

REGIMENTING THE PUBLIC MIND : THE METHODS OF CONTROL IN THE PROPAGANDA SYSTEM pdf

1: that the use, control, and shaping of media forms and system by Lee Grieveson on Prezi

Click here to hear Anne-Marie Brady's BBC World Service radio documentary titled "The Message from China" China's government is no longer a Stalinist-Maoist dictatorship, yet it does not seem to be moving significantly closer to democracy as it is understood in Western terms.

Share this story by E-mail "So far as individuals are concerned, the art of democracy is the art of thinking and discussing independently together. To fight, you must be brutal and ruthless, and the spirit of ruthless brutality will enter into the very fibre of national life, infecting the Congress, the courts, the policeman on the beat, the man in the street. According to a must-read study by Aaron Delwiche at the School of Communications, University of Washington, 4 "Under the leadership of a muckraking journalist named George Creel, the CPI recruited heavily from business, media, academia, and the art world. The CPI blended advertising techniques with a sophisticated understanding of human psychology, and its efforts represent the first time that a modern government disseminated propaganda on such a large scale. It is fascinating that this phenomenon, often linked with totalitarian regimes, emerged in a democratic state. Americans, once intensely divided, embraced the war with fervor and dedication. On November 11, , that mass insanity and slaughter, that "war to end all wars" came to a close with the Armistice signed at Compiegne, France. The next day, the CPI disbanded its domestic division and a few months later, following the Paris Peace conference that led to the Treaty of Versailles in June , closed its foreign division. The tools, techniques and processes developed by the CPI to manipulate the collective attitudes of the public did not disappear with the termination of the endeavor. The heads of the organization went on to apply the lessons learned in time of war to a country at peace. The methods invented and tried out in the war were too valuable for the uses of governments, factions, and special interests. Farben, which invited him to meet Hitler and Goebbels. His son, James Lee went to work for Farben in Berlin. The former relies on positive words such as freedom, democracy, liberty, patriotism, civilization, peace-loving country or people, etc. In reverse, Name-Calling emphasizes the negative, thus rousing fear, intolerance, profound dislike, even hate in people. Goebbels, the mastermind of the Nazi propaganda machine was said to have read the publications of the Institute for Propaganda Analysis and carefully studied the techniques used by Madison Avenue. The techniques have been refined and perfected. Goebbels used to say that "Domination of the street [was] the first step to state power. Today, they are mostly ignored or easily discredited in a few words. Chomsky, who has never stopped criticizing American foreign policy as the major cause of hardship and harm in the world. He has long since stopped getting much notice among mainstream journals of opinion in the United States, but he retains an avid following among the numerous small leftist groups with magazines and Web sites and among the foes of so-called globalization. The famous Indian novelist, whose recent two powerful essays, 10 having reached a wide enough audience, was quickly discounted and discredited in another article published in The New York Times, "An Indian Novelist Turns Her Wrath on the U. In both cases, the arguments raised by Chomsky or Roy are not addressed. This is another tool of propaganda. The answers are ad hominem. Their arguments are judged "dangerous" enough that they need to be discredited. With Chomsky it suffices to bury him in the bowels of the paper on page 13 and to associate him with the minority. Therefore, neither should you. In both cases, the result is the same: Mere discredit; but again their arguments are not touched with a ten-foot pole! Never mind such a detail. Simply keep repeating that bin Laden and the Taliban are "evildoers. Goebbels used to say, "Denials must always be categoric. Reason is done with. Intellect is done with. Common sense is done with. Everything the "Enlightenment" taught us is done with. We, the "masses," should rejoice! Institute for Propaganda Analysis. The Fine Art of Propaganda. Harcourt, Brace and Company, Note, August 25, The original location of that study -- <http://www.instituteforpropaganda.com/> The link has been replaced to its current location. Larry Tye, The Father of Spin: Bernays and the Birth of Public Relations. Richard Bernstein, Counterpoint to Unity: This material is copyrighted.

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2: Edward L. Bernays

As the 'Father of Public Relations,' Edward Bernays, later said, 'it was, of course, the astounding success of propaganda during the war that opened the eyes of the intelligent few in all departments of life to the possibilities of regimenting the public mind'.

