

PROPAGANDA IN MOTION

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:PROPAGANDA:

Once uttered, this term invokes images of war, the dissemination of lies, and the vital technique of every scoundrel movement in the history of mankind. For propaganda, no matter the context or enthusiasm thereof, is the central ingredient to moving the masses.

Defined by American Heritage as "*The systematic proposition of a given doctrine or of allegations reflecting its views and interests*," propaganda is the advertising of ideas, of philosophy, and of ideology. However you evaluate it the purpose is unequivocally that of a deliberate and systematic attempt to shape perceptions, mold behavior, or alter/maintain a balance of power that is advantageous to the propagandist.

We find it's predominance during periods of war in which national patriotism must be manipulated to suit the needs of military enlistment/deployment. Similarly, we find it in the corporate board room, the pages of magazines, the radiating glow of the television. Organized religion itself is a form of propaganda, the term coming directly from Latin: "Congregation De Propaganda Fide" (*congregation for propagating Roman Catholicism*).

It is unalterable that such a concept is ultimately linked with an objective to transmit ideology to an audience with related convictions or to persuade those yet concretely affirmed in their views. Yet the stigma that always takes precedence -- *does propaganda necessarily mean lies?*

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The theories, ideas and opinions I present in this thesis are ultimately aimed at social, cultural & artistic progress. The over-arching goal is to communicate the possibility of an apolitical framework which would induce a stronger & more unified underground through both knowledge and application of propaganda in all its conceivable forms.

This thesis rests entirely upon certain assumptions which will in effect be recognized as the principle guidelines of all henceforth presented ideas, noted below in 9 cardinal points.

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1. The belief that all forms of ideology, religion, advertising, and political systems are ultimately propaganda vying for the support of the individual.

2. The belief that at some level all music is audio propaganda, especially in the context of subcultural identification (*i.e. punk, metal, industrial, etc.*)
3. The belief that the majority of music-based subcultures represent differing attitudes within a larger interconnected movement, known cumulatively as the "counterculture."
4. The belief that this "counterculture" stands in ultimate contrast to the accepted status quo of numerous social/political/cultural/philosophical institutions, by virtue of its reactionary nature, distrust of authority, and tendency to triumph the will of the individual over the interests of the prevailing state.
5. The belief that this "counterculture" is in effect a multi-dimensional grass-roots movement in opposition to a widely perceived "herd mentality," as well as the general sense of widespread control by unjust forces.
6. The belief that this "counterculture" is therefore sustained by virtue of a conscious & deliberate attempt to both undermine & elude the perceived negative impact that such "unjust forces" create.
7. The belief that these "unjust forces" take shape in the multitude form of varying social, political, cultural, religious & economic realities.
8. The belief that all "subculture splinters" within the larger "counterculture" frame therefore base their general sense of ideology in stark opposition to the overall control/intrusion of such noted "unjust forces "
9. The belief that the strongest resistance to propaganda is in effect propaganda itself, through a comprehensive knowledge of its omnipresence and ability to both mold and modify behavior & physical action.

****furthermore, it is my intention to present this thesis itself as a successful model of propaganda by creating a concept -- in this case an ideology/worldview referred to as "PAN-TRIBALISM" -- and building a logical, cohesive basis for such a concept by utilizing all the devices which will be discussed for later analysis and debate**

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PROPAGANDA: (AN INTRODUCTION)

What is of focus is a taboo subject long neglected and communication so powerful it has long remained buried from public discussion. It is this very concept that has become the cornerstone of my ideological struggle.

Suffice to say, no one is born this way. Few arrive from obscurity with such convictions, and even fewer have formulated any direct action to enact the generality contained within. Though the course of application has been difficult, its successes have nonetheless bolstered what is slowly becoming a shared conviction in many underground circles.

However, leaving the idealistic inertia of youth and unmistakably entering the realm of adulthood, there is an overpowering sense that the Golden Age has long passed, and from it, bitter dissolute victory.

