

PDF TWO

PART TWO

THE MAGIC OF MEDIA

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HOW MEDIA AND ADVERTISING ARE KILLING YOU

New New New

**UNHOOK
AND
LIVE!!**

by LOWEN CLARKE

PART TWO

THE MAGIC OF MEDIA

CHAPTER FOURTEEN

TRIPPING OVER IMAGES

By examining advertising and the media, we can begin the process of change from what we have been trained to be, a paranoid schizophrenic consumer with multiple personalities, to someone getting control over their own lives. Through a great big accident, the media make life miserable for us, and the advertiser portrays his wares as the only available heaven.

Journalists are generally well intentioned people. But, because they are always looking for the big story, and presenting it dramatically, they alter the contents of our perceptive world. And, the more they think that they are bucking the system by being outrageous, the more they do just what the media owners know is really required: providing fodder for advertisements to work on.

And the editors and managers are often frightened worried people, trying to keep the readers happy, to ensure the advertisers are reasonably honest, and keeping away from trouble with anyone. They might spend weeks checking out a new advertiser especially to see if it might contain a new idea which needs stopping, though they will rush to print with an exclusive they can pontificate over, and get our emotions boiling.

And, even then, the media owners think they are doing the right thing. But often, their beliefs are just plain nasty. Media is caught between wanting to present elucidatory information, and the market reality that they need to provide only what the

customers want: the reader, and the advertiser. The reader wants information, the advertiser wants trained consumers.

When once, the hallmark of good media was that it worked for the good of people, now they are often repressive machines. Rupert Murdoch owns the Times, and journalists there may dislike him, and through his other flagship, The Australian, we hear only the voice of screaming greedy blind extractors of wealth who care for nobody but themselves, yet pretend to love everybody.

And being subject to all this, we change and our abilities diminish. Newspapers in major cities, for instance, all pretend to a huge love of that city. But it's real effect is merely to ensure you are already prejudiced against any other city, and won't move away. Newspapers may claim they are only reflecting their readers' opinions about AIDS and homosexuals, but the reality is that they make huge amounts of money out of it, and that it's a way of ensuring that the consumer doesn't mix with people who seek freedom, and know what's important in life, and it also makes people afraid of sex. And, if you can stop them having sex, you've created a great consumer. And if, by hanging nuclear threat over everyone you manage to stop them what thinking life could be, that it's worth planning and taking life casually but with self-determination, you've got a constantly on-edge consumer, just waiting to be shown what's best to do.

No journalist or media owner would want to think this is true. But they are so far away from being normal people, they have hardly a hope of seeing what they are doing.

For myself, though there were other strong influences I had to shake off, it was finally realising that not only do media make mistakes, but that the very way they perceive and present events means that their stories are no different to lies, that gave me the confidence to work things out for myself. And

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escaping the clutches of the vicarious life I was leading in television was like being given eyes to see what a great and beautiful world we live in. And I am willing to admit that that may make television a wonderful invention: it gives us a contrast to what real life is about, and a way to measure how infinitely more wonderful life itself is: if only you manage to unplug.

Basically, news keeps you unhappy, and thinking life is shit, and advertisements give you the happy answer. In religious terms, life is a vale of tears, and enslavement to the church will reward you in heaven.

But it's not enough for me to say all that, and since there is no need to prove it if I show it, I have put together what I can for you to work through, and hopefully to be able to continue to see it. And I think it is more important than just freeing ourselves: unless we are free, we cannot free others, and are in fact oppressing them.

In looking at media, I have made a system of classifying the components, giving a way of analysing the images, and I have built up a picture of how, through at first just receiving simple images, we soon replicate entire thinking patterns in our heads, and then acquire beliefs which are self destructive. If you read one journalist once, you'll deal with what he says. But if you habitually read him, and then loads of others who are just as mucked up, you pick up his whole brain.

Then, you're starting to think things you wouldn't want to, and there's a battle within. The breakdown of your identity has begun. For, the best consumer is one who has many identities within: it's a way of artificially increasing the size of the market. And it can make the sale work. The product that seems like heaven, is actually the parts of you that media manages to hijack away from you.

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Now that we have some understanding of the images, symbols, totems, ideas and opinions that go into our heads as "objects" supplied by others, we can look at the "base" level of what they are made of, what causes them, their usefulness, and how we have the advantage of them.

In freeing ourselves from advertising and media, we are learning more than de-supernaturalising advertising, or "demythologising" the content of our heads, or "de-media-ing" the mind. There is another process at the base of all these processes; that is, these are all applications of one process.

"DE-IMAGING": Getting the Images out of our Minds, and being able to see, hear and feel without associated Imagery, and also to be able to express what we mean and feel in a similar way, as well as have creative powers.

I'll try to draw an analogy: The Bible is a very complicated work: it's as complicated as you care to make it. The Bible is a very simple work: it's as simple as you care to make it.

People can claim that the Bible has all sorts of absolute truths in it, or that is an example of Faith in life expressed as Religious History. So far, theology has De-supernaturalised it, has Demythologised it, and found the Existential Base, and realised it is a metaphor: expressing Man's Existence, and his relationship to Being, as a mystery.

But, they have not yet uncovered the "life" of the expression: and managed to realise why it is capable of so many confusions, pluralisms, why you can prove anything you want from it, find any opinion you require etc.

The reason is that it is an expression of the depth of man's mind, and contains many of the POSSIBLE combinations, etc. It is the accumulated baggage of a whole people, ourselves included: and it needs constant going over to see what is still

useful to us.

Increasingly, that isn't a lot, and it happens that as we clear it out, we need the Biblical approach less and less, but can value it more: as it is an expression of what we have thought, compressed, and a memorial. It is a replication of our minds at their best, and their worst.

The Bible needs De-Imaging as well, if the last barrier between man and Life is resolved, and more reasons for life are found. And because of the unique way the Book arose, and the unique minds of those who brought it about, the place we finally discover is right where we are now, a really good place.

Images are vital to us being human: we need and use them constantly: that we can create and sustain them is part of being human. "The Ability to Think and Communicate" is what makes man meaningful, after he has become man, after he has become aware of Existence.

However, because Images are so used as manipulatory tools, and because there are so many, it is important not to be susceptible to them, it is important that you can control them, create the ones you need or want, and sort out the rest.

Thus, a simple example: Walking around, you see a tree that you like, it is beautiful. Really, that could be enough. But, in order that you can tell someone else what tree you saw, you ask what it is. So, you are just looking at a beautiful big green tree with a dark brown trunk, spreading branches, and leaves like figures of eight all joined together. That's a simple set of Images tied together to try to describe it: you like it, you see how it stands, how it accepts the sunlight, how it looks against the blue or white or gray sky, how it moves: and how it affects you: makes you feel good, proud and happy to be there, at the right time to experience it.

You ask someone what it is: They say "Why, it's an Oak Tree." That's fine, and a good help to be able to tell someone else what affected you. However, suddenly OAK IMAGES come bubbling up, or when you tell your friends, they say "Oh, wonderful, I love oak furniture," or "Boats were built of it that carved out the Empire, yes England's finest", or "Oh, yes, was it English or Manchurian ? I myself like American Brown Serrated leaf the best."

"Sir, I do hope young British furniture-makers are earmarking historic tree trunks (fallen in the October 1987 storm) for their future use. How much more splendid to craft a chest of drawers or a desk from a once handsome tree in a royal park than from imported planks with no pedigree. Yours faithfully." Letter to the Times, 23 Oct 1987.

There is probably no great harm in all that; it may help your appreciation of the tree. But, the "opportunity" is changed: the tree you enjoyed is now a collection of images, and with new emotional content. And, chances are, when you go back to enjoy that tree again, the new images are in the way of "being there", and because everybody else has an Image that they tagged the tree with, it may seem commonplace. A pine tree seen in Australia is hard to see as a tree, having become a symbol of evil for many.

So, let's see how we can clear the images of common life: and it's done the same way as clearing through media. And underneath all the "common", we can find "special". Now, we'll look at what images are. And then move to more complex examples. The most complex collections of images are People, ourselves and others.

THE BEGININGS OF IMAGE:

The first thing man does when he realises his existence is to begin to express it, wanting to communicate it, but ultimately,

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as a way of overcoming the separation from the world and people that he has discovered by achieving consciousness. He wants to feel a part of what is around him, that which consciousness reveals and causes to be not a part of him, nor he it. In the long run, he achieves varying degrees of unity. In fact, the final ability can be very great, and can mean almost full merging, without taking the alternative route of dying.

In expressing himself, though, man is even further externalising what he wants not to externalise. As he creates "expressions", these themselves become entities which are "other", manipulatable, and can take on the ability to negatively determine him. They were not created to do so, but take on their own autonomy, which, to man, becomes heteronomous, and can then shape him.

Thus, for instance, the awe which man finds in himself in relation to the world may be expressed as "religion". If he continues to externalise "awe", he may develop the expression in "church", which soon orders him around.

There are basic impulses and societal needs that get married into man's image creation which make "images" heteronomous: need for a position, for stability, for "law and order", and survival of the species. (I want to make the point now that the last, survival of the species is a communal concern, for which the whole community is responsible, it is not an individual's responsibility: I say this because much is read into family that it is under attack etc. Further, without that as a paramount concern today, we are able to look at new meanings for our existence.)

When, say, law and order, get expressed in combination with his religious feeling, the resulting "church" takes it upon itself to make rules, decide images, become a center of his moral and ethical concerns.

When the consciousness is individuated, he no longer needs the "Church" or "Law" to tell him what do. However, from his early teens in his growth to individuation, vestiges of the experience of previous generations' experiences (distilled into church Dogma) are still embedded. These need to come out.

Thus, for instance, modern theology knows all is symbolic past the first statement "God is Being". By realising what this means, that all else is symbols, man is freed from the shaping and heteronomous effects of dogma. The desire to express himself leads man to firstly create Images, then symbols, then totems, and then Institutionalise them.

Religion has de-supernaturalised, demystified, and demythologised. Now is the time for De-Imaging Life itself, and leaving man just able to live here and now, able to express, but not by so doing falling into the trap of separation.

Images came to be used for other functions as well: they protected experiences and learnings of past generations, they provided a means of communication through time, in so far as they remained stable, and expressed the depth of culture, man's perception etc. Myths, for instance, which are highly developed "Images", arise from the depth of community perception and intuition. They develop power along the way.

However, today, Images no longer serve these functions first amongst others: they tend now to be mainly used against us; this is true of both the existing images we "inherit", and the ones of our culture itself. In the main they have become heteronomous, or are used by heteronomous structures, (which are often structures originally built to serve, and built on an ontological basis, but which have lost touch with that.)

Chiefest of these are advertising and the media, which will use the power of any image to sell or mould consumers. And, thus, the conflation of images which occurs in our heads, of

images we also pick up genetically, needs to be culled out, ordered and controlled. Then, we can use images, not be used by them.

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So it's a matter of looking at Images, and how to use them, and how to move beyond supplied Images to be working out which you want to retain, and which are no longer relevant, which no longer fulfil the task of making you a part of life.

We saw the theological truth that, apart from "God Is", all else is symbolic theology. Well, really, put in a de-Imaged way, that is: Apart from the statement We are, all else is Image. The actual things we refer to are real, but the import, power and meanings of the Images are Images. "Brother" is a brother, but "brother" to someone who only has "bad" brothers is a different Image to someone who has good brothers. But "brother" as close blood relation, is the core expressed in the image.

We are perfectly capable of dealing with both, so long as we can keep the difference in mind. If we are lead to believe that the image is more important than the materiality, we lose. They can be complementary. But in the longer term, we want to be able to walk away from the whole problem, sure of our innate ability to deal with all that comes our way.

Now look at the two most important symbols: we have seen that Existence is the Ultimate Concern; these rank next: Happiness and Love.

Infinite seem to be the Images and the ways we have to express the troubles and unhappinesses of our world. They become so inflated in us, that we lose the power to be happy. But we haven't noticed how small our vocabulary has become for happiness, being happy, expressing it: we just don't believe it's possible.

CHAPTER FIFTEEN

WE CAN STILL BE THE HEROES

The Journey of the rest of the book:

Synopsis: Creativity begins with self-expression, leads to self-healing and goes on to more beyond. We are meant to be the heroes of our own lives, overcoming that which prevents us becoming self-integrated, and able to participate fully with others in love, time and space.

There are a number of processes which hold us back. So far, we have seen the basis of Reaction, Dichotomy and Comparisons, and been introduced to the ADMIT process. The processes by which we end up losing our humanity are:

BASIC DICHOTOMISATION AND COMPARISON through:

ADMIT

THE MEDIA RULES

REPLICATION

APOCALYPTIC

THE KNOCKOUT AS OPINION MANIPULATOR

THE KNOCKOUT AS BELIEF MANIPULATOR

DE HUMANISATION: ANIMALISATION AND REIFICATION.

These get into our head by the process of Suggestion, when it becomes Replication. Replication is when not only the Suggested Inference, information or message gets into the head, but also the very Thought System that produced such a thought. This takes a long time to happen, and takes a long time to get over.

These are explained and examined in the course of the book. The way to overcome them is to retrain the mind, and also to use the Christ Principle. Becoming Free is a part of Being Free. It is a process.

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Dichotomy, the Christ Principle Personified, Us and Love:

Dichotomies and Comparisons are the basic unit of destabilising used against us. You can grasp this if you see media in terms of 'excessive polarisation'. Dichotomies are the basis of media presentation. They confuse us, and keep us wondering.

We will be overcoming, that is resolving, dichotomies by recognition, by correcting them, by sourcing them, by seeing the real picture that they are fragmenting, and by finding the real problem that allowed the dichotomy to gain strength, and then by seeing what the whole was really composed of, what the reality, which our attention had been deflected from, really was.

The next "practice point" is the one in our own lives, and seeking action and accomplishment of identity. We overcome some dichotomies by changing the perspective.

Thus, we can see our suburban home as utterly attainable and valuable by ensuring we view it against the backdrop of what people normally achieve or need in life. We reduce the scale, from the one shown in the media, where it is made to seem ignoble or tawdry compared to the 'real' realities of James Bond lifestyles, or the "huge scale" of apparently real Hollywood or Royal lifestyles.

Alternatively, we can change the perspective another way: If you're having trouble raising \$10.00, you can make it easier to raise the \$10.00 by going for \$100.00. It makes \$10.00 just seem a part of the ultimate task you've set yourself.

Since you can achieve whatever you envisage or imagine, you should allow vision to influence the size of your goal.

Now, in creating your identity, we're really involved in a process of discovering what was there underneath the mythic

covering, and also what you really want to be: in the reduced scale.

If you accept yourself as human, with human problems, you'll be able to transform that identity into anything you then envisage. Even if it's still the old dreams !

We learn to dislike ourselves as personal beings, and also seek to return to the flock. Being on our own is dangerously equated with being lonely or outcast in some way or other.

Yet, we as personal beings represent the highest state of existence available !

"The Historical symbol is a personal symbol, and in the particular case with which we are concerned, Christ is seen as the fulfilment of selfhood, of that potentiality for a truly personal existence which is the potentiality given with existence. But then, we have already seen that personal being is the most appropriate symbol for Being itself; for personal being stands highest in that hierarchy of beings which all seek to be like God, and personal being, as showing the richest diversity in unity and the highest possibilities for creativity and love, gives to our minds the fullest disclosure of the mystery of Being that we can receive."

p 272 Principles of Christian Theology. John MacQuarrie.

The media alter your being, and also deprecate Human Existence as just plain nasty.

Traditionally, the theological name for Being has been "God." Traditionally the Christ Principle has been viewed as a mystery wherein God and Man are linked neither changing the reality, the becoming, of the other part, and yet forming a new state of existence, the Christ Self.

If we now understand that a Christ is the envisioning and

imaging of a "state of becoming" wherein the apparent dichotomies, or even elements that are not part of a polar relationship at all, are harnessed, we can look at this firstly in large terms, and then in relationship to ourselves. We note that Life is Motion, is the mysterious unity of two elements that had no logical connection: Time and Space.

There's no problem in understanding this if we realise that by "understanding" we mean grasping to utilise, embracing, rather than trying to blunt our heads in trying to find a "logical" explanation.

There's no problem understanding the initial paradox of the God/Man Christ relationship. For instance, when you are imagining a scene, and think "I'll put an apple there and an orange next to it in a bowl", and really you could put a bolt with it. Do it, and it's done: you've created an irrevocable and important relationship in these two, nonlogically connected things, BEING TOGETHER, in the bowl. That is the only important relationship they have together, and that's all they need. Yet they remain, apple, orange or bolt as individual items. That hasn't changed.

What's different about the Christ Combination is that in it the choice of elements so united are the major symbols of existence, with creativity and, ultimately, love.

This is the essence of creation itself: establishing the relationship of "being together" for different source materials, irrespective of "laws" of nature, practice, habit, or seamliness. It's the imagination that determines that far from there being bounds, there are no bounds.

There is no such thing as *Creatio ex Nihilo*. So don't pretend that what really is creation isn't, as the media has tried to get us to do. There are two parts to the creation process: imaging (creation of the goal), and the conversion of the mental energy

into physical form.

At this point, we need to talk about the elements within the Christ relationship, and also a certain quality that makes it all meaningful to us.

The elements in this paradoxical union are Being Itself (God) and Being as Person (Man). There are other relationships sometimes also portrayed, but this is the important one. Others are such as Universal and Particular, and Abstract and Concrete: but really, we've already had practise with these along the way.

The object is to make our state of being human firstly acceptable, then embraceable, as better than the situation we are in now, where there is self hate, and our objectivity about ourselves are out of kilter.

The acceptance is achieved when we accept the most feared things about being Human: alienation and loneliness as worthwhile antecedents to the greater sharing in Being.

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CHRISTIANITY INVOLVES ANOTHER ELEMENT which makes the relationship worth embracing, and acceptance of ourselves as human and all that means well worth while: there is comfort, respite and resolution of the peristatics.

This is the notion of Love. Love is "Letting-Be", it is a forwarding, not a neutral, acceptance. In the sense of "Enabling to be."

"This is so because love, in its ontological sense, is letting-be. Love usually gets defined in terms of union, or the drive toward union, but such a definition is too egocentric. Love does indeed lead to community, but to aim primarily at uniting the other person to oneself, or one's self to him, is not the

secret of love and may even be destructive of genuine community. Love is letting-be, not of course in the sense of standing off from someone or something, but in the positive and active sense of enabling to be. When we talk of "letting-be", we are to understand both parts of this hyphenated expression in a strong sense - "letting" as "empowering" and "be" as enjoying the maximal range of being that is open to the particular being concerned. Most typically, "letting-be" means helping a person into the full realisation of his potentialities for being; and the greatest love will be costly, since it will be accomplished by the ending of one's own being.

Love is letting-be even where this may demand a loosening of the bonds that bind the beloved person to oneself; this might well be the most costly of demands, and it is in the light of this kind of love that a drive toward union may seem egocentric. The parent, for instance, really loves the child by by letting the child come into his potentialities for independent being, not by keeping him close. It may well be that the more adult relationship establishes a deeper community of being between the two, but it is not impossible to visualise a case where really to love a person might mean that one has to renounce the treasured contact and association with that person, if only so that person can realise what there is in him to be.

The Christian religion affirms that "God is love" and this is so because love is letting-be, and we have seen that the very essence of God as Being is to let-be, to confer, sustain, and perfect the being of the creatures."

MacQuarrie: Principles of Christian Theology p348-9.

Since both Christianity and Post-Christianity involve this quality of Love in grasping, or leaving behind, the Christ Principle and Being, the Elements in the Christ relationship also change.

This element of Love, as a realisation of our being human, means that when we look at Being, we are looking as (vitaly) interested, involved participants, not scientific observers, or in *How Media and Advertising Are Killing You (C)Lowen Clarke 1988 (PDF2) 17*

the outsider fashion we learn from the media of always being on the outside of life, and non-participants.

When we now embrace this situation through an enabling letting be, the Christ Principle changes from being a principle to being a part of us, and we a part of it. It becomes not a far off tool, but a real person-thing in us, and at that stage, Christianity takes the risk of calling the Christ Principle, a person, Christ.

This is applicable for the individual too: when he gets to that stage, he has become a Christ-person, an alive and acknowledging and accepting and self-loving person. He enables himself to be, and does not allow others to make him be other than what he wants, and he also attempts to enable letting be for others, accepting them, and rejecting any attempts to coerce him into preventing any others from letting be.

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The state of Letting Be becomes the major state of the Christ Principle applied.

It also helps to explain the workings of suggestion and auto suggestion and creation, and creativity. Because "Letting Be" can also be an Imperative, a command. To create anything, we need just affirm "Let it Be" as an order, rather than a wish, and the process can then be organised to fruition.

Thus, the powerful "Let it Be this way or that for women" that come from us, and are abused as "The Publics", get real power. Power that is not opposed by the proper enabling Letting be, will cause loss to them.

Now, since we have been involved in negative imperatives of creation in "not letting be", and since we have at stake our own identity, we have to turn that "Let ... be", "Let Me Be" into a Creative Imperative. We have to get powerful, now.

**HEY YOU ! LET THEM BE !
HEY YOU ! LET ME BE !**

We need to ACT to ensure that Letting Be is taking place. There are a zillion dichotomies and powers in PUBLICS, all working on us, and them. But, if you attack it that way, they will all lose power.

We see right through it now, and find we are left with our own human state to contend with by applying the Christ Principle Personified. **This is our best hope until we throw out that image as well.**

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There is another type of love that we can now talk about too. It's the one that brings comfort and peace and respite to us. It's the place where we can go to unload and relax, and recharge, and be utterly human.

Product and media has been pretending to be this love. It's set TV up as friend and confidante, and companies, and radio and press ("your ever loving Star", "your good mate, the Sun") have all joined in. And many products are sold as friends.

Now, although you have escaped from T.V., you still haven't replaced it as the place where you thought you could rest. And it's difficult to find that spot in another person: when we can, that's good, but it's tending to be temporary these days.

Reaching out and touching somebody is the sign that you're attempting to find this love in fellow humans: that's the first step in the right direction.

It is found in Fellow Humans. But only after you have found it in Yourself. You are the respite and the resting place, you are your own lap.

And to make that true, we need to face loneliness and alienation in the **ACTION OF ACCEPTANCE** of ourselves as human, as having the wonderful capacity to err, and then get free of what we erred in and we can try again and again, and revel in our lives, in the thoughts and the emotions, and the risks we can take to feel exhilarated.

We can see that we're being cut off from even wanting to be human, let alone embracing and loving being human ! We're being manipulated to distraction and self-dislocation; and that self-dislocation is then being fed with hate, resulting in self hate, non-acceptance, and a drive to be constantly trying to mould ourselves into something else !

This of course, is just what this whole book has been describing: anything that stops you from just being You, Us just being Humans, not animals or product bearers.

Our fight is then firstly for self-love, for unconditional acceptance of ourselves by ourselves in the event of the Resurrection as Acceptance. In Action.

This is composed of:

1: Self affirmation (God/Man)

2: Self-emptying

3: Self-filling

ABOUT CREATIVITY

We're made to fear being human, by it being sneered at all the time.

God, How dare I enjoy this sunset, How Childish.

Adulthood must equal suffering. In fact, you've worked hard for your maturity, enjoy it.

Neurotic inspiration?

The aim of the creative process is a healing one even for the artist. He's not sick, indeed he was always much healthier as is proved by his ability to get over the illness. If he succeeds, he is a forefront

runner of a new consciousness. If he fails, he joins others, but leaves us his work, out of which we discover the error.

After the artist has healed, then, he really has something to say. He then finds masses more to portray.

I was a mirror of all that happened in society, being sensitive to the neuroses and psychoses of society; I was never "ill" abnormal or "psychotic" at all, but could track down the logical eventualities of those states. I was never different in society in those terms, either, but perceived a difference that I have since discovered was the ability to get better, and to doggedly cling to life, to become involved immensely. It's not a sick artist getting better, it's a healthy one finding out about his health. It's a seed for society to use to get better, through a sensitive person's perception, patience and vision and realisation, and action. That's why it's real. Because the parts of me expressed are everyone's parts. I claim no uniqueness there, only in that I put it all together for the good of all, and I'm then supremely normal.

The artist will have a sense of isolation, sometimes even being outcast because he is so open about himself, his first subject that he perceives or sees himself as the odd one out.

In that state, he will work through many things: self explore, perhaps too, he will test the fabric of his mind by torturing it; then, his eyes will gaze solidly at the outcasting society, and looking deeply will say, "Outcast from that ! You've got to be kidding. I wouldn't injure my psyche."

And then he returns to the thick of it, and better able to enjoy than those who stayed: to him, it is only a part of reality, not the totality.

The outcast can tell us more about personality, because he has built his own." (Dr Drift, by Lowen Clarke)

Now, if we realise that you the reader are in fact the conquering hero, you will readily realise your ability can overcome whatever it is that makes you feel isolated or

outcast, and be a player not a watcher.

The real heroisms of life on the human scale are overcoming fears, and weight, and health, and learnings etc.

THE JOURNEY:

To provide cure in these areas of the personal make up of the individual:

Through discovery of self-expression it is to lead to the creation and sustenance of Identity, along lines which the individual chooses or is most attracted to. There is no single model which we want to see the individual follow.

To put correct balance into what when fragmented or manipulated over a long period leads to schizophrenia: When we cannot turn thought with feelings into action, when we cannot think, then emote, then act, but are held up somewhere:

thought
cognition

feeling
emotion

action
behavior

Another major area has been to bring the 'Peristatics' into line: these, when manipulated, lead to internalised conflict, and to multiple personality creation, and to paranoia as a symptom of this effect. By 'peristatic' I mean our developed ability to stand outside of ourselves and look objectively at ourselves, and our lives. This is a wonderful thing. However, if we are constantly socially conditioned to thinking that someone is watching, like big brother, or media, soon we are watching ourselves from that judgemental view. And, instead of letting ourselves be, and enjoying what we are, we are making judgements, and picking faults, just as the media does. From that, we lose our own sense of identity and are easily trained to believe that the answer lies in picking up more.

The major realisation needed is the discovery of humanity and

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its main attributes, the existence and effect of loneliness and the ability and need to love.

In the long term, the freed individual is then able to deal with the other health areas of body, and, if so inclined, spiritual development, as well as life's goals and pleasures.

To become a Person capable of achieving anything wanted, and able to create. And turn the creation into reality through skills and knowledge. And achieve a high degree of consciousness of consciousness.

To discover, create and develop a strong individualised personality which is so free from dependence on structures and is capable of receiving and originating information and experiences without preconditioned direction or response acting an interpretational barrier, that he can move freely throughout reality, and enjoy the boundlessness of life, irrespective of his personal situation.

PROCESS: BEING AND BECOMING

The experience I'm trying to show is that of rediscovering Being, and our identities, by overcoming dichotomies that we are susceptible to. In so doing, I uncovered a number of processes that exist both in the world at large, and in our own heads. These processes damage our capacities to enjoy life, and our abilities to love.

We want to enjoy Being, and also enjoy Becoming able to enjoy Being. The Processes we uncover get replicated in our heads. Replication is when not only the Suggested Inference, information or message gets into the head, but also the very Thought System which produced such a thought. This takes a long time to happen, and takes a long time to get over.

It is for this reason that it is important to **ENJOY BECOMING FREE AND LOVED**, and not just work to Being free, and loved.

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Life intensifies all that is there now: there is some love, some happiness; this is what gets increased; it doesn't get collected as a reward. There is no dichotomy between Being and Becoming: You have both, you are both.

Again, we need to recollect what "time" really is to us: it is the developing depth, the aggregation of experience within us, within the moments of time. This means that any given point right now is the ultimate point of time of importance to you. Irrespective of whether you "are" something you feel happy about, or "are becoming" something you are happy about, whether you know what that is or not, whether you are directing the trip or not.

Now, as far as, say, the trip to "**Being a De-Mediaed Person**" is concerned, the whole trip is always going to have an element of "already there", and of "not yet there." I may know myself better for becoming what I have become, but I am not in a state of being completely "**De-Mediaed.**"

In the ultimate case, the trip is to "**Being with Being.**" We all are in some or other state of being. If we want that state to be the state of "Being with Being", we know we set a task that, in time, draws us further and further into the real present, the present of our lives, and it is a task that is always a process of becoming.

We are there already, right now there in the fullest that we can be, yet, there is further to go, there is a not yet. Without the "not yet", the "being there" is valueless.

It is up to the reader to know and discover what it is that you "ideally" should be. We can be happy so long as we are somewhere still in the land of the loving, somewhere still in the tension of Already and Not Yet.

How far you care to say, 'I already am', and how far you care to

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say, 'I will be', is up to you. There is no need for fear: you are you, and will guide yourself the right way.

The real tension is the tension between Being and Becoming. It is not a dichotomous tension, it is a creative dynamic.

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The media can badly affect marriages, and can stop us from being able to get close enough to people to be able to see and seize the opportunity for True Love which we seek in other people, and legitimately. This applies to Friendship as well.

That True Love we hope for in our partners or the partner we hope for, means Total Acceptance Here and Now, expressed in taking the risk of Embracing that person, and the Ever Changing Flow of Emotion in the relationship, in the Act of Commitment, a commitment we make in spite of knowing the transitory nature of all things.

The commitment is nurtured and strengthened by practise, enabling things to be comfortable for the other person, and being careful not to, even accidentally, let the structures in your head tie the other person up.

It means being able to talk and listen without letting your reactive mind do the responding, and without any of your internal structures stopping love flowing. And, to a large extent, this means giving authority and power back to other people, just as you have achieved for yourself. Think about your normal response when you hear someone talking: aren't most people now merely plotting what they are going to say in response. Just like watching TV, where, because it is so transitory, we know we must get our comments in quick as a flash, before they take us some where else.

This is disempowering other people: it's not linking, absorbing and uniting with what they are saying. You can think about it later.

To do otherwise is to lose a unique opportunity of experience. And empathise with those you've oppressed, even by not having listened in the past: understand what they feel, and realise that they are trying to reach out to you. And whether someone is telling a story, or telling how they feel, give them the same authority and trust that the Newsreader had extracted from you. For it is from your trust of other people, that he gained it.

We are trained to believe only the voice of radio and TV, and when a real human speaks, we deprecate him, and block him out. Just going on, isn't he. Is he qualified to talk. Oh, yeah, I've heard that, so not again.

Listen to what he says, his turn of phrase, his observation, the color of his language, the imagery. It is valuable and weakened by being transitory, can get lost. TV is valueless, powerful through its transitoriness, and is better lost.

Develop oral and narrative abilities: you'll be more interesting and loved by people if you can relate in talking and listening. They are the major and primary means of communication and relating to one another that we have. It's personal, effective, close and real.

CHAPTER SIXTEEN

BASIC MEDIA TECHNIQUES

Brian White, Managing Director of MacQuarrie Network, 3AW, said in a speech at Melbourne University, on the day the Costigan Royal Commission Report was released:

"The Media have become arrogant and contemptuous.We journalists seem to be seeking to be contemptuous of everyone and everything except our own section of the mighty media... .Who can therefore blame the public for the cynicism with which they regard the body politic, including us.

"The growth of consumerism, is, I believe, a direct result, because no-one trusts anyone in responsible positions."

Advertisements are just a small part of the whole barrage of structured beliefs that are pushed your way every day.

You've probably got some opinions already about the media. As an outsider, you may be fascinated to see them "hoe" into politicians and bigwigs, yet be alarmed when you see that simple event you knew about reported in an utterly misleading way.

Yet, you'll presume that the media knew what they were doing in the larger, more important areas of life. Certainly, politicians are meant to be able to take it, while it's not fair of the media to contort the simple episode in to something else altogether. It will be interesting to see how journalists react when asked questions.

You've learned, then, to take most of it with a grain of salt; but when the issues are put, you do allow yourself to see them all in the terms presented by the media. You've heard it all in the pubs: you've seen the morning papers disgorged again bit by bit through the day, and maybe you might feel tempted to, or think you ought to, have an opinion about it. And you wonder,

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'I wonder if it's really true', but have no way to evaluate the truth or not, as presented. In fact, there are ways of evaluating the truth, but not the "truth" presented.

Firstly, we need use own knowledge and experience to discover the truth, and then compare versions. Then you will be able to pull out the little extras the press have stuck in "for interest's sake, to liven up the article."

At this stage though, if you are like I was, you will probably only be able to pick up on the little errors: where the 23 people who died in an accident, was reported as 'up to 46', or where all the papers give a different age for a celebrity, or where a journalist utterly misuses and abuses a word or a sentence structure. Or where you yourself were in the news. When you think about it, perhaps it's no wonder politicians hedge so much.

After the Rewind, the memory lingers on: Age 31 1 85: "What an extraordinary experience it was last week, undergoing 3RRR's marathon montage of the past 15 years. Radio Rewind, as it was called, conjured up such mixed feelings, such a sense of not knowing whether to laugh or cry, such a weird blend of nostalgia, confusion, quiet recognition, and remorse, that it could be described as a pathological experience. As with banging one's head against the wall, one can feel like stopping while feeling compelled to start again.

"I mean it's a powerful experience hearing non-stop one year running into the next. Into one's head throbbed the sense of things changing while not changing at all.....

"But of course, such terms as historic reality must be subjective, based as they are on the acoustic invasion of one's sentimental neurons. ...

"I have a sense of the week and it endures, as life tends to, for better or worse. I bet no radio station ever does anything like it again, for it would be a bit like trying to live one's real life all over again."

David Ogilvy, World Famous Advertising Man:

Today when I returned, I am outraged by the barrage to which I am subjected. And this does not apply only to television. On Sundays, the New York Times often carries 350 pages of advertisements, and some of the radio stations devote 40 minutes in every hour to commercials. I don't know how all this clutter can be brought under control; the profit motive is too strong in those who own the media.

(Ogilvy on Advertising. p.208)

It's not any use waiting for scientific conclusive proof – which may never come. Use yourself as a guinea pig and have confidence that you have the ability to choose and evaluate it for yourself. If you wait for "authoritative proof", you're just risking your faculties. Advertising will always say, "there's no conclusive proof that we're successful", hoping the consumers will fall for that. Media need this too, so that they can maintain they have no harmful effect.

The first form that we see the papers in: Boosters outside newsagents:

'The Sun' – **3 GIRLS IN EASTER TRAGEDY – PICTURES**
"The Sun" – **57 POLICE INJURED IN RIOT – PICTURES**
"The Age" – **2 FLATMATES EXECUTED**
"Sunday Press" – **FOOTY BLOODBATH**
"The Age" – **SHOOTINGS, BASHINGS ON HIJACK AIRLINER**

Well, that's natural enough, isn't it ?

Perhaps. But how often have you seen the commercial media put out something like this:

ARCHBISHOP, DR. RUNCIE SHARE THEIR JOY
(Catholic Advocate)

Think of what just these negative images will do day after day.

**The young anti-everythings:
Is this the way of the future?
(Age 29 9 84)**

BUT IT'S NOT ALL BAD !! You will legitimately argue that it's not all bad news in the papers: no, it's not, here's the other side: National Times 24 5 85:

**The right car, the right time, a fitting name
"You might think that Mitsubishi Motors Australia
has big noted itself in naming its latest offspring
Magna..... One conjures up faded notions of Magna
Carta, with its promise of new personal liberties.**

**"Words such as magnificent, magnanimous, magnifico
and magnum trip through the mind.
I conclude that the name fits."**

Recognise this from the advertisement section ? There's the full world of ADMIT, plus a little more. Take a closer look at the magazines and the glossies the newspapers now have. Assess your feelings before and after reading them. Start approaching the paper itself with a more critical eye to the sell, and setting you up. Start assessing the maze of the media's ADMIT world of dichotomy and comparison.

And, in the whole paper, there's very little else. The press are either worrying you, or selling at you: preparing you to consume and then suggesting what to consume. The information and investigative facets of the press, to all intents and purposes, scarcely exist. They may have once.

We'll be closely analysing this situation later on, but for now, just try to keep in mind your life and try to work out if all they talk about really has anything to do with it. For instance, apart from it being nice to know or have the information, what has

the war in Angola, or the trouble in XXX, or a gas leak in Southern USA really got to do with your life? Especially when your government is there to attend to such matters, to express your care, so that you can get on with doing, so that we have something to be generous with.

And we think we are talking about real events. In fact, such fact-incidents are a very tiny part of a newspaper, amid the moral imperatives and the speculation. Has it any relevance, do you really need or want what is in a newspaper to fill out your conversations, does it help you at all? Have you really got, as the press would have you believe, a "moral obligation" to keep up with "the world": that is, their selection of it? If you really want to care for the world, wouldn't you prefer to care for something you love?

Or does your own experience of life not tell you that, basically, things pretty much keep going on, and that, since the world's a huge place with billions in it, it's not surprising something's going on; but that basically society, property and personal achievements keep going on. The amount of things that are not harmful, not 'news', not 'bad' in the world outweigh a zillion to one the 'bad' things in life: if only we see it.

Your life, for instance may have had ups and downs but you have always been steadily getting something, or becoming less touched by 'evil' in the world. As you travel, or holiday, you're aware that there is great beauty around you. (It's possible you can't feel it as much as you once could.)

Really, you have got to think about and make statements about the true nature of the world before we can tackle the press head on, before we can work out how they make the world look a different place to the one we physically live in, while we unhappily carry about in our heads the image of the awful world that they produce.

Just a simple example. We know about hype in advertising, so we will use it as a standard of reference. Here is what two travel writers, well used to seeing different cities, said of New York. Compare that with what the usual journalist says.

New York New York Herald 22 10 84:

"The city where if the windscreens washers don't get you, the politeness will. All americans are so polite it's scary..."

New York New York: Age Travel, 17 5 82:

"All the way to New York, I had wondered why I was going More than once I did things, in my innocence, which horrified my hosts:

"You went walking around the Bronx after the baseball game finished? Oh, man, you just don't do that ... No one goes walking around the Bronx after five o'clock."

Probably they had lived in New York too long. Certainly parts of New York can be dangerous, but the paranoia of most residents is greater than the probability of anything nasty happening."

A Saturday Reflection: Age Editorial: 22 2 86:
Tourists on a brief visit to a strange city or country sometimes make superficial observations. Thus some return home from this country ascribing all sorts of queer characteristics to Australians in general because they noticed a few of them acting in odd ways. It is a common propensity.

An Australian writer who visited New York said that, wishing to see the city's financial district, he walked along Wall Street where fortunes are made and lost, and the world's economy is largely influenced. It was Sunday afternoon. The street was deserted except for a few parked cars and three black boys noisily kicking a can along the gutter. "Today", he wrote, "I cannot visualise much else about Wall Street." He failed to observe the nearby

historic stock exchange, the towering office blocks and the names of the famous corporations which occupy them. "I always think of Wall Street," he added, "as an empty grey canyon with boys kicking a can." three boys typify the one million people said to work in Wall Street on five days a week.

Why are we afraid of America? Is it that violent? Try to ignore what you saw on TV last night. Does no-one live like us? The real point is that New Yorkers are long trained to be fearful, like everyone is becoming, and that most journalists instinctively seek out just the unusual, the crime, and anything that will scare us. Very often the casual traveller in a city, because he hasn't grown up with the mediated version that the inhabitants have had, sees what is really there: a grand achievement.

In America, the brainwashing about crime is so bad that, in a survey of what people thought were the greatest problems facing their communities, people in a small town which hadn't seen crime for years voted it number one problem in their community.

And does that happen where you live? Those who have an interest in pushing the idea that violence and danger are everywhere are doing so, whether to get more police, to sell alarms, make you think young people are violent or to keep you indoors, glued to the TV. Are you reading as violence just the normal image and illusion of 'tough' which society surrounds itself with?

Look closer at what happens around your city, around any city; around your country, any nation, around the world: Most things go smoothly, can be a source of pleasure, are good. There is not much wrong with the world. What is wrong, we hope to find out about, and work towards fixing. This is achieved not as a result of newspapers homing in on the

problem. It was achieved by man doing something. Identifying a problem, and he himself actually fixing it up. Perhaps with some hiccups, for sure.

I've been a reader of newspapers for most of my life. It's possible I have read them more than most; if so, that just gives me immediacy and intimacy with the problem. I basically trusted them and have seen my trust eroded over the years in many different areas, not putting it all together till I decided to do something about corrective work. Perhaps I was lucky that I came across an article of about 1830, an 'advice to a gentleman's son' tract, which gave the advice Never Read Newspapers, as they twist the mind and induce lethargy.

When I was 12, I first wrote in and corrected a newspaper. On a graphic matter: they misrepresented one rare traffic jam as the norm; later, when I became interested in words, I would correct word usage, writing in to correct grammar, vocabulary. Many people do.

More and more faults and errors became apparent the more I had knowledge outside that gained from newspapers themselves. My own learning, my own thought and the ability to get and discover facts meant I could process information independent of newspapers. This ability is of paramount importance: it adds to self-confidence. If you think you are right, chances are you are right, rather than them.

Experience in many other areas also taught me how achievement is not a haphazard thing, how success is available to all; it is not something some people have by luck, providence or fate.

When I discovered that things change or improve because someone made things happen, I became substantially divorced from the perception-world of the journalist, who is always looking at what people achieve as if it would have happened

anyway, as if structures or system are the real cause and the person just happened to be there to cop the rewards.

I also collected articles I liked and thought were 'good'. I avidly read the Saturday or Sunday papers never dreaming that a job was being done on me; that the very truths and ideals I had in my mind were so at odds with the nonsense in the paper that they fought and pushed me along as a would-be consumer, though I myself, theoretically, intellectually, didn't care all that much, was happy with just whatever much or little I had.

Of course, I knew all the good they did – that comfortable secure feeling of knowing they were a good watchdog over those who would do you in: The Politicians. They've got a lot of things fixed up, stirred up, that otherwise "they" would put under the carpet. The odd error and the "strong" presentation was just how this good was best achieved. So I thought. In fact, to think that was just evidence that I read that very message everyday. It isn't true.

Believe it or not, parliaments and the law are there to protect your interests, not the newspapers. We'll see how the media achieve their position or strength, and that they actually do practically nothing to justify the myth that they are looking after us.

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I am one of those people who fears going through old newspapers.

Why don't we like reading yesterday's news? Because we like to presume that today's news is the only relevant news, and that it's exciting. It has the power to get to us for that reason. Dead news is to be thrown out. Yet if you change the date of today's newspaper to a week ago, it could work on you in the same way, and so too you could get an old newspaper and perhaps change one or two of the headlines and make its date today's. That's what's depressing about old ones.