But over the past century, the concept itself has been manipulated. Propaganda is not what you probably think it is. It aligns with a general distrust of authority that is endemic among conspiracy theorists and ordinary voters alike. The Italians have a term for this: In reality, though, propaganda is much more than this. Though it feels like a modern phenomenon, the term is actually significantly older and also, crucially, covers a broader range of meaning. Because of its historic associations, the term has itself been propagandized, and these days its methods often appear in different guises. In Pope Gregory XV founded a committee of cardinals who were responsible for spreading Roman Catholic beliefs in foreign lands. All sorts of people, in a multitude of arenas, have practiced persuasion through the marshaling and distribution of ideas, from the Crusades to public health to the Garden of Eden. Though propaganda is as old as humanity, it undoubtedly matured in the early years of the 20th century. The conditions were ideal. Media, in the form of radio and newspapers, made simultaneous communication with the masses feasible, and the general broadening of political suffrage meant that the opinions of ordinary people were more important than ever. To our ears this might sound sinister, but deliberate shaping of public opinion did not always have such a dark reputation. Spurred by the horror of the Great War, there was a determination to reshape the world along democratic lines most famously exemplified geopolitically by the League of Nations. The ultimate purpose of this war is propaganda, the destruction of certain beliefs, and the creation of others. It is to this propaganda that reasonable men must address themselves. The basic message is the same: These administrators certainly exist today. Advertisers, spin doctors and internet gatekeepers play prominent roles in forming public opinion. Their propaganda is to attach to themselves a set of ideas that convince people that they are the best, the coolest, the market leader or the most desirable. Their claims are deliberately difficult to measure, and they reach beyond the quality of their product. Many of the most successful brands present themselves as a lifestyle, a personality, an all-embracing system of existence to which customers should aspire or so their advertising claims. Apple, for instance, has created complex systems of interconnected gadgets designed to envelop consumers in a sort of iWorld. Google promotes its own web of intersecting programs. It also, through filter bubbles and targeted advertising, winnows and customizes information designed for the individual user, which inevitablyâ€”because certain websites and information types suit their algorithms bestâ€”promotes a Google-fied perspective of the world. Propaganda is still prevalent in the classic sense too, of course. Public health organizations promote their messages through traditional advertisements. Public transit systems encourage codes of behavior via posters and signs. Charities promote the bravery of soldiers in the Middle East, separating their efforts from the ethics of the war itself in order to encourage donations. This seems, with even a passing knowledge of history, extraordinarily idealistic. There are, of course, checks in place that discourage modern propagandists from acting badly. Further, as a public we are aware. We know that advertisers will exaggerate, that politicians will hide, that press releases are biased, and most of us make judgments accordingly. Doing so presumes that humans can discern the truth when facts are presented to them, and that, once recognized, they will make appropriate decisions. Such a perspective, however, underestimates the cleverness of the propagandist, and the complexity and weight of information that is ever before us. When interpreting any statement, advertisement or promotion, we are required to peer through layers of motivation and meaning. When a politician says something, why does he or she say it? Is it naked vote-getting, or internal positioning, or personal branding, or to further an ambition we know nothing about? The example in the Garden of Eden is emblematic. Eve believed the serpent not because she came to a decision rationally Why on earth would she trust a talking snake? The Bible shows that this was not a one-off experience. It speaks of the same irrational and

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self-seeking nature that scientific research is currently uncovering. Propaganda is successful because of this weakness in human nature. Its practitioners exploit it, and have done so for millennia; but the issue is today slipperier than it ever was. Bernays drew a simplistic distinction, rather sarcastically, between the old ways when power was more dictatorial and the new: But it might have been prudent on his part to apply the same separation between cause and method as he did in defending propaganda. If an administrator is wise, then surely that wisdom would benefit the population, no matter whether it is dictated or not. The difference between the two systems dictatorial old and democratic new is the identity of the decision maker, and that appears to be the focus of his objection. This, again using his method of separation, has nothing to do with the truth of the matter. Again we come back to the Garden of Eden. They snubbed God, who had created them and set rules designed to benefit them. The Bible speaks of a future time when humanity will be governed by its Creator under a benevolent set of rules and code of living Isaiah Where does this leave us in our modern world? Propaganda is probably to be distrusted by default. This is not simple, because it is everywhere. Indeed, we create our own propaganda whenever we marshal facts and arguments to persuade someone of a point of view. For now we must be, as much as is possible, alert and savvy to discern truth from falsity. In a slippery and convoluted world, it is no easy task. But the answer lies with the same Creator that Adam and Eve rejected. It begins with seeking truth from that uncorrupted source.

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3: Holdings : Marketing dictatorship : | York University Libraries

China's unseen engineers: reform and modernization in the propaganda system Regimenting the public mind: the methods of control in the propaganda system Sex crime, wheels of law, and Song Zuying: managing information communication technology in China.

Those who manipulate this unseen mechanism of society constitute an invisible government which is the true ruling power of our country. We are governed, our minds are molded, our tastes formed, our ideas suggested, largely by men we have never heard of. This is a logical result of the way in which our democratic society is organized. Vast numbers of human beings must cooperate in this manner if they are to live together as a smoothly functioning society. Our invisible governors are, in many cases, unaware of the identity of their fellow members in the inner cabinet. They govern us by their qualities of natural leadership, their ability to supply needed ideas and by their key position in the social structure. Whatever attitude one chooses to take toward this condition, it remains a fact that in almost every act of our daily lives, whether in the sphere of politics or business, in our social conduct or our ethical thinking, we are dominated by the relatively small number of persons—a trifling fraction of our hundred and twenty million—who understand the mental processes and social patterns of the masses. It is they who pull the wires which control the public mind, who harness old social forces and contrive new ways to bind and guide the world. It is not usually realized how necessary these invisible governors are to the orderly functioning of our group life. In theory, every citizen may vote for whom he pleases. Our Constitution does not envisage political parties as part of the mechanism of government, and its framers seem not to have pictured to themselves the existence in our national politics of anything like the modern political machine. But the American voters soon found that without organization and direction their individual votes, cast, perhaps, for dozens or hundreds of candidates, would produce nothing but confusion. Invisible government, in the shape of rudimentary political parties, arose almost overnight. Ever since then we have agreed, for the sake of simplicity and practicality, that party machines should narrow down the field of choice to two candidates, or at most three or four. In theory, every citizen makes up his mind on public questions and matters of private conduct. In practice, if all men had to study for themselves the abstruse economic, political, and ethical data involved in every question, they would find it impossible to come to a conclusion about anything. We have voluntarily agreed to let an invisible government sift the data and high-spot the outstanding issues so that our field of choice shall be narrowed to practical proportions. From our leaders and the media they use to reach the public, we accept the evidence and the demarcation of issues bearing upon public questions; from some ethical teacher, be it a minister, a favorite essayist, or merely prevailing opinion, we accept a standardized code of social conduct to which we conform most of the time. In theory, everybody buys the best and cheapest commodities offered him on the market. In practice, if every one went around pricing, and chemically testing before purchasing, the dozens of soaps or fabrics or brands of bread which are for sale, economic life would become hopelessly jammed. To avoid such confusion, society consents to have its choice narrowed to ideas and objects brought to its attention through propaganda of all kinds. There is consequently a vast and continuous effort going on to capture our minds in the interest of some policy or commodity or idea. It might be better to have, instead of propaganda and special pleading, committees of wise men who would choose our rulers, dictate our conduct, private and public, and decide upon the best types of clothes for us to wear and the best kinds of food for us to eat. But we have chosen the opposite method, that of open competition. We must find a way to make free competition function with reasonable smoothness. To achieve this society has consented to permit free competition to be organized by leadership and propaganda. Some of the phenomena of this process are criticized—the manipulation of news, the inflation of personality, and the general ballyhoo by which politicians and commercial products and social ideas are brought to the consciousness of the masses. The instruments by which public opinion is organized and focused may be misused. But such organization and focusing are necessary to orderly life. As civilization