Yet this is by no means grounds for defeatism because the struggle I speak of is not that of any singular persona. It is an eternal fight long prevalent in outsider culture and a common thread of resistance we all share:

the will to recreate our environments into something stronger, to energize the passion of community, to reinvent reality itself, if even what we strive for is a world seen as deluded fantasy in the eyes of the mainstream

What I speak of, in its basest conception, is the amplification of counterculture through a unified sense of

"PAN-TRIBALISM"

Being an individual that would chuckle at the mere utterance of such a term had I not designated it personally, it must be said that such a concept is only labeled in this manner because there is no other available device to do so.

The very idea of a "Pan-Tribalism" simply refers to a specific outlook towards the underground, as opposed to a legitimate political apparatus.

One could very well claim a "Tribal" view towards subcultural relations, but no direct political system would be implemented. What is implied, rather, is a loosely recognized framework – a non-hierarchical amorphous collective.

True, a willing cooperative network is the ultimate goal – one that could technically be summed up as "Pan-Tribal Socialism."

However, it lapses the political orbit due to the non-existence of hierarchy. Instead it presents a shared code -- which, though dogmatic in its own right -- exists solely to solidify the goals of its intent.

the direct purpose of this "Pan-Tribalism" is unequivocally that of recognizing a general framework of the counterculture as one mass entity, and analyzing all available techniques of communication/propaganda to assist its growth

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Tribe: 1 Any of various systems of social organization comprising several local villages, bands, districts, lineages, or other groups and sharing a common ancestry, language, culture, and name. 2 A political, ethnic, or ancestral division of ancient states and cultures. 3 A group of persons with a common occupation, interest, or habit.

Tribalism: 1 The organization, culture, or beliefs of a tribe. 2 The sense of entity of a tribe.

In such context, one can view subcultures as various tribes with their own sense of family, beliefs, goals, attributes & identities. All undergrounds hold similar, dynamic underpinnings of these conceptualizations – existing under one generalized banner, fighting many of the same regressive qualities through a variety of different expressions.

No matter what area of the international underground, the sociology maintains similar patterns. Groups coexisting -- sometimes in harmony, sometimes conflict. One of the many goals of this concept is to move beyond knit-picking standardizations and promote the acceleration, cooperation, understanding & growth of the collective underground.

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No matter the avenue of rebellion, what molds the individual into embracing resistance is an overall reaction to the transient forces composing his environment. That is, to say, a culmination of various factors including society, heritage, institution, establishment, morality, philosophy, law, media, communication. The combined strength of these transient forces creates an overwhelming subjection of propaganda in totality.

So many caught in the myriad web of conditioning, from the bourgeois youth of mindless indulgence to the Harvard educated man reneging his ideals upon graduation... Training concludes, the mating eclipses, and all of these ideological dreams aptly subside as "kid stuff." Slowly every man is locked into a struggle for his own economic existence, and -- in many cases -- his greed-driven personal advancement in the institution.

the black sheep is the adverse of the herd mentality; the herd mentality the submission of a complex and systematic propaganda

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The counterculture represents a reactionary movement in ultimate contrast to the herd mentality. This counterculture, no matter how starkly anti-social/isolated, is nonetheless comprised of black sheep stemming from many persuasions, ethnicities, movements & perceptions.

The strongest hindrance within energizing flow is undeniably that of its fringe basis. With so many radical movements co-existing there are innumerable rifts and divisions. Efforts towards progression at any serious level are bogged down by clashing ideology, petty bickering, self-interest or egoism. Still, it would be rather foolish to assume that these classic struggles of internal strife could ever be totally eradicated.

The outsider is but a reflection of his willingness to maintain his sense of individuality at all costs. Therefore we find that each counterculture splinter (*i.e. subculture*) maintains its own conception of pride, honor, purpose, and uniqueness. When that subculture's sphere of influence is manifested as the basis of ideology within an individual group, often that group will showcase deep-seated gripes with other similar entities in and outside its movement.

