

*"This is the worst possible of all dictatorships since no revolt is possible any more. This dictatorship needs no prisons or guards. Instead of bars and grating, there is the idiot box.*

*"Jacques Sequelas of the Euro-RSCG agency: the function of advertising is to lead consumers to their hidden expectations. By uncovering these expectations, advertising first creates the delight that is the true engine of our unbridled consumer society."*

*"Without advertising, no consumer society could arise. Without advertising, our minds would be free to reflect about more important things.*

Homepage: <http://www.mbtranslations.com/>  
Address: <http://www.commondreams.org/>

*"Advertising ... is a negative life experience ... It has been estimated that in a modern western consumer society, the average human may see up to 3000 print, radio, and television advertisements a day. ... Do advertisements work by being honest? Do advertisements simply present the facts as facts? No! ...*

*"Advertisements push psychological buttons and they push them very, very, very well. They make up problems to sell the solutions...[Ed. This is the way of humanism and in that way] They prey upon sexual identities. ... They try to make consumers believe they lack something, and from this feeling of lack, of being lesser than their peers, they create needs for products which may not be genuine, needs which do not arise genuinely out of individual consumers.*

*"Advertisements are black holes which suck up, through appropriation, themes, interactions, models, stereotypes, fears, art, politics, everything.*

*But what happens to these things, which have their own integrity or value, after they have been sucked up by the black hole and shot out of the jets of advertisements?*

*"They have been utterly trivialized. They have had their integrity and identities sucked out of them. ... [We see how well this is at one with the Hegelian Dialectic of humanism. Ed.]*

*What about the trivialized interactions that make up 30 second commercials. The trivialized interactions between lovers, between men and women, between husband and wife, between child and adult, between employer and employee? ... What happens when reality starts to model ... advertisement?*

*"What happens to genuine human interaction when lovers, men and women, husbands and wives, adults and children, just start reciting and parroting the interactions of 30 second commercials?*

[What happens when lovers believe that the onscreen deformity represents true love? Ed.]

*"So take all of this and multiply ... Day after day ... button pushing after button pushing ... How many times has the advertisement promised something which the product it was selling could not deliver? Multiply that certain disappointment ...*

*"What does this do? Don't tell me that this bombardment doesn't effect mental health ... Don't tell me this bombardment doesn't corrupt the desires and wants and needs of humanity ... it produces a gigantic 'I don't care anymore' apathy".*

End Quote. For the fuller quote see "Advertising Damages Mental Health" [www.TheMindWeb.com](http://www.TheMindWeb.com).  
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#### **MindWeb comment:**

The culture we live in has become a reflection of advertising and promoted 'entertainment'. It has no belief in truth. It represents the sickness created by gradual increase in beliefs deformed by corruption.

The original article is a good example of how manipulation is hidden. It was excessively long and emotional and never promoted as a serious threat should be. Therefore most readers see it as 'not realistic' and soon forget it.

University experiment supports that if a lie is repeated often enough and with authority, most will believe it; similar experiments also prove that the more people believe the lie the more will follow the mob and accept it as truth.

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In early writing I tried to warn readers that if the resistance was to be successful we had to achieve a "threshold of credibility", a level of credibility has to be achieved in a community before natural growth will take place.

There is no doubt that the power of TV and mass media is quite capable of levels of influence we seldom imagine possible, but change agents do not need approach levels that may challenge community perceptions! The destruction of logic in a community is quite sufficiently achieved by gradualism and reinforcement. Change agents need take no risk in order to achieve desired ends.

Exaggeration, ego building: The nature of ego is to defend its beliefs and thus easily evades truth.

There is no need of extremes such as drugs in the water supply; though that is used with helpful gain with fluoride. Or poison by aircraft spray; a decoy to destroy the credibility of those activists who promote it.

There is just too much evidence of overall suppression of human logic on the one hand and of deliberate, international level, deceit designed to lead us to confusion and ineffective action.

Whether a majority of young children suffer frightening dreams I don't know but, when I watch what they are given to watch, and try to see through their eyes, I think they would.

I DO know that the world we live in presents deformity and ugliness as normal and that images, from primitive face painting to humanized animals, dominate the lives of children below the age of reason (four years),

All deceit, at any age, becomes bias to deform logic. The mind compass needs only be pulled a little off-course at the beginning to leave our intelligence frustrated and happy to believe life has no truth or meaning.

For all deceit on which we act in good faith, there is a less than the desired outcome – every learned error is an obstacle to rational response.