Why? Because we're forced to measure our lives – our biggest possession – by other people's incidents. This is demeaning, belittling, and dishonors our state of being. We are being thrust upon by a way of measuring time that is external to our lives and we, obligingly, rather than find the culprit, accept the blame onto ourselves.

How long is a newspaper allowed to last? Till the next one comes out: a day or a week. So we practise short recall on it, in order to make ourselves ready for the next day's to be fresh and novel; it's not, though, so we carefully screen the errors of the previous day so they won't stop us reading the next day's equally 'openly'. We are the ones who want to seem unbiased in our ability to put on a fresh face for the biases and plots of the journalists. We end up getting suckered by our own goodwill.

"We all know that journalist X was wildly wrong yesterday when he said..... But, to keep the news fresh we'll overlook it." To make our lives important to us again, we must stop overlooking the errors; we need source them and then we can begin to get free from the addiction that newspapers spin over us.

Get the Herald Habit.
The Age: Fresh Daily: Breakfast for the Brain

What is the nature of this time which is thus inflicted? It is a time measured by the clock, into which the press force some incident as a content. Every 24 hours it's another day, and we're trained to treat it as a totally new totally discreet period which has nothing to do with the previous day other than some stories carry over. A "day by day" frame is built into our time sense wherein we pass over today waiting for tomorrow.

Any marketer should encourage this approach: the best
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consumer is one who lives 'day to day', with no conception of tying days together in terms of his own life, but only in terms of the daily paper, the weekly magazine and the monthly journal, news of the next fashion.

We'll go further into this concept of 'public time', but that's as far as we need go when considering newspapers. The main point is that you should start to measure time by your own life's events, by what you put into it or achieve or plan to achieve, rather than wholly on a calendar basis. Mix the methods, but gradually place less reliance on externally mediated time scales.

Keep an eye on the corrections columns the letters and the stars talking about media. From the talkback shows you'll see what people think of the media, and the effect it has on people.

RELATIONSHIP OF DICHOTOMY, CONTRAST, DRAMA

When a junior journalist writes up his very first story, or when the secretary of your local club does a report of a sports day or fete, or when your company writes its first press release or a report for another company or the public, the piece may get a similar response: "Liven it up, add a bit of drama, create a bit of interest." "Get an angle on it."

There are theories that all art, is composed of an attempted balance between opposites, between contrasts. Sometimes, this is true. However it need **not always** be so; not for art, not for life, discussion, marriage; nor for reporting.

Yet, this is the basic ingredient of a 'news' article or a press report. It will also be true if you are writing, once you have mastery of dichotomy. We've seen the ADMIT rules for advertisements and we began to couch them in a revelatory episode. Revelation of a cheap and selective kind is practised daily by the newspapers.

TEXT SCREEN

The Sun (U.K.) **The Sun Key to Life: Unlock the Real You !** In just 14 Days it could make you more successful, more healthy, more attractive, more wealthy, more content. We will bring you everything you ever dreamed of. 14 day plan that changes lives forever.

Sunday Sport (U.K.) **AIDS VICTIMS TO BE EXECUTED**
June 28 1987.

The Sun (U.K.) **EASTEND TV STAR AND THE GIRL 14. HE TAKES HER TO THE WESTEND CLUBS.** Eastenders star Amerjit Deu is dating a 14 year old, The Sun can reveal.
1 Sept. 1987

Daily Mirror (U.K.): 17 Aug 1987: **Royal Exclusive:** Princess Reveals her Fear of Flying. Amazing Confession made to a Stunned audience of newly qualified naval pilots and air crews.

The Sun (U.K.) 17 Aug. 1987: Starts today...A fascinating new book on our next King and Queen. Only in the Sun...**The real story behind the romance of the century.**

Daily Express (U.K.) 17 August 1987: **Why Mrs Mary Archer said:** "Strict sexual fidelity doesn't rank so terribly high on my scale of things." See page 8.

None of the information is really 'revealed' it is just presented as if really revealed. The word and concept "revelation" has a very strong power over us, and will always work if used precisely. Even if we feel cheated by the content of the revelation, we won't go back and query the status of the revelation. And so, you can use it again and again.

No one will catch you out; you are only trying to make it interesting, aren't you?

Well, many people feel they don't have it in them to be

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dramatic, or control words and make things interesting. Perhaps revelation is like telling a joke: keeping the punch line a secret till all the ingredients are set up for laughter to be the result. Not every one can do it.

The formulas I've discovered can help you over all that, and/or have you creating winning articles by scientific method. Soon, you will be able to twist people and stories around as easily as the best journalist. The ones who've "got an eye for a story". If you want to. Even if you don't, the journalists will have trouble getting your involvement in their mind games.

Basically media reporting is a combination of self-made media-event, (creating a reaction through dichotomisation and comparison), (sometimes several events, tied together as an 'episode'), and various sets of Catalysts (ADMIT catalysts etc) in a confusing mix of manipulation and elucidation. These reports become composed of "images" and spread the "images" which journalists or other groups want to create or foist on us for the sublimation of structures of mind, and image, along with advertising's sublimation of images, desires, orders.

This is done by marrying incident and dichotomy/comparison in a revelation frame, and using other tricks to add power. The process of media at its simplest is:

A media report = a incident or "fact" plus a dichotomy/comparison. It becomes a piece of data plus something to make you react. It becomes, a Media Event.

DICHOTOMY: These are usually 'dredged up' and dressed as 'controversy'. Often they can stand on their own, without an incident. Such articles are used as pot-boilers or authentications. They are 'commonplace' discussions

contrasts and arguments which will always be with us and derive from contrasting elements of our human existence.

Some Common Dichotomies: These are perennial questions such as concern our Freedom, Liberty, Have things got better, the state of Democracy, Government, Crime. These are the basic sorts of dichotomies. You may have an opinion about these 'issues' already. If so, you will be called upon daily to justify it in the face of something someone in the press will do or say.

If you don't, you will be expected to have one and they'll keep raising the issue until you feel compelled to have one. Remember what the media so often put up as a good thing they do: Set the Agenda of National Debate. They sure do, national and personal.

Whether or not you've got an opinion, you'll be dragged right in between the extremes, for the sake of interest, and to get the reader "involved." We need to be able to rise above the dichotomies, every one of them: they don't have to be relevant to your life, or, if they are important to you, you can get past them and just act, perhaps do something about it. You don't constantly have to passively justify your opinions or beliefs. Generally, in political matters, once every three years will do.

But while you are subject to the press, you will never get beyond doubt, uncertainty and fear and a gradual inability to achieve anything at all, because you spend so much energy, worrying and wondering about this or that problem or incident.

INCIDENT: This can be a real incident, a car crash, a war; or an imagined one: what if; I think this will happen; or an old one.

"The Patty Hearst controversy revisited" (Age 2/2/82).

"A-bomb Papers missing."

On their own, incidents do not read well and they have a truth

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value which can be ascertained. So usually an article will have very little 'content' in the incident but be big on associated dichotomies. The best reports these days have no content, only a hint at an incident and then loads of dichotomies. The incident is not important. You can talk about West Versus Communists on top of a simple trade envoy, or the posting of a letter, or when the leaders meet. The dichotomy is what is read, and believed.

Within the framework of making it revelatory, there are many Catalysts that the press adhere to. They do it coincidentally, so artful are they at twisting words. It's an intuition that comes from years of looking for an angle. Be aware of them. We'll go through them carefully.

The same types of criticism apply to press articles as we used on advertising. The major ones are redaction, source and effect. If you follow articles around, you will see them blossom from paper to paper, press to radio and T.V. and back again, getting realler and realler, more and more dramatic everytime: this is the process of authentication which goes on daily. It can give you great pleasure to watch a story grow out of all bounds of importance and truth, as the journalists prod and push it on to its dramatic limits. In a later section, we'll look at some. For now, just start collecting articles which you can analyse: start with Media Events that you reacted to strongly, which had a strong effect on you. Separate the incident from the reaction. The trouble is, of course, that we get dragged along too in these events and episodes, and something sticks.

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What about personal planning? Is there a reason you don't? "The future is too uncertain." Is it? Even before we talk about how to understand planning sensibly, let's just wonder whether the future is so uncertain. Caught in an offguard moment, a journalist said it was unlikely there would be a nuclear war, and man was moving fast to tackle as many

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problems as he could. Perhaps not perfectly, but some people are planning, trying. Individuals can too, strangely enough. Plan for success, plan for production, rather than having a boat or car or 2 houses. The best consumer is a person who doesn't plan. Planning is discouraged and made difficult by media.

The formula is fairly fixed and unwittingly used by most journalists. The variables come from the amount of personality they are allowed to show and upon how much they have come to consider themselves artist-writers rather than journalists. The state of confusion that exists in their minds, about the people they see and the actions and happenings they interpret and what they themselves want to be, is thus reflected in their pieces.

Over a long period you can see them get increasingly petty, frustrated and jealous as they see more of the world. And when they go overseas, they may in fact be enjoying themselves greatly, but believe their home market demands even stronger 'international' horrors and dichotomies. Often, it is their wide experience that upsets them more than they can show, as they see many sad events.

Bear in mind that while dichotomies are all right for us in normal speech to occasionally give weight to a statement, when a journalist uses them, we automatically get drawn into his structures of seeing. He may have some insights but basically he sees himself as a merchant of equality, a put down merchant supplying a strictly controlled regime of opinions to an audience who must be encouraged to purchase. Yet we probably would purchase more if we were not so loaded with structures our heads are forced to carry around.

Catalysts: Basic Set: The Media Rules: Enlarging the Incident, the Dichotomy, and the Comparison.

The rules are Catalysts which

- 1) stir the reader, but do not allow activity as a response.
- 2) intensify a media event, a news.

They cover the truth and what the person really said what really happened, and what we could do.

The Basic formula:

**Media Event = Incident + Reaction
(Dichotomy/Comparison)**

*

We have already explored New York, a basic dichotomy.

Here's one from the Sunday Times magazine. The article is about surf culture on Los Angeles' beaches. "Surf beaches" and life on the beach are a sought after thing in England, as anywhere. The article has graphics of young men who are tanned with sun bleached hair. They are just surfers, though probably caught up in fashion and a subculture all their own. Harmless, nice stuff.

The reporter, though, needed a really strong angle on it. So, what's something that is absolutely nothing to do with surfing, and relaxing on the beach, or even really putting a lot of effort into surfing? Fishing? No, no interest. Crime? Could work, but wouldn't really shock or dismay anyone, might not really re-inforce a wrong impression. Might not put you off Los Angeles culture enough.

What about saying their all gay ? No, they could well be, in L.A. Anyway, who'd care ?

What about that they're all Tories ? No, then everyone reading the Times would feel safe.

How 'bout, Nazis. Say their all Nazis in the surf ?

Absolutely ridiculous. They're not violent, they don't have political views.

No, but it would shock. How 'bout saying they're Nazi's just because they're fit and blonde ?

The Story: Aug 16 1987:

Storm Troops of the Surf: These cool dudes on Huntington Beach are the Aryans of LA, offspring of generations raised in the sea and sun of California. All of them want just thing - to be professional surfers. For the surf ethic these days is not about fun, it's about serious coin.

They all wear swimsuits and seem alarmingly like walking advertisements for one of the more bizarre theories which now have currency round here. Namely, that it was the appointed destiny of Los Angeles to provide the world with the ubermensch. Adolf Hitler: roll over.

The theory applies to physique, not politics, and goes like this. Throughout the twenties and thirties the strongest fittest and most beautiful people flocked by their thousand to Los Angeles, hoping to make it in the movies. Only a few achieved success, but most stayed on anyway, enjoying the climate getting healthy on the diet, marrying each other, interbreeding, having children who looked like these kids on Huntington Beach: lean, tanned strong, blond - surf storm troopers, surf nazis. The surf nazis talk surfspeak....

Annoyance or reflected glory depends on view

Back to Kitchen or Back to Work? Will guilt push working women back into the homemaker role ? Or will they

continue to move into the workforce, perhaps in partnership with their men, employing others to do the domestic work ? Recent surveys have lead to both predictions.

I can't live in luxury on 2000 a week says widow

Equality and Excellence: can education have both?
No longer 'no worries' as more Australians learn how to complain.

Age stalks the sirens of the 60's: Sophia Loren and Bridget Bardot

Australia II: a year of peaks and troughs

Paying the Price of Living Longer.

Diversity guarantees a harvest of problems

Playboy's turn for exposure

Red Tape the evil, not monopolies

Repressive Govt or common sense?

Miami: Collision between flamenco, machismo and American popular culture

Herpes versus prudence

AIDS: the Hysteria and The Disease

Freedom Illusory for homosexuals

Anyone for Melbourne's weather?

Show survives worst weather in 56 years

O Lordie ! Didn't it Rain ! And in the middle of it all, a fire

Will we stay Cash Capital?

Plans Breath New Life into St. Kilda Road

Daylight Robbery Along St. Kilda Road

"pockets of eye catching beauty, set inappropriately in areas of appalling tattiness:

St Kilda Road, a boulevard of gracious mansions, was converted to an unsightly patchwork of high rise office blocks."

*

The Sun (U.K.) July 23 1987. This is a story about Princess Diana. Newspapers have found it important to keep two visions going of Princess Diana: a lovely and valuable asset, or a drunk who hates her husband. (Oh, actually, she is a teetotaler. "I am a bore.")

Sometimes, the Royals do refer to the newsreports. On one occasion, Princess Diana was making a funny lunch speech, having just received the Freedom of the City of London. She laughingly said, "Contrary to recent reports in some of our more sensational Sunday newspapers, I have not been drinking, and am not, I can assure you, about to become an alcoholic". The audience giggled.

By the time the Sun had finished, this was turned into an article in which the dichotomy is almost lost and has to be supplied by the reader: is she, or isn't she? The Sun evidences that she is, so who do we believe? We end having to suspend judgement.

"I'M NO DRUNK" Di denies she and Fergie are hitting bottle.
Princess Diana stunned guests at a posh lunch yesterday by publicly announcing: "I am not an alcoholic."
She made the astonishing declaration before a host of VIP's including husband Prince Charles, and Premier Margaret Thatcher. She told three hundred bigwigs: "Contrary to recent reports in some of our more sensational Sunday newspapers, I have not been drinking, and am not, I can assure you, about to become an alcoholic". Di's outburst - a clear break with the convention that Royals do not respond to press stories - came after she received the Freedom of the City of London.

And she underlined her message by refusing any vintage wine with her meat. The queen has been

said to be concerned about drinking sprees by Di and Fergie. They are said to down bottles of champagne, Pimms, and dry white wine in large quantities. Last month, at a high society wedding, 26 year old Diana swigged several glasses of vintage champagne. Earlier yesterday, Di burst into the giggles when the Lord Mayor of London's Daimler refused to start.

CHAPTER SEVENTEEN

MORE ADO ABOUT NOTHING

So far, you've been looking at articles and ads investigating the Dichotomisation and the Comparisons. I want now to detail the search. Further on in the book, we'll see another way to then classify the articles, news reports, events and episodes themselves.

Dichotomies range about these general areas listed above and drag you into an article, where others are picked up and made effective and stronger by the use of catalysts.

The formula again:

Media Event=
[(Incident) + (Reaction-Dichotomy/Comparison)] X Catalyst

THE SETS OF CATALYSTS ARE ADMIT, AND THE ELEVEN BASIC RULES EXPLAINED BELOW, AND OTHERS WE WILL SEE AS WE LOOK FURTHER AFIELD.

THUS THE FORMULA LOOKS LIKE THIS AFTER THE MEDIA EVENT IS WRAPPED UP IN REVELATION:

ME = {[(I) + (R)] X C}REV

We will go over these basic **CATALYSTS** now, then look at some articles on their own, and in series where they create "episodes".

All the elements in advertising are applicable: Use of language, position of copy or photographs. Use of images, related or unrelated etc. Try to keep these in mind as we go through the rules. The use of language can radically alter the effect of an article without changing what (little) was said.

Firstly all the ADMIT procedure works and is in use as the basic Catalyst. The Catalysts which follow are all things we are careful about in our own lives, especially when we are talking to other people: we know we can easily hurt by saying the wrong thing, or that we can easily be misinterpreted.

We also, in common life, prevent ourselves from indulging in many of these pastimes which the Media revel in. Because we know we must get on with life as best we can at any time, we know we mustn't dwell overly on the past or finding fault, or seeking to blame everyone for this or that.

Yet, these very sorts of no no's are the ones the press most use to their advantage: to get us buying, reading, worrying and consuming.

Keep trying to see what they do in terms of what you would or wouldn't do as a person: whether you would try to be moderate in what you say, or whether left alone, you would be concerned to involve yourself in many of these reactions or catalysts (argument causers, calculatedly nasty statements etc.).

Obviously, sometimes you do need to take a stand. But work out if it's really as often as what you are induced to by the Press, and whether you'd really like to be arguing with that person anyway. When you read the paper, what are you trying to do? Ascertain truth, or do you find yourself having to defend your (moderate) position, or trying to say to the journalist, 'yes, but you don't have to put it that way', or 'yes but you have got it wrong', 'yes but it really is not that at all', 'yes, but that's only a small point, not as important as you suggest.' Are you having to have an argument with the journalist all the time ?

Just what are your own reactions as you read: are, in fact, you trying to forgive the journalist for his constant false ideas,

notions or overly strong expressions ! At least half the time ! Because sometimes you may agree, or be led to agree, not knowing you are agreeing (involved positively) in nothing but a shadow. We can all condemn, but, not even in our own lives would we really act on that condemnation, or if we said that X politician is a shit, we wouldn't believe that when we met him. Why is it true on paper then ?

When something goes wrong, it's important to know why it went wrong; so it won't happen again. Is it as important to know who did it to pinpoint blame ? Which do we do more often, analyse or blame?

There are 11 Rules to really follow. I have divided them into three groupings:

A: General Ones that Dichotomise the Reader, Force Comparisons: Get a Reaction.

B: Ones that have the Effect of Increasing or Creating Anxiety.

C: Ones that arise from the medium and the journalists themselves.

Group A: General Rules that Dichotomise the Reader.

1: Blame

Very much the stuff news is made of. When anything goes wrong investigative reporting means crying out, 'who dun it?' as loud as possible, as stridently as possible, as authoritatively as possible: The more authoritatively they call the more powerful their hold over you. Much of AIDS reportage has been based on this, and worked well in getting violence going.

Not just in incidents where somebody actually did something, but when a situation arises or when one exists naturally and will never be otherwise.

Menzies found flaws in Churchill

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Confused? Blame the Makers Silver Speculators were victims of themselves

Other examples occur in the chase after Mrs. Chamberlain, trying firstly to pin blame on her for the death of her child, and then keeping the story going by dichotomising the blame: Was it she or a dingo ?

The sinking of a Russian ship in New Zealand. Here the Media added the dimension of confusion, by wanting to bring in anti-soviet feeling. The final result, after they'd got everyone blaming the Russian Captain was that it was a New Zealand Pilot who had the control of the ship at the time.

Aircraft crashes and economic woes are always good fodder for blame.

Or, the Challenger accident. Who was to blame ?

Again, the Herald of Free Enterprise accident: the media spent time trying to pin the blame on some poor sailor. The likely cause turns out to be that the ferry hit an underwater wall.

Or a freak storm that hit England in October 1987 brought out these headlines "Why weren't we warned", "Who's to Blame", "Weathermen to Blame". It wasn't acceptable that such storm could just happen.

Finding the cause is different to pinning Blame. Watch blame be shifted from media to any other group. And watch print media blame television for all it can, and vice versa.

Along with blame is a flipside:

Never Attribute Something Good or Achieved to Anyone

If anyone does something and pursues it to an end, achieves something or starts something off, don't say so. Never

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attribute creation to someone, unless you're pushing their product (e.g. Gucci, Creator extraordinaire).

A man who spent 10 years planning and working to get to New Guinea is described as "Ten years later, events took him to New Guinea."

An actor/ artist/ businessman who has spent years working for success "And then, success happened". Stars are constantly trying to remind people that it is effort, confidence and trial that lead to success, and certainly leads to success as humans.

Another of this sort occurred when a small group put out a book called Make Melbourne Marvellous. The Herald in particular, without reading its vision, attacked it ferociously. The real reason was that it was launched by a Mayor whom the paper wanted to get rid of in the next elections.

What do we learn from this: that newspapers want to put blame on individuals, (not systems unless they have no way around it), and that things that happen or are achieved or created are presented as emanating from a flux, a void, from underlying structures of being.

This is patently absurd: this book is created, not an emanation out of structures. Yet it will be portrayed as arising out of 'idea-battles' between functionalism and idealism, manipulatory desires of my past and the moral order to maintain an information front. What I read in the past will be analysed, as that mass or ideas will be portrayed as what caused the book to be. "A theologian with commercial aspirations, perhaps will always turn out this sort of book. We've seen it all before!"

2: Always portray things as Absolutes, as Structures Eternal.

In terms of movements and -isms, thought, epistemology, scientific proof: opening for statistics.

TEXT SCREEN

A nation's art finds its place: instead of: People worked hard to build a Gallery.

Soulless invasion of the silicon chip: instead of: People are making silicon chips to make things work better.

Dublin forgives James Joyce

Weather: Weather never just happens these days, it comes.

**I feel pretty
oh so pretty**

30-6-79 Australian.

Some advice is given to men about hair care in a new book: Brush your hair and do a quick one minute massage before you shampoo:

"The mind boggles at the scene in the bathroom each morning. Mum and the kids fighting for equal time in the shower, dad cursing in front of a steamed up mirror, working those broad hairy fingers up and down, round and round. Whoops watch that pressure now."

3: Comparisons

The next major rules set up is Comparisons of all sorts. This is beyond the comparisons we see in advertising as the basic reaction maker. It is very much Aspiration and Delusion in action. This is very powerful in English newspapers, where the media enforce a class system. You could see this in the article on Princess Di's drinking. In Australia, everyone is in theory seen by media as equal, in the U.K., the papers need to keep the class system going, to keep people moving up, and jealous, or angry. There is more classism in the tabloid English press than anywhere else !

The general idea is to weave in images or old stories that either make the reader compare himself to someone or something else, and feel bad, or compare an event or idea or

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belief with another. The effect is that the reader is dichotomised, because he can't work out whether the comparison is valid or not, and will probably swallow the lot.

A journalist wants to dramatise that Lie detectors may be used more in the U.S. Public service. Fine, it may be a bad thing. However, he starts off his article by drawing a picture of Hitler and Stalin encouraging children to do in their parents. Then he makes the sweep from controlled government use of the tests, to the scenario that they would be then available in the private sphere, at parties for you to check whether someone had AIDS.

By then, you are willing to believe anything about the American government, and be thinking that that's what they intend. Yet lie detectors have been used on workers in the U.S. for years. It's something they understand.

Comparison of self to corporate product and people who can afford that great product:

Drop in Celebrities:

Dredged up celebrities: to make reader compare: feel worse: think the only difference is product, therefore assume that going out and getting the product will make them equal to the celebrities. Use Images and Imaged Identities as the basis of Comparison: these can be, as symbols for power boost, corporations, people, or products.

This becomes **"Opening up for a Pour"**: Product Authentication by the above, plus writer using moral imperative suggestion of 'print power'. This applies to magazines especially by abuse of trust and alluding to latest images and product. It's a matter of creating a difficulty in the reader's mind, and then shoving a product solution in.

TEXT SCREEN

Carla Zampatti – If at first you don't succeed try again
How Murdoch made himself at home in New York
Off the booze, the New Rod Stewart
The many thoughts of Pamela Stephenson
Muriel Cooper, far from the city sounds
Hinch wild as Lynda Weeps
Marilyn
Julian Lennon's legacy
What makes the fun-maker fun?: Peter Allen
The bare knuckle brawler won thru: James Cagney
Lionel Richie and his songs can't slow down
The Oliviers – How a great love died in Australia
The beginning of the end for the Oliviers
Burton– the Final Act
Investment tips from the rich and famous
Gumboots off for Youngs' wedding march
Malibu, the beach of the stars
L'Homme and its men
Fashion pics Age 12–9–84 Borg Game set 'n' match
Arty Eating – Art centre
Why what you eat is what you are
The Junk Age
A very good year at the top: a crowded one for the poor at the
bottom

Create Hierarchies as the basis for comparisons, social, job, brain, sport etc. wherever there are none, like a chicken pecking order

Flipside: Pretend that for the sake of homogeneity you are Pulling down Hierarchies.

Comparisons are also based on adept use of pronouns: You's and Us and Them's. Watch them closely.

What the pronoun means changes depending on objective
If they are, for instance, raising money, such as in a telethon,
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"us" becomes "you and us".

If the nation or town is succeeding, sometimes we're 'we', sometimes 'you and us'.

The only time they acknowledge audience and themselves as part of a great unit (e.g.. Humanity, or the helping hand) is when they want something.

You give, so that they may grow
"Your newspaper, your news service"
means "Take responsibility for its perpetuity, support its advertisers."

Don't let Newman perish
Our newspaper, the Age, is acclaimed as the best in the world

Melbourne is our city,
Melbourne is your city and
Channel Nine is Melbourne
We made Australia, the British who came here ruined it.

Comparison based on Nationalism, City, State

Use nationalism as comparison mechanism:

e.g.: In articles such as about the Brisbane Games, overseas visitors were portrayed as miles ahead of the Australian team. If the team is overseas, the overseas teams are portrayed as hopeless, the Australian team as heroes.

TEXT SCREEN

The Miracle of the first Farmers
The early Australian colonists were great.
The British settlers were pigs.

'Maggie wins First Round in Commonwealth talks'
(Guardian) hid the fact that she was the odd man out, vetoing a whole movement calling for sanctions against South Africa. She was the only failure, but the UK press couldn't portray the U.K. as in the wrong.

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How the CIA saw the 1975 crisis
National unity fades in the search for identity
The Aussies are coming
The great Aussie HEROES

B _ GROUP: RULES WITH THE EFFECT OF CREATING OR INCREASING ANXIETY

All the above should have served to create anxiety, but there are some other pure anxiety creators:

We'll notice that they relate to:

dichotomy creation,

increasing the effect/power of the dichotomy

increasing the number of dichotomies the incident can carry.

The thrust of the rest of the Rules is different. These are based largely on Time manipulation and Moral Imperative manipulations, where the journalist manipulates the authority that the press has built. These aim, not to work on an incident that happened, but to help to create the incident or more promisingly boost the incident's import so that it can carry the extra dichotomies of a time nature.

These draw you out of critical status by taking you to another state of time: doubt about the past, or fear about the future ramifications of the incident.

**They comprise the PREDICATIVE
 SPECULATIVE
 AND ANALYTIC ARM OF THE PRESS**

4: Give a Jaundiced View:

Of Events:

Eildon the only worry: instead of, Boating Lakes fine, except Eildon

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The Statue of Liberty, the symbol of hope for millions of immigrants, is one hundred years old: **America Fails To Deliver.**

Of People:

Portray The Reader As Dominated Ruled, Incapable, Indeterminate

The more they can portray structures as overlording the reader, the more they can too ! Either by straight order or by presenting themselves as savior, or selling a new one. Messiah imagery is very strong. Either way, the media are the ones who sit on the right hand. We will see a lot more of this.

TEXT SCREEN

Is anyone in control out there?

The coming post-service revolution: "Imagine you are a citizen of the 21st century. You are lucky; you have a full time career job and belong to the employed elite. But around you the Australian democratic system is in tatters. Technological change has demolished hundreds of thousands of semiskilled and unskilled jobs, and a high proportion of the young and untrained are out of a job.

"The sum total of human knowledge is doubling every five years, and the average citizen has found it impossible to keep up. Most people live in anonymity and alienation, leaving the running of society in the hands of technocrats who control the information.

"Politicians are similarly trapped. Faced with increasingly complex issues, they are forced to rely upon the advice of specialists in making decisions. Democracy thus exists in name only.

"Sounds far fetched ? Not according to Barry Jones...(National Times March 28 1982.)

Although it misrepresented his book, Sleepers Awake, the article actually gives a fairly good picture of life with long term media problems, media lowering the value of information, and controlling it.

Encourage disbelief of those who are smarter than most, or qualified:

We will see this at work quite a lot. It is achieved by:

Always asking them things beyond their expertise, and Flipside by Condemning everybody for stepping outside their sphere, and Implying Conspiracy by everybody, everything.

Everything, everybody has got to have a meaning, a hidden value, an angle, a dark side of the moon, e.g. profit motive or a non-profit motive. Media love cover ups of nothing, and adore Commissions, however little there is to be found out.

TEXT SCREEN

The Pact With Hell: Chemical Pollution in U.S.A.

The nightmare of Orwell circa 1984

The Traitor Network: spies everywhere

The crisis of vanishing beaches: sand erosion

Don't shrug off the corporate criminal

The big men fly into trouble: football worries

Are the Unions running Australia ?

Strike Fury: Our Winter of Discontent

5: Use straight fear:

Watch out for Manliness and Weather.

Things couldn't be grimmer

The disappearing jobs: changes in work structures

Can the democracies survive?

6: Fear and Time Warps

Firstly, the classic possibilities:

Pretend all is Changing.

Pretend nothing is Changing: 'World is still the same' device: suddenly nothing happened: these are as old as time itself. A great deal of roman and greek literature is based around these possibilities.

These often occur shortly after a change of government, as if all is meant somehow to radically be different after an election. Then come some articles saying nothing has changed, as the journalists get bored, until sooner or later they start agitating for change again to make their jobs meaningful.

TEXT SCREEN

Daintree shapes up as a Franklin Dam replay: it didn't at all, being an issue of a different kind.

Satire survives under Hawke: one month after the Hawke government came in, amazement that satirist Max Gillies could still survive.

Paying the price of living longer
The Marijuana Debate

Ancient suspicions still bedevil Europeans
(an article covering up the masses of co-operation between European countries)

wife: Do we need new drapes ?

husband: No, why.

wife: Oh, the Herald article about life behind the Iron Curtain reminded me."

Radio Adv. for Herald 10 3 86, about an article: Living with a symbol of guilt (the remains of the Reichstag building.)

Time To's

Its Time to Remember
A Time to Remember

Use dead ways

TIME AS DEATH
LIFE AS A KILLER

Use best future fears:

China Strikes at Viets: threat to World Peace as guns roar:

Cabinet summoned to crisis

A working right to know what the future holds

Churches want public test tube baby debate

Test tube baby programmes: the moral issues

When the Bomb Blasts

Our Nuclear Neighbors

Masters of Tomorrow: A race of super-intelligent beings, bred to rule: that is the spectre created by the latest insemination project.

Drink to your baby's ill-health

Survival: Nuclear War: Many Americans believe it's coming closer and closer as the arms race speeds on. Others warn that only a balance of nuclear power can prevent it.

TIME magazine's continuing coverage of this critical controversy provides a clear perspective of what may determine the fate of us all.

The Perils of High Tech

Solving the Problem of the End of the World

The latent violence in us all

Scientists agree: if the water doesn't get you, the sunshine will

Corruption: the menace within we choose to ignore

Pre-empt failure:

This happens time and time again: It won't be worth holding the Commonwealth Heads of Government meetings, the Geneva conference would be a waste of time, etc., sports events: don't bother. The Moscow Summit.

Brisbane games: Spectre over the games: "The Spectre of the

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1972 Munich Olympics massacre is not far from this Commonwealth Games city."

Discover failure in events just passed:

Geneva conference. Moscow Summit
Commonwealth meetings
Brisbane games
Olympic games

Prediction/speculation: past, future: use fear, conspiracy

Reagan ends pipeline ban with message for Moscow

Brezhnev Dead: Soviet Collective leadership likely: *it wasn't and it didn't happen.*

C: RULES ARISING FROM THE JOURNALISTS AND THE MEDIUM

7: Always have as many as possible, and confuse them

8: Use these Tools

Editorials: power, authentication, clearing house, as the sole normative voice in the paper they free the reporters to go right over the top, by appearing as the voice of moderation amidst them.

Use of: disease, election speculation, polls, budgets, leadership speculation, election campaigns, reports, interviews and quotations, spies and secret things, resignations.

9: Always come from somewhere; have an image of what the media is or should be to your reader: Pretend to an Identity.

Always pretend to inside knowledge and assume rightness and righteousness before anything's out (Murphy, Packer, Costigan). Watch for the absurdity of the "I'm not going to

speaking of" trick. Enlist reader support.

An identity who speaks: father/mother, friend, advisor, sparring partner, your uni mate, protector/advocate, sayer of base thoughts.

These are often involvement techniques to build up a cult following. The "Quality papers" do it very gradually and subtly, catching their readers through an ADMIT method, and the tabloids do it a bit more obviously.

The Star: Britain's Liveliest Daily: 9 Sept 1987:

Read this and Weep

**If you can read this story and not shed a tear,
then we're sorry for you.**

**These pitiful puppies were dumped...
sellotaped together in a suitcase.**

The Independent ARE YOU ?

Sunday sport: should luscious Maria wed ? Vote to decide.

**DAILY EXPRESS: THE INTELLIGENT TABLOID:
JOIN THE GREAT FAMILY OF EXPRESS READERS**

Swap Identity, Stances, Rules Constantly

10: Always criticise the media: never accept responsibility for what the media say, but condemn them. No paper takes any responsibility: "views not necessarily the editor's."

COROLLARY: "The media are the media other than my arm of it or myself."

Remember that writers in the media, columnists are always saying "the media" this and that. They are the media.

11: If you can't beat them, invalidate them

Let's finish this section with some views:

The Stranglers

"...in our naivety we became rather angry at the way newspapers started writing this. It was a profound shock to discover the untruth that was written in the press. I think that most people see a newspaper as some sort of official communication from official sources – that's not the truth. When we didn't find these truths in the early days it was quite disconcerting and we used to react in quite a hostile manner towards the press. I can remember the funniest newspaper headline I have ever seen – in Melbourne in fact – One of your notoriously gutter press papers – **The Stranglers – Cops set to Move**, which created the image that there was some sort of threat descending upon Australia when we arrived there, and it was quite hilarious in fact.

Q: What do the Stranglers want out of music now?

We regard what we are doing is something new for us and we know that within a few months we will be recording something new....striving to do something that the Stranglers haven't done before. It's as likely that people will this time next year be saying, oh the Stranglers have gone Heavy metals, as it is they will be saying the Stranglers have gone romantic, who knows ?"

George Michael: (being interviewed in Q, an English pop culture magazine June 1988): The Tabloid contingent of the British Press are now preoccupied with a far more important query: Is George gay ? George is well aware of this: "They've said that so many times ! It doesn't make a bit of difference if they can't get you on anything – if you haven't done anything in the the past they can dig up. Two weeks ago in Melbourne I got a threatening letter saying they were going to print a story and they had five sworn affidavits from people who claimed they had sold me LSD when I was 19. So I was this real fucking junkie when I was 19 !

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They didn't print it, funnily enough.....The result of them not having any dirt on me is that they get more frantic to make something up."

*

"Advertising - you would probably notice it more if it wasn't there"

an ad from the advertising industry's all-media campaign

*

Media Priest, leading a discussion group of young people:

"The media is a large group of men and women, some with highly refined technical skills, who get programs to air and work on radio waves, and audio technicians. Some of them journos, some producers. **It boggles my mind to think there is some sort of conspiracy between so many people and lots of really good and critical sort of people, a conspiracy to manipulate people.**

I don't think it's conspiracy, I just think there are these rigid expectations: for instance TV - what can and can't go on, and then you will have something that will break those barriers, like the Gillies report -

That's why it's unmanipulated, it seems to me, because the conventions can be broken.

With a pair of headphones and a miniature stereo cassette player many young people can now isolate themselves in an astonishing cathedral-like vacuum space and sound even as an accompaniment to other activities. Some experts in these matters say that there is so much sound and imagery available that young people are uneasy and insecure when subjected to any sustained period of simple silence. And yet there are indications that young people not only do not wish to isolate themselves from the human race, but in fact suffer real pain because the adult world (that includes the media) shows little interest in involving them. Of course that's a pretty generalised statement. There are as we all know a lot of exceptions. Nevertheless whenever a group expresses a sense of powerlessness, I think we need to heed their call.

I love the media, I love all of it. I firmly believe that the media are gifts of God. The media are like a great big round table designed to help us communicate. Jesus promoted communication at its deepest level by always witnessing to self-giving love. To lose yourself for the sake of others was his common cry. I have a feeling that when the media communicate such a value they communicate as instruments of love. What we have got to do is learn to discriminate between the chaff and the wheat. **To put aside the media hype and dishonesties and to recognise the jewels in the crown. I am Peter Thomas. Goodbye, until next time."**

CHAPTER EIGHTEEN

BASIC SELF DESTRUCTION TECHNIQUES

Just to show how we replicate the whole mind that makes media, let us see how our Introspection has now become "journalistic." You can see that it is a copy of the Media Rules.

Keep in mind that healthy introspection centers around insight, which is the union of self and the depth of one's being, and history-in-experience. In that, the mind can use myth to add particularisation.

Introspection arises out of marrying incident and dichotomy in a revelation frame, and using other means to add power. The formula at its simplest is:

A series of thoughts seemingly haphazardly strung together is an Introspection Event. These are put together generally subconsciously, and not analysed as to whether they are right or appropriate. Thus, if fear is the emotion being worked with, the mind recalls all it knows of fear and adds this to the initialising incident.

An Introspection Event = dichotomy/comparison and catalyst incident or 'movement', e.g. a perceived slight, or an auction board, or seeing a car you'd like, or a person getting something you think you're not getting, such as fun, a girl etc.

It is because it seems haphazard that it has the effect of the knock out formula: it all happens so quickly and automatically that you have very little hope of catching it happen.

Dichotomy/Comparison: These are usually 'dredged up' and dressed as 'problems'. Often they can stand on their own,

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without an incident. Such events are used as pot-boilers or concepts retained for use at any time.

They are 'commonplace' discussions contrasts and arguments or bad memories which will always be with us and derive from contrasting elements of our human existence. And would tend to concern the person and his place in the world or fate.

There are whole Dichotomising Occasions: Shopping, Driving, Auction Boards, Fashion, Disco.

Incident: This can be a real incident, an insult, a rebuff, a failure; or an imagined one, a 'what if'; an 'I think this will happen'; or an old one. It is the internalised visualisation of what is perceived to have happened.

On their own, incidents do not read well and they have a truth value which can be ascertained. So usually an introspection event will have very little 'content' in the incident but be big on associated dichotomies.

Within the frame work of making it revelatory, there are a dozen or so rules that the mind adheres to. It does it coincidentally, so artful are we at twisting words. It's an intuition that comes from years of looking at ourselves the wrong way. Be aware of them. We'll go through them carefully.

The same modes of criticism apply to introspection as we used on advertising, and on the media.

Since, however, the mind works so fast, and does not need to consciously deal with it all, it is very difficult to track down what the whole thing was. It is a big help if you can write it down, so too, recalling dreams. These are often grand introspection presentations, where the mind takes the initiative to try to deal with all it has seen or heard that day. If the

dreamer though is a passive television watcher, they include the whole viewing as real life, and try to work through that as well, following the priorities given by the television. Dreams are wonderful events, creative imagination sessions, which are easily distorted by the effects of media.

An introspection event can be as quick as a shiver down the spine, or as prolonged as a major depression. It is often just called "a feeling".

The trouble is, of course, that all of us get dragged along too in these episodes, and something sticks. Our action capability usually gets affected.

The state of confusion that exists in our minds about the people we see, the actions and happenings we interpret and what they themselves want to be is thus reflected in our introspection events.

Over a long period we can get increasingly petty, frustrated and jealous as we see more of the world. Instead of growing in awe.

Rules as Catalysts: The rules are catalysts which

- 1) stir us up, but do not allow activity as a response.
- 2) intensify an introspection event.

They cover the truth and what the person really said, or what really happened, and what we could do.

**Explication of the major formula:
Introspection Event = Incident + Reaction
So formula again:
IE = [(Incident) + (Reaction)] X Catalyst
BASIC Catalysts = ADMIT and rules below
And wrapped in Revelation**

**LEADS TO
IE = {[(I) + (R)] X C}REV**

We will go over these catalysts now, then look at some introspection events on their own, and in series where they create "episodes".

Group A: General Rules that Dichotomise the Introspection Process.

1: Blame

Very much the stuff introspection is made of. When anything goes wrong introspective analysis means crying out, 'who dun it?' as loud as possible, as stridently as possible, as authoritatively as possible: The more authoritatively the call the more powerful its hold over you, or a third party.

Not just in incidents where somebody actually did something, but when a situation arises or when one exists naturally and will never be otherwise.

**Wife found flaws in husband
Confused? Blame your parents
We are all victims of ourselves**

Finding the cause is different to pinning Blame. Along with
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blame is a flipside:

Never Attribute Something Good or Achieved to Anyone, especially yourself.

If anyone does something and pursues it to an end, achieves something or starts something off don't say so. Introspection never attributes creation to someone, unless you're using it as a compensator.

What do we learn from this: that introspection puts blame on individuals, not systems where possible, but that things that happen or are achieved or created as seen emanating from a flux, a void, from underlying structures of being.

2: Always portray things as Absolutes, as Structures Eternal.

In terms of movements and -isms, thought, epistemology, scientific proof: opening for statistics.

Everytime I try to do this, something goes wrong.

Well, that happening completely ruins my hopes.

I'll never be able to do it now.

Even the Fates are against me.

His social place found him that job

instead of: People work hard to achieve.

She's only a Star by luck

The church forgives us sinners

3: The next major rules set up is Comparisons of all sorts.

The idea is to weave in images or old stories that either we compare ourselves to someone or something else, and feel bad, or compare an event or idea or belief with another. The effect is that we become dichotomised, because we can't work out whether the comparison is valid or not, and will probably swallow the lot.

Driving a car, and looking at all the others, shopping, and

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never being able to afford. Seeing where the rich live.

Comparison of self to corporate product and people who can afford that great product. Drop in Celebrities: We make ourselves compare: feel worse: think the only difference is product, therefore assume that going out and getting the product will make us equal to the celebrities. Use Images and Imaged Identities as the basis of Comparison: these can be, as symbols for power boost, corporations, people, or products. At the disco, socially, sports-wise, we are constantly and needlessly making comparisons, and getting paranoid about ourselves, rather than being self-aware and self-confident.

