

## Mass Media Suicide

by mike *Thursday, Sep 28 2017, 12:17am*

international / prose / post

Prior to delivering this 'transmission' I would state for the benefit of those that rightfully distrust all forms of media today that I am a tertiary trained expert with decades of practical experience in the art of mass communication, news media, and the art of deception, propaganda, marketing and advertising, that is, SOCIAL MANAGEMENT via 'perception management' as the Americans like to call it.

### Historical Background

During the Balkan wars of the 90's the first province to assert independence from the Yugoslav government was Slovenia. Leaders of the independence movement faced the usual challenges in their struggle, which priority was converting average Slovenes entrenched in a status quo mindset to a 'freedom' mentality. To this purpose a small very young group of media radicals, coined the phrase, "one transmitter, a million receivers," which speaks volumes to all media specialists. Indeed, information 'transmission' has always been a centralist affair with very few controlling the means of information dissemination while the vast majority remain as passive receivers/'consumers' of the transmitted material, which is always 'consumed' by the majority of passive receivers; we should note that the word "receiver" is passive by nature, in other words the masses have no choice, they either consume the disseminated information or reject it out of hand, which of course occurs but to a very minimal extent as is apparent today in all cultures.

And so it went that average Slovenians were quickly converted to the new independence movement which did succeed in theory but failed politically as Slovenia today is of course directed/controlled by larger western European powers, but that is not the issue here. Converting a resistant, consciously or unconsciously, public is. People are creatures of habit and set in their ways even if more favourable opportunities, which usually require huge risk, present themselves, people would generally settle for the status quo as it's the devil you know.

However, the masses, as is known, are driven by emotions rather than reason therefore well designed emotive stories are the food of propaganda and advertising. Drawing on basic instincts and entrenched behavioural patterns such as tribalism and all its unsavoury children, racism and genocide, which continue to be utilised by elite media owners and political demagogues today with the object of shaping mindsets or to manage populations and derive benefit, usually profit and/or power. Appealing to reason always fails. The masses are not discriminative thinkers they are ruled by their emotions hence the most persuasive methodologies utilised today have not changed since mass communication became a reality due to advances in industry and technology; indeed, today it could easily be asserted that generations under 35-40 are digital slaves, such is the sophistication of current media technologies and their algorithms, which traditional mass media outlets failed to harness immediately and suffered as a consequence.

However, the most feared outcome for all media owners is the loss of credibility, it matters not how large a media organisation is if it fails to 'appeal' to the masses, which is also occurring today as the CFR controlled western mass media has been proven time and again to make false claims, distorted assumptions and critical omissions, and in many instances to disseminate outright LIES, which

together add up to misinformation, which are also the component parts of propaganda. But unlike the advantages which present in nations that are suffering social unrest and destabilisation, nations at peace do not suffer the urgency of obtaining survival information. So if the mass media in such nations attempts to mislead the public, which has time to assess information, credibility is lost though appealing to basic instincts remains potent.

It is therefore the task of those that wish to change the status quo/society for the better or worse to first destabilise a society, create fear and panic and then offer predetermined 'solutions' as was effectively achieved with the shadow government 9/11 strategy.

Success in mass communication relies less on facts than it does sensationalism and fear. Demagogues such as Trump are completely transparent and loathed by educated people, however, the socially aware and tertiary educated are always a minority. And the moronic masses remain as always a resource of herded animals easily led this way and that, to either sell products or sacrifice their lives in needless wars for the profit of the few.

Nevertheless, if the CFR is unable to engage the public by reporting real and accurate information, then as is evident, the loss of mass media credibility would continue to slide.

In these circumstances huge opportunities present themselves for exploitation by others that have the means to disseminate information DIRECTLY to the masses at minimal cost utilising of course relatively low cost modern technologies, however, it is critical that this information is not transmitted or made unavailable to vested interests such as Google, Facebook, twitter and the like, as these entities control and censor the information that flows through their channels. Direct means easily bypass these vested biased interests, in fact I would dare to say that the next information and consequently social revolution would be DIRECT digital communications with inbuilt sophisticated encryption technologies independent of major IT and tech companies, notwithstanding it would present a nightmare scenario for regulatory, surveillance and intel agencies, which to an organisation, are totally DEPENDENT on the existing channels by which or through which, information is disseminated/transmitted today.

Everything required for this change is readily available today, think of Bitcoin -- DIRECT independent communication cures a multitude of social ills and allows for rapid re-education and social mobilisation as valuable information empowers.

[Now rather than passively receive this message, take the initiative and transmit it as widely as possible, if you think it of value and useful.]

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Jungle Drum Prose/Poetry. <http://jungledrum.lingama.net/news/story-2901.html>