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has become more complex, and as the need for invisible government has been increasingly demonstrated, the technical means have been invented and developed by which opinion may be regimented. With the printing press and the newspaper, the railroad, the telephone, telegraph, radio and airplanes, ideas can be spread rapidly and even instantaneously over the whole of America. Wells senses the vast potentialities of these inventions when he writes in the New York Times: Ideas and phrases can now be given an effectiveness greater than the effectiveness of any personality and stronger than any sectional interest. The common design can be documented and sustained against perversion and betrayal. It can be elaborated and developed steadily and widely without personal, local and sectional misunderstanding. Wells says of political processes is equally true of commercial and social processes and all manifestations of mass activity. The groupings and affiliations of society to-day are no longer subject to "local and sectional" limitations. When the Constitution was adopted, the unit of organization was the village community, which produced the greater part of its own necessary commodities and generated its group ideas and opinions by personal contact and discussion directly among its citizens. But to-day, because ideas can be instantaneously transmitted to any distance and to any number of people, this geographical integration has been supplemented by many other kinds of grouping, so that persons having the same ideas and interests may be associated and regimented for common action even though they live thousands of miles apart. It is extremely difficult to realize how many and diverse are these cleavages in our society. They may be social, political, economic, racial, religious or ethical, with hundreds of subdivisions of each. There are many more under the "A" section of this very limited list. The American Newspaper Annual and Directory for lists 22, periodical publications in America. The circulation of some of these publications is astonishing. The greater number of the periodicals listed "chosen at random from among 22," have a circulation in excess of 10, The diversity of these publications is evident at a glance. Yet they can only faintly suggest the multitude of cleavages which exist in our society, and along which flow information and opinion carrying authority to the individual groups. Here are the conventions scheduled for Cleveland, Ohio, recorded in a single recent issue of "World Convention Dates" a fraction of the 5, conventions and rallies scheduled. Other conventions to be held in were those of: If all these thousands of formal organizations and institutions could be listed and no complete list has ever been made, they would still represent but a part of those existing less formally but leading vigorous lives. Ideas are sifted and opinions stereotyped in the neighborhood bridge club. Leaders assert their authority through community drives and amateur theatricals. Thousands of women may unconsciously belong to a sorority which follows the fashions set by a single society leader. John Jones, besides being a Rotarian, is member of a church, of a fraternal order, of a political party, of a charitable organization, of a professional association, of a local chamber of commerce, of a league for or against prohibition or of a society for or against lowering the tariff, and of a golf club. The opinions which he receives as a Rotarian, he will tend to disseminate in the other groups in which he may have influence. This invisible, intertwining structure of groupings and associations is the mechanism by which democracy has organized its group mind and simplified its mass thinking. To deplore the existence of such a mechanism is to ask for a society such as never was and never will be. To admit that it exists, but expect that it shall not be used, is unreasonable. Emil Ludwig represents Napoleon as "ever on the watch for indications of public opinion; always listening to the voice of the people, a voice which defies calculation. The impotence of force to organize anything. It will attempt at the same time to find the due place in the modern democratic scheme for this new propaganda and to suggest its gradually evolving code of ethics and practice. But times have changed. The steam engine, the multiple press, and the public school, that trio of the industrial revolution, have taken the power away from kings and given it to the people. The people actually gained power which the king lost For economic power tends to draw after it political power; and the history of the industrial revolution shows how that power passed from the king and the aristocracy to the bourgeoisie. Universal suffrage and universal schooling reinforced this tendency, and at last even the bourgeoisie stood in fear of the common people. For the masses promised to become king. To-day, however, a reaction has set in. The minority has discovered a powerful help in influencing majorities. It has been found possible so to mold