If at first you don't succeed try again
I couldn't do that.

I wish I could give up drink, like Rod Stewart
I wish I was as clever as Pamela Stephenson
Muriel Cooper has an exciting life
I wish my father was as rich as Julian Lennon's
What makes the fun-maker fun?
Malibu, the beach of the stars
Why what you eat is what you are
Look at the Roller !
Wow ! a Mercedes Benz. Aren't they lucky.
Why couldn't it be me ?
I wish I had a house like that. If I won a lottery, I'd get it.

Create Hierarchies as the basis for comparisons, social, job, brain, sport etc. wherever there are none, like a chicken pecking order.

Flipside: Pretend that for the sake of homogeneity you are Pulling down Hierarchies.

Eat the Rich and Wear their Bones.
I hate all rich people.
He's got too much. It's wrong.

Comparisons are also based on adept use of pronouns:

You's and Us and Them's change depending on objective
if raising money, us becomes "you and us"
if succeeding: sometimes we're we, sometimes, we're you and us

Comparison based on Nationalism, City, State

Melbourne people are better than Sydney people
I wonder if Sydney people are brighter because of the weather
London is where the action is
The provinces are genuine English life.

B GROUP: EFFECT MODES: PURE ANXIETY CREATORS:

All the above should have served to create anxiety
but there are some other pure anxiety creators:

4: Give a Jaundiced View:

Portray Ourselves As Dominated Ruled, Incapable, Indeterminate

Is anyone in control out there?

Qualified people, **Encourage disbelief in those who are smarter than most:**

We will see this at work quite a lot. It is achieved by: **Always asking others and ourselves things beyond our expertise: and (Flipside) by Condemning everybody for stepping outside their sphere: and Implying Conspiracy by everybody, everything.** Everything, everybody has got to have a meaning, a hidden value, an angle.

5: Use straight fear on ourselves:

Sex , health, murder, robbery.

Now we've got through that set, we'll notice that they relate to:
dichotomy and comparison creation,
increasing the effect/power of the dichotomy

increasing the number of dichotomies the incident can carry getting ourselves involved in some sort of dichotomy or comparison.

But another set of rules also works. These are based largely on Time manipulation and Moral Imperative manipulations, where we manipulate experience, and our dreams for the future. Comparisons works in closely with aspiration and delusion.

These work by helping to create the incident or more promisingly boosting the incident's import so that they can carry the extra dichotomies of a time nature. These draw you out of critical status by taking you to another state of time: doubt about the past, or fear about the future ramifications of the incident.

**They comprise the PREDICATIVE
 SPECULATIVE
 AND ANALYTIC ARM OF INTROSPECTION**

All the above Catalysts are dragged in and used but with a new framework and still within the same formula.

They begin with another level of fear

6: Fear and Time Warps

The classic possibilities:

Pretended all is Changing

Pretend nothing is Changing: World is still the same device: suddenly nothing happened: these are as old as time itself. A great deal of roman and greek literature bases around these possibilities.

Time To's

Remember Hitler's men , still repeated:

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"I don't want to kill you – it's only my job"

Use dead ways

TIME AS DEATH
LIFE AS A KILLER

Use best future fears:

Pre-empt failure:

Discover failure in events just passed:

Prediction/speculation: past, future: use fear, conspiracy

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C GROUP: SPECIAL IMPORTANT REGULARS: THESE ARE RELATED TO INTROSPECTION AND THE MEDIUM.

7: Always have as many as possible, and confuse them

8: Use these Tools:

MORAL CODES: power, authentication, clearing house, as the sole normative voice in ourselves. They free us to go right over the top, by appearing the voice of moderation.

Use of:

disease,

career speculation,

what other people think,

financial constraints,

leadership speculation, that we need a strong leader, or Christ to return (males especially: often the sign of personal uncertainty: which is often caused merely by saying so often)

reports and evaluations of our capabilities are given power over us,

interviews and quotations,

fear that we have a dark side, secret things,

seeing what happens to other people who don't fit into the system.

9: Always come from somewhere have an image of what we are or should be to ourselves: Pretend to an Identity

Always pretend to inside knowledge and assume rightness and righteousness before anything's out. An identity who speaks: father/mother, friend, advisor, sparring partner, your uni mate, protector/advocate, sayer of base thoughts. **Swap Identity, Modes, Constantly**

10: Always criticise others: never accept responsibility for what you say, but condemn others. COROLLARY: "The people who do this aren't like me ." Not taking responsibility for your part in mass nastiness.

11: If you can't beat them, invalidate them.

*

Do you recognise this twentieth century form of Introspection ?

Instead of being Insight, it follows all the same rules the journos use.

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Christianity early recognised the errors of apocalyptic and kept only as much of it as was necessary . But, it's all back now, and infecting everyone.

Around the simple type of introspection just outlined, we weave apocalyptic. In the shape of masses of other information we have gathered to ourselves. And in direct apocalyptic imagery. This is seen in the biggest one: the NUCLEAR THREAT.

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This introspection prevents us from getting to consciousness, and to love. The content of what we surround with apocalyptic and accidentally use against ourselves is religion, morals, and sexuality.

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The progress of man's growth to consciousness leads him to individuation, and action. Yet, of course, he also wants to be part of something. Senior journalists allow us to be part only of the consumer mentality, presented as a family, of possessions, instead of people. Instead, it makes us purchase.

At this point, we need at least be aware of a chicken and egg situation. Is the media doing this to us, or is it reflecting what we do. Well, any individual journalist would be right in saying he's not doing it. He certainly wouldn't. But the effect of the mass of what we get means we can at least say we are being thrown off balance.

If you read and understand this and then get angry with the media, that is fine: work through it, and get to a point where you don't merely apply the rules again ending up in a new Blame Cycle.

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Q: Have you a further opinion about the Subconscious/Conscious stuff ? Have we a subconscious that we have to fight, or ensure that the conscious keeps under control ?

A: Well, I think that you can start off by saying that there's the conscious, the subconscious and the peristatic, perhaps the old fashioned conscience without all the moralising and guilt.

Then because something is revealing your identity to you, you need to work out where that is. Would that give you four parts?

Not if you said that the peristatic was part of the conscious, a free objective part, and that the subconscious was divided into subconscious, which is like a tool, and a superconscious. Now, if you're into any transcendental or supernaturalist beliefs, you'll say that that the Super C is mankind or god or the

universe. I believe it's just human, and interplay between the mind, the body, etc., gives your identity its particular individualism.

So, of dreams, you'd end up saying, well, some are from the sub C, some from the Super C. You'd say that the Sub C, well tamed, can do "creation" for you, but that it is better to get in touch with the super C.

And that would make a good approach. But it would lead you to subvert your identity to "goals" and trying to pretend a humility you don't have. (Because you can't be humble to the universe, and if you don't recognise individual identity, you don't value others enough to be humble to them.) You can only be humble to other humans, and you've ignored or not allowed your own humanness: its frailties, faults, ups and downs, and your wild erratic nature. And they are some of the good things we have to enjoy.

So, you'd end up secretly elitist, and judging people not on their actions but their intention, the one's you purport to see.

So, now I'd say:

1: There's a humanity part, a kernel. It inspires.

2: There's a mind, which is usually made so logical it needs to posit a crazy subconscious to be seen to be doing the work. Actually, if you've got the identity and the humanity parts ok, you don't need emphasis on the conscious or the subconscious mind, so you can throw away the distinction. This is easier for people once they manage to rescue back the individual identity from things which can subject it.

3: There's an individual identity we find and make strong. This contains the developed Peristatic Ability, which we have and try to strengthen by reducing its susceptibility to conditioners, to

being taken over. It is a part of us that can stand aside and see us. If it is taken over, it means that we watch on someone else's behalf, and this becomes a paranoia. It's as if the Media, for instance, take over the "third eye" of the mind. Eventually, though, as it is reclaimed and strengthened, it is the part of us that becomes conscious of consciousness itself.

And what we are actually describing is not an identity which is any longer the same as the mind, but a PERSON which contains the mind, identity and humanity. And the person must take charge of the mind: the whole mind, whether at this or that stage it is seen or felt as two parts.

These parts are all susceptible to conditioners, especially basically antihuman ones, like advertising, middle class conditioning and media. So, when one part or other gets "taken over", there comes a conflict in the person, (as he is trapped in the mind), and it looks like there's a conscious versus subconscious thing going on. Treating it as if that's what is going on is ok, won't do a lot of harm, but understanding better what WE are made of may better point to treating the right area.

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The growth of consciousness involves the mind being able to stand outside itself, and see and observe itself. This is a talent gained through healthy introspection.

In the long term, this Peristatic function of ourselves, can become Periactive. And we can contribute to creating a sought-after future.

The highly sophisticated, (and somewhat new in terms of man's evolution), Peristatic part is weak, and for a long period needs nurturing and protecting. Once it is strong, it is very

very powerful.

It is also susceptible to outside influence.

In fact, it is easily taken over by a stronger influence. When this is a good influence, such as we see education, church etc., this is at least acceptable. But, when it gets taken over by the media, we get lost, and masses of internal conflicts are set up.

A SYNOPTIC VIEW

REALITY: A MATERIALISM FOR THE SOUL

MEDIA AND ADVERTISING WARP

OPPRESSION AND BAD INTROSPECTION

T
H
E
&

COMPENSATORY BARRIERS:
ESPECIALLY: GREED, PARANOIA, TIME WARP
RELIGION AND PHILOSOPHICAL STRUCTURES

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NATIONAL CHARACTERISTICS
POLITICAL AND CAREER ETC. STRUCTURES
PERSONAL HABIT, SEXUALITY, MEDIA AND ADVERTISING

EXPERIENCES, AND EXPERIENCE

SOCIAL , SELF IMAGING ETC.

THE
HUMAN
PERSON

HUMAN NEEDS

NEED FOR RESPITE, ACCEPTANCE

CORE SELF
HUMANITY. MIND. IDENTITY.

And we nag ourselves just as the seniors nag us, and we see the only way to the individuality we seek in external structures. These can be job, etc., but usually just mean a consumerisation, surrounded by inertia and confusion.

Because we think that the media is always there watching us, we start to do the watching for them. Socially, we often think, oh what would people say. Often we can deal with this intrusion, but media intrusion is very strong. The television is felt as a camera.

You can see for yourself that the cumulative effect of all this is that it makes us paranoid schizophrenic multi-personality consumers: the only route available to us as action: purchase.

Once it is strong, it is very very powerful.

CHAPTER NINETEEN

THE SENIORS: MANIPULATORS OF OPINION

**"You're all bums."
Burt Lancaster on the difference between popular and quality press. (Bulletin Feb 19 1985)**

We spoke in the Advertising Chapter about what Preconditions or Confusions are required by Advertising in order to work upon us to the best effect. It should be pointed out that you will recognise these Confusions from everyday life: they are not unique to Media.

The first Preconditions were that "It deliberately rejects the truth that Being precedes Knowing, and that Knowing is dependent on Being": Philosophy claims that its rendering of the world is solely due to reason. Theology doesn't. It sees its rendering as having arisen from Existence.

We have also seen Time Confusions. We have also seen that what has occurred is that a new "ideal or mythic world" has been stuck over our heads, not just in the creation of an Aspiration and dream world of the movies that the U.S. got its products desired in the twenties, but, in the same manner Hitler confused the Germans in the thirties.

We have seen how Media can sit on all these confusions. There are more to describe now, and classifying and describing the combined effect of them. What we are going to analyse now are the Catalysts of Senior Journalism, and then discuss their Major Formula, both in terms of News, and Ourselves.

The combined effect of what this specialist band of men and women do is to lead us fastest and most directly to being Black Holes, which is, sadly, what they have become.

We shall see exactly what it means for us to be influenced by
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Black Holes, and we shall also be able to measure just how susceptible we may each individually be, and how much of us has been lost so far. We can then examine the amount of work needing to be done to get those bits back.

We'll get to some other ways that they involve us in their conniving, but the major one to deal with is their use of the Revelation Frame. In the hands of a senior, especially one who has done this to you again and again, Revelation is a powerful tool.

Much of this power is based on their always pretending to be just like us, to be us: that way, we think it is ourselves revealing something to ourselves, courtesy of their specialist Knowledge. Thus, they come from behind, and trick us into believing them to be smarter, more knowledgeable than us. But, in the process they authenticate and make us think that to be "Normal" is to be as confused, stupid, and destabilised as they. And isn't that just what we think ?

By convincing us that we are flea bitten, indeterminate and confused, they have no trouble, by the end of an article of convincing us that they are smarter than us, that they are as smart as anyone they talk about:

They are as smart as the smartest lawyer, doctor, etc. There is nothing they don't know more about than these amateurs ! They are better educators than all the teachers and professors in the world. They are better, and able to assess in tiny amounts of thought, all that is wrong, and all that is wrong with all the other Normative Groups.

They are the True Successors to Truth, and are the Source of all that is Achieved in the World, so they portray themselves. This is not a generalisation of any extravagance, as we shall see when we examine how Editorials are constructed on events that they know are going to happen, always getting

information ahead, and then claiming they started it.

So, they use Revelation against us, by pretending they are us, and that they are using their incredible specialist abilities for us to reveal to ourselves what we are then convinced we had long suspected was going on.

"A feature of the Revelation is its esoteric character. Often it is explicitly said that it is to be kept secret to the last days, which of course turn out to be the apocalyptic's own times. And when it is made known, apocalyptic is scarcely literature for the masses. It cannot ever have been easy to interpret in detail, and it properly belongs within a sect or party. It is for the 'wise', those initiated (not necessarily in any formal sense), into the apocalyptic group." (Apocalyptic Leon Morris p 35)

A major part of their Technique is the **KNOCKOUT TECHNIQUE**. We are also trained to use this on ourselves. This technique works like this: (A full analysis of this is given further on):

- 1: First of all you sneak up on the reader, and set them up a great array of dichotomies, comparisons, problems and traps that have no use, truth or relevance.
- 2: You then punch them up, with the tangle and an extra boost of nonsense.
- 3: You then cover your tracks in a runaway which ensures the reader has no hope of seeing what you've just done to him.

Within the major frame of Revelation, and using this technique, they use a whole extra range of Catalysts. These enable him to prove seniority by the number of dichotomies he can secrete in his article.

These Catalysts all come from a Family of Phenomenon that we often think has been disempowered in our world, but which is

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an ancient means of stirring people up beyond reason. The Senior Catalysts are all derived from **Apocalyptic**. I don't want to go too much into an historical discussion about Apocalyptic, but some things need to be said about it, and about whether it is useful for us today.

The mode developed to its extreme in Ancient Israel. It was caused by a religious fervor combining with a highly developed nationalism which was being overcome by outside cultures. These outside cultures had a different perception of the universe in many ways, and the subsequent confusions were impossible to identify or correct at the time.

It is useful, it does have something to say: Don't be too sure of things here on earth now. But, in its overreaching forms, it is destructive to the believer.

Once an overlay of Apocalyptic gets put on an incident which has already been worked by the Simple Catalysts, it becomes almost impossible to get to the core incident for checking, or to unravel the added threads to see if they should have been put there at all. However, it is important that we do try.

SENIOR CATALYSTS:

1: REVELATIONS: Even apart from the general use of the Revelation Frame in a high power way, the senior lays claim to particular revelations as well, sort of a Delphic Journalist.

2: SYMBOLISM: Is constantly used in Senior journalism. It takes shape in subliminal use of ideas, names and images to make us think there is something in the story, especially what they make us they haven't said. They are used to get power and make us supply the ramifications.

3: PESSIMISM: Seniority is based on cynicism grown into pessimism and personal disempowerment.

4: SHAKING OF THE FOUNDATIONS: That every little thing has huge ramifications and will blast the whole world apart.

5: DETERMINISM: This means that everything just happens.

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It's Basic Rule 2 taken a long way. There's nothing we can do about anything. All is either long predetermined or Fate or Conspiracy.

6: DUALISM: This is the use of dichotomy and polarisation in a non-elucidatory way.

7: PSEUDONIMITY: By pretending they are us, they hide, and can't be caught for what they say. This is how media is always able to pretend it never did a thing.

8: LITERARY FORM: You will see if you look at enough senior articles that using the Knockout leads to a literary form. This is true of all the media, including television news reports. See the Knockout at work and compare this to the Metaphoric Event given earlier.

9: REWRITTEN HISTORY: Seniors are always trotting out new altered versions of what happened or what a fellow journalist has remoulded the story to be. "Gallipoli: How the film makers twisted history to market a myth." (Age 17 Oct.1981)

10: ETHICAL SHELTERING: They pretend they are whiter than white, and come out with value and ethical judgements that would have any church leader blushing.

11: PREDICTION: Whereas most of us try to be careful about predictions, these people live in them.

12: HISTORICAL PERSPECTIVE: include evolution, progress, and teleological problems.

In a period which thought it has got free of the bad effects of Religion, and "The Misery of Christianity", it is sad to see such distortions again being used "to keep the people in place". These are specialist confusions, but they are also ones which we are as individuals easily susceptible to.

It has been the task of "rational thinking" to try and rid us of such destructive thinking. It has succeeded in so far as we know these Senior Catalysts, but it has failed in that the general reader is still being beaten about the head with it all.

All the above Catalysts are the Characteristics of Apocalyptic. However, Apocalyptic has one other characteristic which makes sense of it all. Without this last characteristic, apocalyptic is just a form of suicide.

This characteristic is "The Triumph of God". Senior Journalism has no such notion. It has replaced that with AN ENDLESS TREADMILL, NUCLEAR HOLOCAUST and DEATH BY AIDS.

Can anything be worse ? What is the net result of all this?

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It needs to be recognised that man's progress through history has been towards gaining and then using consciousness, of himself, of existence, and of consciousness itself.

Consciousness is "concretised" in his expression, and ultimately in his action. If the consciousness of self or of consciousness itself is wrong, the expression, and later, action, will also be wrong. This means self-image is thwarted and a barrier is put before the individual's progress to consciousness of himself.

This is not the worst of it, as that also means that it is impossible for the individual to relate properly to others if his knowledge of himself is wrong. This is the basis of schizophrenia.

And that means that fulfilment in love is denied to the individual.

The normal way that individuals progress through to consciousness of self and world and consciousness itself, and then to action based on that knowledge, is through the process of introspection, of wondering, imagining, of thinking.

However, good healthy Introspection, after influence from the combination of the Simple and Senior Catalysts as Conditioning Patterns subconsciously picked up, becomes Self-Oppression.

*

I want to mention some other "mediators" of information which are often seen to be a cause for concern. They range from soapies and the most violent of TV shows to pop music, and pop culture in general.

While it is true that these can have a conditioning effect, I do not see these as serious distorters of the human situation. Obviously, much of the violence could be got rid of, and soapies do tend to be banal. Too much of them, and the effects of television in general, towards stultification, can come true.

But, that's a different problem. Indeed, answering that, I would say that the best way to really stop TV from damaging your psyche is to pick it up and throw it on the barby.

However, lots of people will continue to enjoy it, and it is better just to sort out crap from what probably won't hurt too much. And, I am not unaware of the good that an inspired soap series can do. Sometimes, they do deal with issues. The treatment of many social and personal problems by some serials and producers has been a world away from anything the "news" parts of the media could be concerned to attempt.

And, pop music tends to be repetitious, often very fraught with pessimism and worry about the world. These tend to be mirror images of the world that the news and the advertiser has surrounded us with, rather than created to get you worried.

And, of course, the ever repeating love search can dichotomise

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one to be constantly concerned about that alone. But, it is an important search. It's a valid, and meaning making one. And, it's treated with care by most song writers and singers. If you listen carefully to many pop groups, what they are describing and trying to lead others out of is the very world I am showing you in this book.

The point here is that, while there may be some junk in pop culture, and it may at times seem so transitory that you wonder, actually most of it is trying to improve things, trying to say illuminatory things, and trying to help people.

And, the overall effect is one of good. Or of fun. For instance, the video for Bananarama's song "Venus" has masses of sex. It's as close to 100 % as they could get in, without being smutty. But, there's no harm in that. It's a good sexy beat, and, although it might be exciting sexual stimuli, people get pleasure out of that.

And that is different to having a sex beat behind a Chicken ad, to get you raring to go. If the media have made such a bad world for us, and music can provide a shelter, that's how it is.

So, the sex that is in pop music is responsive, and pleasurable. The sex hidden everywhere else is manipulatory, and turns people away from being able to communicate, makes them isolated and having to have sex with themselves, or by the orgasm of purchase.

You can use erotic music or art to talk about, but Playboy you take home alone.

The only thing to watch out for is that the maker of a video or a song may have become seriously damaged by media or crazy ideas, and accidentally be putting out harmful stuff. It doesn't happen a lot, but it can occur.

This applies somewhat too to the other conditionings that media try to impose on the reader. Often a paper is actually conditioning you to be a Conservative, or a Democrat or whatever. This suits many readers, who are conservatives anyway. However, the non-conservative needs to be well aware of that conditioning. In this book, I am trying not to deal with political issues by way of presenting what I think. I am trying mainly to make us all aware of the dangers of the journalistic procedures, as they apply to both news and our own lives, and also aware of the conditioning that all media undertakes to make us consumers. That is dangerous for everyone, irrespective of nation, class, work, religion or politics, as it is the most human parts of us that get distorted in the process.

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USING APOCALYPTIC AND OTHER RELIGIOUS IMAGES ON THE CONSUMER:

Not only has the media taken over from the church, but it has taken the religious symbols as well. Once, papers like The Age, The Times, had a Christian background. Now, they have the symbols. It's not the common man who calls Bob Hawke, Maggie Thatcher or Ronald Reagan the Messiah, its the Media. It's the media which now "reveals" everything. And screams about morality and constancy. And it's the media who talk about the "fiery end of the world.'

There's a new type of newspaper and magazine developing: It tangles religion, morality and economics with a few facts. It treats concepts "interpreted properly" as more important than the rights of people. It's fast, zany, cynical, and full of product. It's got sex, it's got demands:

**Where will you spend Eternity ?
Which will you choose ?
Heaven or Hell ?**

There are two types of media where this confusion gets really

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overblown. One is the new consumer magazines and shows, the other is in religious sect media.

Thus, for instance, the sects' papers and shows want to be able to present the world as disastrously evil, so that they can push Christianity at you. Churches sometimes like to pretend an issue such as AIDS will be really devastating, so that they can use it as a tool to push morality issues.

When you read these papers that's what they are trying to do: classic media trickery, scare you to make you turn to God.

In the consumer magazines, it's to scare you to make you stay at home and buy. It's the new stuff of Winner's Weekly (a free consumer weekly), for the housewife, and Matilda, Digger (journalist's satiric magazines), for the man, and the color supplement magazines for all the family. One day, owners of media will stop their normal activities, and just have what works: the barest guts of the paper: (This is backed up by Lucky numbers, prizes galore, astrology, personal advice, Great Loves pages, and stacks of product.)

Indulgence: So you sincerely want to spend money.

(Australian 15 3 1986)

Good Weekend (The Age Magazine October 25 1985):

1985 Like Living in A Disaster Movie.

Winner's Weekly Melbourne (The Age's Shopper's Magazine)

21 4 86: **The joys of being human: No pain, no joy.** The philosophical rule of thumb that you can't have something without its opposite. The threat of death enables us to put a value on life, pain and disease help us appreciate health and happiness.

Sometimes world events throw the whole issue of being human on this planet Earth into sharp relief. Having been naughty enough to manufacture our own means of destruction, we could find our future vaporised in a literally

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earth shattering moment.
Never before in man's history has there been such a potent threat of mass extinction, never before have the events that might precipitate conflagration been reported so speedily to almost the entire population of the planet.
Thus we have contrived for ourselves the ever present possibility of going down the cosmic gurgler.

Winner's Weekly: 19 August 1985:

Unlocking our mortal capsule. Most people would rather be dead than wrong. So naturally you don't hear a lot of people saying they were wrong.

But if nobody's wrong, how come we're in such a mess ? Why does civilisation look more and more like a giant mistake.

And who's to blame ? Not one of us, surely.

It's not our fault we had to have a car to get to work, and ended up with a a society tailored for machines rather than human beings.

So who's to blame ? Real villains ? Like the Red Brigade. Or the IRA or the PLO or the KGB or the SS.

No, outlaws only challenge society. It's the ordinary folk like us who make it.

It's our desire for consumer goods and material progress and our subsequent disputes over it, that has fuelled the world's conflicts and propelled us towards Armageddon.

*

Images:

Sales magazine from Multi-broadcast, U.K. TV and radio rental company: Christmas 87

Is it a bird ? Is it a plane ? Is it a feature film ? Is it a commercial ? You could be forgiven for thinking that the feature film you are watching is in fact an advertisement.

Placing products in feature films is big business these days. Which product should go into which movie takes almost as much discussion and

negotiation as which star will be in the film. But it is unlikely that the fashion will stop.... The whole issue is almost causing a new game - 'Spot the product in the programme, look out for the plugs'.....Let us know how many plugs you spot in a programme. No one really knows the record yet. Start next time you hire a video from Multibroadcast.

Terry the Telly Club.

Do you know Terry and Telly ? If not, it is time you did. Terry is a bit like your telly coming to life. ...My offers do depend on availability. And please allow me 28 days for delivery.

*

The general manager of Clemenger's advertising agency describes his job as an attempt to grow consumers in "cages". So much for an industry that churns out images of freedom and power. He says,

"Advertising used to work on the hypodermic theory, but now we think of a cage. The cage forms and shapes you, and your aspirations. Outside is the world and the cage acts as a filter for what you see and hear. You are formed by that experience."

Age 9/5/85

The conservative consumerism of the 80's barely conceals the dangerous identity crisis of a new generation. As we are driven to measure ourselves in terms of what we consume, we lose any hope of realising our identity or potential.

This decade is witnessing the evolution of the new modern man. As we are cajoled to buy out of fear, we are being reshaped into multiple personalities. Advertisers of after-shave appeal to the other man in you, maybe another toy for the little boy in you, new clothes for the showman in you - Perfume for all the women you are.

We're told to aspire to be many different personalities. Why ? Because the best consumer is a paranoid schizophrenic with multiple personalities. Not only can you drive him to purchase, but you can sell him four times more. Divide and conquer.

Fearful about ourselves and scared of change, we have become paranoid schizophrenics, chasing after status symbols to tell us who we are.

Life has become a quest for product. Life is no longer good: it's purchased.

*

The **Senior Speciality** in general is the creation of news, opinion shaping, and authentication and evolution of a story based on the premise long built up that a senior cannot be wrong. The idea needs to be firmly entrenched in people's minds that **A Senior Report represents the TRUTH**, no matter the subject matter. No one else writes like that. Truth is then portrayed as the most important thing in the world: it is seen as more important than great men's works, careers, good government, anything. It is presented to us as stability, as more important than LIFE itself. It is from this that we get the idea that the **Elemental Correlative that 'The Media is Truth, non-motion and value.'**

Thinking this is true keeps us away from what it really works off, just like thinking that advertising doesn't affect intelligent people. We do all value the Truth, but we can easily be lead to idolise it. The Stock-in-trade of the media is not Truth, but Life itself. It busts life up, takes bits away, then in dribs and drabs resupplies it, with holes that have to be plugged by product.

This is why it is important to have us Paranoid: always fearful thinking we are being watched, and distrustful. (Eventually, as the peristatic function of each part of our

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personality is taken over, we do this for them.) And Schizophrenic: not able to convert our wishes and thoughts into action, or materialise our self image for ourselves. **And Multiple Personality:** they increase the population by getting us to think that 'different roles' is 'different personalities'.

*

Every paper has several seniors. So do the radio stations and the TV stations. Yet, don't they all espouse different positions, make different attacks. They can legitimately argue that it's to have a variety of opinions represented, and that may be so, but the effect is that it works to confuse.

The only one you really have a lot of time for is the one who spends a lot of other people's time espousing something pretty similar to what you think. Pretty soon, you're not worrying to create your own opinion, you're a supporter of his.

What happens of those you don't agree with. Yet they are just as vociferous. The newspapers often have a full range of opinions. It's not for freedom of speech: just try to say something that isn't a dichotomiser: no, it's so that everyone is catered for, along the particular lines that they are best manipulated.

And you bounce off the rest. And what happens when you disagree with your favorite Senior: somehow you think you're the one who has to defend his opinion, that you're the crumb. No, they've got you by something more than just the search for the truth. It becomes a part of you that you disagree with, not him. There is a sense of guilt built in to a Senior article, to make you the idiot if you disagree, and if you agree, you're OK.

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The Senior Specialities in particular are:

BUDGETS: ECONOMICS Here they use effect catalysts, and time, and all the speculative apocalyptic.

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POLLS: Here they use Effect, time and speculation, as well as Tie You factor, and bogus claims for Truth. All too often Polls are taken of fewer people than we have sitting for us, all elected, in the Parliament. And it's the Polls and instant polls of the Stock Exchanges that are given the greater credence by the media.

LEADERSHIP SPECULATION: This is an endless game of building and demolition.

PRE-POLL SPECULATION: usually starts up about six months after an election. It is a great destabiliser.

ELECTION CAMPAIGNS: are amazing in their bias and omission.

FRIENDLY 'YOU AND ME' CHATS.

CHAPTER TWENTY

HOW THEY ROUND US UP

What does a senior aspire to be, to seem, and pretend he is ?

They believe themselves to be satirists and clear seers, when, far from being satirists coming from a rigorous morality or a reformist zeal, like Juvenal or Swift, they have no moral or ethical standards at all of any consistency or real meaning.

In looking at just how these people concoct their articles, we are building towards discussing Editorials, the "weight" behind a media entity which we feel when we open up to them.

There are important differences between Senior and Editorials, but they use the same box of tricks, the same mechanics that go into the Knockout.

We all tend to practise this form of communication. However, generally we have a point at which we feel uncomfortable with ourselves in manipulating information. Seniors have no such feelings, it long being eroded by the expediencies of their jobs.

THE KNOCKOUT

This is the overview of their Technique, which is called the KNOCKOUT TECHNIQUE. This technique works like this:

- 1: First of you you sneak up on the reader, and set them up a great array of dichotomies, problems and emotional stances that have no use, truth or relevance.
- 2: You then punch them up, with the tangle and an extra boost of nonsense
- 3: You then cover your tracks in a runaway which ensures the reader has no hope of seeing just what you've to him.

How can you describe what a Senior is really saying
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underneath all the qualifiers, the hedgings, all the images and red herrings ? Logic Lines deserve great attention. The logic lines spray all over the place.

Well, firstly we can describe the thinking processes, separating the source of the view or attitude, the beliefs required for it to make sense, where it goes, and ends up, to see if anyone sane could get from the one place to the end. Then identify all the images; relevant ? used as a booster ? or frightener ? or a widener, to make the initialiser whatever they want ? Either demanding action that can't for one reason or other be undertaken, or trying to stop something sensible going ahead, or praising itself, or an advertiser ?

Then, the logic processes: shipping ideas around that change what you're really talking about, involvement techniques, odd clipped phrases from the memory banks of common good sense used against us, or wild theories not worth analysing, but put up with scientific certainty. The list is endless.

WHEN THEY HAVEN'T EVEN AN OPINION: THEY PREFER TO OPEN QUESTIONS, BICKER, THEN JUST LEAVE.

TOOLS:

IMAGERY: The range of images, ideas, intentions etc. in their articles. Suddenly an article will be dealing with something completely alien to the subject, the weather will deal with plastic surgery. **ASSOCIATED, AS BOOSTER, TICKLER**

DISSOCIATION TO SEEM MODERATE: giving a silly notion, or attributing it to "There are Those", and saying, "Well, I wouldn't go that far." They usually do.

DISMISSING THE REAL PROBLEM BY RUNNING OVER IT: Often, they state what the real case is, and then ignore it, bamboozling with another issue or red herrings. Thus, for instance, a journalist reporting from New York on an anti-discrimination Bill for gays, said the Bill is silly as there are not enough cases of discrimination. He went on to say that the problem was violence against poofs, for which the cure is

tolerance.

FALSIFICATION OF THE INITIALISING INCIDENT OR OF THE DATA: This is done continually. Watch Editorials especially. Check every single sentence or 'fact'. Each one will be wrong: completely or just a touch. It's more than a stylism.

SETTING THE SCENE: MOOD MANIPULATION: TO GET YOU PREJUDICED FIRST: They bring in some alien notion, that completely swamps your impressions. The "Surf Nazi's" for example.

ABSOLUTES: Principles are all. Never compromise, unless you're being wicked, animal or human.

SAYING SOMETHING IS SILLY, THEN DOING THE SAME

EXPANSION TECHNIQUES: AS INVOLVEMENT TECHNIQUE AND AS RUNAWAY

The article will start off Some people, not me, though I, and of course, you, and we, we the poor fools who have to suffer it, we, the ones who are the majority, we the right thinkers, we the world. WE THEM THE PUBLIC IDEAS BECOME THE MAJORITY

SWAP IDENTITY SHIFTING IDENTITIES. Apart from the We's and Them's, the identity will be all over the place.

SLIDE SLITHER

AD ABSURDUMS Taking an idea way beyond where it will ever get in the free market of life. But if something could lead to something else, they show how. Inconsistency is hated.

HIDE BY HEDGING, QUALIFICATIONS: a maze of clauses

WANTING TO BE DRAMATIC.

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DETAILED BREAK DOWN OF THE KNOCK OUT: HOW THE TOOLS TEND TO BE PUT TOGETHER

SNEAKING UP:

THE MOOD AND EMOTION SETTER:

THE HARSH TO MODERATE TRICK: CREATING THE ILLUSION OF HIS STANCE:

AS A MODERATE PERSON AS A NORMAL PERSON

THE HIT: BUBBLEGUM BLOW OUT

As Brian White, reflecting on leaving his post as manager of 3AW, "the architect of personality radio" ("In personality radio, the personality is the tabloid vehicle") put it:

"We are too content to offer the public "chewing gum for the mind", instead of useful, functional information."

Age 15 3 86

It is in this section, that the crap they have blown up in our heads bursts all over the brain.

THE TWISTED INFORMATION

THE HIT

HIDDEN CALL FOR LAWS, ACTION, ANGER, DESPONDENCY ETC.:

THE RUN AWAY: ESCAPE ROUTES

WIDENERS: CREATING THE ILLUSION OF HIS, AND NOW OUR, STANCE:

AS MODERATE

AS WHAT WE REALLY THINK

AS DIFFERENT TO WHAT WE STARTED OFF FROM, BUT OFTEN REALLY JUST THE SAME AS THE VIEW THEY SET UP AS THE ONE THEY WANTED TO DISTANCE FROM, EXCEPT IT'S HIDDEN

RUNAWAY: BY FINISHING WITH SOMETHING REALLY TRITE OF NICE, OR WHERE YOU STARTED, SO THAT YOU HAVEN'T SAID ANYTHING.

*

Let's say we wanted to do an article on the Nuclear Issue, and come up generally supporting anything nuclear, even to get us to think how it would be better to push the button now, well, let's wait a bit, I could buy a new car and use it, then not have to pay !

We could use a starter, something to prejudice us against those who like the idea of peace, and who don't look like good consumers.

Who has not quailed at the sight of the so-called peace marches, those strange concoctions of weirdoes, christians and gays, all showing us their innate confusions, and their sad and sorry approach to the real world.

Still, at least the price we pay for freedom gets some exercise !

How about a fact twister now:

Think of the uninformed people in Russia. In our great country, 7 out of 10 children now believe they will die in a Nuclear War. Imagine, how the children in Russia must be suffering !

No wonder they are nearly ruined, and depend on our Western Economies.

(Actually, unlike where this survey was undertaken, Australia, few children in Russia believe it: they believe that man will work to a solution. But, as the U.S. media puts it, they don't have a media with commentary and speculation. They haven't had the human optimism knocked out of them, and often don't realise that there is no point working to peace.)

But, seven out of ten is too much for us, it's not good for morale. It saps the quality of life, and less work gets done.

We do need to face the realities of the situation. While we can stand around and hope the Americans can do something to put off the fateful day, we cannot close our eyes to the likely outcome: after all, if Gore Vidal is right, and even the American President is convinced we are inexorably moving to Armageddon, we need to prepare now.

Hit:

With general manners they way they have become, we know how simply it can start. Imagine, if you will, if we each had the security of nuclear missiles protecting our suburban homes ! They'd be flying all over the place, over disputes like fences, noise and burning off !

Indeed, the likelihood of the end can become a source of courage: if the world does fail to legislate on the matter, we shall put a brave face on and continue to live In Spite Of the Great Terror.

Our best bet lies in living life to the fullest now. Who knows, we may be able to get some special possessions now, and not foot the bill. The hardworking Christianity of the man in the street doesn't balk at a bargain.

Widener and Run Away

Even those of us who don't want to take that long term approach can still relax with a can of beer, as we relax and watch it all on the telly. Actually, the Churches could hardly disapprove. It's safer than the bedroom. If the bomb didn't get you, AIDS would.

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SENIORS AND EDITORIALS: AN INTRODUCTION TO THE DIFFERENCE:

SENIORS: DEAL IN OPINION AND FACT DISTORTION, AS SYMBOLIC US'S.

EDITORIALS: FROM THE PRETENCE, (BY PRETENCE TO EXTRA KNOWLEDGE, OR BY CREATING WRONG FACTS) OF INFALLIBILITY, DEAL IN ATTITUDE AND BELIEF MANIPULATION, WITH POWER OF PUBLICS. THEY HOLD THE PAPER'S IDEOLOGY, AND SET THE TONE

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WHAT THEY PLAY AROUND WITH: US

We have dealt now with Symbols, Hermeneutics, Structures of Meaning and Suggestion.

The cumulative effect of these: I made the point that Media, in the experience of the learning in this book, is a metaphor. You can see why I said that. Which comes first, the media or the human tendency to media mind? Who knows. The point is that by analysing media, which is a huge force over the mind, maybe it'll all shake free.

If we develop tools to deal with Dichotomisation and Comparison, (the Reactions) we can use them on all the barriers that keep us from experiencing and communicating Reality in as undistorted a fashion as possible. Then, using our creative transcendant abilities, (all the more powerful the more we train our whole being and intuition, and not just our rationality,) we can productively deal with reality. Instead of just being aware of the barriers of our minds, we can remove them.

In presenting the Introspecter, my intention was to show how the rules become more than just a part of our human

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consciousness, and become the main operating part. As humans trying to progress, we normally try to transcend using these rules, and replace them by notions such as Freedom, Equality, Egalitarianism, Democracy, Individual Determinism, fair go for all etc., in personal and societal relationships based on care and concern and interest.

However, where once this was possible, the constant barrage of seeing the **Reactions (Dichotomy and Comparison) and the Catalysts** put into action means that the catalysts become the dominant part of our mind frames of appraisal and action. Through the continuing suggestion of just being surrounded by these catalysts, the mind picks them up, and duplicates the whole system in our heads.

This Replication System is the end ramification of Suggestion, and duplicates, as the major mode of thought, not just what comes out of advertising, the rules and apocalyptic, but also seriously damaging processes.

Then, in ourselves, we continue to try to battle against them, trying to go for better ideals, and so find ourselves enmeshed in a continually dichotomised or confused approach to life.

*

Not everybody, of course, works out of the Replicated Thought Frame all the time. But understanding Replication and getting through the media is a help to being able to see what else is your heads, and from which you pick up reinforcement of the negativised or dichotomised self.

We see now that we actually pick up the mind of the journalist who produced the headline. We are beginning to see that this hidden process is the Knockout, which we then learn to copy and apply to ourselves and others. And we also learn to hide it in an Apocalyptic view.

There is no need to rephrase the Apocalyptic Catalysts as
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Introspective Structures in the same way as I did the Rules: you can do that yourselves, thinking carefully about how you use it yourself. It is important that you see the process. A Stock Market problem is portrayed as Is this the end of the Eighties, is the end for the Yuppies ? Is this the End ?, and so too in our lives, a setback is presented as Is this the end of me ? Will I survive ?

*

Having looked at seniors, we need to recap a bit and see just what all the ramifications are. The difficulty here is that the media have conditioned us into having short 'news' memories.

Brian White commented in this way:

"You'll recall that the Prime Minister (*Bob Hawke*) they dubbed the Messiah last month is (*portrayed by media to be*) talking "Bobbledigook" today. We, the Media, have all lost our way. We seem to have few principles, no benchmarks, and very little respect for each other. Respectable journalists around the country two weeks ago, were predicting that Andrew Peacock would be politically dead in a trice, unless he came up with evidence in support of his so-called accusations against Bob Hawke.

"He didn't. But not only is he still in the ring, but it's now being reported by those same respectable journalists that he's had a fantastic run in the first few weeks of the election campaign.

"While it's true", continues White, "that the public has a shorter memory span than the cabbage moth, this is really quite ridiculous."

SENIORS SHOOT NORMATIVES:

It is a part of the work done by Seniors to shoot down other possible Normative Mediating Groups, any other groups from which leads can be got, or a moral standard set by example.

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Most groups in society are being systematically attacked by the media. The trades and the professions, the church, education, politicians, returned soldiers are all now seen as untrustworthy groups.

When Christians use words like Life, Revelation, Love, and Spirit, modern people don't know what they're talking about. Such words have different meanings now, and Christians are going to have to start fighting if they want to be able to communicate what they mean.

Except for product authentication and news junk, the following are increasingly being shown to us as not worthy of trust:

RELIGION, CHURCH: We see examples later.

PROFESSIONAL GROUPS: MEDICINE, LAW, PSYCHOLOGY, BUSINESS.

FAMILY, ROYAL FAMILY, PRESIDENTIAL FAMILY: What was once presented, if too slavishly, as the family to look to as evidence that it is worth trying to have a family that doesn't squabble and self-destruct, is now shown as a bunch of gits. This is decried by people of all parties, Liberal, Labor, Conservative, irrespective of whether they feel Royalty has a part in a democracy or not.

And, it is undertaken by all sections of the media. Very often, the 'quality' media will do it by condemning the popular press, but ensuring all the innuendo is there. Thus, for instance, on a day when Princess Diana chose not to go to a wedding, (and there were plenty of other Royals there, so it was hardly a snub to the bride and groom), every Sunday paper featured the story. Well, all except one: the paper that the qualities had spent a lot of time attacking that week, The Star Sunday Sport. It didn't bother with the story.