Such is the fallout of a counterculture woven from such dynamically opinionated perceptions.

Pan-Tribalism seeks not to eliminate the independence of any group, nor does it exist to create some reverse counterculture herd mentality

The sole intent is to break down barriers through continuous application, respect & education. If cooperation rises at even a delusional level of .000000002%, then this thesis has nonetheless vastly accomplished its goals, given the difficulty in such solidification.

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In theory, propaganda is the most vital ingredient as to combat such stagnancy. We must at all costs utilize every method of communication and do everything in our power to motivate idealism and sustain inertia.

Once energized, we will be able to confer on new methods of alliance, multi-lateral approaches of activism & social change. Accelerated progress is only ascertainable in the zealous passion of a mass anomie working together under a shared philosophy, regardless of the clashing opinions involved.

This is not to say such sentiment doesn't exist already or that there is little to no cooperation. The international underground continues to swell to unimaginable lengths and possibilities. At every local level worldwide progress is being made with each passing day. It all comes down to the amount of individuals maintaining the passion necessary to bring our goals to the next level of existence.

Despite the amount of naysayers, the greatest successes in history tend to be those which found the least understanding initially because they stood in starkest contrast with the general public opinion.

There cannot be any argument against our inability to bring about total change within our lifetimes, but this does not relieve us in any way the obligation of resistance. In the question of idealism, past failures mustn't detour us -- political parties and social clubs are inclined to compromises, philosophies never.

*a movement that wants to renew the world must serve the future,
not the present*

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The outsider's source of fear is a cumulative response to the hostile environment surrounding him -- that is, to say, the wealth of outside personalities who in their own terror of inadequacy or obsession with power over others, have projected laws, modes of control, and prejudices which culminate in an overt blanket of resentment.

The outsider, with his zealous insistence on independence, becomes a threat -- and therefore is subject to a host of external pressures and often outright hostility. The outsider continues his struggle either lone or amongst a group of sympathizers experiencing at once the same general form of alienation.

Therefore a reactionary philosophy is imminent. Such a basis of thought cannot be willing to collaborate with the hostile world of ideas it struggles against -- *it must in essence manufacture its replacement.*

As stated in the principle guidelines of this thesis, all values, religion, social outlook, and sense of self are a direct result of propaganda's omnipresent influence, whether consciously acknowledged or not.

"Reactionary Propaganda" ultimately becomes the main perpetuator to incite revision, since **"Opposing Propaganda"** has ultimately culminated the hostile world of ideas currently in place.

This very struggle is the root of all conceivable equations.

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OPPOSING PROPAGANDA: (ANALYSIS AND ISOLATION)

To understand opposing propaganda and its meaning in our daily lives, we must examine its implication in the context of a psychological process that permeates every fabric of life.

There is a definitive process of propaganda rooting in six main concepts -- *the institution itself, the propaganda agents thereof, media methods of attainment, cause and effect of social network, and finally, public opinion.*

Propaganda manifests itself as an appeal to the emotions through beliefs, values, attitudes, behavior, and group "norms." These concepts are considered "*anchors*," or the "*pressure points*" of the human psyche.

Resonance is the final variable of the equation, the sum achievement of all propaganda systems and the sustaining base of all inertia. Resonance is culminated through the inflammation of all conceivable anchors.

Unlike persuasion, resonance is a skillful technique that inspires the recipient to foster budding ideas in response to a domino effect of either obvious or carefully laid subliminal messages.

Effective propaganda aims for a target audience and all of the anchors which dictate their perceptions, giving expression to the recipients own concerns, tensions, aspirations, etc. Thus, propaganda denies all distance between the source and the audience by mirroring the propagandees own feelings.