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the mind of the masses that they will throw their newly gained strength in the desired direction. In the present structure of society, this practice is inevitable. Whatever of social importance is done to-day, whether in politics, finance, manufacture, agriculture, charity, education, or other fields, must be done with the help of propaganda. Propaganda is the executive arm of the invisible government. Universal literacy was supposed to educate the common man to control his environment. Once he could read and write he would have a mind fit to rule. So ran the democratic doctrine. But instead of a mind, universal literacy has given him rubber stamps, rubber stamps inked with advertising slogans, with editorials, with published scientific data, with the trivialities of the tabloids and the platitudes of history, but quite innocent of original thought. It may seem an exaggeration to say that the American public gets most of its ideas in this wholesale fashion. The mechanism by which ideas are disseminated on a large scale is propaganda, in the broad sense of an organized effort to spread a particular belief or doctrine. I am aware that the word "propaganda" carries to many minds an unpleasant connotation. Yet whether, in any instance, propaganda is good or bad depends upon the merit of the cause urged, and the correctness of the information published. In itself, the word "propaganda" has certain technical meanings which, like most things in this world, are "neither good nor bad but custom makes them so. Hence, in later years the word came to be applied to any institution or scheme for propagating a doctrine or system. Any society, whether it be social, religious or political, which is possessed of certain beliefs, and sets out to make them known, either by the spoken or written words, is practicing propaganda. If they realize, as they quickly must, that this spreading of the truth can be done upon a large scale and effectively only by organized effort, they will make use of the press and the platform as the best means to give it wide circulation. Propaganda becomes vicious and reprehensive only when its authors consciously and deliberately disseminate what they know to be lies, or when they aim at effects which they know to be prejudicial to the common good. The fact that it should to-day be carrying a sinister meaning merely shows how much of the child remains in the average adult. A group of citizens writes and talks in favor of a certain course of action in some debatable question, believing that it is promoting the best interest of the community. Not a bit of it. Just a plain forceful statement of truth. But let another group of citizens express opposing views, and they are promptly labeled with the sinister name of propaganda. Page one of the New York Times on the day these paragraphs are written contains eight important news stories. Four of them, or one-half, are propaganda. The casual reader accepts them as accounts of spontaneous happenings. Here are the headlines which announce them: What it says is less important than what it is. Its source gives it authority, and the American public tends to accept and support the State Department view. The report of Dr. Pritchett, a trustee of the Carnegie Foundation for International Peace, is an attempt to find the facts about this Jewish colony in the midst of a restless Arab world. These examples are not given to create the impression that there is anything sinister about propaganda. They are set down rather to illustrate how conscious direction is given to events, and how the men behind these events influence public opinion.

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4: Marketing Dictatorship (è±†ç“£)

Brainwashing: The Science of Thought Control is a non-fiction book analyzing brainwashing, thought reform and mind control, by neuroscientist and physiologist Kathleen Taylor. It was first published in hardcover on December 16, by Oxford University Press.

Journal of Democracy 29 2: Media Control Under Xi Jinping. Problems of Post-Communism 64 Authored Books Brady AS. Journal Articles Carter P. Polar Journal 6 2: Journal of Democracy 26 4: The China Quarterly Polar Politics and History. The Polar Journal 4 2: World Politics Review 19 March Journal of Current Chinese Affairs 41 4: The Polar Journal 2 2: Journal of Current Chinese Affairs 41 4: China Brief 12 Asian Survey 50 4: Polar Record 47 Journal of Contemporary China 18 Making the News Fit to Print. China Economic Quarterly 13 1: American Behavioural Scientist 53 3: Authored Books Brady AM. Propaganda and Thought Work in Contemporary China. Journal Articles Brady AM. Common Points and Differences. New Zealand Journal of Asian Studies 10 2: Westminster Papers in Communication and Culture 3 1: The Myth of Rewi Alley. Journal Articles Brady A. Shapiro - I Chose China: The Metamorphosis of a Country and a Man; and S. Shapiro - Wo de Zhongguo My China. China Review International 9 2: International Journal 57 4: New Zealand Journal of History 35 1: The China Quarterly Dec: Beijing, Dangshi yanjiu ziliao 4. Revue Bibliographique de Sinologie China Information 11 4: Rewi Alley and the friends of China. China Information 11 Rewi Alley and changing attitudes towards homosexuality in China. East Asian History 9: In Tsang S Ed. The Challenge to Democracy: In Kennedy P Ed. Differing Currents of Change: Edited Volumes Brady AM. German Institute of Global and Area Studies. Foreign homosexuals in Republican China. In Brady AM Ed. The emerging politics of Antarctica. Foreigners and Foreign Institutions in Republican China Economic Propaganda in Contemporary China. China, Taiwan, and the South Pacific. China, Taiwan, and the South Pacific: In Ishkakov S Ed. In Palmer E Ed. In Chong WL Ed. Master Narratives and Post-Mao Counternarratives: Rowman and Littlefield Publishers. Commissioned by China Policy. Commissioned by Parliamentary Commission: The Financial Times 25 Mar World Politics Review [newspaper article]. A New Era Dawns. The Diplomat [magazine article]. Posttimes Estonia [Newspaper Article]. Joseph Needham and the great secrets of China, by Simon Winchester. The Press [Book Review]. When a Man Needs an Ambulance. China Journal Jan New Zealand Journal of History: Canterbury 2 2 [magazine article]. A Door Tentatively Opens. The Press [Newspaper Article]. The Politics of Transition, Jonathan Unger ed. From Mao to Jiang. New Zealand Journal of Asian Studies 7 2: Successes, failures, and future areas for improvement. Conference Contributions - Other Brady A. Pacific Geopolitics in the 21st Century, Jun Taiwan Studies Conference, Jun Democracy in the Pacific, Oct Political and Social Control in Contemporary China. Nordic Association of Chinese Studies Conference Transactions and Transformations, Jun Association of Asian Studies, Mar Reaching for Hearts and Minds: University of Auckland, New Zealand: Women in Leadership Conference, Nov Re-imagining Global Media, Jul China, Taiwan and the South Pacific. University of Canterbury, Christchurch, New Zealand: Curtin University, Perth, Australia: Is it a threat? Marlborough Sounds, New Zealand: Summer Sounds Conference, 11 Feb ICAS3, 19 Aug

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5: Marketing dictatorship : propaganda and thought work in contemporary China | Search Results | IUCAT