Observer: **Royals get the wedding Di blues.**
Sunday Telegraph: **Prince without Princess at cousin's wedding.**

Add to this, the constant "What shall we do with Prince Charles", which lives off a myth that he is a lonely wandering wonderer, who talks to plants, and artists, longing to be useful, and the Telegraph, a doyen of respectability, can report:

Mr Kinnock, who is known to be angry at the way the Prince's private life and attitudes have been attacked in the tabloid press, is believed to be keen to see him given a job which would use his talents to the full. Mr Wedgewood Benn attacked recent press coverage of the Royal Family yesterday...."I know why it is done, to sell newspapers."

Actually, the Royals are put to a multiplicity of interests. Sometimes they are kept as symbols of "Right Thinking", "Right Living", like living Dunhill packets, to keep the reader on the aspiration road. This happens in most papers. The Sun will worship the Queen Mother, and the Times love the Duchess of York.

Sometimes, the reporting is done in a nasty way, as a general confuser, or as a dichotomiser. Rarely does a Royal go to Australia without the media raising a tired old debate about "Should we be a republic?"

Some papers, playing to their readers, use the Royals as a security blanket. As long as the Royals are there, the readers can indulge in class delusions. Those that read the popular press are seen as 'devotees' of the Royal Family, while the readers of qualities know that they just respect them a lot.

The greatest use of them is as the great glamor idols of the ADMIT world, and we can spend our lives trying to get closer to them.

Sunday Telegraph: Editorial by Peregrine Worsthorne:
Sunday Nov 1 1987:

How the media might undermine the monarchy.

The reformed and chastened BBC has so far made no reference to the fact that the Prince and Princess of Wales have been separated for a few weeks, rightly judging that this fact -which is all that is known- is not of the slightest interest, unless used as the basis for an ugly edifice of malicious speculation and idle gossip.

..... The most likely explanation, that the Prince needs to be on his own for a while, stocktaking about his own far from satisfactory role as heir to the throne - has been wholly ignored.

..... Truth to tell, Britain's next head of State could well become more inextricably entangled in the ersatz and unpredictable world of entertainment than any other head of State, thereby contradicting the whole purpose of monarchy which is to provide a head of State unaffected by the ephemeral up-and-down fashions of the hour. Nobody will have intended that result. But if the present trends are allowed to continue, our head of State will cease to be a magnificent source of national stability and continuity and become instead little more than a running story. If that happens, Britain will have replaced the most profound system of symbolising its nationhood with the most superficial.

Similarly British reporting of the Queen's visit to Australia for its Bicentennial centered on imagined insults to what was seen as "OUR BRITISH QUEEN", and ignored the central purpose of the visit, and the highlight of the whole year, the declaration of a civilisation in the Opening of the new Houses of Parliament.

The result is that the Queen is seen by Australians as part of the English media, and not an Australian visiting her nation, and that no-one in Britain gets other than a stereotyped vision of Australia, and her role there.

In any of these cases, the point is to ensure that the readers don't actually hear what the Royals have to say, or what they mean. About success, about being able to break through the system, about being true to yourself, about other ways of healing etc. This, they share with Hollywood and Pop stars, who are constantly trying to say, hey you can do it too.

Increasingly, though, it is falling to the Royals to now go trying to break down the barriers which they have been seen to symbolise. If they are to be the living symbols of a Democracy, then they have to become First among Equals, not Lords and Ladies. This they try to do. If in so doing, they break what others point to as the correct standards, they are rigidly condemned. Thus, the younger group going, for charity, onto 'It's a Knockout' was condemned. However, Prince Philip hosting a stately dinner for rich Americans paying a fortune to a charity for the privilege is applauded.

Increasingly, as they break down the nonsense of why they are there, (that they have Royal Blood, and that's something magic), they will be at loggerheads with the current purposes to which they are put.

If the paradigm family is written off, the normal family soon follows. And child molesting stories sow a wonderful seed of distrust, while at the same time, the media is sticking up for family values as the only real ones, and push the line that having families is the only reason for existing.

ACADEMIA and EDUCATION

SPORT

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YOUR OWN EXPERIENCE: US NORMAL PEOPLE

PEOPLE WHEN DEALT WITH AS INDIVIDUALS WHO HAVE A HIGH PROFILE: THE TALL POPPIES SYNDROME.

POLICE:

The Herald: Feb 13 1987:
(after making some stupid allegations, and then expecting police to resign to answer the charges, after being told how the justice system works by the Chief of Police. More of the story in other parts of the book.)

The police chief, the newspaper and the facts

One thing must be said at the outset: Victoria is fortunate to have a police chief of the calibre of Mr Mick Miller.

....The scandal was first revealed by this newspaper on September 4. Soon after, that kind of reporting was described by a Victoria Police Association as part of a vendetta against police - which at least shows Mr Miller doesn't have a mortgage on extreme sensitivity. Further inquiries by The Herald, in October, disclosed that the affair reached right to the top. Soon afterwards, Sir Brian Murray moved out of Government House.

....Mr Miller took great exception to an editorial in The Herald, published on the same day as the Tanfield document, expressing the view that there should be an open, public inquiry into the Continental affair. He said it was the most "scandalous and immoral" editorial he had seen. He said it was trial by the media. He said it had made "the outrageous innuendo that police were somehow responsible for the death of Robert Tanfield", and that it had then resiled from it. Like his tortured Edwardian English, Mr Miller's arguments were wrong.

The Herald Feb 18 1986 Editorial:

Resiling from the realities

What nerve has been touched ? What has provoked

such outbursts from taciturn men ? Rarely do the Chief Police Commissioner, Mr Miller, and the Police Association's secretary find such harmony of agreement. but find it they have, and the resulting attacks on the Press in general, and this newspaper in particular tell us at least four things.

....And FOURTH - and this is the important one - why is so much police energy going into a sideshow ?

..... Astonishingly, Mr Rippon dismisses the Continental Airlines scam as just another "beat-up", much ado about nothing, and a chance for newspapers to increase sales. If it were much ado about nothing, why isn't Sir Brian Murray still Governor, why was a man found dead at Maryborough, why have Messrs Rippon and Miller sent us such shrill letters, and why are they treading so warily ?

I'll deal with this in more detail later, but the reason The Herald ran with the story was that in Australia the media has been able to build up 'trial by media' to such an extent that it needs only point a finger, and the person is meant to resign. By expert timing, The Herald managed to corner a Governor into resigning over a non-issue, a mere break of protocol. This was because it pointed the finger a few days before Prince Charles was to visit, and the Governor could not afford to sully Prince Charles with the innuendo. The paper took this as its strength proven, and hoped for the same result with the police, who had also had some cheap air tickets.

The actual motivating reason for The Herald to chase the police was to cover up their severe embarrassment and dismay at it being shown how weak they really are in real matters of reporting. Earlier in the year the Chief Commissioner had told them that if they reported the Geelong Water Poisoning Extortionist, they would get no more stories from the police Press Office, where media gets most of its news already

prepared. All the media, bar one journalist who resigned over the issue, caved in.

This was a form of revenge, designed to show the reader how strong they were.

In Britain, police manipulation of news and media eagerness to get it, is shown in an event of April 1988. Scotland Yard invaded an all night black party, in a paramilitary operation. In line with a growing custom, the major papers' reporters and photographers were invited along (this a few days after a BBC journalist was fired after talking about police manipulation of news). The stories of the next day were all copies of Yard Press Releases, and none questioned the hero treatment of a raid in which 70 people were handcuffed and forced to the floor, 20 were arrested, a Mr Big reported arrested, yet charges of minor possessions and some immigration enquiries were all that ensued. They all fell quite happily to keep spreading a myth of violence and a new black mafia, the "Yardies".

It was an example of how excessive fear of violence can actually cause massive overreaction, and cut down normal channels of expression and exuberance, and can short circuit the illusion of violence and macho that many people need to mature through. In many towns, there is growing clamor for camera surveillance of a problem that needs to be seen as expression, not malevolence.

CHAPTER TWENTY ONE

RADIO: ON THE WAY TO THE NEW WORLD

RADIO: GAINS TIME CONTROL THROUGH ITS SPECIAL RELATIONSHIP WITH TIME

The Major Characteristics of Radio:

TIME AND TIME ENTRAPMENT:

Everything of the medium is Now, and there are special devices: Presentation of News as Now, Weather, Traffic and Anticipatory Devices.

POWER:

This mainly shows in the news presentation and the advertisements. The power is based on high time-speed and the ability to alter now to the future now and the fact that we have practically no recall over what we hear, or time to analyse it.

IDENTITY:

Radio can have an identity which we have trouble separating from the reality that it's just a machine. There is closeness, and radio is constantly operating on the us and them structure. It has an enormous ability to jump around in the 'us, you and them's'. It's often "friend."

EVENT CREATION:

Radio has a very great ability to create events, out of news or things it is promoting of itself or for an advertiser. Radio can work the Feasts of the Commercial Year to a fine degree.

Medium and the Advertiser: Radio is much more powerful than press for creating the wants and the hungering of the Best Consumer.

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It is a characteristic of TV that when you are watching it doesn't matter what they say. But, when you listen closely you can really understand the oddness of the things they say.

News presentation through the day. Use of conjunctions.

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Weather. Subliminals. Use of Anticipatory Devices.

Listen to the radio at 2 minutes to the hour. There is a pile of advertisements, then the news. Then, it will go straight into a song, and then more ads. It always seems that the two minutes of ads before the news last forever, and the news not very long. If you time them, chances are, it's the same: two minutes.

The real "medium" radio works through is time.

Now listen to about five news's. Listen to how they change the news. Watch out for conjunctions. Radio can get many suggestions and inferences in, and you can't see or hear it happening.

The point I want to make is that the public time we're getting from the media, the radio and TV, is a type of time that really demands we concentrate because as soon as it's gone, the content is gone too, whereas in many other areas we manage to recall the content.

With a newspaper we know that we can come back to it, therefore because we have more time we can be more observant about it. In the same way if you are listening to radio or to a song or anything like that you really have to zap in there and concentrate very quickly even though you're using a hell of a lot of your brain to sort out whether you want to go in or not. If you then listen to the same story or thing on tape or an accessible mode it is vastly different because you have got control over content. We can get recall at least, if not control, over content.

We can listen to it. It goes on and on. We can understand it all now while it is going on in radio or TV. It is very hard to be able to understand or just be: we know it's doing something, wrong, doing a crazy on us, but we can't watch it fast enough that we can pick out all those things. We're just not usually

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capable of doing very much. But if we have recall on it and we can slow it down, we can also watch and hear more comfortably. Get a song off the radio and then play the same song to see what the difference is and if the quality of hearing is improved.

Here are examples of news event creation. One is an interview that was held on television. The visuals didn't matter. It is the speed of the process of dichotomisation undertaken that is alarming. The Interviewer was desperate to get a fight going, and would do anything to do so. The audience was left angry and frustrated, but with no idea at what or why.

This interview took place not completely as a result of media in search of a story. Behind what happens in the media, there are often people actually trying to use and manipulate the media. Politicians occasionally do, and the media, protesting otherwise, don't really mind, as it gives them fodder. Sometimes, you have to look very carefully at what might actually be going on in the background. So, say with Early Election Speculation, sometimes, a Prime Minister or Premier may actually be considering one, or looking at the possibilities. This is a reality of political life. By the time the media have finished with Election Speculation, for which they have trained seniors, the effect of what might be a passing notion is huge, and being handed back as pressure to hold an election. Some Prime Ministers fall for it, some don't.

In this instance, it is likely that the Reverend Addison wanted a bit of free publicity for his Hospice Service. The media involved could see the potential for a beat up and obliged. Whatever the intent, the only winner was the journalist who had succeeded in making everybody wonder.

On 19 September 1984, the Anti-Cancer Council of Victoria put out a Media Release concerning Cancer Care. In it, they hoped that care could extend from hospitalisation into at-

home hospice type care. That meant they were saying it would be good to have the Hospices as a service in people's homes, rather than separate buildings.

Hospice care has been going this way for a while, so the recommendation was not new, nor condemnatory of the existing situation.

"The Anti-Cancer Council's report acknowledges the contribution made by hospices to knowledge of palliative care, but recommends that further free-standing hospice-type institutions should not be established. The principles of hospice care should, however, be applied in the development of regionalised care services based in existing hospitals.

Furthermore, education about death and dying should be upgraded in all health professional courses."

That is, hospitals should be equipped to do more for the terminally ill, and hospice care should be sourced there, as well as the way it is currently done.

Well, if you wanted to dichotomise over that, all you would do would be to get someone who thought that brick hospices were the only way to go, and you'd get him arguing with these people, whom you present as anti-hospice.

You could soon have them fighting in public over how people should die. So, the Chairman of the Committee could be portrayed as anti-hospice. But in fact, Hospice services were going the way he recommended. And, the Reverend ran a non-institutional service. This meant that the interviewer was in trouble, as the two of them were more likely to be in agreement, and there was no sign from any Hospicers that anyone disagreed anyway.

Let's see how he tackled it all. Keep in mind that all this would

just be whizzing by on radio or T.V., and you'd have little chance of picking it all up. Remember too that everything the two being interviewed said was trying to answer accusatory questions. Since we are trained to only trust the interviewer, what they said was completely unheard amid the snide and snigger from the interviewer. Both were unprepared for what was going on, and had supposed they were there to talk about care for the dying. So, although in the reading it can look like the two got a message across, remember that the interviewer's tone completely predisposed us to hear nothing.

I spoke to both later, and they were very upset and shocked, even though they had had media training. The following, of course, fails to show the emotional side. Read the interviewer as in a bad mood, and snide, and the Professor upset he'd be under attack, and the Reverend surprised at the turn of events.

The problem for us is that when we remember events or what we have seen, we also remember the emotions with it: thus, with such an interview, all we really have to remember is an amalgam of weird and angry emotions. It's no good saying that that doesn't matter, as it's the moods we pick up that set the backgrounds of our living.

The Hospice

Peter Couchman: Well, according to a report released by the Anti Cancer Council this week, more than seven thousand Victorians a year die from cancer. And that's increasing by 2 per cent a year. Now, that's disturbing enough. But that wasn't the point of this report.

The report was about the way cancer victims are cared for, and it found that many of them die unnecessarily uncomfortable deaths. Now, we'll touch on that briefly in just a moment with Professor Ross Webster, the Chairman of the committee that wrote that report. Good evening Professor. But that isn't what we're

going to talk about tonight, because further on in this report Professor Webster's committee made a finding that's upset people who run hospices.

Now, if you're not familiar with the concept, hospices are set up specifically to look after people who are dying. There's also a home hospice programme which provides care for people who want to die at home. What's upset the hospices is the finding that no more hospices should be established because, and this is a quote from the report "it can be argued that there is something unhealthy about any society which feels the need to "hide" dying patients away in separate institutions."

Now with us here also tonight, Bruce Addison from the City Mission Hospice Programme. Mr Addison, first of all, I'd like you to address this criticism specifically: "hiding away" dying patients from society: death houses in other words.

Addison: Well, that's not been our experience, Peter. We certainly aren't involved in that. Our particular programme is not a building. We have not a purpose built hospice. Hospice to us is not bricks and mortar. It is a programme which is integrated into the existing health care service, and it makes possible a variety of choices by the patient and the family as to how the management of the end period of the illness might take place.

Couchman: Well, aren't you in fact taking a whole lot of dying people, putting them together and lumping them into a kind of a death-, we don't call them, them "death houses" anymore. Hospice is a sort of euphemism. (Off screen comment: Most definitely not)

Addison: We're not really.

Couchman: mmmph

Addison: Our particular programme gives an option to patients who wish to be at home to do so. That's not always possible, it's not always desirable. In that case any one of a number of options might take place,

including a return to the acute hospital from which the patient originally came, or,....

Couchman: So, the, the dying patient has a choice. Right. Well, Professor Webster, just before, we discuss hospices, I'd like you to be more specific about the criticisms you made of the existing hospital care. Now, you said in your report that hospitals tend to 'wipe their hands' of dying patients. Well, what did you mean by that specifically ?

Webster: Well, I would like to say firstly, that I didn't use that expression in the report. I was reported as saying 'wipe their hands'. This is not what I said. What I said is that there should be a rejection of the current concept that it is inappropriate to admit patients to hospital who are terminally ill.

Couchman: But, you talked in your report about doctors distancing themselves from, from dying patients and so on.

Webster: Yes, there is a lot of evidence to show that health professionals, and particularly doctors and nurses, are uncomfortable in the presence of death.

Couchman: Is that the only reason. You see, what I am really trying to find from you is precisely where are hospitals going wrong. You criticise them for not treating dying patients properly, but where are they going wrong and how are they going wrong ?

Webster: The hospitals in general have not been geared to looking after terminally ill patients. I'll put it another way to you: we spend a lot of money on acute care, patients with, say, heart disease and so on, and it has been a tendency that when we as doctors can no longer do anything, in inverted commas, for the patient, then it tends to be somebody else's responsibility because the beds are reserved for people who are able to have acute care.

Couchman: Right, well now, Most people have thought, until now, that the hospice programme was the ideal
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solution. Hospitals can't cope with dying patients adequately. The hospice programme is a caring and er, er, concerned programme that allows patients to have freedom of choice to die at home, to die in a hospital if they wish: What, what's your criticism of the hospice programme ?

Webster: I have absolutely no criticism of the hospice programme as such. In fact, this report, which I have with me, goes out of its way to praise the hospice programme, and says that we should, from this point, build on the principles which have been developed by the hospice movement. What the report does say is that we should not be building free-standing institutions for hospice care, and that the hospitals themselves, the major hospitals, should have palliative care units from which multidisciplinary teams can liaise with domiciliary care, the general practitioners, and the visiting nurses, and a liaison team based on a hospital which a certain number of beds, maybe very few, would be set aside...

Couchman: So in other words, just to abbreviate what you're saying: You're really suggesting that dying patients shouldn't be herded together in one building, they should be integrated with the rest of the hospital and health care services.

Webster: Yes, that's, er, I don't like the expression "herded together", but er,

Couchman: Well, in your report you talk about "hiding away".

Webster: Well, that was an expression of opinion that some people see it that way. That's all I was suggesting.

Couchman: (frustrated) Can I get a reaction from Mr Addison now please ?

Addison: Well, we're entirely at one with Professor Webster in the main thrust of his remarks. The concern of Melbourne City Mission in the late nineteen seventies was that the concept of modern hospice care

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had been developed in the advanced countries overseas in the late sixties and early seventies. And when Melbourne City Mission became aware of the principles of modern hospice care in the late seventies and also aware that those principles were not being developed in services to dying people and their families, Melbourne City Mission determined that it should endeavor to be a catalyst.

Couchman: Right, well, I suppose that the City Mission had to step in because the major institutions, hospitals and so on, had ignored the problem. But do you take the point that Professor Webster makes that there is something unpalatable about taking a group of dying people and putting them together in a separate institution, call it a hospice, call it what you like.

Addison: I agree entirely, and City Mission Hospice programme has never done that and does not do it. Our particular programme,

Couchman: (very frustrated, angry) But others do, I'll tell you. But others do, don't they ?

Addison: I don't er propose to speak of others. I can only speak with confidence of our own programme. We have a working relationship with three major teaching hospitals and our interaction with them, together with the provision of a home care service, ensures that the hiding away effect does not take place.

Couchman: Right, well our time is up for tonight. But thank you both very much anyway. Thank you.

(Continues sarcastically)

Right, well just before we go tonight, there's something I have to say to Tasmanians, and, er, you, er, gentlemen might like to take your leave. A couple of nights ago, after our story on Australia's relationship with New Zealand, I remarked, in a light hearted way I thought, that some people might think we have enough problems with Tasmania, without taking New Zealand on board as well. Of course, I was only joking, but I've discovered that Tasmanians don't joke about things like that. I can only say in my defence, that I am a Queenslander, so I wouldn't dream of

offending the Tasmanians. Anyway I'm sure they're big enough sports to forgive me just this once.... Goodnight.

How easily the Knockout Formula works here. You've no chance at all.

This next example relates to the Costigan Episodes, a two year saga of drugs and crime, and shows just how far journalists of the radio and television whip each other up, and drag a gullible people along with them.

At one point, the journalists had everyone believing that every one, bar you and I, was on drugs or in crime. Everyone was under suspicion, and being accused. The whole of Australia was being run by really crappy minded journalists. The reason they were able to do this was a Royal Commission at the time was being run by a lawyer whose techniques of investigation were the same as journalists' methods: smell a rat, declare it, then let the accused worm his way out. So, everyone was a criminal. When a media magnate, Kerry Packer, was placed under suspicion, the rest of the media were delighted. The only way to stop the media, Packer realised, was to stand up.

It's a similar thing in Enniskillen in Britain. While we ask, what can we do about the media: the answer is sometimes in front of us: it's 'be brave'. A father in Enniskillen saying "I forgive those who killed my daughter", a townspeople who join together, forces the media to stop its search for revenge, and suddenly, as if they were the originators, talk of Hope.

It took well over a year for the media magnate to be completely exonerated, and for the Commissioner to be finally criticised. No one could dare to at the time. Day after day, the most amazing crap came out, and even normally non-news media-people were prophesying dire catastrophe. And then in the midst of all this, "revelations" that the Prime Minister's

daughter had had a drug problem, soon followed by the revelation that the Commissioner's son was an addict.

Media make a lot of money out of Drug Scare, and it's a constant source of material.

At a news conference, a haggard and tired Prime Minister was prodded once again by journalists about the Leader of the Opposition's taunt of him being a 'little crook'. Nothing all that noteworthy, since it was only to bring attention to the fact that the Prime Minister had decided not to give the Royal Commissioner yet another extension. And, this having regard perhaps to the cost and also to the wave of distrust it had enabled the media to create.

But why was the Prime Minister tired and haggard ? All that was just normal politics.

A journalist finally hit the spot with a drugs question. And the sorrow in the Prime Minister broke forth. There were tears.

Great story, great stuff. Instant news flashes, instant Radio Polls, instant TV Polls, Should the PM have cried ? Should a man cry ? It hit at the nerve of journalistic masculinity.

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Why is talkback important ? It gives people a place to vent their spleen ? Yes, sure: but should they have been angry in the first place ? It's actually important because that's where you can see the full effects of the distortions and lies the media produce, and how it upsets and ruins lives. **It is a window into what they have done.**

Usually, the talkback journalists are trying to stir anger up: it makes their shows look good. Sometimes, someone has to try to clean up the mess. For two days and nights, the Reverend who runs this talkback show, has been deluged with calls. All about "it": the tears. Along the way, the media had managed

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to step back: few of us knew after a while that it was a journalist who had asked the question. Most of us soon were half believing that somehow the Leader of the Opposition had had something to do with it. And the rest of us did believe it.

On talkback, you hear the screams of the half anaesthetised listeners receiving the information the media pumps out.

Woman ringing radio priest: Hullo. Well the thing is what I want to try and say is that I've had my hardships too, and a lot of other people out there have theirs too, OK ?

Priest: mm

Woman: What I'm trying to say is, the thing is that I wanted to make a comment on, Bob Hawke. I thought it was the most human thing I've ever seen in my whole life. And because he loved his children, and, ah, he may have been under pressure, I don't think that that will degrade him in any way. I think that that will make him more of a man than he was before. As far as I'm concerned, I know you've got a program here, and I know that you listen to people, so I wanted you to listen to me, and I don't think that that will make Bob Hawke any less a man; in my book, it will make him a bigger man. Because at least he has feelings for his children, and no matter what they do, whether it's bad, maybe you have children, other people have children, but you always try to protect your children in any way you can, and I don't think that that erases that man in any way. I think it's made him a bigger man in my book, and I think it made him a tower of strength. To see those tears, even I cried the other night, to see, when they said about his daughter, but everybody has their problems with their children, and all that, but when I saw that man cry, I know because in the past, from my own situation, when I saw that man stand up for his children and his own blood, and all that, I don't think anyone could think he was less a man. I think he's a tower of a man.

Priest: Well, we discussed this all last night. I think the matter could be let slide now. I said that people cry, we all express emotion, and that's all it means. Thanks for calling.

Radio News: Reader: Photographs of a weeping Prime Minister received front page cover in the British Press. His emotional denial of the Peacock allegations received prominence in all nine national dailies. While most ran straight news reports, one paper used the incident to launch a scathing attack, saying that Mr Hawke had blubbered in public when someone had called him nasty names.

Radio Priest: replying to a woman who had just attacked Andrew Peacock for saying rude things about Mr Hawke's daughter and making him cry: Now, I'm not pleading especially for any person, in this situation, it's just that it does concern me when as far as I can see things are being said that are not accurate. Whatever our judgements maybe, let's base them on what actually has been said. I think it's been acknowledged that Mr Peacock made allegations against Mr Hawke, as far as I know one of the allegations, he withdrew subsequently in Parliament. But that's going back a bit. To come forward to the incident yesterday in the press conference, I think that (Mr Hawke's daughter's problem) is the background for Mr Hawke's emotions rather than any reference by Mr Peacock to Mr Hawke's family.

Male Caller: I have to disagree with you concerning your comments about Andrew Peacock and Bob Hawke's daughter. Indirectly, he has made comment of her. Tonight for example on channel ten, on the six o'clock news, a comment was made to him by one of the newspaper men that Hawke had shed tears again today, and Andrew Peacock, and I'm no lover of Hawke, looking with a very superior and I say frankly, snobby and sarcastic way, said, 'Oh, it's becoming a daily occurrence.' Those were his words, and he knows damn well that that was referring to the time when Mr Hawke was upset over what was said about his daughter.

Today, Andrew Peacock knew very well the background for that comment, the background that this was referring to Hawke's daughter. As far as I'm concerned, Peacock has lost all credibility to me as a man of honor, he has shown himself simply as a rather smart alec snob, and I'm afraid I've no respect for the man whatsoever when, even if it's indirect, if that man makes a remark that refers to another man's daughter.

Priest: Prior to the press conference which culminated in Mr Hawke crying, Mr Peacock had made no comment about Mr Hawke's daughter. That's the point I was endeavoring to make to the lady.

Man: No, that's right, but since then, if Mr Peacock had have shut up and made no reference in any way or alluded to it, then I think his hands might have been a bit cleaner. But he just had to have that last word on the channel 10 news, which could have referred to no other thing than when Mr Hawke was upset about his daughter, and Mr Peacock had made a great song and dance about how his family had suffered, yet he insisted on rubbing it in in that interview tonight.....Peacock by name and peacock by nature, he stands around strutting looking good, and when it opens its mouth all it goes is sqwark sqwark sqwark.

Priest: Well, I think people will judge whether it adds to his credibility to make comments like that, nevertheless the reason I said what I said to the lady before was that I understood she was talking about the reasons Mr Hawke cried, and I don't think that at that stage Mr Peacock had made a reference to Mr Hawke's daughter.

Lady Caller: I'm ringing about Mr Peacock and Mr Hawke. While I don't agree with what's being said about Mr Hawke's daughter, I think people should realise that it wasn't Mr Peacock who said it.

Priest: I don't know know what Mr Peacock may have said today, I was trying merely to clarify the sequence of the statements made at the time of the press conference when Mr Hawke did cry. And I haven't

seen any of the interviews which Mr Peacock may have made today, where he may, as an earlier caller just said, have made reference to it.

Lady: Well, he did. But they were brought on by the Press.

Priest: Yes, I see.

Lady: I just get so frustrated to hear all these things. We all have our problems with our children. But I don't think Mr Peacock should be blamed for this particular thing.

Well let's think a little more about what radio has got to do: It's got to keep you listening and keep you buying, on the pretext that listening is fun and news isn't.

So we are dichotomised. If we want the music we have to have the news. If we want the product, we have to live in this bad world.

Every device to keep us constantly viewing or listening is and will be used on you. Every device to make you think there's a bad world out there will be. Every and any fear will be used abused.

Radio is constantly talking about the weather. Listen carefully to what they say. Always keep checking to see the correctness of what they say. Rarely is it right. They get the report from the Weather Bureau, and then rework it. Or, if the weather is good, but the bureau report is still predicting bad weather, they stick to the bad report. Very often, the difference is vast. They may be telling you it's raining or cold, yet it's sunny, and pleasant.

And, if it's at all overcast, it's woeful. If there's the chance of a shower, (and showers don't hurt us), it becomes the threat of

bad weather. If you listen carefully, you will find that there is very little weather that is OK for you to be out in. It's got to be a blue sky, no wind, and around 70 degrees. Anything else is described as unsatisfactory in one way or another.

Television does the same. And the reason should be obvious. What you hear is what you believe. Even if you are looking at the blue sky, and they tell you it's raining, you believe them. And stay inside, subject to the advertisements.

It's not deliberate, but it's happening. The less we actually rely on the weather at all, the more we fear it. People who work in big buildings, absolutely insulated from the weather are terrified of storms. Because they are experiencing them through the radio. Yet what great things they are to watch from tall buildings and high spots.

We all like to complain a bit about the weather, but we don't always make it seem bad. The radio and television weather people also make seasonal adjustments. What is mild in winter is seen as freezing in summer. In reality, it's the same temperature.

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The rapid repetition of news stories can also show you how they build it up during the day as the process of getting more and more opinions on a matter goes on. Often, they get you involved in a ring in. Or talk back. They like to know how many people are listening, and talk back will give you the opportunity to see just how much a lot of the beat up stories have an effect on people, driving them to distraction. People ring up just about wanting to kill someone who actually had nothing to do with this or that event.

During the incident when the Prime Minister started crying when probed by a journalist about drugs, the radio stations kept the story going hour by hour as they got others commenting on whether he was a man or not. Soon, there

were polls being taken, and the process of dichotomisation was infecting everyone, over a non-event.

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Ordinary Subliminals are also around. It starts just at the level of the music behind a message. Food ads use beats which slow the heart down or speed it up, as they wish. Listen very carefully to these beats. They often come to orgasmic climaxes. Watchout for the major products, beer, food and cars.

One superb example of a very full use of subliminals, which I have mentioned, was a Chiko Roll ad. The ad was set up as a cacophony of music, yelling and screaming. It started off slow, built up then stopped then rebuilt to an orgasm. Careful listening revealed that the messages in there, which were audible, were on the top line, **Chiko Roll please, Lovely. Lovely**, on the next level of audibility "**I hate pies, can't stand them prawn things, all those little legs.**" The noise and beat gets insistent on a sexual beat. Someone screams "Will you hold it down, quiet down, I'm trying to have a conversation.", and just the thump thump is left. Then, the conversation starts up again, as if it were a male talking on the phone to another male about the night before, and the others in the house are all too noisy. "Well, anyway, how did you go?"

The other messages come back, "I can't stand spring rolls. I can't stand meat pies, or those things on skewers. Pies I've had, Pies I've had, I've had the pies." etc. And on the next level down, the conversation turns to sexual talk. "Yeah what's the time, I'd love a chiko roll. How did you go? Well, anyway... Very nice. You wouldn't believe..." (as in personal fantasy)..." Further down, there were more sexual suggestions.

Nissan had a long campaign of ads composed of words and music. After a while, they just had the music. It worked very well.

If you record some news's and radio shows, and listen very carefully, watching how long things take, and what's in the ads and so on, you will begin to get away from the unending "Public Time" that radio stations keep us tuned into. We are always being forced to wait for some anticipated song or treat, and forced to wait through an ad. The news on the hour is set up as if it is the most important thing in our lives, and as we wait for further developments hour by hour, our own days and lives tick by.

We get to the realisation that we can slow or speed time, and that the type of time the media are using is public time which keeps hurrying us on and has nothing to do with our innate sense of time.

So listening to a song, it is possible to slow bits and become far more observant listening to that song. This is de-spatialising time. Once you are free from the media, you'll be able to pick up greater depth or power.

.....What the media is doing is sort of putting little obstacles in our way that we have to try and hurry through, that is the bits we don't like. We have to try and hurry though to get up to some point that indicates that time has passed, i.e. the news, the 2 o'clock beat thump thump thump and then the news comes and (it seems) 2 minutes isn't enough for the news, there could be much much more, then it's back to the ads and we would wonder how on earth they stretch out so much information into 2 minutes (of ads) but if you were the manipulator who was making the ads you'd not look at it that way at all. Quite the opposite you would be saying "Look the news is too long and the 2 minutes given over to the ads just doesn't seem long enough".....

CHAPTER TWENTY TWO

TELEVISION: THE SECOND COMING'S BEEN AND GONE

TELEVISION: TIME AND SPACE CONTROL

ELEMENTAL CORRELATIVES: SPACE AND TIME

'The Australian' newspaper ran an Editorial (7/6/85) which applauded the "Trivial Pursuit Revolution", saying that it's causing television sets to be turned off all around the country:

"Trivial Pursuit" is causing one of the greatest upheavals to family life since the introduction of television more than twenty years ago. Even someone who has gained his knowledge of the world from twenty years of television watching will not be disadvantaged by lack of knowledge.

"...Although television is a remarkable medium of amusement, education and information, it is a conversation killer. Can any of us honestly say that we have not spent an evening mesmerised and silent in front of the box watching absolute rubbish?

It continues:

"But it is hard not to wonder how many of the lost teenagers who can be seen wandering in the streets of our big cities would be in that position if there had been a little more communication and understanding within their families."

This use of Rule 10 is pointing out what we have really sacrificed on the altar of 20 years of television watching. Communication and Expression. TV has stolen family togetherness. It has degraded communication and the enjoyment of self-expression. Conversation is often little more than a series of reactions, centered around condemnations, comparisons and what if's.

Just think about what this means for the Television generation. For those people under thirty-five who did not experience life

before TV took over, the TV generation, of which I am a member. For young people, life is measured in terms of what we consume more than what we can produce or do for ourselves.

At a Catholic Women's League conference a Sr Doreen Dagge urged parents to discuss with children and teenagers the many morally wrong images portrayed on television and in the media. Those that influence them subconsciously. "Well known television serials give the wrong concept of life," she said, "And many young people have not had the time to work out what is right from wrong."

The Pope has said that with television,

"An attitude of passive dependence towards fashions and needs imposed by materialism replaces a sense of responsibility, and empties the conscience.

"The imagination dries up in the glut of images absorbed so effortlessly, and a habit of indolence is formed which quenches stimuli and desires and smothers any impulse to undertake new tasks or projects."

If we lose our imagination, or if our imagination is peopled by demons from advertising media or religion, we lose our power to visualise and materialise those visualisations.

TELEVISION

**SPACE: COMBINING WITH TIME AND POWER AND IDENTITY
(ALL THAT RADIO IS)**

TO BECOME LIFE ITSELF

THE POWER OF THE MEDIUM IS EXPRESSED IN ITS

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BARRAGE CAPABILITY:

IT HOLDS FRIENDSHIP

IT HAS A SPECIAL ANTICIPATORY MANNER

**THE NEWS IS THE WORLD PORTRAYED AS HELL
THROUGH TV'S POWER AND THE LAYOUT,
AND THE BREAKS, THE SOAPS AND THE ADS ARE
WHERE HEAVEN LIVES.**

AS IMAGE SUPPLIER AND ENFORCER

AS EVENT MEDIATOR

**AS PRODUCT SUPPLIER SELLING LIFE THROUGH THE
GOODS**

AS THE THING THAT LIVES OUR LIVES

*

Jane, an American television journalist, a senior, just interviewing a young girl who had a very bad accident in 1983 and then has, after lots of surgery, got back into racing:

"Oh well, good evening. Would you catalogue your injuries in that 83 crash. Aren't you frightened of going back on it, have you repressed your fear?"

"No I am still coming to grips with it"

(About Jane's voice: they make sure that Jane's questions are all that you hear, by putting a stridency on to Jane's voice that is vast and they smooth over the other people's voices when she is just chatting, but when she is interviewing she sounds quite different, it's very piercing and goes straight into your hearing.)

Jane "You are also a graduate of accounting and a cosmetician. Is that an indication that you are going ahead looking to the future in the event of your failure?"

"No"

"Well you seem, it seems pretty incredible, somebody who does accountancy and who wants to become a racing driver, you must be pretty skitzo then. Is that right?"

"No I am just a normal person, I get worried, I

am fairly together and quite determined to go ahead with this and do my best"

"Well, that's very interesting. In the '83 accident you were to blame, weren't you ?"

"No, I have no recollection of that."

*

We are continuing to explore the inner mind of the journo. The collective mind.

He's an exploring searching person.

Thrusting towards evil. Predicting the worst and often not finding it, but always looking for the worst in everything. Always looking for the drama where there isn't any, always wanting an upset. SWANSTON STREET party. It was a big 'party' the State Government put on to help celebrate the State's 150th birthday. They turfed the main street of Melbourne, and invited everyone along.

The journalists said how awful it would be. Violent and drunk. Don't go.

John Lahay went to the party: **"After 5 hours I am surprised there was no violence, no rudeness ! What a polite people we are."** If it took him 5 hours to see that, to see what anybody else would have seen in a minute. Maybe it would have taken them 10, even 15 minutes, but John spent 5 hours treading up and down. Paranoid. I don't want to use that word. He is seeing it here, he's feeling it there, it might be there - it's the absence of it, but it takes him 5 hours for goodness to come through that wall which always sees rottenness. A wall that you would call paranoia when it's actually a self created wall of desiring to see shit.

And that's 5 hours full of potential seeing violence not only where it is but also where it isn't. He sees violence in a twitch of a person with a moustache, or in the person who is cooking the pork chops, if he really needs it that badly. He's going to see dichotomy, he's going to see contrast and horrific things

happening all the time. So it took him 5 hours of walking up and down the most boring harmless situation.

He's going to see violence in the gentle gnawing of a baby on its mother's teat. He is going to see that teat wrenched from that breast, if only, if only. And if he wanted to see it he certainly would and if he didn't see then he would certainly see it in his dreams that night because how else is he going to get rid of it, expiate those thoughts, but by making them come out one way or the other in his dreams. After a while it might be difficult to tell which is the reality and which is the dream...

Then he sees the environmentalist over in the corner and he wants to know what an environmentalist thinks of the Swanston St party. The grass being trodden on by many people, the grass screaming just as the porpoise does, does the grass scream he thinks. He thinks the environmentalist thinks it does, so he enters into the environmentalist's life trying to be the person behind the eyes of the environmentalist for a minute or else he wants to be somebody else... I wonder what they are thinking...

He sees a nun "I wonder what she is thinking of this?" He tries to blonk himself into being the nun. She sees a whole lot of people...'oh there's a bit much drink here, but still it's nice to see the people enjoying themselves.'

Then he sees the Mayor – I wonder what the Mayor sees ...boring ! and he is the Mayor for a minute trying to see what the Mayor sees. And the Mayor sees, success, commercial success. Then he says 'boring'. Now I am Mr Coles, the retailer....so what is he?

First of all he's paranoid and now he is schizoid. That's right ! Schizophrenic.

He's the ultimate consumer. He's the person with no identity who wants an identity. He's the perfect embodiment of all teachers ? He is the cause and the effect.

*

The Russians and Americans were doing a little bit of a talk at Geneva. First of all that was portrayed in the newspapers as a failure, a breakdown doomed to fail, which it obviously wasn't because the two nations were going over there with serious intent. They were both intelligent peoples.

Then Channel 9 was able to therefore portray it as

"Something good has come out of the talks, they are both willing to do more talks. We've got this report here from the American news service."

It shows the newsman starting off in Geneva:

"Geneva is a day of comings and goings as was yesterday and some progress has been made...."

And then there was the interview with Shultz and the question that was asked was,

"While you were in the interview room, did you feel that you were talking to a human, a man that would probably feel the same way we do, and want peace. You said that negotiation was tough, did you feel that you were talking to an enemy?"

Shultz said,

"We are all human and at times the discussion was tough and other times it was not tough. There were times you felt you were making some progress. In the end we felt we had finally come to a point that it was to all of our good that we'd come to that point"

And we knew he was lying.

Then the next part, after already we've had the contrast between whether or not this Geneva thing would work or not, whether we were talking to animals or human beings.

There was a still another big one to come up: How these things are reported to the Soviets. "So far we've talked to them but now let's look at what the Russians really are. They are just lying animals propagandised out of their brains.....let's see

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how they are going to turn it around and present the Americans as being bad to their people. The Russian newspapers have practically ignored the whole of the Geneva thing. The thing only got an article on page 4, it was only about three paragraphs. The problem with the press over there is that there is no speculation and there's no commentary and this was all that they could get out of the Geneva thing."

Then it showed a man, the Russian news commentator talking on TV. He just said that there is hope that we might be able to continue talking to the Americans. In other words, they've got a press over there that doesn't indulge in speculation or a whole lot of commentary, and has no ads.

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ANZAC DAY: BY CHANNEL 10 A REAL TWISTER

The collage starts off from what we all know, or used to know, of Anzac Day. A time when old soldiers and others come together, to remember, to hope. As one old soldier said, "I didn't come here to glorify war, I'm celebrating today to remember and honor my friends who died."

The viewer is treated to a quick show of the fifteen thousand (15,000) who came to do that. As Channel 7 said, no pomp, no pageantry, a single sad remembrance, an expression of community afterwards between those who attended, communicated. Or as David Johnston, the Channel 10 Newsreader would have us believe, it was a drinking session, a bout of booze.

The ranks are thinning we're told, as we're informed that more people turned out this year than for years. The ranks of those who remember are thinning indeed.

We watch them now, and for two minutes we see the spirit of the day, ("All that pomp and pageantry", says David), before we pass to the real significance of Anzac Day for the media. The protesting women, Women Against Rape In War, yes, all forty of them, now claim the limelight for a minute. We watch them singing their song for the cameras: "We're recording now, girls, sing up." They do, reading the words off held papers – they only sing this song once a year for the telly, so can't really be expected to remember the words.

Since this year there was no clash between the protesters and what is termed the "official march", we are treated to scenes from last year, to remind us of the ever present threat of the violence of War.

Some of old soldiers are upset at seeing that what they fought for has turned against them. They bandy words, betraying their failure to realise that the main sponsor of Women Against Rape In War is Channel 10. It makes for great viewing, seeing these besotted old men squawking like how we used to portray aboriginals, the, we once supposed, gentlemen treating the women folk of today like gins.

We move on, though to other scenes: to Anzac Day at Northcote. Here, the Aboriginals, disdaining to march with those whites, have decided to march together, rather than as the whites wanted, divided up amongst the battalions they served with, whom they were usually welcomed by. "Denied a place in the official march", we're told. Even some white renegades amongst them: that is, the usual members of the local march.

After their march, we're told, they didn't go drinking, but all went off for a family Dinner. There's a lot in that one. The whites are drunks, and rude to women, the blacks genteel, and shown kissing their wives when they get home.

