE ENEMY OF THE AMERICAN PEOPLE." IF POLLS SHOW YOU WITH A LOW APPROVAL RATING, THEN "ANY NEGATIVE POLLS ARE FAKE NEWS." IF A COURT ISSUES A RULING YOU DON'T LIKE, THEN IT'S A "SO-CALLED JUDGE" WHO HAS NO RIGHT TO CONSTRAIN YOU.

TO TRUMP AND INCREASINGLY TO HIS REPUBLICAN ALLIES, THERE ARE ONLY TWO KINDS OF PEOPLE IN THE WORLD: THE ONES WHO AGREE WITH THEM (WHO ARE THE BEST PEOPLE, FANTASTIC, BELIEVE ME) AND THE ONES WHO DON'T (WHO ARE LOSERS AND HATERS). THERE IS NO IN-BETWEEN AND NO SUCH THING AS NEUTRALITY.


A man in a blue polo shirt is holding a white goat. The image is overlaid with a comic-style speech bubble containing text about propaganda and skepticism.

THE GOAL OF PROPAGANDA IS TO MOVE PEOPLE AWAY FROM TRUE SKEPTICISM AND TOWARDS THE EXTREMES OF GULLIBILITY AND CYNICISM (FLIP SIDES OF THE SAME COIN)

BOTH EXTREMES ARE EASY; YOU DON'T HAVE TO THINK, JUST REACT. YOU EITHER BELIEVE ANYTHING YOU WANT OR YOU DISBELIEVE ANYTHING YOU WANT, WITHOUT HAVING TO WORRY ABOUT EVIDENCE OR REASONING.

Baaa!
Nonsense!

SKEPTICISM REQUIRES HARD WORK AND IS OFTEN MISUNDERSTOOD. IT DOES NOT MEAN BEING "OBJECTIVE" OR "NEUTRAL" (WHICH ARE IMPOSSIBLE GOALS THAT DISGUISE ONE'S PRIVILEGE). SKEPTICISM IS NOT ABOUT CASTING DOUBT ON THE SAFETY AND EFFECTIVENESS OF VACCINES, OR ON CLIMATE SCIENCE, OR ON EVOLUTION. THOSE ARE SETTLED QUESTIONS. THOSE STANCES ARE PROPERLY CALLED DENIALS. SKEPTICS KNOW WHEN SOMETHING IS SETTLED AND THEY KNOW WHEN TO ACCEPT IT AND MOVE ON.

A photograph of a man and a horse in a stable. The man is on the right, wearing a blue shirt, and the horse is on the left, leaning over a green and white railing. Two speech bubbles are overlaid on the image. The first is green and contains a question about the danger of right-wing war on information. The second is light blue and contains a response from the man.

BUT HOW DANGEROUS IS THIS RIGHT WING WAR ON INFORMATION? IT'S NOT LIKE IT LEADS TO FASCISM, RIGHT?

THAT'S JUST WHERE IT IS LEADING, MY HORSEY FRIEND.

FASCISM DEPRIVES PEOPLE OF THOUGHT AND JUDGMENT

MANY OF TODAY'S RIGHT WING LEADERS SHOULD PROPERLY BE CALLED FASCISTS. ALL FASCISTS NEED FOLLOWERS OR THEY DON'T GET VERY FAR. TODAY'S RIGHT WINGERS DO NOT HAVE ENOUGH FOLLOWERS TO RULE WITHOUT ADDITIONAL HELP. THEY NEED THE COLLABORATION, OR AT LEAST THE PASSIVE ACCEPTANCE, OF THE VAST ARMIES OF THE IGNORANT, THE CONFUSED, AND THE DEMORALIZED.