After generations of deceptive promotions most lose all faith in their own judgments: their instinct then is to distrust their own judgment.

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The blind feel they must trust blind leaders even though the honesty of these is doubted.

We lose ourselves in sport, drugs and trivia so, even when we see the truth, most have not the confidence to respond positively in their own interests.

Those who care about their future, or the future of family or humanity as a whole, should treat as urgent the need of HARD COPY to publicize revealing information and to pass revealing information on. In the seven-year life of this reviewed article millions of lives have been shortened or ruined but in that same time this matter has not, in total, received the publicity of a national sports event.

"Politically Correct humanism" is incessantly promoted as 'caring', 'non-judgmental' and 'rational'. Under this deceit 'soap operas' characters act "petty", "unthinking", "cruel" and "irrational".

Our indoctrination leads us to give credit to those acting in error because we think it is being kind. We are induced to think that good intentions justify wrong actions and that to be critical is being 'judgmental'. But being judgmental in this way is judging the truth to be irrelevant, and not correcting error is a crime against the truth of our creation.

So mass-media "role models" now carry cultural deformities to increase futility and to instill behavior that is effectively madness.

Deformity became 'normal' when people started behaving like the 'soapie' characters they have lived with in greater (more emotional) involvement than they have had with real people. Not a difficult equation to achieve.

But this new normal is not human normal; it is a mindless normal to which we are now indoctrinated (from birth to death) at every stage of life.

It is best to read the Leaflets in their order of one to ten.

www.TheMindWeb.com

Discussion Leaflet 7

## Advertising Damages Mental Health

Based on "ADVERTISING DAMAGES MENTAL HEALTH" by: Paul Kalkbrenner. This essay originally published in: Hamburg Chaos Communication Congress, December 1997, was translated abridged from the German on <http://www.chscene.ch/ccg/congress/1997/004>.

### Indoctrination IS international.

Condensed from Discussion July 15<sup>th</sup> '04.

Munich psychoanalyst Franz Strunz shows that Sigmund Freud's thesis that infant's dreams are free from the intimidation of parents and society is no longer correct.

Strunz, in his investigations, demonstrated that "dreadful monsters, crimes and catastrophes bristled in the" dreams of his analyzed children. The development of T.V. was the only difference between the children analyzed by Freud and Strunz.

Basic knowledge of perception is needed here. How does perception function? Quote:

*"Language consciousness first develops at age 4, until then ... Language and logic are incomprehensible to the child ... the [younger] child understands what he sees on television before speaking. ... like illiterates [do]."*

*"The power of media pictures educates them long before their parents and society can make clear linguistically/verbally what is wrong and right."*

*"This phenomenon only concerns our generations ... The logical understanding that "what is in the box" is virtual, like what is in the newspaper" comes late to all of us. ...*

*"Jacques Sequeles from the Euro-RSCG agency formulated: "Advertising conquers everything and has become the schoolmaster of our children... They sit glued or spellbound to our [TV] spots. Thus advertising becomes the >>>*

*schoolmaster for life."* [But this situation did not come about by chance]

*"The power of pictures of visual communication is also unbroken in adult age. This power of virtual pictures is stronger than logical arguments. Even if you feel elevated above this, the tirade of advertising pictures is still drilled into you."*

*"For that reason, all advertising works with pictures. Successful brands are word-pictures. Everyone knows the Coca Cola logo and the attitude toward life drummed into our heads by countless advertising spots and print campaigns. ... one who knew and used the power of media pictures and corporate identity, quasi-the father of advertising, was Adolf Hitler. No trademark was as well known as the swastika. ..."*

*"There are no distinctions any more between the mechanisms of advertising, television and other media. They function everywhere in the same way with the same trick. Gradually the editorial part was confused with advertising."*

*"On television, All-American series roll out the same "enticing" dream model as advertising. All the game shows, tele-shopping shows and shows like "The Price is Right" are connected with advertising, make themselves advertising, or call people to consume by promising fantastic promotional gifts that change our life."*

*"More and more, shows resemble gigantic promotion events where actors and singers are always invited to promote their latest film or their latest CD..."*

*"We have fallen under the rule of the television dictatorship that came [was placed] over us gently [seductively] in an advertising manner and not forcefully. This makes the dictatorship especially dangerous."*

*"Under the Berlosconi government, Italy was a pioneer of this new tyranny in which the heads of television stations become heads of state. They control the picture and thus the reality, the body and the mind, a convincing, subliminal dictatorship that is systematically guided by ratings experts."*

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