And yet I can even remember my own father coming home to his wife, and saying how glad he was he'd come home, rather than stay to the sorrows usually discovered in the few drinks afterwards.

And now to Sydney, to see the Women Against Rape in protest. No shots of the returned soldiers, just the 200 women standing around a lake in much the same way as men do when they're about to have a communal pee.

The media fared better up there, and were able to show us some live footage of a scuffle in which an elderly couple were knocked over and joined the fallen of the day. I mentally heard the camera man swearing at them because they saw the joke in it, and smiled at the incident. The same scene passed uncommented upon as a flash in Channel 7's news, and therefore was more effective. Luckily, there were three arrests, the incident nicely authenticated.

We move to Canberra, to see a would have been assassination attempt on a Turkish official who was unveiling a memorial to those who had fallen trying to kill Turks. We also saw that Prime Minister of ours, the one who gets into every winner's pocket, laying a Wreath with the Governor General. Bigwigs day is it?

Well, if we'd thought that 15,000 men and women had gone to remember, we shall now be shown that they'd remembered nothing, that nothing would survive of the memories of war, if it weren't for the sharp eye of the media.

It's been now about 6 minutes since we cast our eyes over the 15,000 rememberers. Long enough in Tele-Time for us to have forgotten all. The show continues.

"We seem to have forgotten those that fought in the War," David says. Why, look at this disgraceful omission of that
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15,000 strong mob: the memory of the First Hero and his Grave. We now get the story of Albert Jacka, the First V.C. winner. Here we get the battle scenes we'd perhaps expected to see when we were learning about the deeds of the 15,000. It is apparent that Jacka was the only one who really fought, while the rest were learning how to drink.

The Newsreader is at the Grave now. Sad faced, he talks of how sick we are, really meaning the returned soldiers, (because he never insults us, his friends, those with the sense to watch his news). He picks up the empty vase, a old veggie jar, that sits on the grave, and showing it to us, he intones: "No one has put flowers in it this year". He shows us inside the jar: it's actually dirty from the incrustation of flowers that have been there, " Or last year."

"How could he have been forgotten ?", he says. "Other graves here have flowers. It's a shame." While those fifteen thousand are off rorting and cavorting, the real hero's been left lying in his grave. Shame on them. Well, can the media remedy this, take the unprecedented step of involving itself in what it's really only meant to report. The seriousness of this heinous national disaster means David himself is going to take Affirmative Action, and show the public what remembrance is all about, how those who remembered, have forgotten.

The idea must have come to them days ago, if not last year, when perhaps they did a Grave check to find a solitary unmanned grave for this doozey of a reproof to work.

David continues, "We came here, and I've been watching over the grave, watching with Albert, for three hours, to see if anyone would put flowers on the hero's grave. No one came."

Well, we all know where they were, don't we. And there would have been no point sending a messenger in to tell those rogues what they'd missed.

He picks up the vase again, and slowly, deliberately walks over to a tap. And ! Lo ! he turns it on – he himself, not a cameraman or lackey – the newsreader having to do a menial task for the drinkers. How he has sacrificed himself, and his image, on account of their ill-memory. Truly, this man has died in war for us ! and we've seen something we'll never see again. And you can see the distaste, the suffering in his face. All the glories of the War we remember on Anzac Day now accrue to him, the Holy David.

Back at the Grave, he, in a priestly fashion, pops the posy of flowers in the vase (yes, its a Posy, a love posy, those pigs had bought all the Honor Garlands, and it's also a good subtle insult). He then places the vase on the Grave.

"How could we (i.e. they) have forgotten. Are we so cold a people ?" He has taken away the sins of the world in this act of self-decimation.

We all feel bad now, because we've been caught out, because we've forced our leader to do dirty things. But we're also relieved to think our oversights can be repaired by an ever vigilant media. Why, I'll wager if David had been in a position to take affirmative action before the War, Albert Jacka would still be alive today.

And yet I wondered, ungratefully I know, why they couldn't have just popped some flowers in the vase this morning, and, as quietly and as unsung as the fifteen thousand, just stolen away.

*

The myth that television news is now a form of Entertainment, and not to be taken seriously reduces the use of critical analysis. Even before the news comes on, a light state of hypnosis, of putting the critical abilities aside, is achieved.

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Underneath this cover, everything rushes in.

In Britain, some parts of the Press are starting to realise that this is also true of the tabloids:

J'accuse the "Sun"
David Lipsey New Society 23 October 1987

It's very easy to think that The Sun doesn't matter. All right, four million people buy it every morning. All right, it reproduces too many nipples, and too many inventions and its politics stink. But it is entertainment, showbiz. If that's what the masses want to read, why shouldn't they get it. At least, it is not the Star.

It's a view with which I had a certain sympathy, until..... The Sun
LOVESICK MAN, 61, GUNS DOWN CAMERA GIRL, 24. Then he kills himself.

(The story was about a camera girl, who had worked for New Society magazine, and who, in the course of a continuing photographic project was often in the East End. The story had the high value of her parent's house as a dichotomy, and inferred, by quoting a neighbor, Mrs Large, that it was 'unlikely', that the girl was having an affair with the man. In fact, whilst he was besotted, she had even been to the police trying to prevent his silliness. The paper should have written 'impossible'.)

Sex ! Money ! Murder ! The story has a bit of everything. The only trouble is that it isn't truthful.

Note "Truthful", not "True". It is cunningly constructed. It tells no direct lie. It reports the real facts. It also reports non-facts - like the quote from Mrs Large which does not fully knock down the hypothesis it sets up.....

....After all it was a good story. Who cares ?

Well, we care. For the story casts a shadow over the memory of someone valuable, and adds to the burden on a family that has already too much to bear....

Those who knew Sharon and her work have much to treasure. But those who read the Sun will carry for ever, in a part of themselves, this among other half-distortions which make up the prism through which their lives, themselves, are distorted.

*

It's difficult to portray what television is really like. In Britain, television is in its infancy in manipulation, while in Australia and the United States, it is a powerful medium for splitting the personality of the viewer, and ruining his ability to heal.

The very nature of the medium is likely to do this. By being an external source of time and space combined it becomes an Artificial Life, one that we are cajoled into believing is a safe and endless one.

Like cigarettes, TV takes over the parts of our personality: our humanness, our mind and our identity.

The images that will flicker before us on our death beds, as we recall our own lives, are now more likely to be a series of shorts from television than anything we ourselves have actually done.

CHAPTER TWENTY THREE

TELEVISION ! TABLOIDS ! LIFE ! IN PRINT !!

Yet, I can describe to British readers what it is like to watch the television of their future, and show Americans and Australians the press that so far egalitarianism and the belief in a fair go have saved them from.

American and Australian Television Are Implied Versions of The British Tabloids.

Watching American or Australian television puts you into a state where when you are watching the news they, around a minimum of information, supply just the implications that will lead you to a violent reaction. "The Bastards, the shits, how dare they ! " "They oughta' be shot " "Lock 'em up, I say" "Damned government, there'll be nothing left of our freedom soon!" "Oh, they are so cruel, I'd show them !" "Why can't the Church do something about morals !" "Who's standing up for us ?"

The British Tabloids print these reactions as the facts of the day.

*

"By 1929, the (New York) tabloid formula was set. Mr Bartholomew's appropriation of it in 1934 was made under the guidance of a powerful American advertising agency at the suggestion of Mr Cecil King. The agency he selected gave not only counsel, but men who supplied the layout and leader writing. One of the greatest of British journalistic revolutions was thus initiated, carried through and made successful by men who were not journalists. An art manager and an advertising manager were responsible."
(Stanley Morrison Picture Painting and Word Printing, Penrose Annual 1956)

There are differences in tone, proportion and the substance of these nasties in each country. A country whose class standards are actually most enforced by the very media which claims it is the people's friend is not a working democracy. Yet the cheaper the tabloid, the more emphasis on ensuring the classes don't spill or throw away the keys. The Express, for instance, happily condemns an actor PLAYING James Bond because he shows Grammar School traits, when he "should" be Public School, and at the same time, Eton and Harrow boys are admonished for what turns out to be normalish behavior, not because it is hurtful, but because "our" "leading" class should be setting "us" a better example.

The amount of class imagery constantly repeated in the media to belittle the readers is horrendous. In that world, Lords and Ladies, elsewhere recognised as cute anachronisms good for tourism, are real, are standard bearers, and we should all be smoking Dunhill to be slightly closer to thee.

*

It's no coincidence that the Press will attack violence on television, or the repeating of radical views, while it continues to pump violence and page three nipples to the people. It wants to maintain its monopoly.

In Australia and the US television is at the same level as the "gutter press". And, harmful though it is, sex and violence in print is simply not as dangerous as it is on television.

Television in U.K. will eventually be the same as the tabloid press, if it is opened up to the full winds of the commercial interests of the newspaper proprietor and the advertiser.

The violence that is on television is not the cause of trouble, it's the use it is put to. But, actually, the people are not so stupid that seeing violence or sex or alternative opinions on

television inevitably leads to violence, promiscuity and revolution. In the long run, those things aren't even in the interests of commercial television owners, and they flinch from things that lead to them.

After all, violence is confusion and anger displayed, promiscuity is sex expressed, and revolution means the audience goes away. **Modern television requires consumers who are JUST ABOUT violent, WANTING SEX, but unable to create enough revolution to change their own individual lives.**

*

There is endless and utterly irrelevant discussion about the quality versus the popular press. And it's all bull, based on old fashioned dichotomies that were irrelevant years ago. Which is right: the quality delusion or the tabloid aspiration? Who is looking after "The Truth"? Upper or Lower? Right thinking or the errors of popular thinking?

Tabloids, like television stations, call themselves Lively, Exciting in their own propaganda campaigns. These are continuous and powerful. The impression you are meant to feel is that if you don't grab one each day, you miss out on your dose of life, because they'll be gone, and you'll have missed out. So, they use the transitoriness of the medium to egg you into joining in.

MASS KILLER'S SEX SESSIONS: Mass murderer Dennis Nilsen has smuggled an amazing plea out of his cell. The deranged ex cop - who butchered his victims and stuffed their bloody remains down the drains - claims his lifer mates spend their working hours dreaming of becoming real life rapists.

(He was actually making a plea for sexual counselling in prison for inmates, to get over the need for dangerous forms of fantasy.)

SO HORNY...SO HOT... SOHO. We could have bonked from dusk till dawn ! Love it or loathe it, Soho is still the sexiest hot spot in Britain.

(That is, sexiest is measured by number of prostitutes per square inch: a pay off to one of the major advertisers: the sex pedlars ?)

Sunday Sport is one year old – Britain's lustiest-ever baby – and we want you to join the party.....

Editorial: What Mrs T should do is ban those glossy bank ads on telly. It's nothing short of shameful to allow ads that show a young couple wandering through a dreamland supermarket being told: A catamaran ? Sure, have one. A new kitchen ? why not. ... All the suffering we've endured since she first wiped her feet on the doormat of No 10 will be for nothing.

Exclusive ! the Real truth behind Coronation Street's

Superstud: Show biz girls all over town are shooting down Rikki Patrick's claim that Street star is GAY.

"We know better than that - he's a six times a night superstud" - is their kiss off message for the black singer. He was branded a "vile little shit" by model Bella who's made love to them both.

"There's NO WAY..... is gay. He can keep at it for nearly two hours and gives sex all his got. He's certainly the best screw I ever had. A real superstud."

Express Editorial: Lefty Lange Wins with Thatcherism: The reason for his unprecedented success is an open secret: he junked socialist economics. In short he embraced Thatcherism.

(All British papers keep this up, that the Australian and New Zealand Labor Governments are really Thatcherite. It is not true, and is only a loyalty maker. The Thatcher solutions to many problems have never been accepted.)

Express 25 8 1987: Summit on Violent TV: BBC and ITV chiefs are to hold an urgent summit to

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discuss television violence in the wake of the Hungerford massacre.

Editorial: TV mayhem must be cut..... What to do with the Royal Rascals.....Yuppies fighting back at the Great Bear.....Gasmen blow up over bid to slash a bill.....Killer bug in Church food.....He had the flex from his reading lamp, the source said, he tied it to the handle of the window, put the noose around his neck and slumped off the bench and was strangled by his own weight.....Carlos Clobbers Holiday louts.....Air show father is felled by prop...

One of the differences in the media structures is that the free media of the US and Australia have found that to do the job right for the advertiser you don't have to merely constantly only give one biased opinion. As long as the biased one is 90% of your assumption, a little spice works well, to keep things just boiling.

The Sun: August 27 1987:

EXCLUSIVE: Ryan's Kinky secret revealed:

Maniac Rambo was my gay LoverBut he said Ryan did fancy women...

(The Sun was the only paper to go with this story which was soundly put to rest by police.)

.....don't waste money on AIDS cases, says Bishop.....The Sun to fight TV Anne over gag.....Uri Geller Aims to beam into your mind at 3 pm today... Time to test the power of your mind....Place your spoons keys broken radios watches clocks and shavers on this picture....It is going to be a mind blowing experience for us all...

Star Sunday Sport:4 October 1987: Editorial: **Death to the Traitor:In deposing the Queen, and dammit she's our Queen too, he has committed TREASON. AND THE penalty for that, Mister Stiveni, is still...DEATH!.....**Inside the Star tomorrow ..Revealed the Next World. Top Medium Doris Stokes. All your

questions about the next life answered.

The Star: October 5 1987: **Intergalactic Exclusive** The late Doris Stokes reveals what life's like on the other side....In the spirit world Doris spends a lot of time reading. But she isn't studying poetry or the classics. She looks at the spirit version of This WAS Your Life. Doris said: "It's a big blue book, about a foot thick, It certainly shakes you down when you see all your life recorded, warts and all !" Doris went on to describe the blue book, which is made of glass....Doris says she has met a lot of people who used to know including Diana Dors, her husband Alan Lake and old friend Dick Emery..."I first met Dick Emery in Australia, and it's wonderful here, you can go anywhere in the world you want to - and it doesn't cost a penny....I am not 100 per cent fit yet. At the moment I am convalescing in a sort of hospital wing and loads of people have popped in to see how I'm getting on....Tomorrow.... **Richard Burton misses Liz Taylor so much !**

The Star: September 24 1987: **Carry on Les ! Amazing message from his dead wife.** Funnyman Les Dawson has been told to "Carry on Loving" by his dead wife. In a message from beyond the grave, Meg has approved his romance with blonde barmaid....The Star contacted Meg- who died of cancer 18 months ago- through top medium Merrylyn Seddon....Wife Meg Tells Les From Beyond the Grave It's All Right to BONKETY BONK ! It's bonkety bonk all the way now for Blankety Blank star Les Dawson....

Sunday Sport: Aug 30 1987

**D IRTY
H ORRID
S ADISTIC
S ODS**

Heartless Bastards chop dole for dad with dying baby.....

Should she or Shouldn't she ?...

What's all this about Britain's top model Maria Whittaker getting married ? It's not True. The Sun dropped another clanger when it talked of wedding bells for dazzling Maria and Sam Fox cast off Jason Wright. The real question is SHOULD SHE MARRY AT ALL ? We want YOU to decide. Now read how to vote on the next page, we'll give the results next week...(The next page has nothing about how to vote, but does sell the Star Maria Whittaker sex posters at only £ 14.95 for the 10.)

The Sun: Friday August 28 1987:

Britain's Bender ! Uri Geller blows minds of millions in Sun Experiment. Britain went on a massive bender yesterday as super psychic Uri Geller beamed into the minds of millions in The Sun's great experiment.

All over the country forks and spoons bent, broken machines and clocks miraculously mended themselves and thousands received a mental picture transmitted by the amazing Uri. Most mindblowing of all was the tale of five year old Clifford Fedder who SPOKE for the first time in his life....

Daily Express: Friday August 21 1987: Market Day Massacre (with gun graphics) The Town of Tears.

Sunday Sport: Sex Queen's Secret Diary: Diana Dors was my lover.

The Star: Monday Sept 28 1987:

£5000 REWARD. Help us nail the rotters who want to spoil your fun ! Someone is out to knock your favorite fun daily and its fast growing sister, Star Sunday Sport. And we're offering a £5000 reward to catch them at it. All over Leeds and in other parts of West Yorkshire yesterday, your friendly local newsagents got what LOOKED like official police letters telling them not to sell Star Sunday Sport. ...Whoever sent out the hundreds of FAKE letters is guilty of a whole string of CRIMINAL

offences, from FORGERY to wasting police time.....But we won't let 'em beat us will we ? Between us, we'll see 'em off ! It could be a group of religious nutters...it could be women's libbers....So help us beat them.

The Sun: September 19 1987

Leave My Fergie Alone.

Dad slams critics.

(June 1988 and the press had its revenge for this anti-media outburst with a series of revelations about Major Ron and Call-girls.)

Star Sunday Sport: September 27 1987: **Fergie's House of Horror.** Evil spirit lies in wait for the Royal Couple.

Express: Editorial: **Switch it off !**Reading is an unmatched source of pleasure and instruction. It would be a tragedy if this generation of youngsters went through life without it. So, please, Mum, turn that set off.

The Sun Says: Editorial July 18 1987: Good Riddance . The Sun is glad to see the back of King Hassan, the rude ruler of Morocco. Twice, he has snubbed our Queen by keeping her waiting. **If he hadn't decided to go home early, we would have told him where to stick his fez !**

The Sun Says: October 26 1987: Queen Victoria hated Gladstone so much she made him stand during Audiences, even when her Prime Minister was in his Eighties. There are strange stories that the Queen wants Mrs Thatcher on her feet as a mark of displeasure. Tomorrow the two ladies meet again at the Palace for the weekly Audience. It is said that Her Majesty is unhappy because of the Prime Minister's hostility to the Commonwealth and to sanctions against South Africa.....When Mrs Thatcher enters the the royal presence, what she should do is eye off the nearest Chippendale and say: **"Free, I believe." And plonk her tweeds down.**

Express July 16 1987: **Maggie's Mission to wake the sleeping giant.....** Editorial: Keep Britain Booming !
Britain's strong economic recovery continues unabated.

Express July 19 1987: Editorial: President Reagan will be wondering this weekend how he can repay Mrs Thatcher for her help in restoring his credibility in the Iran-Contra affair. There is one obvious answer. Let him address his fellow Irish Americans with the full authority of the White House. Mrs Thatcher has said that Mr Reagan is a great leader and a man of courage. Let him now prove himself worthy of that praise.

Express July 23 1987: Editorial: The Lord Chief Justice, Lord Lane calls for a stop to media criticism of sentencing. Well, such criticism should not stop and will not stop. Certainly not because of the specious arguments he offers....The public, whose anxieties the media reflect, understand that the deterrent effect is limited. But it also feels that far from pushing against that limit, or moving beyond it, too many sentences do not approach it.

The Sun August 17 1987 **Up Your Bum !**
Foul-mouthed Madonna threw a tantrum yesterday and rudely sent back a super birthday cake given to her by The Sun. With it came the snarling message: "Stick it up your bum - I hate the f***** cake !"

We had the cake baked specially on behalf of millions of Sun readers who are devoted Madonna fans, to help their heroine celebrate her 29th birthday.

We got the idea after an aide told us the superfit star had a secret sweet tooth. But soon after we sent the cake to her room at London's Mayfair Hotel, an apologetic minder returned it and said "Sorry, Madonna won't have it." Then he revealed the star's "stick it" message.

Another minder said Madonna would have preferred a different sort of present. He mentioned her husband Sean Penn and said: "She's missing him madly. Nothing would suit her better right now than a birthday bonk !" Instead of tucking into her cake, - or bonking - Madonna went on a NINE-MILE jog in Hyde Park.

*

In Australia, dichotomisation is more important than making people loyal to systems or products. In the U.K., the Comparisons and enforcing Loyalty are more important than Dichotomisation. By constantly forcing people to wonder whether it's even OK or acceptable to be thinking this or that, you do keep them in order, but they also can know you're lying. If, on the other hand, you treat people as honorable and then razzle dazzle them with so many opinions they can no longer decide any issue, you've got them thinking they make up their own minds, and still on the treadmill ready for the advertiser.

In Australia the main loyalism is to to an ocker macho ideal, which, increasingly, males can think themselves out of.

Television and popular press, though, teach other loyalties: to the suburban home, to the town or city you live in. Lifestyles that themselves don't center around the TV are generally banned from television.

In the same way, readers of the Tabloids are made loyalist. "If this doesn't shock you, you're not a Mail reader". "So and so slagged off at YOUR paper, will you fight with us". Quality readers get trained to Class loyalties, and to ideals and principles (such as property).

Quality or Tabloid - the shape and color of the "cult" may be different, but it is all cult.

To achieve this, conditioning is carried on in series and shows: these show what "one should do". Currently, on Australian television, there is a wedding a night. Everybody who can be a "friend" gets married. Fear and uncertainty are also created. Keep the viewer viewing, but make him also distrust the world.

And the ads will seem good. Products are advertised as things that will create or sustain relationships, and soon, as the things to have the relationship with, cos there's no point bothering with fickle humans.

So far so good. The major conditioner of commercial mass television is the news service.

And this is why cries of bias are utterly wasted. Journalists in general and commercial news journalists in particular don't really have very strong 'political' biases. They have reactions, and they have presentations designed to elicit the maximum reaction.

Graphic presentation of violence will stop him being active. Weather reporting keeps him indoors. International scare and keeping prejudice alive can keep him in the country. After all, if you are going to put time and effort into creating loyalty, you don't want the consumer going overseas.

And, if it's done well, the news service is presented as entertainment, so no one will take it seriously, while at the same time, the people are completely turned on and gullible to you, 'cos you've told them twenty times a night how truthful your news is.

Hell is presented, and heaven breaks in as the product.

And that's why, to media magnates, it doesn't matter how their journalists report, as long as they don't outrage the consumer

constantly. All opinions can be canvassed, but if the goal of society is shown to be "having more", the alternative opinions don't matter.

HOW TO MOVE AWAY FROM TELEVISION and TABLOIDS:

It's a very difficult thing to unhook. You can try walking and seeing that as your evening movie. Try looking into the background of the screen, past the action, then try doing that in the streets. Try to watch your own vision, and regain depth. If you can get to your own innate time, and leave the sped up television time, you will be able to watch sunsets and get a lot out of them. Your sight will be regaining its 3 dimensional powers. Try to conduct conversations that are less reactive. Study the news reports, tape them. Pretend that the television really is what it gets you to think it is: a friend, a person. Do you really want someone else in the the house dominating the issues you think about ? Refer to IT as HE. "What's HE telling us to do today ?" Put a cover over the screen. Often it's the void of the grey screen that impels us to turn it on. Get old television sets, remove the set and put a mirror in place of the screen. Work out in advance what you think the news reporters will do with an issue, or an incident. Laugh at them. Write your own scripts.

ACTION:

Probably by now, you may be getting angry at the media in general: yet there is no way to vent that anger. Although there are the occasional mothers who physically throw the machine out, it's not a likely avenue for most. If you can control your use of it, if you learn to enjoy the real show, that is, watching the makers trying to do you over, keep the TV. Eventually, you just won't want to bother with it.

However, if your self-expression does need venting, all the avenues of democracy are open to you. Start a newsletter, etc. Start an action group.

These can range from conservative sort of groups to the outlandish. In Australia, there are groups like B.U.G.A.-U.P., which deface billboards, and M.I.L.O., the Mediated Information Liberation Organisation, and C.I.A., the Center for Individual Autonomy, which spread their message through graffiti, the actionists' newspaper. It's most effective. They also occasionally raid the major newspapers offices, and swap the booster pages at the newsagents. It was much due to a graffiti campaign by them that a major paper changed its AIDS reporting from anti-gay to a moderate stance that didn't harm their reader. This was after they found out that those most frightened of getting the disease were older immigrant women. The paper felt it should try to ease the burden of what the other media and papers were doing.

***THE AGE HAS AIDS.
WHILE YOU WATCH TV, WHO LIVES.***

Take the advice of The Australian, who produced this view of television in order to keep you receiving its world. All newspapers batter you with this advice. And Roman conservatives were saying the same thing 2000 years ago. Take the advice, Read Literature, in whatever medium. Don't read newspapers, avoid the newspapers of the screen; fall in love with words: try writing:

"Losing our romance with printed word."

Editorial June 13-14 1987:

See Australia's past cleaned up ! Learn there was no crime before television ! See a strange appeal to national pride ! Watch crimes of mere gross violence turn into evidence no one is reading ! Reading what ? The newspaper ! Watch the male show that it is women's job to create citizens, and they've been tricked into failure. Someone else will have to do it !

See the Schools, Churches and voluntary institutions fail !

So, it's either us, the Press, or the television ! Learn that adults that read newspapers aren't harmed by television: only the poor, the young and the unemployed are. Well, we (yes, us the paper writers, and you, our jolly good readers), are the only ones with the written word left. If we can't have good old fashioned home-grown children, at least let them be newspaper grown !

Watch as we pretend that we aren't the ones who have ruined the credibility of the written word.

"This week we have seen the conclusion of two separate murder trials for two of the most brutal and disturbing crimes in Australia's history, the rape and murder of Mrs Anita Cobby and the multiple murders which occurred in the Milperra massacre when rival bikie gangs confronted each other in the car park of a suburban hotel.

Australia is not alone in suffering incidents of this kind. The whole world was horrified by the Yorkshire ripper murders in Britain a few years ago, while America is still pondering the senseless killing of a black youth in New York's Howard Beach district.

There is a thread connecting these disparate acts of carnage beyond merely the gross violence which they involve, and that is the poverty, the emptiness, of the culture in which the perpetrators of these crimes live.

At the heart of this poverty of popular culture is the decline of the written word.

Nowadays, ...the romance of the written word has been overwhelmed by the instant gratification offered by the video screen.

...Television is a magnificent medium of communication, but it is essentially a medium of impression and sensation. It perforce offers less depth and complexity of thought than does
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the written word.

Paradoxically, it also tends to stimulate the imagination less than the written word.....

Too often, today, the television has become not only the baby sitter, but also the intellectual and even the moral educator.....

Unfortunately, a public ideology has developed which tends to demean the role of mother and homemaker. Women have been badgered into believing that if they choose to stay at home for a number of years while their children are young and devote full-time attention to their care and education, they are in some way missing out on "professional" fulfilment, as if there were no professionalism involved in bringing up in the home a generation that is bright, humorous, loving, outward-looking, successful and intelligent, and interested in the survival of democratic societies.

..... The poverty of some aspects of our contemporary culture can be seen in the decline of institutions that traditionally taught people a certain code of morality. The confusion about what values should be taught in schools is a sign of this; so too is the decline of virtually all mainstream Christianity, which taught and still teach that our behavior must be subjected to ethical rules.

Secular societies such as charities and voluntary civic associations, which had something of the same function, have also suffered a decline.

...The idea that a young unemployed person does not benefit from a literary education is the reverse of the truth.

One of the most perplexing of modern problems in societies like Australia is the sense of purposelessness which afflicts so many lives.

....The eclipse of the written word is the eclipse of sensibility in our society. The more we demean the essential importance of literature in all its forms the more we impoverish and harden our community and deprive it of the intellectual and spiritual assistance it so obviously needs."

Awareness of class situation, care over who should get what information, an attempt to lead society by thinking what is best as well as what the people may want, and a respect for tradition become a paranoid classism, a secrecy and nondisclosure of information that stifles any attempt to use knowledge efficiently, a reliance on "right thinking" that is based on distrust of the commonality of humanity, and the self-flattery of tradition.

A healthy and vibrant dynamism, easy going manner and an easy attitude to wealth and sharing, and the notion of a "Commonwealth" become aggressive though paranoid masculinity, laziness and short-sighted extractive wealth creation.

Society's paranoia arises from incessant dichotomisation about everything and from incessant comparison pressure.

CHAPTER TWENTY FOUR

THE MEANING OF HIJACK

In the radio and TV chapters, we saw our loss of real time through spatialisation, and our loss of space by the spatialisation of space. In seniors, we posited that truth was the elemental correlative of the press. Yet, in fact we saw nothing but the truth being subverted.

The truth wasn't as important to them as we had thought. Yet, even now you may be thinking, "ah that's bad, truth is a casualty, I'm distressed". The damage to truth doesn't really matter a hoot compared to the damage they've done to you.

Let's look again: Do you recall how the growth of multiple personalities was encouraged by the advertiser. Then, how our identity was being swept away constantly by the Mass Identities of the Seniors. **And we saw that what was becoming product was us.**

All up, we are the ones being nailed down, altered to suit, and handed round. What is it they've got? What is the effect of all this great barrage ?

One way to see is to look again at the Seniors. They are Paranoid Schizophrenics, and have brought us, in various degrees, to the same state. That's what they've done: they've made a deal: supply Paranoid Schizophrenic Consumers: and we'll advertise.

Fine, that's the obvious thing that's happened. But let's just put together what it is that we have lost to them, and a pretty tragic surprise awaits:

Firstly, they've got our Identity, and our ability to progress. Secondly, they've got our Time. Thirdly, they've got our Space. What's time and space combined ? Motion. What's

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motion combined with identity, the awareness of ourselves as moving creatures? Life, and awareness of Life.

That's what they took, not only our life, but our awareness of it. The real Elemental Correlative of Media was Identity, was BEING.

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Remember again the first things said about trusting your own experience.

In a Positive Sense, we've opened up a field of Boundless Options, and shown how our powers of self-expression can lead to being able to determine what we want. We've seized back a lot of the real personal power we had lost, or possibly never had.

And, in the process, you've accepted yourself as what you have been made into. This doesn't mean you have to take the blame within yourself, or for it. It only means now that in order to change the mental baggage, you'll take charge of it now, thank you.

Probably, you're feeling good about this. There might be some misgivings, or inkling doubts and hesitations. What if, just as with diets, it's all just something that sets you up with the will to move, but not the ability. Or the Intention, but not the Will.

Or perhaps there's something else there, perhaps even a worry that you wouldn't be able to get back to where you have been which is at least known and secure. And underneath that, there's something else. What if I don't after all, like it, what if it's not as cosy, snug and secure ? What if, what if it's more work ?

There's always the fear that you'll backslide and start believing it all again, and losing power again.

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And, more importantly, there is something that makes you scared and doubtful as to whether or not you want the change to be permanent. Underneath that there's something else we're going to work through right now. **It's a media created fear of being human, and all that that fear really entails.**

But, firstly, we need recognise positive things about ourselves: it's why we can keep on going, why we've, somehow, been as strong as we have to have made it this far in a life of media barrage. There must be something pretty darn tough under all that fear and worry and media negativity.

The greatest thing an individual has, and it's something a newspaper can't ever have, is LIFE, self sustaining free LIFE. And that's what the media need from you in order to continue.

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If we have covered the ground properly, several things have happened:

1. We want to live, and join in creating our identities, our own identities, and use our powers, as huge as they are.
2. The idealised scale in which we frame what our activity should be, has been reduced. It's better for us to measure what we can do and achieve in terms of our own life measurers, than the vast measuring scales that media, professionally etc. use. We've brought the scales down to a human level and seen good things as possible.

But, we are still aware of isolation and loneliness, (though they're are different types, some good, some confused) and we tend to fear seeing what we are.

This is partly nature, and partly the effect of the mediated views of us becoming the ones we constantly measure ourselves by. We find it hard just to let a rock be, and boy, it's even harder just to let ourselves be, just as we are, and join so

much into our own identities that we don't keep looking over our shoulder, by thinking 'what would X think, how would the press measure me'.

There is no one watching but yourself. There is no one judging but yourself. There is no one as capable of as much care about yourself as you, but there is care. You are the best audience you'll ever get.

Now this doesn't mean we should all have just plain suburban lives, and live on that sort of scale, or try to conform, or aim at a flat society. No. Not at all, but unless you start with 'human', you can't get to vision, and you've no hope of achieving that vision through correct use of action. Yes, you can achieve huge, seemingly super human things, but only by being human. And that is what we are being told all the time is no good.

But, you're also reasonably tolerant, patient, and you're resilient, keep plugging on, and you're open and trusting. And, somewhere along the line you also, at least occasionally, love.

The Media does not Love. They hate. **They Hate You.**

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As far as they cared to view us, and make us view ourselves, we're idiots. We know what the advertiser's gang think of us. We know what the media think of us in other portraits. It's easy to discover what the seniors think of us. We've already seen that they are paranoid schizophrenics. They also believe that in that, they are US ! Are they the same as us ?

In order to ensure that we are convinced of our helplessness and that the seniors are just reflecting US, they have developed

a special tool out of what was once the powerhouse of democracy.

It keeps us in line. It orders us off the grass. It makes sure we don't make friends where we shouldn't. It's the watchdog of the media, and it's where the seniors come from. It's the thing that in our paranoid state we think is always watching us, ready to prod or pounce as needed, but never to encourage or praise.

It's the PUBLIC.

Set loose in an Editorial, the **PUBLIC** are likely to do anything from maim to murder. And it does. As well as turn to self-destruction, taking us with it. (You will die if you keep reading the newspapers believingly: and die by your own hands.)

And it's in the Public that we become most dangerous to ourselves in our user relationship with the media. The Public is the nadir of this relationship, and with it, we inculcate a deep rooted fear and paranoia into our families, children and friends.

We use the Public as a powerpack to show how strong we are as individuals. For if you want to feel strong, you just ape what you were told the Public is saying, doing or thinking. Told by its master, the media. By averring it as your own opinion, you pretend to be as strong as the Herald, the Radio or Channel 10's David Johnston. In a showdown, they'd even back you up! Wouldn't they? We know the answer to that one.

And the husband coming home each day with the Herald becomes as powerful as the Herald, and can thus order his kids around, showing them how to behave, because in his hands he has the Ultimate Weapon: the Public and its Power to Disdain.

If you don't clean up that mess, mow the lawn, keep the shopping bills down: WHAT WILL PEOPLE THINK ? You don't want to grow up with people thinking you're silly, or that daddy didn't feed you. Now EAT. CUT YOUR HAIR.

And inculcated in the new person is watchfulness and belief there is a watcher. Just like there used to be a Monarch or a God. And on an already trained person, unknowingly, you've pulled a swiftie.

1: There isn't really a Public worth knowing.

2: "The Public" does not think.

3: PUBLIC is the media screwing you.

It keeps us paranoid. And assists in creating the tension needed to get us schizophrenic.

Media have hundreds of "Publics" on their shelves. They collect them and occasionally polish one or put a new dress on. Often they just replace the head. We'll see some of these heads in action soon.

To media, just as to the advertiser you were a series of roles, you're just the merging point of different sets of publics. That's what a PERSON is to a newspaper: the intersection point of a number of different sets of publics. And it uses any one it wants. To media there is no such thing as an intrinsic individual. If you want to be, as a person, an individual there is only one way: YOU MAY PURCHASE SOME EXTRA BITS THAT WILL MAKE A PERSON LOOK LIKE AN INDIVIDUAL.

Now they prefer persons to individuals, but encourage the change as it gives them more to criticise, hitting out at the ones who obeyed the instructions. Doing that gives them the next level of attack.

It sort of makes you feel comfortable if you remain a pure person member of their publics, sort of safer. Though you'd

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never dream of analysing what you need to seem like to be acceptable to them in that state.

But no matter how much individuality you purchase, in looks and image and goods, you'll always, deep down, to the newspapers, just be a person in the essentials: their special essentials, your thought, opinion, and substance.

If you try and show or declare yourself an individual without purchase: **YOU'RE ANTI-PUBLIC AND SHOULD BE SHOT. OR WILL DIE BECAUSE OF YOUR OWN ACTIVITIES.**

The Editorials are the main pushers of the Public. It's a thing you push the argument around in, like a wheelbarrow. Seniors are the ones who can use it for and against you.

SENIORS ARE THE PUBLICS PERSONIFIED. We've already seen their paranoia and schizophrenia, but now we'll take a quick look at their relationship to persons and individuals.

We saw that, while they pretend to be us, they also constantly insist that they know more than us, or the expert, that they are smarter etc. The relationship they build up with perceived persons or individuals are usually fear, hatred or jealousy. Not very nice are we ?

Like auction boards, they are always insisting that you make a choice about yourself in relationship to the person there. No one is ever good enough to be worth wanting to know or be like: except those whose images are miles above, or those whom the journos love.

THE PROCESS OF Us Normal People.

The resultant effect and negatives we give ourselves are:

I'd rather not be in business >

I'd rather not be a priest > **If I have to end up like that.**

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I'd rather not be a doctor etc. >

If becoming successful makes me look awful like that, subject to Public Opinion and Seniors, I'd prefer not to stand out, seeing so many people attacked and their lives ruined, knowing that success means they'll be after you.

US NORMAL PEOPLE

Why would we be frightened to be Us Normal People, as individuals ?

How do the newspapers report us and show us to ourselves?

What do they think of being human?

We can't all be John Travolta's, not even John Travolta.

In fact, the press created image of the normal person is a mirror of their true selves, and it's not as they pretend that they are a mirror image of us normal people. Remember they can't mix with normal people, ever. Even Police can, because they carry positive thoughts about people. Lahey and neurotic seniors at Parties are a long way on the outside. They are describing themselves, and fobbing it off as us.

This is the real barrier which stops you getting through the media and totally free. It's that we've been trained to hate the thought and sight of "being human." We get dragged to self hate, which then just ties us even stronger into the paranoid schizophrenic mould.

Now, what are the real things about being human we fear ?

Alienation and Loneliness

It's great being Human. Really Great.

CHAPTER TWENTY FIVE

WE'RE ALL BEING COUNTED

THE PUBLICS HAVE BECOME AUTO-SUGGESTION STOOGES FOR BLAME ANGER AND HATE.

The stronger the reaction the more disturbed we become.

Kierkegaard wrote:

"A public is neither a nation nor a generation, not a community, nor a society, nor these particular men, for all these are only what they are through the concrete; no single person who belongs to the public makes a real commitment; for some hours of the day, perhaps, he belongs to the public - at moments when he is nothing else, since when he really is what he is, he does not form part of the public. Made up of such individuals at the moments when they are nothing, a public is a kind of gigantic something, an abstract and deserted void which is everything and nothing."

Auden updated the picture:

"To join the public, it is not necessary for a man to go to some particular spot; he can sit at home; open a newspaper, or turn on his T.V. set.

"A man has a distinctive personal scent which his wife, his children and his dog can recognise. A crowd has a generalised stink. The public is odorless.

"A mob is active: it smashes, kills and sacrifices itself. The public is passive, or at most, curious. It neither murders nor sacrifices itself; it looks on, or looks away, while the mob beat up a Negro or the police round up Jews for the gas ovens.

"The public is the least exclusive of clubs; anybody, rich or poor, educated or uncultured can join it: it even tolerates a pseudo revolt against itself, that is the formation within

itself of clique publics.

"In a crowd, a passion like rage or terror is highly contagious; each member of a crowd excites all the others, so that passion increases at a geometric rate. But among members of the Public, there is no contact. If two members of the public meet and speak to each other, the function of their words is not to convey meaning or arouse passion, but to conceal by noise the silence and solitude of the void in the Public exists.

"Occasionally the Public embodies itself in a crowd and so becomes visible - in the crowd, for example, which collects to watch the wrecking gang demolish the old family mansion, fascinated by yet another proof that physical violence is the Prince of this world against whom no lover of the heart prevails."

Since Auden wrote that, the public has now been whipped up to have the characteristics of the mob as well.

The ID cards: The Poll Tax

The Australian Government was plumping for an Identity card, so as, it believed, to stop tax evasion. In the event, it was abandoned. The British Government has its heart set on a tax that would do away with rates, and have everyone over 18 paying a tax.

Both ideas meant much registration, records and were potentially very anti-freedom. Both had the look of being there to save money, and being fairer on the tax payer. To whom, then, have they seemed a good idea? The main supporters are the Newspapers, openly or by stealth.

In Australia, the media said that the dichotomy was Freedom or Money, and went for the money. In Britain, there is no talk of what the Poll Tax means in terms of freedom at all. A loyalism to the government coincides nicely with what they are

quite happy about.

Our societies have developed into what they are, as potentially free, because freedom and liberty have always been seen as non-market items, not measurable in money terms.

In the past neither country has not spared any amount of money in securing our freedom. That was what WW2 and even Vietnam were about.

However the ravages of commercial expedience thinking now aim to subject the value of freedom to the same point of discussion as a consumer good. Newspapers spend a lot of money conditioning you, and they can't see much difference in selling off your freedom, as long as they can keep crying out "Freedom of the Press" anytime anyone comes near them.

'The Australian' agreed with the I.D., cards openly. Supposedly, being a supporter of the free enterprise system is meant to mean you support freedom first, and the exercise of it by enterprise. However in an intriguing way, The Australian has brought to bear a crazy approach. It is similar to both its and the Herald's approach to AIDS.

This sort of thinking is fine on the level of social issue: 'Sometimes society must go beyond protecting people from others, to protecting people from themselves.' This is the justification for seat belt legislation. If seat belts were to be worn to protect others, society's usual approach would be fulfilled.

The rights of the individual were sacrificed there. I am not commenting on the justification of this, as the trade off might have been worth it. Continuing Life as the reward for a curtailment in freedom.

But, more money for the curtailment of freedom is different
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thing.

There is also the serious flaw in the justification the papers put up: that since we have so many plastic cards from commercial enterprise, what's the difference. In thus arguing, it's not just that it ignores the voluntary nature of this, but insidiously, the ok'ing of curtailment of freedom by the commercial sector is being given. Let government not protect us from commerce, but follow it. The result is that then the commercial area turns around later and says, the government did it, we can too, as there's no difference. This aligning of government and commerce as justified in taking freedoms is exactly where the papers would like our thought patterns to go. It would legitimise what they do habitually.

The trade off mentality has thus become infected with ordinary, and proper, commercial expedience action systems. It is the natural process of capitalism, to chase what is expedient, but that is meant to be tempered by there being certain concepts which could not be traded, and which are the government's responsibility to ensure don't. It would be unthinkable, for instance, to have said, "We will not go to WW2 because lives will be lost." Even more unthinkable, "We will not go, because of the cost." We must defend our freedom, no matter the cost, was the thinking. The continuing existence of our society as free involves the notion that we pay whatever the price must be to underpin that freedom.