5 Regimenting the Public Mind The Methods of Control in the Propaganda System.

By Nicholas West The more one researches mind control , the more one will come to the conclusion that there is a coordinated script that has been in place for a very long time with the goal to turn the human race into non-thinking automatons. Today, we have entered a perilous phase where mind control has taken on a physical, scientific dimension that threatens to become a permanent state if we do not become aware of the tools at the disposal of the technocratic dictatorship unfolding on a worldwide scale. Modern mind control is both technological and psychological. Tests show that simply by exposing the methods of mind control, the effects can be reduced or eliminated, at least for mind control advertising and propaganda. More difficult to counter are the physical intrusions, which the military-industrial complex continues to develop and improve upon. Education This is the most obvious form of mind control, yet still remains the most insidious. No one has been more instrumental in exposing the agenda of modern education than Charlotte Iserbyt – one can begin research into this area by downloading a free PDF of her book, *The Deliberate Dumbing Down of America* , which lays bare the role of Globalist foundations in shaping a future intended to produce servile drones lorded over by a fully educated, aware elite class. This was initially envisioned for products such as cigarettes, for example. The increasing consolidation of media has enabled the entire corporate structure to merge with government, which now utilizes the concept of propaganda placement. Media; print, movies, television, and cable news can now work seamlessly to integrate an overall message which seems to have the ring of truth because it comes from so many sources, simultaneously. And this is not even to mention subliminal messaging. Predictive Programming Many still deny that predictive programming is real. I would invite anyone to examine the range of documentation put together by Alan Watt and come to any other conclusion that this form of mind control is widely. Predictive programming has its origins in predominately elitist Hollywood, where the big screen can offer a big vision of where society is headed. Sports, Politics, Religion Some might take offense at seeing religion, or even politics, put alongside sports as a method of mind control. The central theme is the same throughout: The techniques are quite simple: Sports has always had a role as a key distraction that corrals tribal tendencies into a non-important event, which in modern America has reached ridiculous proportions where protests will break out over a sport celebrity leaving their city, but essential human issues such as liberty are giggled away as inconsequential. Political discourse is strictly in a left-right paradigm of easily controlled opposition, while religion is the backdrop of nearly every war throughout history. Food, Water, and Air Additives, toxins, and other food poisons literally alter brain chemistry to create docility and apathy. Fluoride in drinking water has been proven to lower IQ ; Aspartame and MSG are excitotoxins which excite brain cells until they die; and easy access to the fast food that contains these poisons generally has created a population that lacks focus and motivation for any type of active lifestyle. Most of the modern world is perfectly groomed for passive receptiveness – and acceptance – of the dictatorial elite. And if you choose to diligently watch your diet, they are fully prepared to spray the population from the above. Drugs This can be any addictive substance, but the mission of mind controllers is to be sure you are addicted to something. One major arm of the modern mind control agenda is psychiatry , which aims to define all people by their disorders, as opposed to their human potential. This was foreshadowed in books such as *Brave New World*. Today, it has been taken to even further extremes as a medical tyranny has taken hold where nearly everyone has some sort of disorder – particularly those who question authority. The use of nerve drugs in the military has led to record numbers of suicides. Online free therapy is becoming a popular way to get help, without someone or something controlling your mind 7. Military testing The military has a long history as the testing ground for mind control. The military mind is perhaps the most malleable, as those who pursue life in the military generally resonate to the structures of hierarchy, control, and the need for unchallenged obedience to a mission. Electromagnetic spectrum An

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electromagnetic soup envelops us all, charged by modern devices of convenience which have been shown to have a direct impact on brain function. Our modern soup has us passively bathed by potentially mind-altering waves, while a wide range of possibilities such as cell phone towers is now available to the would-be mind controller for more direct intervention. A study of video games revealed that extended play can result in lower blood flow to the brain, sapping emotional control. Furthermore, role-playing games of lifelike war and police state scenarios serve to desensitize a connection to reality. Nanobots From science fiction horror, directly to the modern brain; the nanobots are on the way. Worse, these mini droids can self-replicate, forcing one to wonder how this genie would ever get back in the bottle once unleashed. Expected date of arrival? Wire Tapped America - New Book A concerted effort is underway to manage and predict human behavior so that the social scientists and the dictatorial elite can control the masses and protect themselves from the fallout of a fully awake free humanity. Only by waking up to their attempts to put us to sleep do we stand a chance of preserving our free will.

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6: Propaganda & Control of the Public Mind - Noam Chomsky | Songs, Reviews, Credits | AllMusic

" It was, of course, the astounding success of propaganda during the war that opened the eyes of the intelligent few in all departments of life to the possibilities of regimenting the public mind."