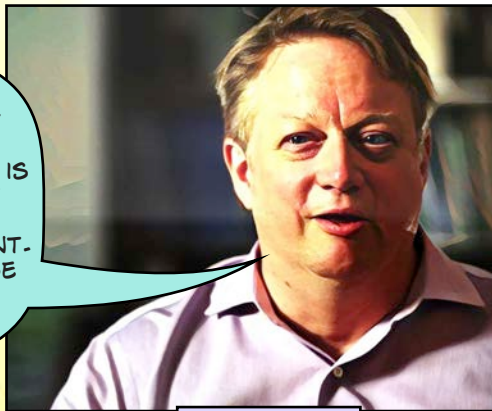
HANNAH ARENDT

THE IDEAL SUBJECT OF TOTALITARIAN RULE IS NOT THE CONVINCED NAZI OR THE CONVINCED COMMUNIST, BUT PEOPLE FOR WHOM THE DISTINCTION BETWEEN FACT AND FICTION (I.E., THE REALITY OF EXPERIENCE) AND THE DISTINCTION BETWEEN TRUE AND FALSE (I.E., THE STANDARDS OF THOUGHT) NO LONGER EXIST.

THE CITIZENRY "IS DEPRIVED NOT ONLY OF ITS CAPACITY TO ACT BUT ALSO ITS CAPACITY TO THINK AND TO JUDGE."

MANY OF THOSE WHO VOTED FOR TRUMP DON'T KNOW THEY ARE IGNORANT AND DON'T KNOW THEY ARE CONFUSED BECAUSE THEY SUFFER FROM THE DUNNING-KRUGER EFFECT.

THE SAME KNOWLEDGE THAT UNDERLIES THE ABILITY TO PRODUCE CORRECT JUDGMENT IS ALSO THE KNOWLEDGE THAT UNDERLIES THE ABILITY TO RECOGNIZE CORRECT JUDGMENT. TO LACK THE FORMER IS TO BE DEFICIENT IN THE LATTER.



DAVID DUNNING

THUS, MANY TRUMP SUPPORTERS BECAME IGNORANT DUPES OF FASCISM BECAUSE THEY ARE TOO IGNORANT TO KNOW THAT THEY'RE IGNORANT! BUT THEY ARE ALSO IGNORANT OF THE FACT THAT RIGHT WING LEADERS ARE STRATEGIZING TO INCREASE THEIR IGNORANCE. AS A RESULT OF THEIR INCREASED IGNORANCE, THESE DUPES ACTUALLY **INCREASE** THEIR CONFIDENCE IN THEIR AWFUL COGNITIVE ABILITIES. AMAZING, RIGHT?

RIGHT WINGERS ARE ALSO MORE INCORRIGIBLE, MEANING THEY HOLD ON TO THEIR FALSE BELIEFS COME WHAT MAY.



CHRIS MOONEY DISCUSSES STUDIES THAT SHOW RIGHT-WINGERS ARE FAR MORE LIKELY THAN LIBERALS TO EMPLOY THE PSYCHOLOGICAL MECHANISMS THAT LEAD TO DELUSIONS.

RIGHT-WINGERS, HE WRITES, "TEND TO HAVE A GREATER NEED FOR CLOSURE THAN DO LIBERALS"; LIBERALS, BY CONTRAST, TEND TO "HAVE MORE NEED FOR COGNITION. THEY LIKE TO THINK, IN AN EFFORTFUL AND SELF-CHALLENGING WAY, AND TAKE PRIDE IN DOING A GOOD JOB OF IT" (69).

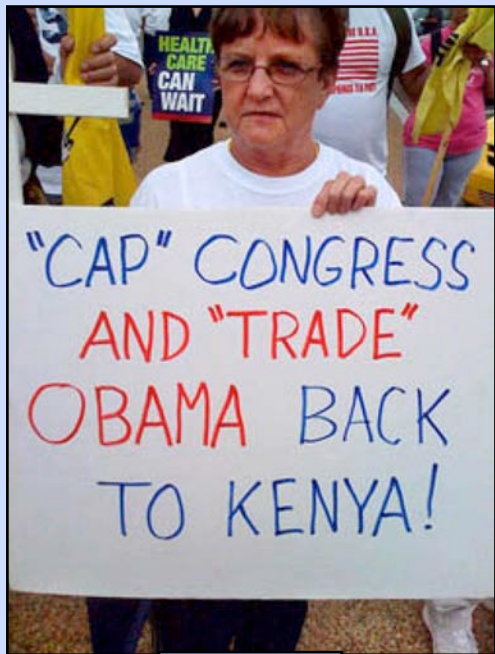
SO WHAT IS CLOSURE? MOONEY WRITES:

THE NEED FOR COGNITIVE CLOSURE DESCRIBES THE STATE OF BEING UNCOMFORTABLE WITH AMBIGUITY AND UNCERTAINTY, AND WANTING THESE TO BE RESOLVED INTO A FIRM BELIEF. . . . HAVING A HIGH NEED FOR CLOSURE TENDS TO MEAN THAT ONE WILL SEIZE ON A PIECE OF INFORMATION THAT DISPELS DOUBT OR UNCERTAINTY, AND THEN FREEZE, REFUSING TO ADMIT OR CONSIDER NEW INFORMATION.



CHRIS MOONEY

THE PICTURE OF THE WORLD HELD BY RIGHT WINGERS—THEIR REALITY—IS FALSE AND AND LEADS THEM TO COMMIT ENDLESS MORAL WRONGS.



RIGHT WING PERSON



RIGHT WING CAT


PROPAGANDA PUSHES RIGHT WINGERS TO LIVE IN FANTASY, BUT THEIR BEHAVIORS HAVE DISASTROUS CONSEQUENCES IN REALITY. AND LIPPMANN, WHO MANIPULATED IMAGES IN PEOPLE'S HEADS TO GET THEM INTO WAR, UNDERSTOOD HOW DANGEROUS IT WAS.

IN ALL THESE INSTANCES WE MUST NOTE PARTICULARLY ONE COMMON FACTOR, IT IS THE INSERTION BETWEEN MAN AND HIS ENVIRONMENT OF A PSEUDOENVIRONMENT. TO THAT PSEUDO-ENVIRONMENT HIS BEHAVIOR IS A RESPONSE.

BUT BECAUSE IT IS BEHAVIOR, THE CONSEQUENCES, IF THEY ARE ACTS, OPERATE NOT IN THE PSEUDO-ENVIRONMENT WHERE THE BEHAVIOR IS STIMULATED, BUT IN THE REAL ENVIRONMENT WHERE ACTION EVENTUATES.



WALTER LIPPMANN



THE IMAGES
RIGHT WINGERS
HAVE IN THEIR
HEADS ARE
BIZARRE AND
UNREAL

BUT RIGHT
WINGERS LEAVE
REAL BODIES
LYING IN THE
SHADOWS CAST BY
THEIR IMAGES

CONVENTIONAL WISDOM TELLS US THAT LEFT AND RIGHT WINGERS HAVE DIFFERENT CONCEPTUAL MODELS AND THAT ONE IS NOT NECESSARILY BETTER THAN THE OTHER.

THAT "EVEN-HANDED" VIEW HAS PROPELLED JONATHAN HAIDT'S CAREER AS A SOCIAL PSYCHOLOGIST!

YEAH, BUT HAIDT IS WRONG BECAUSE RIGHT WINGERS ARE DANGEROUSLY WRONG ABOUT REALITY FAR MORE OFTEN!



STEP INTO YOUR PLACE

RIGHT WINGERS TELL US THEY
THINK THEIR OWN THOUGHTS AND
THEY DENY THEY HAVE BEEN
TOLD WHAT TO THINK.

BUT IN THE WORDS OF
THE GREAT DRIFTGLASS, WE
RIGHT WINGERS "HAVE BECOME
REPROGRAMMABLE
ORWELLIAN MEAT-
PUPPETS."



RIGHT WING LEADERS—WHO ARE CON-ARTISTS, DELUSIONAL, OR BOTH—SELL DISTORTED PICTURES OF THE WORLD TO THEIR FOLLOWERS, WHO ACCEPT THESE PICTURES AS THEIR OWN REALITY.

THE PICTURES IN THEIR HEADS, SOLD TO THEM EVERY DAY ON FOX NEWS AND BREITBART, PORTRAY THE WORLD AS FILLED WITH EVIL LIBERALS, PERVERTED GAY PEOPLE, TERRORIST REFUGEES, AND SUBVERSIVE ATHEISTS: IN OTHER WORDS, AS MONSTERS TO BE ELIMINATED.