The point here is not whether the card actually would have curtailed freedom, or that a Poll Tax actually will be used as a continuous Census, but that the thinking of the papers, goes against the Freedom Lovers that they present themselves as. In this, we see them acting against the freedom not just of minority groups, as we shall see, but happily against everyone. When we add to this that they also attack all perceivable minority groups (and that means everyone), there's a two-pronged attack on us by the media.

Now, however the trade-off situation does include the newspapers being willing to trade freedom for dollars and pounds. They pretend it is common will. They pretend it is all right.

Because they have been already trading our humanness, (with the advertisers for dollars), they are only too willing to advocate the same again more openly. It will legitimise what they have done.

This is amazing from papers which so often proclaim that money doesn't matter in the cause of freedom. Of course that usually means the public's money being spent on squashing unions for the freedom of bosses, or trumpeting about causes which that sort of approach is useless on: "We must stop trading with South Africa", for instance.

I think we've seen they only have this loud sort of approach to yell at us. Newspapers want to be the only arbiters of what is right or wrong.

"I don't really approve of it, but the media is now setting the standards for Australia. The church as an influence has stayed in the past."

Mike Willessee, leading Newsman of Australian Television.

They want to rule us, and will continue to divide and conquer. "Well we traded off our freedom for the money, and that was public domain, surely then, the citizens won't mind answering these questions about themselves for a discount" becomes enforceable by deft use of Moral Imperatives.

"Get a free can of Toohey 2.2"

was the lead of a recent ad. The small print was

"Upon completion of a market survey, and presentation of the coupons, customers will be entitled to a free can

of Toohey's 2.2."

Or "Advertisers must be protected from the public, as they make more for the country". "The public must learn that having the freedom to watch T.V. involves a cost. The citizens must buy the products advertised, any infringement on advertising is an infringement of money making". These arguments are already used constantly, but have not had the legitimisation by the philosophy of the nations: they are now getting it.

Advertising has blurred the line between "should" and "must". Televisions stations so constantly tell us we **MUST** watch, when they mean we **SHOULD**, that the public mind no longer appreciates the huge difference, and that it is in the difference that freedom resides.

Newspapers love to have us ignore this, by getting them to join in with them jumping on minority groups dressed as threats. Terrorism is not differently treated to homosexuality in this regard. Where once homosexuals were portrayed by the media as monsters, now they bear all the hallmarks of subversive terrorists.

Compare how you react to a **YOU MUST** in a government direction with an advertisement or editorial containing the same directive. It's the same power they are pretending to. If the government said, you must speak English if you wish to live in England, we'd realise that we can't compel what may be just good sense. However, a newspaper editorial will make that the reason for:

KICK HIM OUT. The Star: May 6 1988: In words of one syllable - Kick him out. Mr Mohammed Sarwar has lived in Britain for 23 years.....he can barely speak English.....the judge, although annoyed, showed mercy....The Star is not a racist newspaper.....In short he is a

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scrounger, a leech, an ungrateful useless parasite who doesn't give a popadum for Britain. We say to the Home Secretary: Kick him out of Britain.

In a similar way, the press is not "racist", but "anti-racist" when it reports that because a school has a campaign against racism, a white boy kills an Asian boy. (Manchester April 1988) In other words, being anti-racist is the crime. This feeling was achieved by bringing into the media event information about a report on the school's anti-racist campaign by a Solicitor. The report was shown to condemn the school's policy.

A few weeks later, the solicitor managed to condemn the media, saying that he meant the policy was not effective enough, and needed to be based on different principles. He felt that institutionalised racism needed fighting and that was better done by facing the larger issues, not just trying to educate the individuals.

Editorials and Editorial Policy (which permeate the whole media) are also an institutionalised violence.

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We've so far seen that Editorials serve a function within the paper, but now we will see, irrespective of whether or not they are read by readers, just how important they are. The louder an Editorial can scream, the greater the power the newspaper has over the reader. You are the one being yelled at. South Africa and foreign things, such as terrorists, are the training ground. They can scream loud there, because it's all little within our domain of action. With a just slightly less strident tone, though, they can make us act in our own backyards.

One major topic Editorials scream domestically about is consistency and expediency. Every time a government makes a decision, Editorials knock it because it was made from circumstances as they are now, and are often pragmatic.
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Governments are accused of favoring expediency over idealisms that they are meant to be pushing all or nothing.

This covers up the media's own incredible journey down the road of expedience, far beyond the distance anyone else would go. I am not saying that newspapers should not base their actions on expedience and aim for some ideals, (they are businesses, and that approach is the right one), but beyond the charge of hypocrisy, they set up false expectations which are easily portrayed as not fulfilled and can then become rallying points against a government or for the public to get angry and take matters into its own hands.

Editorials hinge on making us think that there is a solid body of "us" as action, public right thinkers who do things out of consistency and ideals. By doing so, they can trick the individual into taking actions which are actually not in their long term self interest at all, and are certainly not right. We are going to see that the Editorial approach to people which the papers take really gets the reader to beat himself up, saving the newspapers a lot of work.

The Australian: Editorial: Discrimination.

A lead article on page one purported to give the continuing saga of the little girl with HIV antibodies who was forced out of school. The family were relocated by the government to a new housing estate after eviction by their landlord. In line with that paper's tradition of showing photos only of innocent children as victims, it showed not Eve, the girl, but the neighbor, Mrs Nonnenmacher and her two children! And quoted her above all others. A comment by Eve's father that many people had given support was relegated to the end of the article. Mrs Nonnenmacher was shown as the real victim. As one of us, the gentle majority, being victimised. (Eventually, Eve and family had to leave and have settled in New Zealand.)

In addition, and seemingly as a separate issue, the paper ran an Editorial on the principle of Discretion versus Discrimination. The report was really there to boost the flavor of the lead article subliminally.

Editorial: When discretion is not discrimination:

This article worked by pretending that all the minority groups now able to stand up and function are in fact ganging up on the majority and oppressing it: indeed, in view of the fact that by minority, they meant women, aboriginals, migrants, blacks and gays, they really meant by the "We the majority", a few unhappy males. And notice the subtle use of that great symbol of middle class living: the Dinner. The great fear: a disrupted dinner, a dinner which does not match up to the advertisers' stereotype of what a good dinner should be.

The initialising incidents for the editorial were that the **Equal Opportunity board had judged that married mothers had a right register their children in their own name, and that a homosexual had the right to be served a drink in a Returned Soldiers club** which operates as a public gambling, drinking and entertainment center.

The Editorial implies that he demanded a drink as a drag queen, and was legitimately refused.

"This week the tribunal awarded damages to a homosexual man, who, while dressed as a woman, was refused a drink at a Newcastle ex-serviceman's club.

"The tribunal said the club had "made a stereotyped assumption....that because the man looked feminine and was a homosexual, he would behave....in a manner not acceptable to the club." Had the man been refused service because of his dress the club apparently would have been acting with justification, but the tribunal said it was wrong to refuse him

service because he was homosexual.

"The decision, which apparently ignored the fact that had the man not been dressed like a woman he probably would not have been questioned about his sexuality, raises the issue of how far reverse discrimination can go. Surely a private club has the right to offer or refuse service to whomever it wishes without interference."

The truth of the incident was somewhat different, as *The Age* of the previous day managed to show:

During the hearing, the tribunal heard that on the night Mr Morrison, a self-confessed homosexual, was refused service, there had been an earlier incident in the club when a man in "drag" entered the women's toilets and was asked to leave.

Shortly afterwards, Mr Morrison entered the club with three male friends. He was then refused a drink.

OK, now if the Editorial was based around untruth, what did it actually say? It started off by saying how great we the majority that make up the functioning part of society are because "we" now lend money to women, and don't call migrants "reffos". It then went on to say that the principle of reverse discrimination is a threat to us!

"We have gone from the idea that sex, race and ethnic origin ought not figure in such things as employment or the supply of services to the idea that we must not only all be treated equally but also that we must give proportional representation to those groups which are underrepresented in various areas. Those who support this theory hold that if Aborigines or Scots or lesbians make up 16 per cent of the population then 15 per cent of teachers, policemen or politicians should be from those groups.

"While this argument is plainly ludicrous, we are rapidly allowing more and more reverse discrimination to be cemented into the fabric of our society by bodies with dubious legislative stature."

It then gives its version of the two initialising incidents. And then finishes with a flourish:

"Or are we now to be told that if we have six people for dinner in our homes one must be black, one Asian, one European, one homosexual and at least three female ?"

Well, whose going to the dinner the Australian is putting on ? I'd guess two banks, one Mr. Murdoch, an advertising man, and two women for sex.

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A High Price to pay for equality

Daily Express May 6 5 88

The incident: a woman's three year battle for equal pay for equal work, supported by the Equal Opportunities Commission, was won in the House of Lords. The woman had done a four year apprenticeship. People at the bottom end of society are working for sixty pounds a week, when market pressures can enable employers to get wages down.

The Law Lords' decision in favour of shipyard canteen cook Julie Hayward is being hailed in some quarters as a pay triumph for women. It is nothing of the kind.

It is a triumph for economic lunacy.
Ultimately the market determines salaries.
"Experts," equal opportunities professionals
and law lords cannot do so. If we seriously
believe otherwise, then we might as well scrap
our economic system altogether. The
Law Lords apparently disagree. They have

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struck a blow at the very thing that has made us strong.

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PRIDE AND PREJUDICE: THE EDITORIAL LINE (MOST TV IS EDITORIAL)

Remember that an editorial uses belief structures and attitudes as their working stock. Seniors mix and match opinions, and ordinary articles just twist news. They permeate the whole paper or radio station or television station.

We saw how The Australian abused the initialising incident in Discrimination and Discretion. Very many editorials do this. The Press Councils tend to call it 'Style'. Now, let's look further afield.

This straightaway brings up problems. What an Editorial, and seniors, too, can do in an article is often almost the reverse of what they can then pretend that they have done. An editorial, meant to be right thinking, though naturally out of the ideological base of the paper or its owner, is the mechanism OK'ing all the rest of the crap in the paper.

Editorials are different to seniors in many ways. Editorials are about belief and attitude distortion, and, where seniors work by pretending to be "us", Editorials work by enlisting "us" and creating publics. The same tricks are used, but they have more power. An editorial is seniors plus power, the power deriving from the publics pushed around.

They set the whole tone for a newspaper. The Herald for instance is tired, bored and sick of life. And this comes right through the paper. Christmas is a time for a reflection on death. New Year is a reflection on how dull things are.

Moomba, a civic celebration, is a time for saying: "It's the same old stuff of life all over again":

After the Parade, the politics
Herald 10 3 86:
There's nothing quite so useless as a Moomba float, forgotten, after the parade. There's nothing so forlorn as a Moomba princess, when reality returns. More than wet autumn leaves, more than the ritual of turning back the clock, Moomba marks the changing of the seasons. Goodbye to summer, hello - but not welcome, to six long cold months of football.
At least Moomba is going out this year in the style to which we will very soon become accustomed. Cold wet and gusty - a reminder of winters (and summers) past. And the news is familiar too, there's the season's first broken hand and there's Ablett's knee. The names are different, but the themes are the same.....A grim winter indeed. In Spring Street,...".... a list of political woes the Herald has created over summer, and demands for answers.

And just for that reason, apart from the dreadful things they say, and the way they distort everything, they need to be understood.

**Herald: Another Tired Repeat
Botha: More of the Same.**

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How can you describe what an Editorial is really saying underneath all its qualifiers, its hedgings, all the images and red herrings ?

We use the same analysis method for Seniors, paying particular attention to the attitudes and belief structures the Editorials are using.

Editorials push "we" from above, whereas, seniors try to

pretend to be "with" us, of our ilk. Editorials boom down on us, as "right" thinkers, who therefore must agree with all they say. Editorials try to get all the thought patterns that are replicated in our heads to ACTIVATE, in action, hate or self-hate. Let's look at a quick and easy one.

A BURNING ISSUE, MINISTER

Perhaps you thought this government, preoccupied by the falling dollar...had little time for the massive social reform for which Labor is famous. Wrong. It's in there fighting. Consider the impressive and urgent changes suggested by the Aviation Minister. He's written to the domestic airlines suggesting that on flights of less than 90 minutes, smoking should be banned.We admire the Minister's zeal, but consider the difficulties with what he's doing. What if a flight hits headwinds and takes longer than scheduled. And if we are really concerned about the comfort of people on aircraft, why stop at smoking? Clearly anyone who has eaten garlic within a week of flying should be left on the ground and alcohol - so essential to any white knuckled flier - simply should not be served. TAA and Ansett could well become mid-air monuments to wowsering.

Is this really about anything other than a trendy issue? If there is a serious health or safety problem posed by allowing smoking on aircraft, why does it suddenly disappear after 90 minutes? Smoking can offend some people, but that's why smokers are segregated. And, in the end, it's all about good manners, and good taste. And that is something which even Mr. Morris cannot legislate or regulate."

It's not hard to see who they're sticking up for here. Aircraft would be the only form of public transport where smoking is still allowed. The Herald uses the processes of knock out by widening the issue, changing a suggestion into threat of

legislation, and then turning it into something it isn't: how do you get from banning smoking on flights other than the long ones to it being a matter of good taste and manners ?

The ad absurdum of extending it to garlic and alcohol works on the usual idea that give an inch and they'll take a mile, which is just what the Herald is practising here to protect its customer. How many flights would be in such a nexus period that a headwind will change things ? Philip Morris has beaten Mr Morris.

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There are large problems in reading Editorials, even beyond just correcting them. We'll look more at the media and minority groups.

Why is this important ? Because the identity of an individual as part of a minority group (and that means us all, even if only as consumers) is the first part of the individual feeling secure. All the normatives we saw so expertly knocked out are the training grounds for accepting what media has to say about these groups. As the media gradually finds it can control minority groups, they spread to larger areas of control. In a sense, too, where a minority group represents a threat to the consumer system, even by just being outside it, it needs to be shown as not the way to live. When a minority group also has the capacity to see through all or parts of the media's bullshit, as homosexuals and Christians and women do, they earn special attention.

Minority groups are "we" when not under the thumb of the media. They are us when we are being ourselves.

HERALD: PEAS IN OUR THYME 28 1 86

Usual Sneak up:

John Cleese headed the Ministry of silly walks and it was good fun. Now we have Joan Kirner

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with the Ministry of Silly Gestures, and it's all a bit tiresome.

Fresh from her thoroughly unsuccessful attempts to urge "affirmative action" on the sawmilling industry - who, in his right mind wants female timber choppers ? - now we have ringing calls from Mrs Kirner for an old girl's network in the bush, and for an international peace garden, whatever that might be, designed by and for women. With such nonsense in the air, the Monty Python people should hang their heads in shame. It makes their combined sense of the ridiculous seem reasonable.

Blowout:

How 'bout a few committees of farmers, Mr Cain? If this government is really interested in the problems of the bush, why not listen to Mr Ross Edwards and his National Party colleagues for a change, instead of deriding them?

Widener:

A network of rural women is worse than a token, it's meaningless, and equally offensive to women and the bush.

Runaway:

And finally, what of this nonsense of a peace garden "designed by and for women" ? Peace ? What about beans and pumpkins ? At least they'll be able to forget the rhubarb - Mrs Kirner is providing enough of that already.

HOW SELF VIOLENT ?

Well, not everybody is in those minorities. But the editorials were addressed to all, and have power over all. And the same is repeated subliminally everyday on TV, which, all seniors, is also greatly Editorial beat up.

In this section, we will look at Editorials that are not only

directed to the general consumer, but about them as well. The same oppression occurs. This will lead us to discuss the disempowered middle class being beaten up on account of it having been disempowered.

Bills of Rights are generally hated by newspapers. Yet, they are proposed so that all people will be protected from having their freedoms ravaged. Yet, media still somehow manages to find a "We" big enough to be arguing that all Australians should not need such a bill.

The main reason they don't like it is that Bills of Rights are not just concerned with governments as the rights stealer, but all institutions and heteronomous groupings: and that means the Publics as well, whether as a public or a mob, or as a newspaper, radio station or television station.

Media are one of the most threatened institutions. Bills of Rights would end up giving people actual rights against the media and the advertisers.

The Miller Geelong episode reared its head again. The Herald had got a Governor out, and was after police as well. However, the Governor went, not because he was guilty, but because the Prince of Wales was coming, and he didn't want to embroil him in anything.

The Herald created a fiction over airline tickets: and increased its range to being evidence finder, jury and judge. Mr Miller, the Police Commissioner said the thing was a beat-up. The Herald fumed, and declared that, under the American Bill of Rights, their Rights and Freedoms of the Press were being trampled.

This is Australia we are talking about, yet the press will hunt for protection under the Bill of Rights under another country, while trumpeting that the government is wrong to try to bring

in the Bill of Rights for citizens. They pretend they have a Bill of Rights, yet don't want the people to have one.

I used to believe that a Bill of Rights was unnecessary. But common law cannot cope with today's oppressors. And "specific laws for specific purposes" is an impossible answer to the benefits that will ensue once a Bill of Rights becomes subject to the process of interpretation and precedent. Newspapers are utterly untouchable by the groups they beat up.

CALLS FOR LEADERSHIP

Who'll stand up and be counted: Buzz Kennedy
He complained about the government taking our money, and our rights, and finished up with a good view of what newspapers think they have made us into: Kennedy says he's going to stand up against the erosion of our rights.

"The most depressing and frustrating part of it is that I have a terrible feeling I'm virtually alone, that the great mass of Australians are wimps, that they want to be regimented, kept in line, reduced to a comfortable common denominator of mediocrity - because it's easier that way, and allows more time for the footy. Tell me it's not so."

Masses of letters came in, all blaming the government, the unions.

It is the middle class which, when turned into a consumer class, does little for society, the economy. When an Editorial rails against the decline of a nation economically, the response is, "But I haven't any more money to spend to put things right, why can't the workers produce, why do we let the unions stop this country getting on with the job of making money."

It's not the unions job to lead the economy: it's the job of the middle class. And almost daily, especially in lead up time to budget, the evils of how badly "we" the country are doing, thanks to the government and the workers, are thrown at the reader.

THE AUSTRALIAN:

JAN 4 1986: **WE MUST DO MORE THAN JUST WISH**

FEBRUARY 5 **We cannot live by bread alone,**

(confused economics, the church questions our defence priorities with a strange view of freedom.)

FEBRUARY 12 **Unions need to be read the riot act.**

Restoring the economy

FEBRUARY 15 **We have got to live with the world as it is**

FEBRUARY 22 **One more warning on our future**

FEBRUARY 24 **Cabinet must bite the bullet today**

"If we continue down the road we are going, we will get to a stage where we will not like ourselves. We will recoil with horror at the poverty, dilapidated public services, and the ugly face of a jobless-ridden, violent urban society. Let anyone go into our public hospitals in NSW and Victoria today, and say that we are not a society in decline.

Federal Cabinet must face up to the fact that we are a nation going in the wrong direction, and being run by more and more monopolised systems. There is a feeling that no one at the top has a vision of where we should be going, and that the present discredited policies are living on by default.

Let us start by putting exports first and giving that sector the biggest possible benefit from the falling world oil price and from the present Arbitration Commission Hearings on wages and productivity."

This editorial was given power from a series of articles trying to scare all that we are going to be like Argentina if the *How Media and Advertising Are Killing You (C)Lowen Clarke 1988 (PDF2) 187*

government keeps on like this, and the middle class don't get enough.

THE AUSTRALIAN:

AUSTRALIA -ARGENTINA OF THE 1980'S ?

Des Keegan, the senior in charge of this one, actually put his finger on the real problem, but then argued that the solution was to give the middle class more money.

"The middle class is the key to management and wealth."

THE ECONOMIST 4 6 88:

AUSTRALIA'S MIRACULOUS RECOVERY

If the middle class just get the money and buy volvos, it doesn't really help. The middle class is being beaten up by the very same media who got them on their knees in the first place. And they react by blaming the working class, starting a class war.

CHAPTER TWENTY SIX

ARMS AND THE MAN, AIDS AND THE DOLLAR

How stuffed are we ? Do we really have no beliefs, no loves ? Do you think we should ask Public Opinion that ? You are so stuffed and always being told you'll catch AIDS, and you want to die: YOU CATCH AIDS or buy more, revert back to the security of the consumerist system. It's worked: you're tied in for life. If you do exactly what the Herald tells you to do, you will be all right. But, you buy a lot in the meantime, as purchase orgasm, to make sure you don't look like a risk person.

SEXUAL CONTROL OF THE PEOPLE IS ACHIEVED, AND SEXUAL EXPRESSION CONTROLLABLE INTO THE AREAS THEY WANTED.

The process of Dehumanisation, of brutalisation, of animalisation, undertaken by the media had till now its greatest expression in the fostering and nurturing of The Nuclear Threat, which has now put every man, woman and child into a position of permanent unrelieved stress. **The Nuclear Threat of the mind** is becoming a self-fulfilling prophecy as a Black Hole of the mind.

Now the media have welded into this external threat, the internalised and auto suggestible threat of AIDS. The media will not have to see a war erupt to see this Campaign work. Even so called respected media personnel have fostered this Campaign, in their intuitive drive to dramatise and shock, and thus incidentally spread and authenticate this twin threat.

I'll now deal with two issues that need to be done as an overview rather than spending time looking at the minutiae of hundreds of articles and following them minute by minute.

These are Economics and AIDS.

Economics is a complex subject at the best of times. Rushed through the media mangle, not a lot of it makes sense any more. However, moods of despondency or of ebullience can be created and carried along.

In Australia, arising out of the tendency to knock and also out of the tendency for media to get bored after two years of a government and then start in on economics, the ability of the country to produce has been seriously eroded by making people despondent.

In Britain, slavish praise of the Thatcher government and refusal to see that much of the wealth was made on the quicksand of mediated-mind, leads to over estimation, over confidence, and a baseless return to arrogance.

Both countries, although they are desperately trying to change, are basing their economic production on wrong ideas. And these ideas are ones that the media work out of, thinking they are doing what the advertiser wants when they tie him down as a consuming animal.

It is Production based on Extraction out of a Limited Resource, with a Scarcity Mentality. It does not Create New Wealth out of Opportunity and Unlimited Resource. Mining is the same as London taking 0.05% of the wealth that passes through.

Add to that a skinflint mentality by the British government, and there will be big trouble in a few years. If they were a free people, in a pluralist society and freer of the Old England which is continually promulgated by the media, (yet not lived in by those actually creating money), more wealth would be created.

The result of media training in the spheres of economics and
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production has been a serious downturn in the Australian confidence, amid an actual difficulty, and in Britain, over confidence which was bound to burst, as the media-minds of the stock exchange show again and again that they work by reaction.

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The AIDS issue is also simple, though complex.

The real issues are not going to be faced by media which is male and chauvinistically family heterosexual, (a masculinity increasingly based on negative development and power), and which at the same time wishes to inflict a degenerative sexuality on people, and stop them from having love, let alone sex.

It needs to be suggested though, that even though the media have unhealthy purposes with their approach, it will eventually somewhat backfire. Events will cement gay lib as an accepted part of society, rather than push it back. And families will continue to be a source of goodness.

Women's Own interviewed the British Prime Minister, Mrs Margaret Thatcher. 24 10 87.

"Time to pause and sip the tea that has gone cold, before launching into the nitty-gritty questions about children's schooling, and the decline of morals, and the spread of AIDS, which, the Prime Minister agrees, could be the single greatest problem facing us in 2000 - "Because, although we're putting quite a lot into research, there's not a vaccine in sight to stop it."

The tone of Mrs Thatcher's voice changes when she speaks of AIDS. One senses she is tiptoeing over stepping stones across a river increasing to a terrifying spate. She thinks the government warnings have made a big impact at first, but now perhaps there is a feeling that 'these things won't happen to me.'

She says there has been criticism that "What you've been saying is not 'Don't do that, it's dangerous,' but 'If you do that in a certain way, you'll be safe.' People have said to me, don't you think it would have been better if you had said 'Don't do that at all.' To which one has to say, some people will get together in any event, and it is our duty to tell them of the dangers if they do.

Interestingly, there is no condemnation on moral grounds, and a strange, almost shy, use of the word 'that.'

"Parliament isn't the great institution of life," Mrs Thatcher continues. "Churches are your great institutions, as are your great voluntary associations. And you're entitled to look at them and say, 'Look, there are certain standards, and if you undermine fundamentally these standards you'll be changing our way of life.' When the authority of those institutions is undermined because they haven't been forthright, it is then that the people turn too much to the State."

So, she thinks the Churches should be more outspoken on the subject of AIDS ?

"I think so, yes. To do them justice, some of them have been forthright."

If there has been a deterioration in the nation's moral standards (as her own Home Secretary has suggested), what does she think caused it ?

"I think we've been through a period where too many people have been given to understand that if they have a problem, it's the government's job to cope with it. 'I have a problem, I'll get a grant.' 'I'm homeless, the government must house me.' They're casting their problem on society. And, you know there is no such thing as society.

There are individual men and women, and there are families. And no government can do anything except through people, and people must look to themselves first. It's our duty to look after ourselves and then, also, to look after our neighbor. People have got the entitlements too much in mind, without the obligations. There's no such thing as entitlement, unless someone has first met an obligation."

But some people might think that today we have competition and free enterprise, and somehow these seemed to go with greed.

"No, it doesn't go with greed at all," says Mrs Thatcher sternly. "Most of us work so that our children can have a better life, so that if grandma needs help we can have something ready, or give her a treat she might not otherwise have."

Notice that Moral doesn't mean sexual morality. That she believes there are lots of groups involved in standards. That the basis of morality is the individual, and his choice, his responsibility.

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In the Tabloid this interview becomes:

DAILY MAIL Monday 26 October 1987:

**Maggie Attacks Runcie over moral leadership.
'THE CHURCH HAS LET US DOWN'**

Mrs Thatcher has launched a bitter attack on the Archbishop of Canterbury and other Church leaders for failing to give the nation a moral lead.

She believes they are letting the country down, young people in particular, by not condemning the behaviour that has contributed to the AIDS epidemic.

The Prime Minister made it clear that while it is the Government's job to educate and advise the public on the practical risks, it is up to the

Churches to set moral standards.

'Churches are your great institutions, as are your voluntary institutions', Mrs Thatcher said. 'You're entitled to look to them and say, "Look there are certain standards, and if you undermine fundamentally these standards you'll be changing our way of life". When the authority of those institutions is undermined because they haven't been forthright, it is then that people turn too much to the State.'

Mrs Thatcher did not name the Archbishop of Canterbury, Dr. Robert Runcie, directly. But she was clearly pointing the finger at him.

Relations between the two have been cool ever since she came to power in 1979, particularly over the Church's lukewarm support for Mrs Thatcher's Falklands stand and the Church of England report on the inner cities with its implicit criticism of Tory policy.

The Prime Minister's new attack comes as the Church of England prepares to vote on a motion which would condemn sex outside marriage, including all homosexual acts. Mrs Thatcher believes that the Archbishop has a duty to give a strong lead on the issue, and come out plainly saying permissiveness is wrong. In the past Dr Runcie has condemned homosexual acts as 'sinful'; but has also said that gay relationships can contribute to human good. Until now the Church of England has refused to repudiate homosexuals and lesbians. Mrs Thatcher argues moral standards have dropped due to people refusing to take responsibility for their own lives.

'We have been through a period where too many people have been given to understand that if they have a problem, it is the government's job to cope with it,' she said in her interview in *Woman's Own* magazine.

The Archbishop himself was on the attack

yesterday - against the massive salaries paid to workers in City finance houses. He said: 'I don't think any Christian can be happy when there appears to be gross disparities of wealth.'

His comments came on the day it was revealed that the Church of England had lost £150 million during last week's stock market crash.

(That is, the reporter did a quick sum to negate the Archbishop attacking the materialism of the City the day before this report, and make us react by saying "They shouldn't have that kind of money, what hypocrites".)

Obviously, taking responsibility for oneself means taking on a morality decided by the media. And then who is in charge ?

But that's only the Tabloids ? See the TIMES make morality only a sexual matter, saying it of course doesn't matter, and begin to enforce it, taking over the role of watcher, refusing to allow that society as a whole watches its morals. Watch another Quality paper find that only real solution lies in a middle class symbol: Dinner with a good claret. Except that in England, we're all meant to be downstairs, listening through the key hole of the media. I'll leave you do the exegesis, after all it is the same editorial as the Discrimination one. Falsified interpretations, structuralisations, backing off, appeals to a past, right thinking, complications, getting the inferences through others' mouths, then backing off, pretending you're not saying it etc..... The theological and moral stances portrayed as right of the church are the same ones they condemn in the Ayattolah Khoimeini, but the paper is willing to give it a go. By the time you've been brainwashed with enough of these, you'll always believe a Times editorial in place of any old Bishop.

The Times Tuesday October 27 1987 Editorial

An interview recently given by the Prime Minister in the magazine Women's Own will again spark off the modern version of the church and state controversy. Mrs Thatcher said nothing very remarkable, certainly nothing which she had not been known to believe for a long time, and she made no personal attacks on members of the episcopacy. What she did say was that the church was not giving the moral leadership which it should in matters of personal conduct.

It was no longer preaching clearly and unequivocally the Ten Commandments or emphasising the supreme importance of personal responsibility. Much of what she said will find an echo in the hearts of many Anglican lay people; but the question remains "should she have said it" ?

It does not permit of a simple answer. Mr Macmillan once said that morals were matters that he should leave to the Bishops. Mrs Thatcher would certainly agree with him, provided, of course, that the Bishops concerned themselves with morals. Her complaint is precisely that they do not. It is, up to a point, an extravagant complaint. The Church is not there simply to denounce human wickedness. It is there to save souls and it has to operate now against the background of a largely hostile culture. Bishops who say that married people ought to be able to forgive each other for adultery are all too often misrepresented as approving of adultery; Bishops who say that an inclination towards homosexuality is not in itself a sin but something which calls for compassionate counselling are too often stigmatised as defenders of homosexuality. Nevertheless, the general burden of Mrs Thatcher's charge is justified. Before the Church can start proclaiming the forgiveness of sins, it must define what sin is, and to this task it now

brings conspicuously little zeal. What is more, its preoccupation with 'the social gospel' leads it to neglect the importance of personal responsibility, to fulminate against classes and attitudes rather than to address men and women to their particular duties.

Yet, what is to be done about it ? There is very little to be said for encouraging politicians to take up the role of priests and prophets. Politicians are concerned with keeping society going, with introducing laws which express whatever moral consensus exists. They are also inevitably in the business of compromise. If they start lecturing us about personal virtue we shall inevitably distrust them. Besides, if it were ever to come about, who would keep an eye on the moral behaviour of politicians - not their sexual habits, which are of relatively little importance, but the moral concern with which they address themselves to the stewardship of public power.

Mrs Thatcher, it must again be emphasised, would agree with all of that. It is exactly because she does not want the state to take over the task of moral instruction that she wants the church to perform that task more efficiently. Implicitly rebuking the Bishops, however, for their failures, and doing so in public, is rather like usurping their authority. It is also unlikely to do much good. It will embitter relations between church and state rather than cement them.

How can the dilemma be solved ? Mr Macmillan had a far larger say in the appointment of Bishops to whom he was prepared to entrust moral issues than has Mrs Thatcher. It is arguable that the modest and judiciously exercised powers of patronage enjoyed by Prime Ministers in the past and ultimate authority of Parliament over the liturgy helped to sustain, not a servile church, but a stable one and one far more concentrated on the defence of fundamentals of its tradition. But that argument for the moment seems to have been

lost.

Would it still not be possible, however, to regain some of the advantages of the old partnership ? There was a time not so long ago when Prime Ministers (certainly Tory ones) used to have Archbishops and Bishops to dinner to exchange in private, and over good claret, their hopes and fears. Would not such private meetings be at least as useful a vehicle for prime ministerial anxieties as interviews, enlightening though as this one undoubtedly was.

And if the Bishops do say anything ?

Sunday Telegraph, 4 6 88:

Editorial: Peregrine Worsthorne:

Sour Grapes of Wrath from the Anglican Bishops.

Saying the bishops were only qualifying Thatcherism because Television has stolen their audience.

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Quite often, the magazines and newspapers will seem not be carrying a lot of advertising, or not depend on advertising, but earn money from sales themselves. However, these usually sell their own products direct:

The Star sells girlie posters,

The Sun sells Bonking Shorts,

The Times sells sweatshirts,

The Guardian sells feather dusters.

And, Women's Own:

Bread Special ! How to keep up with the Boswells!

Our super cordless Portable Phone.

Buy It... Love it... Use it... Buy It... Love it... Use it... Buy It...

Love it... Use it...

*

If either the media or the advertiser will realise that we will be richer and sales will be up if they stop marketing to an implosion, stop killing those they are meant to be serving, and get a better grip on creativity, we can all have more, and we

can all be proud of media and advertising.

This has long been the idea behind Classical Economics, the 'wet' so hated by media: it is that out of freedom arises production. Personal freedom, sexual freedom, mental freedom, and the Freedom To Care.

However, this is not evidenced in how the media dealt with the presumed victims of the Stock Exchange falls in October 1987.

These were caused by the bubble of inflated notional values finally bursting, and having to rest on more real created wealth. This had threatened to happen earlier in August, when the papers first helped it along with "Is this the End " articles, then when recovery came, proceeded to tell the market off for having overreacted, and making the British economy look bad. In October, the truth came, and once again the market overreacted. However the British economy can stand, being soundly based: it is still solid. After rushing off to blame the Americans, rather than seeing that it was London being caught out in its own nonsense, then blaming computers for being programmed to panic, rather than seeing that they were programmed to panic just as much as the Stock Exchange Mind, the journalists started on the attackable Yuppies.

**Time Magazine: 2 Nov 1987:
Interview with Treasury Secretary James Baker.**

Q: There have been accusations that your remarks about interest rates were ill-timed and helped trigger the Monday crash. Is that so ?

A: What triggered it was not my remarks, but a front page story in one of our major newspapers. It quoted an unnamed government official, not me, and drew inaccurate conclusions from my remarks in a way that could not but contribute to market nervousness.

**Is this the End for the Yuppies ? Guardian
Is the the End of the Eighties ? Guardian
Is the party almost over ?
A Jolt for Wall Streets Whiz Kids Newsweek
A distinct lack of foresight... Times**

The unhappy yuppies need a little sympathy. ...so if and when they do topple over under the strain of making too much money, they are at least assured of a soft landing... onto a psychiatrist's couch. Daily Mail.

The country that went down the worst was Australia, where the panickers knocked 40 % off the Stock market value. The reason: After the Wall Street Crash on the Friday, Melbourne was the first Exchange to open.

And so it was that in Australia the economy had been slowed by the media's incessant pessimism, and in Britain, a media aided bubble finally burst. Both countries need to learn to create wealth, and then create more by marketing properly. At present, marketing success is still too tied in to the national ego.

CHAPTER TWENTY SEVEN

INTERIOR DECORATING

Magazines are TV in print. Magazines were once elucidatory and encouraging. With the rise of the ability to print color photographs and with the rise of knowing how to produce pictures that manipulate, magazines have moved away from words, to a new emphasis where both words and pictures are at least designed to keep the reader reading, and at most designed to so mangle the reader that he or she is trapped forever as a consumer. The real 'brands', the media companies, have magazines that you move onto, as you 'grow up.'

Magazines have a special ability to go way beyond the mind control that newspapers have. This is basically because we come to them in a great spirit of trust.

Generally, magazines can be viewed using the ADMIT classifications. For instance, Belle and Vogue, House and Garden use heavy doses of all the tricks of ADMIT, in lethal amounts.

There are plenty of seemingly harmless magazines, like Scientific, Gun, Sports ones. These contain a lot of conditioning material, but because they are often based on information rather than dichotomy, they need not concern us a great deal, as the threat they pose is easily beaten.

However, when we do come to magazines like Belle and Vogue, House and Garden, Spectator, Matilda etc we really are dealing with Seniors. And we can see that as well as ADMIT, all the rules are used, and quite a lot of Apocalyptic.

The magazines par excellence are those which handle the Senior Tools with aplomb, and use them in very influential areas on us. They use them on our personality and our

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sexuality, our most interiorised areas. And the damage they do is enormous, and almost impossible to overcome. The process of unravelling an article is huge, let alone the task of digging out the damage that they did just while we were reading them.

The first point to make about these magazines is this: **They are impossible to survive. Using the fullest power of ensuring continued reading, they also enforce desire for Product by making the reader appear to himself as junk.**

This contrast is very impossible to avoid. The correlation of us "junk reader" with the power, rightness and the authority of the magazine (its wonderfulness, and its power to get and sustain relationship for us in the products), is all consuming, and embedded from go to wooh, really go to woe.

In the long term, this then becomes such a continuous suggestion to us that we are in need of at least some help, and need beautiful products. We replicate that correlation in our heads. This is then seized upon by the magazines as proof that we should buy more to become happy, or get boy or girl friends.

An intense dichotomy arises: Human versus Product. And you can guess on whose side the magazine is.

This leads us to deal with a Process carried out on us, and by us, in replication: it is the process of **REIFICATION**. Because we are trained to see product as desirable to own, we also view ourselves in the same way, and try to control ourselves by ownership and manipulation. And we do it to others as well. We soon see others as products, and try to control them.

Magazines and television create an illusory world, which we then continue to fantasise in. This makes it even more difficult to break through to the world around us, as a real world we

can be part of. We begin to live not just the news world in our heads, but also in your career and social lives.

The need of magazines to addict you means that they carry out some extremely sophisticated means of dichotomisation on us all. Magazines and television are in fact Super Dichotomisation and Comparison Processes working on the most interior areas of personality.

Magazines and television use the modern freedom to be able to talk about these areas to distort them, change the perspective of what we see "human" to mean, and abuse our trust, and our willingness to give them the benefit of the doubt, which they then turn into authority over us.

In all this, there is the magazine cult trying to present things as if they are giving us tools whereby we can discover our personality. As if our personalities are something that is a fixed state we can find and control. As if they are something that is normally arcane to mankind.

In fact, they are fragmenting our personalities by making us question ourselves, and use comparisons against ourselves, as well as the rules as we saw in the introspector. They also deal with areas of "Relationships", giving advice for every situation based on the rarest of situations, etc. Two Ideals get set up before us to which we are meant to aspire, and work, and purchase for.

We are meant to be strong individuals, whose interior strength of character frees us from a lot of conditioned responses, and from the need to slavishly adorn ourselves in order to get a man or woman. However, we are all shown as weak, inept, hopeless, indeterminate creatures. And the only people who are seen as the ideal ones, are in the ads, or have the goods.

Not only is it necessary to deck out our personalities in an
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ordained way to get a mate, but our bodies must conform in the hunt for sexual activity. To get the sex you need the product, is the message of Penthouse and Playboy. And, really you've got little chance of getting that sex anyway, because sex is shown as ownership of a woman, and her submission to the male.

So, the Cosmo reader wants the nice type of man, yet gets conditioned to the thuggy, and can't resolve the conflict, which, rather than sourcing it in Cosmo, she blames on herself. (Why am I inadequate as a woman ?) And the man wants to treat women with respect, but is conditioned to male response and ownership mechanisms.

These conflicts become vicious circles, and build up in layer upon layer. And somewhere inside is the inference that there is a 'right-minded' sex. Generally, reading these magazines, watching that TV, becomes a process of questioning our womanhood, and our manhood, and failing to find answers that help. You either sink, or become woman-wily, or man-aggro.

SEX: Sex is seen or presented as dirty. And as a primitive drive. You are always making judgements about your own sexuality. But you are also making ones about others' sexuality. The magazines, and television, in trying to seem "right-headed" about sex, portray all aspects and oddities without comment.

Read ten articles about bestial sodomy, without the benefit of the editor saying it's only here as something not to do (much), and you have to decide about whether you'd do it (think about something alien to you, or most liked, and justify yourself), and get the image running in your own sexuality. (Perhaps it's in all of us: that's why they have it here, to make us think we're OK etc)

There are all the usual dichotomisations: How often, how long,
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.....common rumor and myths.....

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I suppose in a way we've just said that these magazines make it difficult for us to form and find our identities and form relationships.

Yet most people still manage to, don't they ?

These magazines and television actually make it almost impossible for a relationship to start. With the barriers they build into them, they don't serve either party in a forwarding way. Even though they can. Within the context of dealing with Personality, they talk about sex all the time. However, they also peddle something which really has little to do with sex:

VIOLENCE: We all know too well the accepted term "SEX AND VIOLENCE" and no longer question its appropriateness for all the times it is used.

Some violent crimes are sex related. But, that doesn't mean sex and violence have a habitual relationship. Yet in these media, it does.

This is another part of the **ANIMALISATION** process. We are given the idea that inside us all is a pot boiling away with energy which will either surface as sex or violence. There is no such pot, except in the imploded media controlled mind, which becomes frustrated beyond its endurance.

The idea is that since we are like our cousin animals, and they resort to violence, often sex related, so too, all human-animals, stretched, will resort to violence.

Who really gets so stretched ? Few. End even then, Human Nature is so anti-violence, it still shrinks from it. And sex is an expression of joy in the world, not just a mating and
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procreation activity.

VIOLENCE AND SEX: The notion that sex and violence are intimately related arises out of a confusion that abounds in these magazines. They all have sex following violence etc. And what about TV ? The resultant confusion that makes people think that the magazines are just reflecting "what is" works like this:

Man has a normal state of Consciousness.

Physical activity can take him to a different one. Sport and dancing are relaxing acceptable and honored ways of relaxing.

So could sex be too. Except that sex is a need. We all must have sex. Without it we are not human, we are denying our animal instincts.

And the sexual need is often a Driven Need, way beyond just normal primitive instinct coming up. The Stress of modern life drives and conditions us to need sex as release.

Sex is an altered state of consciousness that does relax, but is relief. And it takes us out of our Normal State of Consciousness, by getting the adrenaline going and all that.

Violence is a primitive animal instinct too. We are all potentially violent underneath, and still retain the primitive enjoyment of it. It also takes us into a different state of consciousness, and gets the adrenaline going etc.

Things that take us out of our normal state into that sort of state are of the same essence. One makes the other work.

(Of course, there are masses of other states that man can go to: these are ignored. Religious experience does all this, yet is not chosen by the magazines as the thing to tie up to sex, nor are quietist states, or the ecstasy of creation, or childbirth !)

The following idea is a media-mind 20th century one: KILLING AND COMING. Again, then, the point: that there is not an automatic connection between sex and violence. There is an
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occasional one, in some people, at some times.