Likewise -- in the case of public oratory -- personal identification must take place between the propagandist and the propagandee (*recipient*). They share common sensations, concepts, images, and ideas that make them appear as one. The propagandist is then an archetypical figurehead that represents the inner voice of the propagandee.

conversely, the propagandic message is more often homogenous for the mass audience rather than to one person in an interpersonal setting

In regards to this, one must be aware that all institutional propaganda is manufactured with concealed purpose & identity to establish control of information, manage public opinion, or manipulate behavior in general.

all governments, societies, religions, philosophies and advertisements are unalterably propaganda mechanisms

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the way to resist propaganda is to identify the ideology & purpose of the campaign, the context in which it appears, the identity & motive of the propagandist, and the overall structure of the organization

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We now examine "Pan-Tribalism" in adverse to opposing propaganda.

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(1) Like all sound ideological conceptions, Pan Tribalism is a synthesis of action and perception -- to perceive reality in regards to *vision*, and to act accordingly to achieve its *physical manifestation*.

A reactionary doctrine is therefore imminent, one that arises from the vast realities creating the thread of resistance within the individual, and working to change the socio-political frame it exists within.

(2) The acknowledgement of a broad theoretical stance allows such an ideal to capture philosophical content spanning the gamut of radically different perceptions contained within the counterculture frame.

The concept of Pan-Tribalism is thus a synthesis of all such perceptions, each of which represent an element of greater truth.

However, in a seemingly contradictory sense, "Pan-Tribalism" in itself would remain agnostic about such a "greater truths" possible attainment or even existence. It must be noted that a hostile view towards the futility of utopian visions is, in an ironic way, a driving factor for propelling counterculture.

belief in the existence a greater truth is not the central issue – it is the power of "the idea" that is of significance

(3) There is no conception of ideology which is not in essence a reflection of the human world. Similarly, all fringe strata derive vital energy from some form of resistance to the cultural/political environment surrounding them.

All ideologies of the "counterculture" thus arise from a general reaction to a deep-seated sense of injustice rooted in innumerable forms, as well as the transient forces manifested in result.

the transformation "Pan-Tribalism" seeks is the promotion of cultural, social, political and artistic progress at every conceivable level

Such a concept must then retain an open-ended recognition of the gross problems faced by the counterculture mass.

It also must remain a broadly outlined theoretical text lacking an identifiable program for accomplishing the goals it describes, as to avoid its emergence as a legitimate political institution. In theory a "banner appendage" would be allowable, though the formation of a political party never.

in this it represents not an end, but a means

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Therefore, as the author, I find myself in a peculiar disposition. This "Pan-Tribalism" does not belong to me; I am not its administrator. To contain such a notion under the pretense of authoritarianism is absurd.

Instead, a "Pan-Tribalism" would thus be a treatise of sorts maintaining the open-ended ability to assimilate the greater portent within its frame. Similarly, there would need to be an unshakable basis of aims in order to solidify its foundations.

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The following section is not to be viewed as the most advanced expression of such an ideology. All I have essentially done is formulated "totem" ideals in a broadly outlined platform by observing the generally acknowledged detrimental characteristics inherent in resistance culture.

The sum of this author's opinions certainly are not identical to the next personality, so no major judgments considering morality can be prescribed.

I have at great lengths attempted to leave such sentiment as ambiguous as possible, without any extreme "legalization." With the following section I intend to establish cardinal principles.

All ambiguousness is intentionally perpetuated as to remain open to the interpretation of each groups own comprehension. Once the theoretical shell is applied, the blueprint itself loses all significance.

centerless and amoebic, the "Pan-Tribal" equation is then symbiotic in nature, complete only through the individuals own conclusion -- applied directly, it becomes a means to subjugate change through direct action

It also must be made clear that these "totems" are presented in a **propagandic mode** as to showcase many of the numerous models of propaganda later discussed (*including - but not limited to - bandwagon, glittering generality, plain folks, card stacking, name calling, transfer, testimonial, etc*).

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All henceforth ideas are presented for debate upon refinements, and any challenges are more than welcomed by this author.