SATAN IS REAL

THE LOUVIN BROTHERS

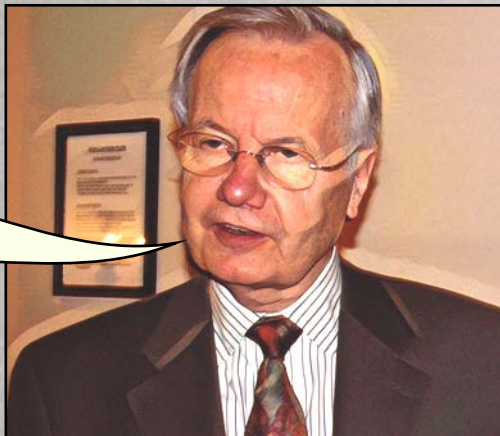
PROOF!

NOW RIGHT WING PROPAGANDA AND DELUSION RULE THE U.S.

ONE OF THE BIGGEST CHANGES IN POLITICS IN MY LIFETIME IS THAT THE DELUSIONAL IS NO LONGER MARGINAL. IT HAS COME IN FROM THE FRINGE, TO SIT IN THE SEAT OF POWER IN THE OVAL OFFICE AND IN CONGRESS.

FOR THE FIRST TIME IN OUR HISTORY, IDEOLOGY AND THEOLOGY HOLD A MONOPOLY OF POWER IN WASHINGTON. THEOLOGY ASSERTS PROPOSITIONS THAT CANNOT BE PROVEN TRUE; IDEOLOGUES HOLD STOUTLY TO A WORLD VIEW DESPITE BEING CONTRADICTED BY WHAT IS GENERALLY ACCEPTED AS REALITY. WHEN IDEOLOGY AND THEOLOGY COUPLE, THEIR OFFSPRING ARE NOT ALWAYS BAD BUT THEY ARE ALWAYS BLIND. AND THERE IS THE DANGER: VOTERS AND POLITICIANS ALIKE, OBLIVIOUS TO THE FACTS.

THIS QUOTE IS FROM 2005. IN OTHER WORDS, THE MAINSTREAM DELUSIONS MOYERS WARNS US ABOUT DID NOT BEGIN DURING THE 2016 ELECTION!




BILL MOYERS

WHEN RIGHT WINGERS FIND OUT I AM A CRITIC OF THEIR PROPAGANDA AND DELUSION, THEY PRODUCE MORE OF IT! THE ORANGE COUNTY YOUNG REPUBLICANS LABELED ME "THE CRAZY @UCF PROF WHO HAS A SPECIAL HATRED TOWARDS CONSERVATIVE STUDENTS."

MY GOAL, HOWEVER, IS TO UNDERSTAND RIGHT WING THINKING FOR THE SAME REASON THAT A DOCTOR TRIES TO UNDERSTAND AN ILLNESS - TO WORK ON PREVENTION AND TREATMENT AND THUS TO MINIMIZE SUFFERING. RIGHT WING BELIEFS AND ACTIONS ARE CAUSING IMMENSE HARM!






HA! WHAT IF DR.
MAUER GETS A DETAIL
WRONG? THEN IT RUINS HIS
WHOLE THEORY!

SORRY, LITTLE MONKEY!
HIS THEORY IS SAVED BY
THE SAPER-WARP
HYPOTHESIS.

THE SAPER-WARP
HYPOTHESIS MEANS GETTING
THE DETAILS WRONG (OR SOME
OF THE DETAILS), BUT
STRANGELY GETTING THE
SPIRIT, THE ESSENCE,
UNCANNILY RIGHT.



CRAIG SAPER



DID YOU LEARN
SOMETHING,
HORSEY?

I SURE DID!
NOW HOW
ABOUT A
CARROT?

I'm
disappointed
in society &

Shit

#WHYLI
WOMENFORCHANGE /
ENSRALLYCFL