ULTIMATE EFFECTS:

On relationships: the implosion of Relationships

On body: sick, ageing, fat, thin, opportunistic disease

On mind: sick

My Male: not what he seems, nothing is what it seems.

My Female: not what she seems, nothing is what it seems

Personality: Are you a winner, what sort of smart are you, do you smell ? etc.

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Summary: Nature of the Magazines As Part of the Process of Dehumanisation: Things that don't allow you to express or come to grips with the conditions of human existence, and the joy of finding solutions. The long term effect, ABOUT LONELINESS is that "**Loneliness is a taboo subject.**" Yet Loneliness is something man has always been talking and writing about.

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There are three main areas of SEXUAL MEDIATION:

Advertising: This especially for cigarettes and alcohol.

Print Media in sexual and human relations areas: Cleo, Cosmo etc.

Films and TV shows themselves.

Sexual Mediation works by:

Establishing stereotypes, and creating confusion in people who are trying to work beyond those stereotypes. Both males and females become confused in their expectations and treatments of the other sex. Females are taught to want a tough macho, yet seek a gentleman, and men are taught to care only for the ideal lady, and be a rough with women in general. The amount of hatred both sexes have for each other is a direct result.

Putting in subliminal homosexual and auto-erotic messages,
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which, unseen, work on the male, and scare him, forcing him in to the security of the proffered product, or, if he has homosexual tendencies, of causing him to sublimate them into purchase of the product.

Putting in Subtle anti-human or wrong ideas: this is the special preserve of the advice and sex magazines, or those that try to pretend to be up to date and open-issue social magazines.

SEX AND LONELINESS: Although individuals are open about their needs and their feelings, everyone is subject to a general conditioning which replaces by sex and product purchase both seeing loneliness as being human and expressing the desire to communicate. The initialising drive of human beings to get over loneliness is swamped and hidden, and made wrong or impossible to attain.

It is in this process that love is reinterpreted as possession. The place one mainly hears the word love is in sentences such as "I'd love that ..."

All this, and the heavy load of subliminals people get dished upon them means that people are pushed into a sexual frenzy which is satiated in spending, discos and in drink.

But if there's only one kind of sex you can have, that is quick sex with a film star, you keep failing, or keep rejecting the available product because he/she doesn't match the vision in your head. What happens ? You blame yourself, you get frustrated and you begin to despise the product, as you more and more just see it as product and no longer human, (someone to communicate with, get to know). Indeed, you've only got one way to communicate and get to know someone, and that's in sex, isn't it ?

In any case, everybody's burning up and closing in more and more, and the only way to express your pain, is trying harder,
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spending more. It's a vicious circle. And we worry more and more, and get scared, and lonely, and then very lonely, and to ease the pain, we cut off our sexual areas, repress ourselves. We failed them, we failed the images. We get drunk, we get fat, we consume more. When all we wanted to do was talk to someone, and have a good time.

Unfortunately, we've been conditioned to believe that spontaneity and enjoyment must be paid for. For instance, many can only show they are enjoying music by smoking and drinking, and measure the amount of pleasure by the quantity consumed.

CHAPTER TWENTY EIGHT

THE MEN AT WORK

MEDIA ANALYSIS

I am here showing you through a collection of media events and episodes, and giving a way to categorise them, in addition to the analysis methods we have seen. I hope that you endeavor to put together your own collection, over a year or so. You will have a similar collection, based on different stories and incidents. From then on, you will be in a strong position to separate the media presentation from the facts of the matters while they are happening, or at least soon afterwards. I still sometimes follow a story with interest, thinking it is a real issue, only to find I've got involved in a shadow. And one of the largest ongoing shadows is the media criticising itself. It seems so often to bare its chest in a real bout of self examination, only to just keep going. That is worth watching.

If you open up any paper, listen to any news service, watch any television news you'll find the full range of articles and stories operating.

Pay close attention to people writing in and making corrections, and law suits. When you see how the courts deal with the same information that media beats us up with, you will see just how crazed their picture of the world is. Press Council decisions are not worth a pinch, but watch them anyway, to see just how ridiculous are their parameters of what's acceptable and what's not.

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Remember, too that there is a media year. In Australia, its main focus is Christmas.

Interestingly, though, just before Christmas all the journalists and media personnel start to disappear. This is so that they

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will be back before everybody else, and so it seems as if they never went away. Usually there are enough left over stories and issues to keep you going right up to Christmas, but there is a tendency to import more news rather than create it indigenously.

Weather stories and any natural disasters overseas do well. Things like Ethiopia are excellent guilt makers, and also increase people's greed for Christmas buying time. AIDS gets a good push too.

Well, the journalists have left: and this is why Christmas seems as if it's a whole new time. The people who have been living in our heads all year have shot through- and we are empty.

Holidays begin, and New Year's Day comes. The papers spin over the past year, telling us how bad it was (e.g.: 1985/7: Like Living in a Disaster Movie), and then for the start of the year they make speculation run riot. Often they start off tired, and the Herald has almost a tradition now of doing an AIDS scare editorial for the New Year, just to keep it bubbling.

After that week, things slow down. The senior journalists aren't back yet, and no news events have been created. So, the juniors come up with a few quick ones, to ensure that those who go away on holiday don't begin to fall out of the system.

By February, the seniors are back. And they have to win back power. So, if any politicians are overseas, they play. Prime Ministers and Premiers are often away, and this is when the first scandals involving cabinet ministers start. We've had Air Line Ticket Scam, Dawkins, the huge ANZUS episode, etc. Economics, provided the government is at least half way through its period, now does well.

By mid March everybody is deluged by media event. The seniors have a tendency to overkill at this stage, and

sometimes over-flatten their readers. The economy actually sometimes gets very depressed.

Then, it's the build up for Easter, and the Road Toll and Drinking and Violence at holiday resorts is bashed around. This is also New Year's Day fare, but, so strong have they tied everybody up for Easter, that we're all counting the accidents with the journalists. Weather is good at Easter.

The long winter begins. We all tend to hibernate a bit, so they have the physical advantage that we are more accessible. We are put on ice in winter.

Budget time comes, and amid all the lobbying and speculation about how we're all going down the tube and how the welfare state is killing the middle class, the Treasurer hands down a paper that usually does pretty close to what is needed. Dichotomy and rage rage.

Spring, ah, it's time for us to start spending. The footy finishes, we're all sad, but the Cup is coming. We're allowed to breathe. Though the weather may have been nice for actually a full month now, this fact is revealed to us. Actually, all those lovely winter days were closed to us.

With the Cup over, it's time to wind us up for Christmas. There is no Spring in terms of weather, it's just spending time. And summer never comes.

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Welcome to the world of media. It's a funny world. What we want to do, as we tread carefully, is to recover the initialising incident, the NEWS. Even when we do, there might not be a lot we can do about it, except say what a pity, or that's a step forward. But, even that helps somewhere along the line. At present, the airwaves of feelings hovering over nations are clogged with anger, and it's hard for good thoughts to get

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through, so the more we have the better.

Of course, even when we pick up the paper, or listen or watch, we are still subject to their choice of news. We may really have been interested in something, but it doesn't get reported because it wasn't dramatic. Or, the selection of what they thought worthy in a meeting or whatever may not accord with what we wanted to know. You'll develop other sources, and an eye that can see around corners, into these meetings and events.

Frankly, I don't know how to present the Media Events I have selected. Will you realise that they are not the exception, but represent the general state of all media reporting. Should I be comic, critical, or deadpan analytic ? Should I bother at all ? How can I possibly also hope to convey how trapped we get in the larger episodes, so many of which actually are based around important goings-on ? Too often, even when you are looking hard, you will forget to completely reverse what you are hearing, forget to say, "This is not happening, just what is?" A month later, and you'll realise you were tricked again.

I think sometimes you just have to walk away, and shake your head.

I have classified the types of story according to how big they get, and the type of journalist involved.

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Try to see Media Events as **Molecules**: there is a central atom, and then the extensions. Eventually, the molecule is so complicated you can no longer draw what's going on. And at the same time, there are other molecules building out and reaching it, linking and feeding it and being fed by it.

The molecules are joining together, and forming a **Maze**. We are inside the maze.

The maze is like an operating theatre. And we are being put to sleep in it, they are getting us to lie down on a table, while they tamper with our personalities. But, somehow the anaesthetic of the ADMIT world doesn't work, and we still feel the pain of what they are doing:

SINGLE ARTICLES:

These are Media Events that are contained in one article. They may grow, but from the one article you can get the whole picture. This is the basic incident plus catalyst etc. A car crash, or death, or birth may be enough to be the incident.

MEDIA EVENT: Sun Headline – 23/11/84. Big Aussie N-Role. – U.S

It starts –

"Australia may become a go-between during nuclear disarmament talks between the U.S. and the Soviet Union, according to American officials"

Even the first paragraph is a considerable let down from the tone of the headline. This page deliberately entangles two minor stories and invents a false headline. But they couldn't sustain the confusion for more than four paragraphs, and so also concealed in the body of the article we find–

"The State Dept. said it did not see a mediating role for Australia."

What had happened was that the Australian Government had arranged that sooner or later, both U.S. officials and Soviet officials, at different times would brief the Australian Government on the outcome of peace talks.

The same information can be put another way, as it was by another paper the same day:

Age – 23 11 84

**U.S. SINKS PEACE TALKS ROLE. WHITE HOUSE:
"WE HAVE OUR OWN CHANNELS"**

MEDIA EVENT: ANZUS IS FINISHED – HAWKE

Sun March 5 1985

I am looking at this firstly as a single article, and later we shall see the huge maze that built up to create this article in the first place. This was a front-page headline that announced to the reader that Australia was now a defenceless country, we now no longer had our protective treaty with the U.S.

You can imagine the Chill that was felt in everybody's spine. Something the New Zealanders had done had thrown open all the assumptions that a nation had been lucky to have. Would the Americans come to our aid tomorrow if someone should strike ? Why weren't we able to pressurise the New Zealanders into sense ? How could this happen to us ? And, of course, it would happen with a Labor Government, they'd screw anything up just to let the Russians in.

Further in the article:

"But he said ANZUS remained intact, and it needed to be emphasised that this was not in dispute between any of the partners."

The dilemma continues as just that: something that will be worked out. The U.S. have not rescinded the Treaty, which everyone who knows about it, knows does not have legalistic obligations, but moral ones, and which has always been a trust. In the meantime, special arrangements have been made while a dispute between friends gets sorted out. The U.S is not rushing to squash a rebellion by a vassal nation.

However, you should have heard the fears, and the hate and the anger being expressed in the pubs and over dinner that night.

MEDIA EVENT: Xavier Herbert: National Times:

In this one, the operating journalist blew up a quote of Herbert's about Australia to say that he hated Australia, when

it actually said he loved it.

Front Page: **Australia, you're a land of liars and rogues.
The last words of Xavier Herbert.**

The article: The Last Words of Xavier Herbert.

The Quote: "We are a nation of liars and rogues, generally. But this is my country and I don't want to be anywhere else. I've been overseas and I don't think I ever left the place."

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THE REGULARS: these occur forever

Piracy: is a story that comes up regularly, sea pirates making things unsafe, then air pirates.

Caravan Dwelling: people having to live in caravans.

Resignations: are treated as if the person was utterly pushed.

Security Scares, Spies, Conspiracy: These always work

Racism: the media adore stories of prejudice, while backhandedly pushing racist ideas all the way to the top

Diseases: Tenosynivitis, Herpes, Golden Staff: forward to AIDS: these are standard, to scare everyone.

Fires: Fires in general are a delight, scare stuff. There have been some fires that a journalist would have been paid a million dollars to start.

Dead Ways: Passing of a tradition.

Your Own City Junk: this is standard fare. Of course everyone loves their own city, but the barrage you get about it also gets you listless and tired and too frightened to go elsewhere.

Weather: is a subject each media treats differently. It is not of a lot of consequence in print, except to be able to brood over it.

Reports: The release of any report means that only those bits which scare are given, out of context. If a report merely considers something to give full coverage of options, it is splashed everywhere. Very often the media will know a report is due for release, and in the period before hand will start up a controversy over it, and do editorials calling for something to be done. Then when suddenly there is the report, it seems as

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if the media had stirred up the action. In all probability, many people had really been working hard on it for years. Again, sometimes, they can pre-empt what will be in a report, or they can claim the report will be issued early, and get the whole reaction game going.

Livers, Crashes and liver transport: who regulates when we hear of such ? (holidays, Sundays): this is a story line often pushed. Innocent young victim, callous government and medical profession. Such stories are usually trotted out on the weekend, when people are more home-ish and family oriented in their concerns.

Air Crashes: stable fare, but with some added features where possible.

Disasters: An earthquake beyond expression, a volcano, a ferry sinking. These are real tragedies, but all we're left doing is counting the number who died, arguing about whose fault it was, and how much the insurance companies will have to fork out. The human cost means nothing.

*

SINGLE EPISODE WITH AUTHENTICATIONS

This is where an article gets a boost from another part of the paper or media. A simple incident is given great power or significance if used in an editorial, for instance. Sometimes a paper will cherish something that happened to one of their people: a real news item. Papers love telling how their journalists have been attacked by the interviewees or the cameras broken.

Many papers editorialise on incidents which they have really only included in the news pages to give them the excuse for the editorial. Often, you will miss them, and just get the editorial version.

MEDIA EPISODE: BOB HAWKE HIT by Journalist:

A journalist of the Herald hit Bob Hawke in the annual Press
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versus Parliamentarians cricket match, and spewed junk about it for days. The Herald cherished it in an editorial.

Headline: Sorry, Bob.

Those two or three seconds are frozen in my mind. I was just out of my delivery. Suddenly the batsman was lying unmoving at the other end of the pitch. I had felled the Prime Minister. My stomach turned over and I felt sick. Editorial: Of course, we have always treated him fairly; we promise to treat him even more fairly..... until he recovers.

The Authentications have begun. The molecule is growing. Other media start to run the story.

Age, the next day:

An early swing goes against the PM.

Sun:

Ouch ! so close for batsman Bob. Prime Minister Hawke had a lucky escape from serious injury when a cricket ball smashed into his face during a social match yesterday.

The next day, the gang is out at sea, and the offending journalist is given some rough justice revenge, as the story goes on. It's a press story, so everyone gets the advantage of it.

*

COMPOUND, COMPOUND WITH AUTHENTICATIONS

A Compound Episode: Where there is more than one person or section of the media is involved in the final creation.

The Maze grows. These episodes show us about: **THE PARAMETERS OF THE PRESS:** Their power and ability to tell the truth. More Reaction Game. Where they get their information from, we can too.

MEDIA EPISODE: New Year's End: shows us what little happened in the year that we should have worried about, the *How Media and Advertising Are Killing You (C)Lowen Clarke 1988 (PDF2) 218*

whole being so compressible. We can make judgements about the import of the events now, but along the way, we could not as we had their judgements forced down our throats.

1985 Articles about violence when there was none

1986: Teenage Drink, and Moomba

MEDIA EPISODE: Poor Water: This was a crazy stir about Melbourne (of all places) having water not good enough for the World Health Organisation. Reports, shock, horror and responsible people wasting their time trying to correct the anxiety. Politicians having to untangle the messes.

MEDIA EPISODE: Petrov and conspiracy: shows an authentication process go all the way from prepared material which we are lead think is fresh, suddenly being released. This was an early release of some documents out of Archive, which everyone who wanted to already knew about. The media had ages to prepare the story, and trotted it all out, revamping long dead and silly dichotomies. An academic historian previewing the release on the Friday said that the only interesting thing out of the release, the next Monday, would be the media going over the top.

They sure did. The general reader or watcher thought that something new had burst onto the world. At 8 in the morning the journalists rushed to buy the swathe of papers. All morning, we were at attention, waiting for some new insight where none could come. Soon, the talkback shows were at it, what was going to be revealed. Who did what? Was it a Conspiracy, all those years ago? Would we get evidence to show that established knowledge was wrong? Who would have been to blame? Who would get redressed? Where is Petrov now?

All those with possible opinions were being dragged out. The reactions were being set up.

The journalist calls came to and from the Archives Halls

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answering the questions of journalists.

"It's fascinating. Oh, there is amazing stuff here. They always said it was being kept because it is was a load of baloney slander. There are some terrible things said about well known people. My god, my god."

"Yes, tell us, tell."

"Well, actually there's not a lot of point as you can tell it's just rubbish."

"Does it throw new light on the matter ?"

"Well, it shows there was no conspiracy, but it's really strong stuff."

"mmm."

Everybody's upset. But, the story doesn't stop, it goes for the next two days. And Petrov is dug up, very, very old and in an old people's home by a journalist named Mark Day. Then the journalist's give over: Oh well, we'd better wait till the historians have a look.

MEDIA EPISODE: Geelong Water Poisoned ? : Where do the media get their news, How strong are they ? This is a most interesting episode. It showed that the media cannot find their own information anymore, and are actually very weak. The police have it all over them in many ways. This was a precursor to several other really big run-ins between a stupid media and a police force trying to get on with its job, yet happy to get a little more power in the meantime.

This lead to a fight between media and police later, when they found they'd been clobbered.

The English equivalent was the Spy Catcher furore, where the media should have been strong enough to ignore the government, but couldn't. Some avoided the issue by calling Wright a traitor, and saying the book was treachery. The Daily Telegraph and the Sun tried this approach. See also the British "Yardie" episode.

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Sunday Telegraph: 4 6 88:
IS THERE A HOMOSEXUAL CONSPIRACY ?
IS THERE A GAY PLOT ?

*

And the talk back on the Radio: Well, let's see about that: IS IT ALL A CONSPIRACY ?

Is there a conspiracy where the media and the advertisers are capturing us, brainwashing us and controlling us for the owners ? "The Conspiracy" is a term used in America by some groups such as the Sub Genius Church as a metaphor for what happens, how we are lead to want things, then work for them, and we are kept distracted.

In a way, it's just the underdog vision with a new focus. But we all sure feel like there really is a conspiracy to make it happen.

"They make me say things"(Sub-Genius Church, Texas) They make me hate Peacock, they make me hate Hawke. They make me confused. They make me sick and sad, and powerless. There ought to be a law about it. (When I say that, I know I am being made to feel powerless.) There ought to be a law stopping storms hitting the south of England. There should be a committee. There should be something done about the massacres we've been having. It's all so unprecedented. They made me say that we were in trouble now that the Americans wouldn't help us. They made me quarrel with the blokes at the pub, with my wife.

"They make me do things" I have to get a beer. I have to watch the news. They keep me on the treadmill. But there's nothing else to do anyway. I have to mow the lawn. I have to get up. I must feel bad if I sleep in the afternoon. If I don't score tonight..... I'm going to have a cigarette. Let's all have one, instead of talking to each other. I don't trust poets. That's a

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good ad. I must get a new car. Soon, we shall get the house we need.

I don't like it here: I have a brain I can think. It's tears for fears. There is something eating at me, telling me something is awry, something is wrong, something is amiss. "There's an Itch in my Brain" (song by Utopia, Todd Rundgren on the album Oblivion): "I got a Freewill, that I ain't even used yet. I got a Freewill, but I ain't going to use it till I know what I'm doing. I got an Itch in my brain, but I can't get at it. And I can't stop thinking till I scratch it. I got a Freewill, and I'm dying, to keep it."

I think I'm being tricked, but I can't tell. Everything is out of kilter and there is nowhere nice that stays nice. I'm eating myself up, I'm being burnt up. Is there anyone in Control ? Is there anyone out there ? Someone ought to be in control, shouldn't they ? Isn't there meant to be someone in charge ? Isn't someone meant to run the place ? How can that be a conspiracy ?

IF THE MEDIA WEREN'T WATCHING, WOULD GOD STILL BE ABLE TO DO IT ?

*

SIMPLE SENIOR:

MEDIA EVENT: Out of Jail by Mark Day: A falsified report about a criminal getting out of jail early.

MEDIA EVENT: Ryan Warder by Mark Day: A false report by a warder that the warder shot by Ryan was shot by himself. The man was nuts, but Mark wanted the story. The Warder wasn't even in the building.

MEDIA EVENT: Swanston Street Party/New Year's Day by Mark Day: From warnings to all not to go, to a later statement about how violent it was, when all the other reports said it was really good, wasn't much good, but that it wasn't violent. It was a decent gesture on the people's behalf.

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COMPOUND SENIOR:

These are ones that are bounced around between seniors and become something else altogether. THEY GROW. Reports such as on sexual habits, or a comment by a visitor are good raw data.

SENIOR AUTHENTICATED: _ This means, compound senior with extenders, and a cross media pollination and a lot of speculative and dirt throwing work plus editorial factifying.

MEDIA EPISODE: The Olympic and Aussie Games, Any Games: there's lots to say here about the use of it as a control over us, the build up, and the screaming at us.

MEDIA EPISODE: Melbourne Smog: the report went over that Melbourne is a smog city of the world, according to officials. Actually the officials were saying it wasn't very smoggy. Then the journos started off a war with Sydney over who was the smoggiest, each after the accolade of "Smoggiest, Certified by World health Organisation" for their city.

MEDIA EPISODE: St. Kilda: journalists decided that St Kilda, a beach side suburb, was utterly crime ridden, worse than New York. This was challenged not only by the mayor, but a journalist who lived there and who condemned the reports. An ensuing argument on the radio between the objector and one of the pushers of the story, Darren Hinch opened a chink yet to close. It scares people utterly to be told how crime ridden their city is. But, every city wants to think it's as good or bad as the best and the worst.

MEDIA EPISODE: Cain Jostled: The Victorian Premier, Mr Cain was bumped in a silly incident on about the last reporting day before an election. The media got him into office by distorting the incident. On Monday, to cover their tracks, they made the traditional single post election swipe, but otherwise toed the line. After all, the people had just spoken, and you can't buck them too soon.

MEDIA EPISODE: A Queensland Strike: A long drawn affair where the papers said we southern states might have to go up there and fix things up.

**Fires.Fires.Fires.Fires.Fires.Fires.Fires.Fires.
Fires.Fires.Fires.Fires.Fires.Fires.Fires.Fires.
Fires.Fires.Fires.Fires.Fires.Fires.Fires.Fires.
Fires.Fires.Fires.Fires.Fires.Fires.Fires.Fires.**

MEDIA EPISODE: Milk: the media, near an election, reported three times that a blockade that was hurting their man, was over, when it wasn't. They praised him when he made a promise to them that was obviously not in his ability to make. The strange renegeing that went on after the election was wonderful.

MEDIA EPISODE: Joh and Seeds: a story journos tried to make him resign over, since they had managed to get several Ministers to stand aside over some tiny incidents. But, he had no use for the story and told them to go leap, that media accusations were not what people should resign over.

MEDIA EPISODE: Russian Ship: a ship, piloted by a New Zealander, the sinking of which was intimated to be a Russian plot.

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There comes a time where you discover for yourself how strong and how powerful the medium of TV and so on is, that its got its own built in forces, that the news is a very powerful thing which comes at you and bolts into your brain system and that radio has an automatic attention commanding system because it overrides anything else or it just slips in behind.

Now after you have been de-media-ed you will notice this more and more and you will notice that you can slip in and slip out quite easily so you start to discover the depth of what you have just escaped from, just how powerful and strong it was.

*

Well, if thinking about a conspiracy only externalises the problem, and then we don't notice it, how can we know we are feeling the effect of media and advertiser and not just the woes of life we've all learned about ?

If we end up actually feeling comfortable in the thought that there might be a conspiracy, because that at least proves that someone is in charge, what does that mean is happening to us ? Where are our feelings as humans, within our lives, in our homes and doing the jobs we do have to do to keep going, and perhaps do good as well ? Even when we are working we are living. Actually, isn't it also true that a lot of what we call working is living ?

I thought we were going to risk it and see if we could make it without a God up there looking after us. I thought we were making it. Why do we need him back ? Because we all hurt, some a lot, and others have deadened the pain by closing down. And closing down, we also miss the sunset.

We all hunger, and we know that as humans we can expect that. It's that other hunger that's the worry. It's gnawing at us. It's the tears for no reason. The feeling of being let down, of being stretched taut. It's violent, and indecent. And screaming and suppressed.

It's the MAZE. It's us being operated on.

*

Which are you in now ? What stories has the media got going around you ? Are we just off to a funeral ? Just back from one ? Whose funeral really is it ? Yours, mine or all of us ?

Is there a tragedy we are trying to see is the worst ? Are we trying to get world acclaim for a massacre ? Are we being told it's unprecedented ? That is no one has ever had a massacre in

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a toilet before, what is the world coming to ? And London Transport ? When did history begin ?

we are saying things, we are doing things, we are saying we are human, we have brains, we can think, we don't like it here..... where are we.....

.....wandering blind, wandering in the dark, in the tube, in the supermarket, where's the sign..... we are on a table now, the anaesthetic is being administered....."Hi ! Happy Viewer, wow, that was a tragedy we just had, well, I've got something that'll cheer you up, how would you like this "we're being told to pay.....sorry, I didn't bring cash..... I'm now relaxing, sleeping, mute, my muscles are loosening, and I'm losing my ability to think, I'm drifting, sinking deep, thank you, oh that was a terrible thing, it just leaves me unable to someone will do something, want you, Mr Coke ?.....I can't move a muscle now, not even blink, my eyes are fixated open, I can see, but not turn my eyes, I can hear, he's still making me comfortable.....

....THAT'S FUNNY, I'VE HAD THE ANAESTHETIC, I'M ON THE TABLE, I'M MEANT TO BE ASLEEP.....something's going to happen.....shall I hate, or shall I feel, can I cover the pain by blaming someone else, or saying it's not there, or pretending this is life, when it's not; older people may be opinionated, they may be confused, but they don't hurt,..... how can someone be 84 and still love life ? they should have learned by now,

.....Christians Album:

Can't you see the pressure's tearing me apart ? Oh,
there's so much for me to overcome, Should I stay and
fight, and where else is there I can run ?
How can I get out, there's no way I can get out ?
How can I get out, there's no way I can get out ?

Hear your words echoing around my mind, I'm starting to
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believe what the papers say,
Yet one more blow, and I'm reeling but can't run away.
How can I get out, there's no way I can get out ?
How can I get out, there's no way I can get out ?.....

"Well, that's it folks, we hope you enjoyed the show, and if anyone out there wasn't watching, we'll get you. No one will or can talk to you... a word from our most gracious sponsor: Stressed ? How 'bout a drink ? Got a thought appearing ?, how 'bout you just put it aside and go after this honey of a car. It's a man, well, it's a man's woman,...."

.....I wish, I wish, but then, I'm only me..... I'll try...they say it's worth it, and actually, it is better not to compromise your respectability, my parents fought hard and long for it for me, they had to struggle, for me to get what I've got, where I can get, it's worth the effort..... well, I suppose that was why they did it.... funny old beliefs they have as well though.... they really think there is something to it... and at their age ! ...it's preposterous.....I have to show them....

..... that I don't hurt....something's driving into my brain, he's started, I think I'm getting a shunt put in, to ease communication, to relieve the pressure, oh it'll be worth it, I can hear the noise of the drill, it's boring in....

"And now, the News, you'll think you won't feel a thing, cos it's fun time, a most terrible tragedy, more dead than in..... and the worst we've had.... never happened before.....everybody's really upset, listen to the reaction, 'abominable', 'we are struck', 'it must be stopped', ... we'll be taking you live to see the dead, don't you just hate people, don't you feel so sorry, don't you wish you could have stopped it, we got there just in time to catch this, what a shame we weren't there sooner.... will it ever end, and all for nothing."

..... the anaesthetic isn't holding.....I can feel it all. I'm going through that experience of disorientation that so many people have in the supermarket, in the streets, anywhere, where we find our aloneness, and discover we need to reach out to people I'M ASLEEP, BUT AWARE.

CHAPTER TWENTY NINE

ALL OUR DAZE IN A MAZE

MARK DAY GETS ANGRY

Mark is a Senior. He has a radio talk back show, and is a political and news commentator of excellence. He shares this distinction, and the radio station, with another Talkback senior. The other senior now hates Mark because of the pornographic views and journalism Mark sanctions in his newspaper, The Truth, which is not even above getting the dirt on him ! Or is he just jealous because Mark also had a Television show, Day by Day.

Of course, his nose is clean. Three months in jail for reporting the name of an accused priest in a sex-case, when told not to: he was only doing his job. Hero. And, soon after he's back out, and he gets his own tv show, and gets a great story, as he has a stabbing just about on screen. But that's a bit later than this:

Mark has just been asking Mr Kennet, the Leader of the Opposition Liberal Party in a forthcoming State election, a stupid question, saying that if he wins the election, he would have to have a coalition with the National Party, 'cos he can't win it on his own. Of course, Mr Kennet cannot say Yes, and can hardly say No. So, Mr Kennet keeps answering with the hopeful optimism politicians have to exude before an election "We're going to Win this one, Mark, Win it in our own right." But, Mark kept on asking, again and again. Admit it, admit you will lose won't you..... you can't win this election.....

AND NOW IT'S TIME TO GIVE THE PEOPLE A CHANCE TO EXPRESS THEIR OPINIONS TOO.....

Transcript:

Day ..now Mr Kennet prides himself on his honesty
Caller Yes that's true. That's a very open thing
about the National Party. Perhaps sharing...

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Day You are not asking the question
Caller But I will. Give me a chance
Day Well hurry up
Caller You are very rude.....if you ask Mr Cain about the Left and how they control the Labor party, and he refused to answer it, you would be left sitting with egg on your....
Day I wouldn't ! I would keep asking him the bloomin' question.
Caller And he wouldn't answer, Mark ! He damn well wouldn't answer.

Day Okay. Thank you for your call. We'll take another. Good afternoon
Caller I am just interested to know why you didn't give Mr Cain as hard a time about Mr Gallagher and his bedfriends.
Day Well, I didn't ask Mr Cain about Mr Gallagher and his bedfriends and I will ask him next time and I'll give him a hard time if he refuses to answer.
Caller Another thing ! Just like to know whether, Federal or State, anywhere along, the National Party and the Liberal Party haven't been able to work together. You seem to be hung up on the problem. Can you think of any parts that they haven't been able to work together?
Day Yes, I can. There are many of them demonstrably where the National Party have twisted the Liberals' tail particularly in rural areas. Now you could argue that is their role, their job, but I am not necessarily sure it was good for Australia as a whole.

Look, I ask these questions and I think that if the politician doesn't want to answer my question, then I have a right to pursue that question and the basic thing with Mr Kennet was why wasn't he facing reality and why wasn't he answering honestly. Now it's got nothing to do with whether or not I asked Mr Cain about Mr Gallagher and the Builder's Laborers' Federation. I will ask him next

time, just for you, so if you are going to get up me on that, get up me on the issue before us and not a peripheral one. We'll take another call.

Yet another female caller: Mr Day, what I am on about is the BLF in this world, funnily enough, and I was gonna ask you do you think Mr Cain would bring the police in on them as he did on the dairy farmers?

Day Well he had the Police at the BLF pickets at the Melbourne Cricket Ground light tower so I will ask him that too, but he has on a least one occasion brought in Police in order to get something done against the BLF

Caller Yeah, but they get away with murder don't they?

Day You obviously don't mean that literally. Yes I think Normie knows what he's playing with and he plays with it very, very cleverly but I don't agree with what he is doing; probably puts me in the mainstream of public thinking.

Another Call- a male: You seem to be having a tough time tonight?

Day That's fine, I sit here I cop it I expect it

Caller Sure. Look I was disappointed with Mr Kennet's evasion with what I thought was a fairly logical question, but I am on really for another point. The traditional Labor Party supporter is just burying their head in the sand to what basically the majority of people want. If you can get Mr Cain tonight on Day by Day I wonder whether you could ask him about this secret report (they seem to have a thing about secretism). Who did you send over to do all the shop.....

Day Jack Simpson

Caller Does anyone know what happened to that secret report?

Day No. Thank you, I will ask him. Next caller.

Woman caller: Why is it obvious right at the

beginning of the election that you're so pro-Labor. Mr Cain has upped so many things that part-pensioners like us are unable to pay so many things.

Day

I am neither pro-Labor nor pro-Liberal. How I vote is first of all my own business, but when I sit here my job is to probe and that means asking embarrassing questions of either of them and putting myself offside of either of them I will continue to do that. I asked Mr Cain a series of questions. He answered as near as possibly politicians can. Mr Kennet refused to confront not so much a question of mine, not only a political possibility, but some would say a political probability. Now I don't think Mr Kennet should be allowed to get away with that. If I have offended any listeners by my pursuit of Mr Kennet then so be it but it is not a political pursuit.

Now I don't want to have to go through the election campaign saying that I am not on either side or the other.

I will say it once, I will say it now and from here on you can fill up the red book with your complaints as is common through the years. One entry says why are so pro-Labor and the following entry says why are you so pro-Liberal. I am not going to bother about answering that sort of thing on the wireless in this campaign and I'll be back after this break.

Male caller It's been a real comedy session this afternoon. The only one they didn't get stuck into is poor old Ross Edwards.

Day

I think we are also used to thinking the Nationals don't matter and it may be after this election...for what it is worth, my assessment of the result on the day of the announcement is that Mr Cain will be returned but as Mr Cain has indicated I don't think it

will be a laid down mezaire, I think he will be returned with a reduced majority.

(Caller I think a lot of the elections are just a big ho hum for a lot of people there has been so many of them.)

Day And that incidentally wasn't a statement of political intent; that was a statement of political analysis right ? Next caller

Caller Could you tell me what has happened to the Messiah, your friend? (*The media term for the Prime Minister*)

Day Oh, he's gone quiet hasn't he? Yes he had a bit of a holiday and he bobbed up in the past couple of weeks, and he came out of the woodwork today with a pretty strong statement on ANUS and NZ, but we'll be seeing more of him. He'll be down here to help Mr Cain no doubt.

They have got a house in Sydney called Kiribilli House, we all own it actually but the Hawke's rent it or use it, and it's got some of the best views in the nation overlooking the harbor, and if I were the PM I would take my holiday there too.

Caller Do you still call him the Messiah ?

Day (*Laughs*) What was it about Ed Kosh the Mayor of New York when Hudson River froze up ? At least he could walk over water then. Next caller

Caller John Kassley here, I tell you what Mark. Can you do us a favor now with this election coming on, could we have a competition on 3AW to spot the difference between John and Jeff. I am having an enormous amount of trouble.....I heard you fighting and squabbling earlier on, I only wish there was something to fight about. I've have been listening to the both of them and I can't find any difference between the two of them.

Day I wish you would listen to another station. Next caller

Woman Caller You said the governments were greedy.
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Speaking of greed, I wonder how many jobs you are holding down?

Day It's hardly greed, my dear, it's a lot of hard work. Three as a matter of fact. Are you saying that I shouldn't be holding down 3 jobs because I am doing somebody out of 2, is that right ?

Caller Only 3 ?

Day Well, if anybody wants one, I'll give it them. I only do all this as a public service.

SENIOR AUTHENTICATED BARRAGE

THESE are the stories events and episodes which get thrown around by seniors, authenticated and run on all media. The stories get bigger and bigger, and go on for a long time. The initialising incidents are long lost, if indeed there were any. I need only put some pointers. Memory will do the rest.

MEDIA EPISODE: FIRES

The bushfires of 84 were a terrific thing to repeat over and over again. It was given every possible treatment, from pride that we have such big bushfires, to claims that anyone who went to have a look was a ghoul. Then, there were the scandals, and later, revisits.

MEDIA EPISODE: After Indira Ghandi died

The speculation was so wild, you expected India to blow up. India is a very stable country. We were terrified.

MEDIA EPISODE: Elections in general

Election reporting swings wildly. Tiny incidents need not be checked at all. Gradually, the media, even though they may be trying to be fair, gives the advantage to the party they favor.

This may be done in a roundabout way, or simply by making you feel sorry for either party. Thus, a State Election was substantially improved for Labor, by showing the Premier being shoved. This was played over hundreds of times. In fact, the situation was just a silliness, and it was a body guard who did the shoving.

MEDIA EPISODE: Falklands

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I don't think much need be said.

MEDIA EPISODE: Gorbochev

When the time came for a new Soviet leader to be found, we were cast into a world where one of the stables, however wicked they are, was gone. It was believed that the Soviets would, being utterly incapable of running their own affairs, have to have a triumvirate running the show.

In fact, a leader was announced almost immediately. He was then given the going over, and approved. This meant the media could play on the dichotomy of Reagan and Gorbochev. But to do so effectively meant they had to both be portrayed as strong machines.

MEDIA EPISODE: Election Aftermaths

As soon as an election is over, to cover up the support that was given to the favored party, the media make one surprise attack.

MEDIA EPISODE: Costigan Episodes: Crimes and Drugs

This was a huge saga. The media loved this man, because he had stood up for them at one time. By the time they had done over his son, he wasn't so open.

The usefulness of it all was that Costigan was using a JOURNALISTIC method of approach to his task. Lawyers are the next biggest dichotomisers in society. He fed them tit bits, and they were able to spin a veil of terror over all Australians. Bert Newton, as symbol of what everybody thinks, came to believe that the country was riddled with crime. "Something really bad is going to happen." The bogey of "organised crime", almost a non-logical concept, was thrown everywhere.

Bob Bottom was one of the most active journalists. He deals in an apocalyptic terror world. And it's fiction, or of no great consequence. A judge described his "Impetuosity as bordering on the irresponsible."

Or as Brian White put it:

"The reporting of the Costigan Royal Commission

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and especially references to Mr. Kerry Packer had brought out the worst in the body politic. We have had the spectacle of all branches of the media acting as though a mere mention in Costigan means you have been tried, convicted and hanged. The whole episode has lowered journalism to the level of nudge-nudge wink wink, say no more. Everyone knew everything, and nobody added anything, so to speak, to the sum of our knowledge."

(Brian White, then General Manager 3AW, was **Mark Day's superior, and also Derryn Hinch's**, his fellow talkback senior, who had a term in jail for contempt of court, a polite way of saying contempt of the people.)

The Costigan Sagas included:

BLF – Nicholls: Murder, unions

Drugs

Tears/Hawke's daughter: PM's daughter an addict, PM in tears, should he ?

Costigan's Son: Commissioner's Son revealed by Mark Day/
Derrin Hinch as addict

Drugs

Galbally – Nicholls: Senior lawyer slams commission.

Murphy : High Court Judge involved in tampering in
lower courts

Packer Here the media were after one of their owners.
Owner of media chain accused of murder, drug
running, you name it by commission.

City redevelopment/Cain crunched: Merely pointing to
the presence of a man's name in this Biblical
Royal Commission report meant they were
done for, as a syndicate who wanted to build
had to pull out.

Of course all these trials by media, so similar to Costigan's method, were roundly condemned by the media. The **Packer** incident was huge. And didn't resolve for ages. He was found
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to be completely innocent, and the Costigan methods criticised. The **Archer** affair was a British equivalent. In order to cover up questions this raised about the media's misuse of the freedom they have, they all rushed off to make a big thing of the Spycatcher affair.

MEDIA EPISODE: ANZUS MX: 1: Election aftermath 2: The Press Venture Overseas: Election aftermath 3: Hawke no Messiah:

"What we create, so shall we destroy. What the Press have made, the press may put asunder. Ashes to Ashes, if the lord don't get you, the press must have."

The gist of this is that while Hawke was overseas, to visit Reagan, the media, as always, were able to play up, and they decided ANUS no longer existed. This upset everyone, and Mr Hawke reneged on a reported promise to test MX. The treaty was still as it always was. Mr Schulz came and said the same thing. Recently, the treaty was extended. The whole nation had been hoodwinked.

We were all concerned at the time that the ANUS treaty was apparently threatening to collapse. In fact the media had been trying for years to invalidate that treaty and this was a gem of an opportunity. A Prime Minister overseas is a Prime Minister under attack.

Its interesting to reflect that after all the reams of newspaper that were spent forecasting the death of ANUS, that its status is now no more and no less than it has ever been.

MEDIA EPISODE: ETHIOPIA This was Moral Imperatives for Christmas, (after all they'd known about the famine for years) plus wrenching plus the new priests and hell fire sermonisers. The media were able to become priests, as they added their power to the good intentions of those in Pop Culture. They yelled and screamed.

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The subliminal of AIDS worked the next year.

MEDIA EPISODE: REAGAN EPISODES: Cancer, Polyp, Agenda with Gorbochev: and Presidents in general

MEDIA EPISODE: HOSTAGES

MEDIA EPISODE: AIRCRASHES AND TERRORISM FALSELY ASCRIBED: an Air India crash was ascribed to IRA, completely erroneously.

MEDIA EPISODE: SOCCER AND SPORTS VIOLENCE: a wonderful power pack of violence, and recrimination. The scene when shown on TV is sped up. Blame is sped around. They then hunt for a way to show it would happen close by too.

MEDIA EPISODE: TAX SUMMIT: This summit was utterly pre-empted to fail, of course its success as a vehicle for expression was reviled. The media did numbers on every single possibility, and made any real change impossible. The Herald in particular hated it.

MEDIA EPISODE: HAWKE'S DOWNFALL

Having built up the Image of a Messiah, which Hawke had no great need or use for, but which creates dependancy in the people, it was time to knock it down.

MEDIA EPISODE: PROTECTING THE ADVERTISER:

Coles Take over: this merger, giving one company amazing power over the consumer, was praised.

"It'll give us a big retailer on the world scene, let's all be proud to be Australian."

Melbourne Cup was taken over by Fosters: praise from the Herald IMMEDIATELY.

The Sun (UK) Editorial

Take off for Daring Duo:

Britain is to have a super airline. This is the welcome result of the merger between British Airways and British Caledonian...we all believe in competition...

Smoking: When an advertiser is affected, the papers rush to the aid of the party. This has happened often. No to regulations, no to bans on smoking in aircraft. "It'll never work."

MEDIA EPISODE: ABC: BBC: NEWS: DISCORD IN THE FAMILIES: The commercial media demolished the ABC with hands across the water criticism. The problem was that the ABC didn't realise that the commercial stations have a job to do with the news –create consumers – and thought that all the drama was just to dramatise the news.

The ABC was left flabbergast at what happened to them. Utterly unprepared, and unable to see that the commercial media isn't an Umpire, it's a player. The new boy was demolished, and that meant that any attempt at actually giving news from now on becomes attackable, as the media were able to isolate and ridicule those who wanted the ABC to stay as it was.

In a similar way to how the Australian commercial media attacked and destabilised the public media, the British Press attacks the Television medium. Although the television carries ads, it is not commercial as in other countries. It is comprised of a public utility that has to run at a profit, ITV, and a public utility that relies on a levy, the BBC.