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::THE 8 ADVERSE TOTEMS OF PAN-TRIBALISM::

I. TYRANNICAL FASCISM

II. AUTHORITARIAN EXPLOITATION

III. TOTALITARIAN RACISM

IV. OPPOSING PROPAGANDA (*literal; media*)

V. ANTI-EQUALITARIANISM (*gender*)

VI. VIOLENT SEX CRIMES

VII. SEVERE DRUG ADDICTION

VIII. OPPOSING ORTHODOXY (*spiritual; faith*)

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I. TYRANNICAL FASCISM

Fascism: A philosophy or system of government that is marked by a stringent social and economic control, a strong, centralized government usually headed by a dictator, and often a policy of belligerent nationalism

Tyranny: 1. A government in which a single leader is vested with absolute power 2. The office, authority or jurisdiction of an absolute ruler 3. Absolute power, especially when used exercised unjustly or cruelly

As with all precepts, there must be a firm understanding of what is meant when examining the totems of opposing propaganda. Although skewed definitions suffice as common knowledge, a gross misunderstanding of the term "Fascism" has confused Nazism as one in the same. Fascism was in fact a political/social movement coined by its progenitor Benito Mussolini following a split with the Socialist party after WWI.

Fascism proper was a complex social/economic theory presenting a "third way" which bridged both capitalist and communist structure into a nationalistic form of State Socialism. In fact, this economic platform was the only system worldwide to defy The Great Depression. The only economic model to fair better was Stalin's USSR, because the entire population was subjected to forced totalitarian labor.

However, Mussolini cast his die with violent imperialism, and due to the German beast Fascism unintentionally spawned, the world was violently plunged into the brutal human waste and destruction of the Second World War. Since then, Fascism's authentic definition has been lost to sheer repulsion, and the term has been subjugated to mean nearly anything extremist or tyrannical -- whether it be legitimate criticism or simply an insult to hurl at rival political candidates.

In the context we assume, Tyrannical Fascism takes its form in the most violent aspects of "one way, one voice, one vision" -- or as Il Duce said, "*All within The State, nothing outside The State, nothing against The State.*" The image of the "Totalitarian State" remains a haunting symbol of what could very well be subverted into the highest abuse of power.

Yet are all forms of fascism bad? Certainly a pathos of "one way, one voice, one vision" extends beyond political orbit and culminates in the areas of dogma, social theory, and a multitude of belief systems.

In political connotation, one could very well make the argument that Western Democracy, even in its most liberal form, is fascist because it has a definitive unshakable moral compass perpetuating a strict system of punishment for those who deviate from its conceived structure and laws.

The difficulty in addressing fascism is that any reactionary ideal represents an absolutist rejection that can fall under such dogma or stringency. Even the notion of a broad, theoretical basis for decrying certain ideas falls into a totalitarian practice, no matter how liberal its guidelines.

"Pan Tribalism," although holding the distinct possibility of being considered a massively liberal form of fascism, can never truly be, as it stands solely for the promotion of a loosely knit framework in a comparative unison, deftly forsaking any form of a central leadership.

the Pan-Tribal ideal bases its existence on rigidly decrying the abuses of institution and the rejection of any system, philosophy, organization, religion, or governing body that stands in starkest contrast

"Tyrannical Fascism" in the "Pan-Tribal" view defines itself as any movement or political appendage created directly to sustain its own power & foundation amid the background of brutal suppression to human rights.

There are lesser forms of fascism which take shape in dogma, and although they may not demand physical violence in reaction, they nonetheless seek the promotion of a "Tyrannical Utopian Goal."

although there are many practices that could be constituted under this lens, the fascism that this theory confronts is broadly realized as one that violently thrusts its ideals onto others in the matter of absolute control

Yet what draws the line between a freedom fighter and a terrorist? Certainly an ultimate right or wrong is not etched in stone but rather self-perpetuated. In this there will always be an unfortunate sense of ambiguity, and the final conclusion to be reached would therefore be of personal viewpoint.

The way to identify a Tyrannical Utopian Goal is to identify the ideology and purpose of the campaign, the context in which it appears, the identity and motive of the group, and the overall structure of the organization.