All through its history, democracy has been under a sustained attack by elite interests, political, economic, and cultural. There is a simple reason for this: In such circumstances, the few who hold power become threatened. With technological changes in modern history, with literacy and education, mass communication, organization and activism, elites have had to react to the changing nature of society – locally and globally. What began was a massive social engineering project with one objective: Through educational institutions, the social sciences, philanthropic foundations, public relations and advertising agencies, corporations, banks, and states, powerful interests sought to reform and protect their power from the potential of popular democracy. Yet for all the efforts, organization, indoctrination and reformation of power interests, the threat of democracy has remained a constant, seemingly embedded in the human consciousness, persistent and pervasive. In his highly influential work, *The Crowd*: The premise was simple: In his book, *Propaganda*, Bernays wrote: Those who manipulate this unseen mechanism of society constitute an invisible government which is the true ruling power of our country. Lynd feels we need a restructuring of democratic action in terms of the capacity of different groups of the population and an abandonment of the American idea of the responsibility and capacity of the man on the street. In a period of emergency such as I believe we now face, the manipulation of public opinion to meet emergency needs has to be taken for granted. In such a period, those in control must shape public opinion to support courses of action which the emergency necessitates. No one, I think, can blame them for that impulse. Watson, the developer of behaviorism, who himself went to go work for an advertising agency. The field of psychology had become more prominent following World War I, after having proved its worth to power interests in mobilizing, manipulating, and studying populations and their perceptions. Of course, the notion that there is something inherently problematic with society and the social order and the hierarchy upon which it was built went unquestioned. Behaviorism was thus concerned with environmental and behavior control in human relations. This influenced not only Frank Stanton, but other key officials who were involved in the Princeton Radio Project, including Paul Lazarsfeld. In , Stanton was the third employee hired by CBS for the research division, concerned largely with the ability of advertisers to sell to radio listeners. We want to know why they are listened to and liked, and furthermore, we want to quantify influence. The Princeton Radio Project, established with Rockefeller funding and directed by Paul Lazarsfeld, Cantril, and Stanton, focused on studying the uses and effects of radio communications upon the population, and almost exclusively led to the field of mass communications research. Theodor Adorno, a critical theorist whom Lazarsfeld invited to join the Princeton Radio Project ran into several problems during his research with his associates. Lazarsfeld brought Adorno into the project hoping that he could bridge the gap between American and European approaches to research. This put him in direct conflict with the project and its philosophy. Edward Barrett, another top official in the PA division, later noted: Among the influential board members was Frank Stanton. Murrow, a prominent journalist with CBS, whom Stanton had no lack of problems with. In fact, in , Edward R. Frequently they have neither the time nor the competence to do this. For primary and secondary educational institutions, the original objective was to foster a strong sense of national identity, bringing a cohesive world view to the development of a national citizenry, and thus, to establish a system of social control. For university education, the original and evolving intend had been to develop an elite capable of managing society, and thus, to produce the controllers and technicians of society, itself. Ross was the first to popularize the concept of social control in the *American Journal of Sociology* in and , and later in his book, *Social Control*. The foundations became, in effect, engines of social engineering and perhaps the most effective institutions in the application of social control in modern society. The Foundations of Social Control The new industrial elite accumulated millions and even hundreds of millions by the end of the 19th

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century: Morgan in , and by , John D. In the late s, Rockefeller met Frederick T. The circumstances in which the Rockefeller Foundation emerged are notable. Rockefeller interests quickly undertook both strategies. Two major social engineering projects were underway: It is imperative to recognize and understand this complex system if we are to challenge and change it. Andrew Gavin Marshall is an independent researcher and writer based in Montreal, Canada, with a focus on studying the ideas, institutions, and individuals of power and resistance across a wide spectrum of social, political, economic, and historical spheres.

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Preface --Introduction --Guiding hand: the role of the propaganda system --From thought reform to economic reform: comparing propaganda and thought work in different eras --China's unseen engineers: reform and modernization in the propaganda system --Regimenting the public mind: the methods of control in the propaganda system --Sex crime.

So, why would Wilson revert from a Peace platform to a policy of engaging in a brutal War on another continent? The truth is that he was under the strong influence of the banker elites who engineered his first election so that he would support their cause and sign the Federal Reserve Act of into law. After his second election, his controllers saw a strong motivation for the US to join the war efforts to defeat Germany and be rewarded with the spoils. With a direct involvement in the war, they foresaw an exponential increase in defense spending and thus personal rewards. However, convincing the peace-loving public was another matter. Wilson utilized Bernays with his propaganda techniques and Walter Lippman, the eminent journalist to start reversing public sentiment by stirring up anti-German fervor and motivating the country to join its European allies. Spearheaded by journalist, George Creel, the CPI comprised members from business, media, academia, writers and artists. Utilizing mass psychology, it disseminated pro-war propaganda based on emotional appeals and demonization of the enemy on an unprecedented scale, normally associated with totalitarian regimes. Pacifists and dissenters were silenced through threats and accusations of being traitors. Hence a majority of Americans embraced the war with fervor and dedication. The tools and techniques by Bernays and the CPI to manipulate the collective attitudes of the public thru the mass media were thus established on a large scale and would continue to be used in peacetime as well as during WWII especially and the many wars that followed. Those who manipulate this unseen mechanism of society constitute an invisible government which is the true ruling power of our country. We are governed, our minds are molded, our tastes formed, our ideas suggested, largely by men we have never heard of. It is they who pull the wires which control the public mind. In place of thoughts it has impulses, habits and emotions. In making up its mind its first impulse is usually to follow the example of a trusted leader [an icon or celebrity]. This is one of the most firmly established principles of mass psychology. But when the example of the leader is not at hand and the herd must think for itself, it does so by means of cliches, pat words or images which stand for a whole group of ideas or experiences. Glittering Generalities Positive associations used to enhance a person or concept: PTSD instead of shell shock. Transfer Use of authority or prestige from a symbol like church cross , democracy statue of Liberty , our nation uncle Sam to support a program or campaign. Also medicine or science used to back a concept: Phoney Polls Used to back a platform or concept but the results can be biased depending on the parameters and questions Peer reviewed Studies Can be fraudulent within a system controlled by powerful entities like Big Pharma Lies become Believable by Repetition Thru power of the media, lies are made believable after continuous repetition and reinforcement by other channels of the consolidated media. A modern day example of Name-calling: The elite bankers attained their wealth and power by conspiring to establish central banks in the UK and the US. Such is the immense power of the controlled media that they can establish parameters for acceptable behavior and the masses who want to be accepted by their peers tend to conform. Hence this phrase now carries a strong pejorative association. Thus, they control the news and influence our perceptions, even how we think and judge others. One cannot underestimate the power of a consolidated media because it signifies controlling reality itself as Bernays has stated. Having a small elite group directly control the media, represents a serious threat to American democracy and culture. It directly influences the minds of all age groups and how they perceive the world. Consolidation in business, banking, the media and politics over the last hundred years has allowed the Federal Government to be taken over by an oligarchy of elites with unlimited assets, influence and psychological control of the minds of Americans. The media also serves as a protective shield, isolating the elite bankers from scrutiny and challenge.