The British press attack television wherever possible although most of their pages are full of television related and generated events. Indeed, one of the reasons may be embarrassment at not being able to convey news. The doings of the day previous are not usually reported in press till the day after the day after, whereas everyone already has the news from television.

In May 1988 the TV ran a show which the government didn't like. In most countries, this is perfectly normal. However, the press were able to use it as a stick to encourage the

government into controlling the news coverage of the TV medium. This would mean speculation, trial by media, dissent or airing minority views would be only available to the press, if they choose.

The ITV and BBC ran shows questioning what happened at Gibraltar where SAS gunmen shot down IRA people. Much of the material had already appeared in the press. The government was furious: "It's more than a case of being furious -- it's much deeper than that" was Mrs Thatcher's staged response. The press then set out to blame a subsequent bombing directly on to TV, and called for TV news to be subject to a new Tribunal dealing with sex and violence. The TV show was condemned as Trial By Media, and contempt of court even though there is no trial pending, and the Inquest is in a different country. A Spanish Woman witness who appeared on the show was dragged through the mud, tried by media, and found to be a tart. A male British lawyer witness was conveniently forgotten. Thus, we were able to see two trials by Press: trial of one witness, and trial of Television itself. The press completely forgot that their calls for government action to straitjacket television would have to affect them too, as had happened in the Spycatcher racket.

This leads us to the question of loyalties in the British Press, and in media generally.

The British Press is rather more overtly Right-wing than in other countries where the media pride themselves on seeming to be devoted to truth no matter what, and often indulge in being antigovernment.

However, often media carefully follow what they perceive the voter to be saying. And they rely heavily on Opinion Polls and By-Elections and Local Elections to know their stance. The point is that although the media tends to the rightist, it's only because that is where the advertising and consumer system is.

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If all advertisers were socialists, if the system of production were socialist, that's where they'd be. All other loyalties can wax and wane. In Australia, media lay low after an election, until they sense the coast is clear to get back to destabilising; in Britain, the media are fulsome in praise.

With that said, though, I think you would find it rare to find so sycophantic a press as the British. Sometimes they use their loyalty as a cloak to attack other sections of the media, as when they voluminously support Mrs Thatcher's government about television. (What is really showing here is merely that the Thatcher government has an imperfect knowledge about free enterprise or that the market place can also deal with different informations, or that egalitarianism need not mean conformity.)

It is easy to show the media also condition unquestioning loyalty to the Thatcher regime, but it remains outside the scope of this work to let media off the hook just because they are also getting used by a government which has such a strong interest in vetting information. Britain needs a strong media, not a weak one which creates consumers. If the so called qualities that pretend they are not the problem really cared to give the tabloid readers true information, they'd start up a tabloid which gives news and analysis in simple english, instead of merely pooh-pooing the lower classes.

As it is, the only real thing to be seen in the whole episode is that the contrast shows just how far the British Press have lost the will to investigate, and only do conditioning, both for certain political forces and for the advertiser. In attacking the Television journalists for what they themselves do, the press showed they could, if they merely read their own work, see the problems of their reporting. In some cases, the press were so incensed at the SAS being questioned, they actually set out to investigate the issue. The result was that they ended up realising there were questions to be answered.

Uncritical acceptance of official news reporting does no one any good, and is perhaps more harmful than an overactive distrust. So, similarly in the Yardie event, no media questioned what was going on.

MEDIA EPISODES: THE COMBE AFFAIR THE YOUNG AFFAIR THE HURFORD AFFAIR THE DAWKINS AFFAIR: MOST OCCUR WHILE A PRIME MINISTER IS AWAY. THEY ARE CRAP.

MEDIA EPISODES: AIR LINE SCAM: TIES TO GEELONG, GOVERNOR OUT, MILLER: The Herald flexed its muscles, then built on the success.

In this one, the media helped the Premier get rid of the Governor, or got rid of him themselves. I've no idea if the Premier had any special interest in being done with the Governor, but the media came out with stories of how the Governor was leading a conspiracy, and that he and the Liberals were thinking of throwing the government out.

However, with a Governor having to bow to the Authority of the media, (the Governor had his back to the wall, as the Royal Couple were coming, and you can't have scandal around while they are visiting), they then figured they could go after the Police themselves. Miller threw them. This is a wonderful editorial from the Herald, claiming that the Bill of Rights in the U.S. protects the Press in Australia. (You will enjoy the fact that the Herald was violently opposed to the mooted Australian Bill of Rights.):

Herald Editorial 13 Feb 1986: "One last thing must be said. Mr Miller yesterday offered the snide comment that the police force will be around long after The Herald - and this from a man who complains about innuendo. We should remind Mr Miller that The Herald was around in

1840, long before the police force. We should remind him that the Herald will be around long after the airlines scam is settled and long after he has left for a well deserved retirement. If his concern is for history, he would do well to remember a basic principle of press freedom, written into the American Constitution in 1791 - and he should stop attacking it. In a democracy the press must have the right to question, to criticise, and to examine. Mr Miller should understand that, and should recognise that he has no pious monopoly on integrity and the pursuit of truth.

(One year later, the paper was taken over by Mr Rupert Murdoch.)

MEDIA EPISODE: CHALLENGER

Wow ! What a story. They had been gunning for one of these ships for ages. Each and every take off they'd be pressuring the operators "can't you get it up ?" And they'd declared one of them jinxed. A very sad incident was used to demoralise a people. It also left the media in trouble over Halley Comet reporting.

MEDIA EPISODE: CHERNOBYL

Ranks with Challenger, but the reporting was just one big anti-soviet move.

MEDIA EPISODE: HERALD RAILWAY

Here is a campaign that the Herald took up. Most people recognise that Melbourne's railway system is better than it has been for years, and that there is a conscientious effort to improve it. So, the Herald set about making everyone miserable about it. They got the Liberals and some business leaders to claim it should be closed down while the problems are ironed out. This suggestion, they leapt on. Can you imagine anything more damaging to business than such a way to "fix" it ? The campaign went on and on, until the other papers and media authenticated it, and then they all ran with it. The British papers do the same with British Rail.

STH AFRICA PHILLIPINES MURPHY AZARIA EDELSTEN
EXTRA TERRORISM LIBYA
WALDHEIM THE QUEEN AND MRS THATCHER INDONESIAN
JOURNALIST DEATHS

MALAYSIAN HANGINGS CLEVELAND WRIGHT KINNOCK
BELGIUM NORTH/IRANGATE ARCHER INNER CITIES
NORTH/SOUTH DIVIDE SDP/LIBERALS HUNGERFORD
ENNISKILLEN KING'S CROSS STATION U.S BUDGET DEFICIT
KEN LIVINGSTONE THE BBC MICHAEL GRADE TELECOM
EDUCATION CLAUSE 28 (MEDIA HELP THE GOVERNMENT
WITH SOME SELECTED ANTI-GAY STORIES) SOCIAL
SECURITY (HELP THE GOVERNMENT) GIBRALTAR
SHOOTINGS MOB AT FUNERAL BOIL OVER PRINCE
CHARLES.....

CHAPTER THIRTY

WAKE UP, WE CAN SAVE THE GOODS

.....Hey, wake up, off the table please..... be more careful next time... you nearly got done over, it's very easy to slip, there are flying missiles whizzing all over the place, buzz, buzz, calm down, find yourself, get rich, make yourself famous if you want....but don't just lie there.... that stuff, that malevolence that spills as right thinking can kill, it whizzes through the air causing types of AIDS and cancer, death by 'singing', death by pointing the bone, a new voodoo the air is heavy with guilt that never had to be, and the denials that anyone was responsible.....

*

THE BARRAGE GOES ON

MEDIA EPISODE: THE MURPHY CASE: a new book 'argues it was not conspiracy, but competition between two newspapers, The Age and The National Times which drove them to ever new heights of distortion, carelessness and self-justification and sets out to show how the media and with it the whole of Australian society is implicated in some way in the tragedy of Lionel Murphy..... *says the author:*

"I have picked the Age, because it is the best newspaper in Australia.....the whole layout and presentation of The Age story conveyed the sinister impression of something being very rotten in Australia, with the judge being right at the center of a seamy and corrupt network of influence".....'

.....and in the homes around Australia....., of a courageous and decent man ?, of a left wing git? or of a judge who made or did not make a mistake ?, of a judge no one could ever find real evidence against, who saved thousands misery, who cares ? as they watch TV....."He ought to be hanged", and from gentle people who would never insult anyone: "They ought to string his sort up."

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..... *The cancer gets into the air,*

**'I know it was the media that killed my husband'
said his wife.....**

*

DRUG FURORE WIDENS TO WHITE HOUSE CANDIDATES:

Times 9 Nov 1987

We're In the MONEY ! Daily Mail 4 Nov.1987

Magician Nigel Pulls Billions Out of the Hat

The Star 4 Nov 1987

The Times: 9 Nov 1987 **World condemnation for IRA bomb**

11 Die In Poppy Day Massacre

Worst for five years.....Queen and Thatcher shocked by atrocity.....silence, outrage and the agony.....Queen and Prime Minister lead world outrage.....Catalogue of bomb carnage: 17 in 1982, highest number of civilians, 20 at Belfast.... Regent's Park..... Brighton.... grief-stricken Mrs Thatcher, appeared outside 10 Downing Street....exploded moments before the Queen and The Duke of Edinburgh left Buckingham Palace.....most disgusting ever perpetrated by the IRA.....Editorial: an outrage without precedent....desecration.....long term intention is to spread the contagious disease of fear and anxiety.....after a series of appalling police bungles....Objectives of the Anglo-Irish Agreement still sound...but can only ...be justified at the bar of public opinion....by the capture and conviction of terrorists.... government must require some performance targets by which progress can be judged in twelve months.... isolate terrorists, separate them from the community in which they find camouflage and support.....they are puppets whose strings are pulled by history, whose beliefs are in nothing but death.....

The Star: 9 Nov 1987: Front page news **SCUM**

The Star: 4 Nov 1987: Front page news:

600 Hamsters Gassed:

It was the slaughter of the innocents. Six hundred cuddly little hamsters, loveable furry creatures....massacre.

*

Permission to go overboard granted, yes it was unprecedented, yes, it was a lot. The Tabloids present you with the reactions you are to have. They all hunt around for authorities they can use as the excuse to get angry, and show hate. The hunt for a culprit is on, and in amidst that, the real victims have to battle not only their grief, but the heavy air of hate.

And, after a most terrible fire in a London underground station, will their reaction be any different ? How will they deal with the hero who is gay and has AIDS ?

How about just: Relax and not react except to love the victims. RESPOND.

Tears for Fears:
I believe,
that when the hurting and the pain has gone,
we will be strong !
Oh yes, we will be strong !

I believe that if I'm crying while I write these words,
it is absurd, or am I feeling real ?

And I believe that if you knew just what those tears were for,
they would just fall, like every drop of rain.

But that's why I believe it's too late for anyone to believe....

I'm on a train station. What a day to pick to go for a train ride. It's cold, it's wet, it's grey. My friends are saying, "Don't go,
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don't go. It's cold, it's wet, it's miserable." Actually, they were wrong. Yes, it's cold. Yes, it's raining. But it's not miserable.

There's a whole new set of reflections to see and reflections to make. The goods wagons glisten, the tops of the carriages are bright with the wet. There's water pouring down, and the trains are moving in and out and all around.

And there's a feeling of expectancy, of urgency. Everybody's waiting for something. And on the platform are the carts laden with newspapers and mail to be sent forward.

In the great old railway tradition, they must get through, there are people waiting along the line, and at the end of the line, for the latest word. Actually, the papers in question are an advertising weekly: it's a rural one: all tractors and clearing sales.

And, actually, of course, everyone already knows what's happening, what's happened today. Today's event was the Church of England having to vote on that wearying topic, homosexuality. And who isn't utterly sick and tired of it. Who cares anymore. It's a small issue, it's not important. Economics is important. Those tractors are important.

But something makes it important. Sure, it sells papers, but there's more to it than that.

And I've already heard on the radio, and they haven't even had a chance to build the story, that the motion condemning it was rejected by 383 to 13, and a motion that it was "short of the ideal" was passed.

My trouble is, is that I know there was a lot more in the motion than that. It really wasn't about homosexuality, except in passing. It was about any sex outside marriage. It was about relationships, about adventure, about promiscuity, about

openness. It concerned everyone. If the motion got passed, everybody would stand condemned.

But, who realised it? Did the papers let that through? No way, as far as we knew, it was only to Kick Gay Vicars out. "You decide, ring us, yes or no?"

As if they really matter.

The morality of the papers who wanted the passing of the condemnation motion is page three girls, bonk stories and a morality based solely on sex and family, and which says NO SEX at all, unless we ok it and we can see that you have done it.

Anyway, that's finished as a real life event. It will go on, and it shows that although the papers have enormous power over their readers, they don't force thinking people into stupidities all that easily.

In the mind of the reader, of course, this is just more reason to cling to the lifeguard media all the more: even the church has gone mad.

And it's good that the papers are there, to express silly opinions, and follow logic to the dead ends it comes to, and sometimes to yell a bit. And, it is important that those tractors get sold, and the farmers can keep on living.

Sometimes, the media are really useful: you do get some information. And to show I've no animosity, I'll get The Guardian. I was rude about it earlier, and perhaps not fair.

Oh, they've done an Editorial on the Synod. It's seems really nice and sensible. Of course, they are pushing what about action on the IRA, but terrorism is a different matter at the moment. "Synod damns Aids witch-hunt" a report of the Synod yesterday, when they were talking about Aids.

The Editorial:

It has never seemed to us that the leader column of a newspaper is the natural channel for detailed pronouncements on theology.
(Why can't they tell that to Murdoch's papers).
....Today, the Synod is asked to decide, in effect, whether it is possible to be both a Christian and a homosexual.This (*the condemnatory motion*) will no doubt be endorsed.....In our untutored view it would be healthy for the Synod to spring a surprise.....Every individual should be free to seek, though not at others' expense, whatever fulfilment is possible within the limits of his or her preordained nature..... Jesus, though slow to condemn individuals, was quick to condemn those who would undertake the condemnation for him....

That's really nice. I've only one puzzle. There is no way known the church could pass the condemnatory motion. Way back in 1953 they were fighting off the same issue, this very issue, in a witch-hunt going on then. It's a 'sin', they had to say then, but a lesser one than adultery or fornication, and gay people are worthy and human. If they passed the motion, everybody would have to leave the church ! Surely The Guardian can see that !

In the state of expectancy of awaiting the train, it doesn't matter to much to me. It's all only passing, and I'm on my way out, to relax in the rhythm of the train. And here it comes.

And, on the seat, a deserted copy of the Daily Telegraph, a paper I think is quite a straightforward paper. Sure, it's boring and moral ridden, but it's not pushing it to sell, only because that's where it lives. In a bland, safe and successful world. And, I've often noticed that sometimes it has facts about which I get to decide.

As I say, the media are important, and useful. And there are some good refreshing things in today's Telegraph. The train is moving, and I'm starting to relax, as the world moves by, and I'm seeing things. It's lovely, before my eyes. I'm relaxing, stretching out, and the rhythm is getting to me. I'm getting a nice perspective. I know, no matter what the other tabloids will do tomorrow with the Synod, that sense has won, and everybody can rest easy. All humans can keep on the road to love and friendship. And that thwarts the media, it thwarts the advertiser.

There's an article about a boy who died "tagging" while graffitizing a train in the London underground. There wasn't much left. Well, as long as the article shows that it is sorry a life was lost without purpose, I don't object to the message "Kids, stop doing it." I love the new graffiti, but not at that cost.

And, "Railway Staff turn eyesore stations into gardens". That is lovely. Then, "Murals in Trains." Wonderful. And fantastic:

Australia outlaws in-flight smoking. ".....The tobacco companies lobby group, the Tobacco Institute, has vowed to take the ban through the courts on a civil rights platform. The ban has the support of the major internal carriers, as well as the cabin crews."

Great news. And a joy to read "Rat-man escapes. An intruder escaped from council offices in Ealing yesterday when he pulled a large black rat from his jacket and waved it in the face of a policewoman." Damn it, though, I wish it had been a policeman.

The train has got to me now, I'm under.

I adore TV. I love just sinking away, and letting someone else take charge, it's so easy, it's so ..so... I just wish it weren't so damaging. The train is now my TV. The land rushes past, and I am drinking it in. I don't know what it will bring, I don't know

what I'll be noticing in the landscape, will it be the color, or the shapes, of the land, the skies, or the houses, will it be times of perception about the people, or am I am just kidding myself when I look up and notice that the veneer used in the carriage-work is an African Bean, not an often used timber.

I don't know what's going to happen, but I think it will be good, away from the mediated crap, and away from a predisposition to get angry with it, and to try to correct it.

This TV, the train, is calming me, making me strong to move on with life, and interested to see what is in store. I don't know what will happen in my movie, how many loves I will have, Oh I hope for many more, whether I will ever get success, get this book off the ground, get believed, perhaps even admired for all the effort I've put in, all the care for people that underlies it, and the tears.

Life is my TV actually. What is the show going to bring, today, tomorrow ?

So, my TV show is sweeping on, and we're passing great factories, wonderful goods yards, old wrecked lands, and industry so wondrous and busy. So much more interesting and important than the damned images they give us.

I can't wait to find out what life has for me, and I won't wait: I'm going to find out. Soon, I'll leave the cosiness of the train, and keep the pace going. And I won't have any silly ideas getting into my head that disempower me from feeling my life, and racing with it.

And, damn it, I still do find it hard not to wonder about it in terms of what would it be like to own this or that. I've so much respect for property in me, that I am separated from it. So, I'll go with it. I own it all. I own these buildings, these houses, lampposts, pylons and waterways, mansions and cottages.

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The people too. It makes me feel it's ok to touch them, talk to them, revel in the land, indulge. And also love them: JUST LETTING THEM BE. That man over there who is probably really full of crazy ideas: he's just what I needed over there.

I love the busyness and the achievement and the confusion of our world, and of nature, and of the people.

And the train comes to a halt. I'm feeling grand, and happy to see all the crowds. And I buy a paper, just out of interest, this local evening paper. It's a nice paper. And nothing much about the Syno: the paper hadn't heard about it when it went to print.

It's got an editorial on the front page, "Our Police Deserve A Fair Deal" Is it to the citizens, telling us to be nice ? Well, yes, but also a statement of support for more. "Not because they have failed, but because they have succeeded. And if we want to get business people and tourists to visit us from overseas, we must make them feel safe. It's our future at stake." Very different. Very nice. It styles itself "The Paper That Cares." "Defiant bomb town plans service." "The student Prince Charles is a man of vision." Enough good to make me overlook all the rest of the junk. I'm on the paper's side, if only they give me just a bit of fair play.

I catch the next train. It's getting dark, so I can see less, but do enjoy the dusk and the lights coming on. A sunset in reverse.

I arrive. I get the local evening paper. Funny, this time, they did get the news. "Toned down motion condemns homosexuality." That's blown me right over. How on earth did the journalists get that one. Nothing was condemned. The Synod is quite capable of saying "condemned" if that was what they meant. Maybe the paper knows more than me. I read the article. They mainly quote the man who lost "I'm thrilled, we won." Won ? I think 383 to 19 is not "won". But, I understand

that he would say that, as how could he ever admit defeat ? But you'd hardly bother quoting him. It's funny, they refuse to give the whole motion that was passed, busting it all over the article. I'll just have to wait and see, but I'll swear that everyone who reads this paper is in for trouble.

I look around the town. It's such a nice town, it doesn't deserve that sort of paper.

I return. A girl in the seat opposite is reading the same paper. "Drugs, drugs, drugs", she says to her friend, "Why do they have drug stories all the time ?" She reads the paper critically; then reacts to its masculinity: she starts drawing all over it. Desecrating the pictures, and the articles. She is fighting back.

The motion was anti-sex outside marriage. That also meant homosexuality. But that is only a tiny bit. They hide behind the issue, then hide behind children. "God, I fear for the children now."

The Guardian wanted to seem liberal, so they invented a likelihood of it failing, or brought all the conservative leaders' image into it. The editorial actually hedges. It doesn't really say which way they think the motion will go. They do aver it should be thrown out, but they need to protect their reaction in either case. After the event, it's vital to them not to be seen not have 'known' which way it would go. They have to pretend they know how it will go, and afterwards that they knew all along how it would go, in any case at all.

What was at stake was not homosexuality, but whether the media's funny degenerative morality would be authenticated or not. The morality of Page three, oh look, buy, but we condemn promiscuity, we condemn any sex, any love, and friendship. You are ours alone. And we must know what you are doing, as that is the best way that we can own you and your minds. Therefore do not do something we cannot know

about. Their morality is that if you have 'sinned' you cannot go on: there is no forgiveness, or understanding. They wanted homosexuality condemned so that they could argue that therefore the church has to throw them out: which is the very opposite of Christian. They would throw everyone out.

Don't let anyone own your loyalty, and your right to do things in private. Openness is great, but it must not become a YOU MUST tell all. That is no good, that is surrender.

*

How did the papers cope the next day: I'm going over these not because of the issue, which I think is mainly irrelevant, but to show what they are covering up.

The Sun 12 11 87:

Pulpit Poofs Can Stay.....

The archbishop insisted that to be gay by nature was still to be a full human being.....

18th Birthday:

The Sun is 18 next week and have we got a party for you:

Hundreds of prizes. Free Cheers at dozens of parties. How to lose 18 lbs of ugly flab. Who's the best page three ever.....Happy Birthday to us, folks ! We know who our real friends are - the most loyal readers in the world who helped us soar past all those ordinary newspapers that were around for years before the Sun rose. **That's why we've made an old pal's pact...**

Guardian:

Synod takes soft line on gays.

Bishop of Chester: "If we passed the main motion today, all the bishops and clergy could need to resign tomorrow."

Daily Mirror:

Gay Priests are not sinners, says church.

Daily Mail:

Church of England rules homosexuality a sin, but

won't throw out the sinners.
Scandal of Gay Vicars.

Star: Editorial:

The hypocrisy of the Church of England over 'gay' priests has threatened the very foundation of the Faith. ... What unholy humbug !

*Cartoon with anti-gay subliminals,*Geoff Baker's Goggle Box Column: Of Eastenders: Who cares that those poor dear gays are splitting up? Good riddance. The sooner they disappear, drinkers in Den's pub can bend over again to pick up dropped change.

The Times

Moderate homosexuality motion wins big majority:
The Archbishop of Canterbury: said there was a feeling the church had gone soft on moral education of the nation..... Nothing will be solved by the Church of England being railroaded down this or that lobby route. The Bishop of Chichester said he could not vote for the main motion as it had already stimulated something tantamount to persecution of the clergy.....**The frequent public discussion of homosexuality had already seriously impaired the idea of friendship. Synod should do nothing further to damage the concept of friendship or encourage persecution or snooping.**

Bernard Levin: Times Columnist:

An observer with any sensibility must have been struck by the pain, care and charity by which the Church went about its decision. It is the obvious truth that the country as a whole, homosexual, heterosexual, and total abstainers, not excluding the Church, will take no notice.....the debate was taking place in a balloon.... I emerged with a wondering but intense admiration for this amazing body.the result was a victory for all the best qualities in this country. The church is as puzzled, worried and uncertain as the rest of us; but in a strange way it gave us all a lead, if

only by telling us that to be puzzled worried or uncertain is the lot of all thinking people, and it is no shame to confess as much."

And, that really is how important it is, or should be. However, it helped the papers put the church in place, it helped the government get the courage to sneak in a nasty anti-gay measure, and then for the next six months they could carry the anti-gay story on to its dramatic limits, and to its limits of usefulness in selling, as they did, ...

*

Meanwhile, we are still burying the dead. However, the priests are talking forgiveness for the murderers, they are saying that it is the humility and the calmness and the love of the townspeople of Enniskillen that the world is seeing. That it is the Christian **response** that the world is feeling, as the townspeople forsake revenge and try to forgive and understand.

And those that lost loved ones are forgiving the killers. And breaking through the media by showing a brave example. And giving everyone hope. Everyone can break through the media mind: and how lucky, then, for us to have earlier seen that media reaction: Scum.

So too, there are more important things hiding behind the issue of homosexuality. Love becomes impossible. Life as a sexual journey is denied. Friendship is distrusted.

And strange tricks are played on masculinity.

*

Guardian 12 November 1987: **Children Targets for IRA 130 lb bomb.**

Daily Mirror: 12 November 1987: **The IRA regrets.....** A boy in an iron mask lies suffering in hospital....

Star: **Gay menace at vicar's college.**

The People Nov 15 1987: **KICK 'EM OUT.**

BIRTHDAY BOY CHARLES ALONE AS DI HUNTS. Prince Charles spent his 39th birthday ALONE, yesterday as Diana watched her sister foxhunting – a sport the Princess hates. (Actually, she was at the hunt to watch Prince Charles).

Editorial: **Gas and Gaiters to the bishops ! If the Church continues to employ such men, they must expect the outrage of mothers and fathers – and this newspaper.**

How to beat a Royal Marriage Crisis: Buckingham Palace took the unprecedented step in 1957 of releasing the statement "It is quite untrue that there is any rift between the Queen and the Duke of Edinburgh."

Kinky Vicars gay Playtime.

Frankie's Winkle Pickers: How women make a grab for the Queen Vic strip king.

Royal secrets of Wild Boy Windsor: Diaries reveal zany pranks.

The boy Reggie Kray lives for: Love and kisses of the Godfather.

Gangland terror boss Reggie Kray has been tamed by the friendship of a handsome young bodybuilder. What began as a casual encounter in Parkhurst Prison, has developed into what Kray himself describes as his "magnificent obsession."

Now free after four years for armed robbery 28 year old Peter Gillette (pictured naked topped, with limp wrist and ring), has told how he defied the "gay" taunts of fellow prisoners to pursue his remarkable relationship with one of the most feared men in British criminal history.

"Pretty" Peter insists there was nothing gay about Reggie Kray's interest in him.....When I leave he always kisses me twice on the forehead and tells me to look after myself. We have arranged that he will come and live with me, so any woman I marry must accept that Reggie will be part of our lives.

Was Peter just naive talking to the People ? Did he not realise that they print as much Gay as gay newspapers ?

Sunday Sport: Mary Whitehouse at Sex Orgies with Eddie Kidd and Chris Quinten.Eddie lived out every man's fantasy when he was dragged upstairs and molested by three gorgeous girls... who pounced on different parts of his body...Mary said "I had sex with both of them and they were both great in bed."The parties took place in 1983 and 1984.... Eddie Kidd said "I categorically deny that these things happened." Hear Ex-model Mary Whitehouse talk about her steamy sex survey. Ring now. The Sunday Sport Says: Every red blooded man in Britain will say this morning: if only I had half of Eddie Kidd's luck. We all dream of the fun stunts Britain's two best looking guys have got up to. If only we'd been in their shoes. It was all about having fun and being young and single before the terror of AIDS put paid to the good times. And who can condemn them for that?

The Princess Of Wales burst into tears and begged a photographer to give her the film, late at night at a Major's house. "I feel trapped."

Other reports: it was her friend Kate Menzies' house, it was a party, etc etc.

Always the implication: two guys together: suspicious. A boy and a girl together: suspicious. Friendship is suspicious.

Sun November 17 1987: Why a "Groping Vicar" got a big shock. Sun: (Picture of model guy, in naked pose.) **Naked truth about Kenny's naughty bits !** Naughty !...but nice ! This is the naked truth about muscle man Mark Raymond, the male model who gets groped every week by TV comic Kenny Everett. Hunky Mark 24, covered in gold paint and nothing else, poses as a statue outside BBC HQ. And at the start of every show viewers will see Kenny, who admits he is gay, tweak Mark's naughty bits. But Mark claims it's all done in the best possible taste. **And as you can see....HE'S all man !**

Sun November 18 1987: My gay feelings, by Vicar.

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A film named "Hail Mary" had got a mixed reaction when shown in Australia. Many Christians, proclaiming their Christianity, condemned it.

Not everybody was tricked into condemning the film. The Herald managed to diffuse it all by simply not being able to understand it. "Blasphemous, but it's only an art form."

"Is it Blasphemous ? yes, but less so, in the sense of causing actual offense, than Life of Brian, and Oh God !, both of which have been screened in the past few weeks on commercial television.

"The saving grace of Je Vous Salue, Marie, (Hail Mary), is that it is an art film, and, therefore, largely incomprehensible." (Alan Gill, Religious Writer. This is wonderful Australian reductionism: it's only an idea, can't do anything.)

So, a lot were upset, others not. Among those not upset, was Reverend James S Murray from The Australian. He usually writes defending the church from homosexuals, but this time had use for sexual innuendo himself.

"I went on Monday, wearing Clerical Dress, in the face of an angry crowd of more than 100, a number of whom offered violence to those entering the State Theatre....

"There were expressions used in the film which I found entirely inappropriate and unacceptable I am only too willing to admit. Rich in symbolism and beautiful images, the film itself would be incomprehensible to anyone without some Christian knowledge. Surely this affirms Goddard's intentions.

"But what of the critics ? Their objections seem to be based on a peculiar premise: that there is only one way: theirs, of proclaiming their doctrines....

"Those who have disgraced the reconciling role which they claim for the Mother of Christ should, perhaps be

honest enough to recognise the rather unfortunate image they have given of Christians."

Later, on radio, he added: "The nakedness in Hail Mary is at no point erotic. But those with prurient minds find anything dirty. **And one wonders at their own innocence or their own sexuality.**"

*

There's something very suspect about the tabloids' treatment of a subject which has a long name, and used not to even be in the dictionary. It neatly tallies with their treatment of terrorists, and using every trick to make friendships suspect. And, selling to the ALL MALE, it terrifies him into fixed roles, and purchasing patterns.

To make contact with someone to start up a friendship, we're all a bit nervous, but we risk it, and dare it. Actually, I recall that I meant to say in the section about escaping TV that a really good thing to do is to meet someone, go to a pub, or ring someone on the phone, and chat. People in real life are far more interesting than those in the TV. Some may turn out to be good friendships.

But if, along the way, you meet media: "You deceived us. How dare you. We don't care whether you had sex or not, we won't be deceived."

Sex is OK, then, but not friendship. Friendship is OK, then, but not sex. Stand up so we can condemn you, while we pretend we don't; and pretend we don't do it. Who is jealous ? was it the media stopping us from having any love, then stopping us from having any friendships even and falling to taint them as quickly as possible, while hiding behind this masculine pretence of openness, and strength and honor ?

"You must tell me, you must put me on top of the list to whom you tell things ... I must be allowed to own you by making sure

you will tell me everything I want to know. You can do anything, if it's public."

Hang on here. No way. You can't have that. You're meant to let me be. And that means I can have what I want in my head, I can let things happen. I can also do what I want in private: you do not own that of me.

The media are completely negativised aggression. It pretends it is masculinity: that's why it's all male: but it's not really, as these guys aren't really male, they're strong in their weaknesses, their jealousies, their desire to control and own, and demand your loyalty.

"You must let us do it with you, by telling us all. Unless we see it, it didn't happen." They want to own what they cannot have, and what they cannot do for themselves.

Be those most loyal of readers, and they will make an **old pal's pact with you.**

*

Men can have their masculinity and pleasant aggression turned into fear; this leads them to be desperate to avoid really solving the homosexual question, by seeing it's nothing; and that it prevents them sharing with women fully, and honestly. There's enough lies in masculinity already, without them getting cemented and used by media. And, the tabloids carry as much homo-erotic material as some gay papers themselves.

The world can be suggested into believing Nuclear War is inevitable.

Britain and U.S. can be suggested into an over inflated view of the economies. And Britain's masculinity institutionalised into a negative aggression in a government that refuses to see that to make money, you have to spend it. It's no no no.

And Australia, struggling to direct its aggressiveness against the world, instead of itself, and so share the wonders of their attitude, and that wonderful sponge of a brain, is soaking up a nonsense that can make it self-suggest itself out of existence.

And the papers are prophesying recession. As they have for the past three years. Somethings never change.

*

Throw away the TV and the papers, and instead live a TV, and write your own world. Make friends without fear. Love without shame. Buy if you want to.

CHAPTER THIRTY ONE

LAZARUS, GET UP AND WALK.

Is the message here that the greater the human dissatisfaction, the more urgent the need to shop ?

(Company, a U.K. successful women's magazine, Dec 1986)

Being a Christian in Britain today can feel a bit like being an AIDS carrier.

(Company, Dec. 1987)

The truth is that unless these time bombs are isolated and defused, there will be no ultimate hope for human survival. That is - no hope unless GOD'S WORD IS TRUE! Unless Jesus Christ returns in glorified spirit POWER to take the helm of rulership over all nations, and make and enforce the hard decisions that no government can today !
Plain Truth December 1987

When the going gets tough, the tough go shopping. (American parking vouchers)

Silk Cut billboard ad: Chainsaw wrapped in purple silk.

*

Signs of hope:

Cigarette packs under 15 have been Banned in Victoria.

Cigarette sponsorship of sports is banned in Australia. The Government will operate a scheme for sport out of a price increase.

Cigarette advertising is banned in Canada.

Enniskillen. The Church. The people.

AN ARTICLE IN THE TIMES 2 6 88: The experience of seeing the Church discussing the anti-gay motion made Times senior Bernard Levin freer to see. A realisation that media doesn't have to be anti-gay came when a trip to the U.S. meant he compared U.S. mainstream media treatment with that of the British. He could see their questions and attitudes are infantile, and has the rare distinction of having that view

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published in The Times. **"It is high time that Britain began treating its homosexuals at least as well as America Does."** Although it may have been in the mould being followed by some other papers of trying to assuage guilt over their support of anti-gay measures by the British Government, it was a big step. However, other papers are preparing a new bash, and spreading the idea that there is a gay conspiracy, which must be attacked. "(AIDS threat nothing to do with us: i.e. there's another campaign on its way, and we need start installing the same old errors for it to correct) We must grasp the real nettle" Daily Express.

The U.S./USSR Summits. The Moscow summit between Reagan and Gorbochev, and the wonderful progress towards getting rid of the advertiser's friend, Nuclear Threat. This should mean people can start realising the Nuclear Threat is now built on quicksand. However, it is not a threat that so far media has been happy to give up, and probably will continue for some time.

Summit Ends on new note of discord. The Guardian 2 6 88. "Something to smile over, perhaps, but also something to brood over."

Summit was "toe to toe" confrontation. Times 3 6 88.

Realism Returns after Summit: The Independent 3 6 88.

The greatest source of fruitless tension is uncertainty, and the commonest causes of uncertainty are not the big things - like The Bomb or the parlous state of civilisation - but small personal decisions that seem easy to take but have somehow remained untaken.

Sunday Telegraph Magazine. 5 6 88, an article "Brain Power and the Pursuit of Happiness."

*

When we corrected the newspapers' vision of creation, we showed that energy is creatable.

Now, we realised that life is the "impossible" combination not of two opposites, but two things that have no logical connection at all: TIME & SPACE. There is no need then for them to have become one.

It's a mystery and remains one. It's hard enough to envisage transcendence of dichotomy of matters that connect let alone matters that don't connect at all. And yet the conception and application of that is possible and does work.

Now you can apply the '**transcend but hold**' principle to anything you choose.

For instance, we've pointed to the causes of the black holes and the apocalyptic traits in society; identify and analyse that sort of thing in your life and apply the principle as best you can, and you've got a short cut. The end result is that the individual is in charge of his energy and is all powerful, "I am who am." Once we realise this we can seek out the causes of dichotomisation and comparison, then leap through it all – to a much further place.

That describes an almost logical strategy. However, most often this involves the element of paradox, which we must accept as the major symptom of transcendence. Where there is a transcendent reality beyond the perceived dichotomy, and where we see paradox, we probably are seeing a Christ principle in work.

Motion is a paradox, the unity of time and space, which seemingly have nothing to do with each other. If we interpret being in terms of either, we are altering the paradoxical unity that already exists. We desperately need practise with the process, so we can use it constantly, in social, commercial, creative and our personal lives.

So the route we have taken is to being by nature a concerned
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human, with normal human frailties and concerns, hopes and aspirations, with peristatic ability saved from having been done over by media and advertising to become a paranoid, schizophrenic consumer.

This book was the process of getting back firstly to that state of normal human being through the process of expression, then facing alienation, then through with the discovery of a new type of action – action with acceptance, within the ultimate metaphor of action, finally total involvement in creativity, and the ability to celebrate love and share.

*

What happens when we stop consuming, what does society think of us ? What do they do? Should it, can it worry us as we become producers?

If you have trouble, hire a Rolls for a day: people in Rolls Royces can loot and pillage with impunity. So don't worry about ramifications of leaving the mediated world, except the ones in your personal life that you always knew that you'd have to solve: now you've got the power to.

We are all harking back to "Times when..." Times when Australians had more get up and go ? Or when Britons weren't so damned mean to each other, and were even able to stop themselves overreact, when Americans weren't so keen on tearing each other apart for the slightest sign of "humanness" or so pumped with strange dreams and visions ?

We all know the so called information explosion is really an implosion as very little real information or reality now arrives in the mind, how advertising is almost starting to notice it has killed the golden goose, the consumer, by tying him down, instead of helping him earn more, and how the media can tear us apart, without knowing or acknowledging a thing. How lost and fragmented people are.

When we spoke of apocalyptic tendencies in the Media being enhanced and giving birth to their own structures, black holes, weren't we in a sense, doing the same ? Do black holes really exist ? Only metaphorically: they are easy to overcome on a personal level. But to rid them out of our social system we need treat them as real, and use metaphoric action to drive them out.

There is a belief that it is more important to remain faithful to a fixed set of beliefs or attitudes, than to experience variety within life. This is because we think that Death will reveal the answers. "If I have lived my life wrong, I'll find out when I die."

You won't. Life is the arena of learning, not death. Don't put off breaking through every wall, every comparison and dichotomy you possibly can.

*

And the train trip: Another sunset, another dance, or whatever you like. Beautiful, like going across a high bridge on a changeable day. With clouds over a lovely landscape, lit here and there through dark massing clouds, illuminating touches of blue sky, and patches of the mauve/brown earth in dazzling streaks, and glows hitting the odd flare lit sheep, planes or ocean liners.

And seeing images of factories and towns you'd not seen before: picked out in a different way, under a different sky, with a different person doing the seeing, meaning different things.

And meaning: You have won: Your brain is emptying of images, and that leaves room for the materiality of the world. Beyond the shapes and colors, you can understand the world and history, and it's coming into being; and you understand, its past, present and future, in all its names and meanings. And your place in it, moving forward, with your past 'lives' to

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sustain the journey, point the way, in peace of mind, happiness, and comfort.

*

Imagine a world where people's positive energy to make and do things doesn't get dissipated and confused, but is there, and is used, uncluttered and unencumbered by false notions and ideas.

Imagine a world where advertising and the media play positive roles: bringing people news of event and issues that they are strong enough to actually work to solving, and where they actually do, yes all of us.

Imagine a world without the psychosomatic diseases caused by ignorance and misinformation, where people can escape the addictions of cigarette and alcohol because they can finally escape the addiction of advertising. And drinks, smokes and product can become useful items.

Imagine a world that works beyond class distinctions, color or race, and sees the person underneath the image? Imagine Britain, Australia or the United States peopled by human persons instead of aspiring deluded machines, clawing upwards at whatever the human cost, and able to produce and earn more, and spend more on the bounty of the world. Yes, really buy more product, because there is more.

Imagine a world where people can not only be happy, productive and loving, but say so, without feeling idiotic.

Well, maybe that's tall order. I'll settle for a world that at least has that vision in its mind.

THE JOYS OF A LITTLE INVESTIGATIVE JOURNALISM ARE ALL YOURS !! AS YOU DISCOVER

HOW MEDIA AND ADVERTISING ARE KILLING YOU

During your life you'll read many tons of newsprint, hear an immense noise, and see miles of film and tv footage. Why not learn to watch what you are seeing and hearing. The techniques you'll learn in this book apply to everything that gets into your head and confuses you or makes you wonder about yourself.

This new work by Lowen Clarke is a trailblazing new analysis and solution to the problem of media conditioning us into paranoid schizophrenics for the advertiser. They cut us off from the real world, by preventing us from taking positive action in our lives, by making us believe the world is full of evil and danger, and by ensuring we can only measure ourselves by the values of a new consumerism, pushing us into a world of reactions and comparisons. The world around us is our hell, and the advertiser sells us the new heaven, on the same old promise of behave, and you'll be happy.

By escaping the black hole of this new supernaturalism which is foisted on us by media and advertising, you'll discover a human being : healthy, happy and capable of success. Despair is not necessary as we work on rediscovering our humanness.

Lowen Clarke, in this book, has dared to break the spell for the first time.

This book will give fresh power and direction to what is in your head, new and old. Your life is you. Others want to identify

the meaning and spirit of what you've put together. "Clean and cared for" means success. Happiness, fulfilment, money and love can be part of your life !

That paper you snuggle into on the train or at breakfast is killing you by making you so stressed and jealous that your day is ruined beyond repair before you start. Unearth the powers of your mind, and your life. There lie magical powers, just waiting to be experienced.

This book will become the basis of a new self-health movement, and establish the new solutions that advertising and journalism and commerce are calling out for. Advertisers are wondering why their markets are dying, and media wonders why they are so hated.

And, surprisingly, a chastened Christ concept can help us escape the nonsense of the new religion of media and advertising, and get us creating the wealth we need to share and spend. It can also point a way forward for philosophy and theology.

The West needs wealth creating producers, not caged consumers. Societies which urgently need free brains and producers to solve problems cannot afford a media which is operating to create and cage consumers.

**If We Change Ourselves, We Change Everything.
And, if we're afraid of Change,
that's the first thing to Change.
If we let ourselves be happy, we let everyone,
And if we're afraid of that, why ?**

END PDF TWO

THE JOYS OF A LITTLE INVESTIGATIVE JOURNALISM ARE ALL YOURS !!
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Lowen Clarke developed the work in Melbourne, and honed it in Rugby, both places known for their output of iconoclasts.

LOWEN
CLARKE

HOW MEDIA AND ADVERTISING ARE KILLING YOU

GLEN ORMOND
& GOODDAY

HOW MEDIA AND ADVERTISING ARE KILLING YOU

New New New

**UNHOOK
AND
LIVE!!**

by LOWEN CLARKE