Although the French Resistance were deemed a "terrorist apparatus" by the Axis powers, they were justified in their guerilla actions against Nazi occupation. On the other side of the coin, a man such as Osama bin Laden is a classic definition of terrorist. Although his anger towards Western imperialism is certainly justified, his actions nonetheless support a blatantly fascist Tyrannical Utopian Goal.

Therefore, the line would have to be drawn quite simply: "**when the fight against one sort of oppression becomes the fight for another.**" In essence, this quote becomes an analogy for the excesses we must stop ourselves from permitting, and a bedrock warning of vigilance.

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II. AUTHORITARIAN EXPLOITATION

In the modern world no more is there a sign of collapse than authoritarian exploitation. This is witnessed at every socio-political level -- from the inside trading of Wall Street to the back alley oil deals of a profit hungry regime, from official defense strategies of torture to belligerent imperial policies trampling the impoverished & powerless.

This aggressive stance is not an attack on political systems directly because a "Pan-Tribalism" would not triumph any direct political structure. What is condemned is rather an element existing in all forms of governments, societies, religions, etc.

In a world of collapsing economic structure, where class warfare has never been so ruthless, these unchecked levels have reached the highest echelons of power through corruption, nepotism, and venality.

Through the promotion of all mental/physical control systems, they are the sustaining cornerstone of all class, economic, and ideological warfare.

Authoritarian Exploitation finds its strength in the most ruthless of all upper class parasitism, in public support through a faulty cloak of humane convictions. Under the blanket threat of exploitation, we must increase our awareness of its implications.

Nowhere are these policies and methods enforced more than the realms of domestic militarization and international imperialism.

Such classic examples come in many forms -- bankrupted, unethical State bodies funded through financial parasitism. The constancy of corrupt law enforcement; exaggerated law mandates bent into any context desired. Unconstitutional quota systems, "three-strike" mandatory life sentencing for non-violent crimes, the endless dogma of "pre-emption" & "violent rehabilitation." Convicting the impoverished while the financially aligned slip through the cracks effortlessly -- destroying lives & families beneath the crushing gears of a ridiculous and outmoded system, an anti-humane methodology conspired by the highest reaches of the power elite and their ludicrous conceptions of morality.

no more is there an important article of all related propaganda than to encourage a general sense of scrutiny towards all forms of authority and to foster ideological resistance to corruption in its many forms

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III. TOTALITARIAN RACISM

Since there needs to be little debate on the subject, let it be said that racism and racial division only aggregates regression and a reverse effect upon the inertia we strive to incite.

Totalitarian Racism is defined as any such view which culminates in the direct actions of calculated violence, supported by regimented organizations or the savage conduct of lone individuals. Groups such as the KKK and Nazi Party are prime examples of the Totalitarian Racist Agenda.

While the author has nothing but contempt for the quote/unquote "Archie Bunker" stereotype (as in some "Working Class Joe" that at times grumbles crude & ignorant gibberish), it should be declared that -- at least in the author's opinion -- there is a massive gap between a Neo-Nazi group planting explosives at a civil rights march and some bitter old fool that can't rise above his skewed brainwashing.

a fool is a fool, but the fool himself does not necessarily embrace totalitarian apartheid or violent action in support.

Make no mistake -- the "Archie Bunker" syndrome must be overcome. However, the author would like to insist that we should make a concentrated effort to reach out to these people, to subvert their perverted opinions, to educate & disarm any lingering racial qualms.

the official "Pan-Tribal" line is to focus upon undermining violent racism, and a continual effort to break down these unfortunate barriers.

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IV. OPPOSING PROPAGANDA (literal; media)

"The only difference between a terrorist and a patriot is control of the press."

No better is there a quote than that of David Lane's to express the true irony and despair of our corporate journalistic, media, and consumer system. The mass media has become a vast cornerstone of opposing propaganda and a highly tuned paralysis of the will.