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The propaganda system of the first World War and this commission that he was part of showed, he says, it is possible to "regiment the public mind every bit as much as an army regiments their bodies." These new techniques of regimentation of minds, he said, had to be used by the intelligent minorities in order to make sure that the slobbs stay on.

Selections from Edward L. Bernays, Propaganda Chapter 1 Organizing Chaos 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. We are governed, our minds are molded, our tastes formed, our ideas suggested, largely by men we have never heard of. This is a logical result of the way in which our democratic society is organized. Vast numbers of human beings must cooperate in this manner if they are to live together as a smoothly functioning society. Our invisible governors are, in many cases, unaware of the identity of their fellow members in the inner cabinet. They govern us by their qualities of natural leadership, their ability to supply needed ideas and by their key position in the social structure. Whatever attitude one chooses to take toward this condition, it remains a fact that in almost every act of our daily lives, whether in the sphere of politics or business, In our social conduct or our ethical thinking, we are dominated by the relatively small number of persons a trifling fraction of our hundred and twenty million - who understand the mental processes and social patterns of the masses. It is they who pull the wires which control the public mind, who harness old social forces and contrive new ways to bind and guide the world In theory, every citizen makes up his mind on public questions and matters of private conduct. In practice, if all men had to study for themselves the abstruse economic, political, and ethical data involved in every question, they would find it impossible to come to a conclusion about anything. We have voluntarily agreed to let an invisible government sift the data and high-spot the outstanding issues so that our field of choice shall be narrowed to practical proportions. From our leaders and the media they use to reach the public, we accept the evidence and the demarcation of issues bearing upon public questions; from some ethical teacher, be it a minister, a favorite essayist, or merely prevailing opinion, we accept a standardized code of social conduct to which we conform most of the time. In theory, everybody buys the best and cheapest commodities offered him on the market. In practice, if everyone went around pricing, and chemically testing before purchasing, the dozens of soaps or fabrics or brands of bread which are for sale, economic life would become hopelessly jammed. To avoid such confusion, society consents to have its choice narrowed to ideas and objects brought to its attention through propaganda of all kinds. There is consequently a vast and continuous effort going on to capture our minds in the interest of some policy or commodity or idea. It might be better to have, instead of propaganda and special pleading, committees of wise men who would choose our rulers, dictate our conduct, private and public, and decide upon the best types of clothes for us to wear and the best kinds of food for us to eat. But we have chosen the opposite method, that of open competition. We must find a way to make free competition function with reasonable smoothness. To achieve this society has consented to permit free competition to be organized by leadership and propaganda. Some of the phenomena of this process are criticized - the manipulation of news, the inflation of personality, and the general ballyhoo by which politicians and commercial products and social ideas are brought to the consciousness of the masses. The instruments by which public opinion is organized and focused may be misused. But such organization and focusing are necessary to orderly life. As civilization has become more complex, and as the need for invisible government has been increasingly demonstrated, the technical means have been invented and developed by which opinion may be regimented But times have changed. The steam engine, the multiple press, and the public school, that trio of the industrial revolution, have taken the power away from kings and given it to the people. The people actually gained power which the King lost. For economic power tends to draw after it political power; and the history of the industrial revolution shows how that power passed from the king and the aristocracy to the bourgeoisie. Universal

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suffrage and universal schooling reinforced this tendency, and at last even the bourgeoisie stood in fear of the common people. For the masses promised to become king. To-day, however, a reaction has set in. The minority has discovered a powerful help in influencing majorities. It has been found possible so to mold the mind of the masses that they will throw their newly gained strength in the desired direction. In the present structure of society, this practice is inevitable. Whatever of social importance is done today, whether in politics, finance, manufacture, agriculture, charity, education, or other fields, must be done with the help of propaganda. Propaganda is the executive arm of the invisible government. Universal literacy was supposed to educate the common man to control his environment. Once he could read and write he would have a mind fit to rule. So ran the democratic doctrine. But instead of a mind, universal literacy has given him rubber stamps, rubber stamps inked with advertising slogans, with editorials, with published scientific data, with the trivialities of the tabloids and the platitudes of history, but quite innocent of original thought. It may seem an exaggeration to say that the American public gets most of its ideas in this wholesale fashion. The mechanism by which ideas are disseminated on a large scale is propaganda, in the broad sense of an organized effort to spread a particular belief or doctrine. I am aware that the word "propaganda" carries to many minds an unpleasant connotation. Yet whether, "in any instance, propaganda is good or bad depends upon the merit of the cause urged, and the correctness of the information published. Modern propaganda is a consistent, enduring effort to create or shape events to influence the relations of the public to an enterprise, idea or group. This practice of creating circumstances and of creating pictures in the minds of millions of persons is very common. Virtually no important undertaking is now carried on without it, whether that enterprise be building a cathedral, endowing a university, marketing a moving picture, floating a large bond issue, or electing a president. Sometimes the effect on the public is created by a professional propagandist, sometimes by an amateur deputed for the job. The important thing is that it is universal and continuous; and in its sum total it is regimenting the public mind every bit as much as an army regiments the bodies of its soldiers. It was, of course, the astounding success of propaganda during the war that opened the eyes of the intelligent few in all departments of life to the possibilities of regimenting the public mind. The American government and numerous patriotic agencies developed a technique which, to most persons accustomed to bidding for public acceptance, was new. They not only appealed to the individual by means of every approach - visual, graphic, and auditory - to support the national endeavor, but they also secured the cooperation of the key men in every group - persons whose mere word carried authority to hundreds or thousands or hundreds of thousands of followers. They thus automatically gained the support of fraternal, religious, commercial, patriotic, social and local groups whose members took their opinions from their accustomed leaders and spokesmen, or from the periodical publications which they were accustomed to read and believe. It was only natural, after the war ended, that intelligent persons should ask themselves whether it was not possible to apply a similar technique to the problems of peace. This new technique may fairly be called the new propaganda. It takes account not merely of the individual, nor even of the mass mind alone, but also and especially of the anatomy of society, with its interlocking group formations and loyalties. It sees the individual not only as a cell in the social organism but as a cell organized into the social unit. Touch a nerve at a sensitive spot and you get an automatic response from certain specific members of the organism. New activities call for new nomenclature. The propagandist who specializes in interpreting enterprises and ideas to the public, and in interpreting the public to promulgators of new enterprises and ideas, has come to be known by the name of "public relations counsel. The first recognition of the distinct functions of the public relations counsel arose, perhaps, in the early years of the present century as a result of the insurance scandals coincident with the muck-raking of corporate finance in the popular magazines. The interests thus attacked suddenly realized that they were completely out of touch with the public they were professing to serve, and required expert advice to show them how they could understand the public and interpret themselves to it. It tried to make a majority movement of itself by getting the public to buy its policies. It reached the public at every point of its corporate and separate existences. To communities it gave health surveys and expert counsel. Even the building in which

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the corporation was located was made a picturesque landmark to see and remember, in other words to carry on the associative process. And so this company came to have a broad general acceptance. The number and amount of its policies grew constantly, as its broad contacts with society increased. Within a decade, many large corporations were employing public relations counsel under one title or another, for they had come to recognize that they depended upon public good will for their continued prosperity. They were obliged to convince the public that they were conforming to its demands as to honesty and fairness. Thus a corporation might discover that its labor policy was causing public resentment, and might introduce a more enlightened policy solely for the sake of general good will. Or a department store, hunting for the cause diminishing sales, might discover that its clerks had a reputation for bad manners, and initiate formal instruction in courtesy and tact. If we accept public relations as a profession, we must also expect it to have both ideals and ethics. The ideal of the profession is a pragmatic one. It is to make the producer, whether that producer be a legislature making laws or a manufacturer making a commercial product, understand what the public wants and to make the public understand the objectives of the producer. In relation to industry, the ideal of the profession is to eliminate the waste and the friction that result when industry does things or makes things which its public does not want, or when the public does not understand what is being offered it. For example, the telephone companies maintain extensive public relations departments to explain what they are doing, so that energy may not be burned up in the friction of misunderstanding. A detailed description, for example, of the immense and scientific care which the company takes to choose clearly understandable and distinguishable exchange names, helps the public to appreciate the effort that is being made to give good service, and stimulates it to cooperate by enunciating clearly. It aims to bring about an understanding between educators and educated, between government and people, between charitable institutions and contributors, between nation and nation. The profession of public relations counsel is developing for itself an ethical code which compares favorably with that governing the legal and medical professions. In part, this code is forced upon the public relations counsel by the very conditions of his work. While recognizing, just as the lawyer does, that everyone has the right to present his case in its best light, he nevertheless refuses a client whom he believes to be dishonest, a product which he believes to be fraudulent, or a cause which he believes to be antisocial. In law, the judge and jury hold the deciding balance of power. In public opinion, the public relations counsel is judge and jury, because through his pleading of a case the public may accede to his opinion and judgment. He does not accept a client whose interests conflict with those of another client. He does not accept a client whose case he believes to be hopeless or whose product he believes to be unmarketable. He should be candid in his dealings. It must be repeated that his business is not to fool or hoodwink the public. If he were to get such a reputation, his usefulness in his profession would be at an end. When he is sending out propaganda material, it is clearly labeled as to source. The editor knows from whom it comes and what its purpose is, and accepts or rejects it on its merits as news.

Chapter IV The Psychology of Public Relations

The systematic study of mass psychology revealed to students the potentialities of invisible government of society by manipulation of the motives which actuate man in the group. Trotter and Le Bon, who approached the subject in a scientific manner, and Graham Wallas, Walter Lippmann and others who continued with searching studies of the group mind, established that the group has mental characteristics distinct from those of the individual, and is motivated by impulses and emotions which cannot be explained on the basis of what we know of individual psychology. So the question naturally arose: If we understand the mechanism and motives of the group mind, is it not possible to control and regiment the masses according to our will without their knowing it? The recent practice of propaganda has proved that it is possible, at least up to a certain point and within certain limits. Trotter and Le Bon concluded that the group mind does not think in the strict sense of the word.

9: Regimenting the Public Mind | David Traynier

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Economic Reform: Comparing Propaganda and Thought Work in Different Eras Chapter 3: China's Unseen Engineers: Reform and Modernization in the Propaganda System Chapter 4: Regimenting the Public Mind: The Methods of Control in the Propaganda.

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