None of this is more evident than the omnipresence of consumerism -- the subliminal placing of sexual images, embedded words, color schemes and camera movements; slogans instead of facts, logos instead of words -- a sense of *mystification* as opposed to *information*.

It is this same "mystification" that forces the average American to devour nearly 1,600 "messages" per day, 80 of which are remembered.

To the hierarchical structure there is no greater a fear than the free man's terror of a lifeless, loveless, monotonous existence. This is the role the media provides as both a substitute and distraction.

All demographics are carefully analyzed to determine the most efficient marketing method available - purchasing patterns, psychosexual development, mating customs, paternal/maternal relationships, lifestyles, aggressions and the entire range of complex needs within the individual as well as the groups whom they associate with.

These techniques have long been in widespread use to channel our basic value system and modify our behavior invisibly.

The bourgeoisie blueprint remains an effective subversion of our free will in the interest of an efficient merchandising/consumer oriented system. It is a steadily developing culmination of subliminal communication/implementation that's been driving the masses into pathological behaviors for ages.

The blinders must be welded on from the earliest age possible. Children now spend more time watching television before they are eight years old than they will with their parents in their entire adult lives. It is the "cereal box conspiracy" against the developing mind.

Children are to have a favorite toy, film, video game and television show.

Boys are marketed war toys, soldiers and sporting goods to keep them aggressive, complacent and prone to violence. Girls are aimed towards both house making and child care to better suit their biological position. Television is an unquestioned, omnipresent, and comfortable part of every day life.

The bourgeoisie depends on the media to confirm his grip on reality and the wants/needs inherent of his own domestication. He depends on a mythical mainstream and the safety of a herd mentality for the basis of his stability. Public opinion is of the highest value; his greatest fear expulsion from the herd -- these false divisions of life into arbitrary categories, none of which can adequately describe or contain any of us, in order to define us against each other in the interests of power and control.

The bourgeoisie adult is easily identifiable by the claustrophobic movements of their bodies. The way they nervously look over their shoulders concerned as to how others view them. The way they forcibly cram themselves into the narrow space of permitted masculinity/womanhood.

The bourgeoisie adult is only possible by virtue of his illusions. He is unable to view his innermost desires as anything but an unfortunate weakness to be defeated by placebos of many forms. In terror of both themselves and one another in their abhorrent perceptions, they lash out their fear upon us all.

They spend their lives in mute panic attempting to seal every crack in their protective shell, with the older generation having nothing to offer to the new beyond maximum alienation.

Surrounded by every advent of technology to kill the emptiness he feels, the casualty remains hollow, with absolutely no idea what went wrong.

The mass media's outright distraction and subliminal propaganda of consumerism are perhaps the greatest struggles to face our modern society. They are by wide percentage a root of our pacifism and disinterest.

Let us regard education the vaccine.

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V. ANTI-EQUALITARIANISM (gender)

The "Pan-Tribal" ideal encourages radical gender equalitarianism.

The concepts of "Patriarchy" and "Matriarchy" are neither condemned nor favored, for they, like all other inter-tribal structures, are of group-centric consideration.

"Pan-Tribalism," in cardinal-totem precepts, aggressively promotes the social/cultural/political equality between sexes. It unequivocally favors radical feminism and deconstruction of all stereotypical gender imperatives.

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VI. VIOLENT SEX CRIMES

In defiance of the general religious, media, and societal concerns of intimacy as abhorrence, this philosophy recognizes the ability of physical/emotional connection to unleash dormant passions untapped within the individual. Not merely in a sexual connotation, but an overall exploration of the self; of communication, communion.

Since so many of the general populace have become crippled psychologically in this area -- whether stemming from dogma, family, or the forceful views of society -- sexuality is an essential tool in disrupting and eliminating repression which stimulates regression physically, artistically, and psychologically.

Since it is impossible to disavow the importance of emotional/sexual response, we must recognize that sexuality is subversive by nature because it poses a threat to the establishment of our daily routines -- irresponsible, irrepressible, rebellious, scornful of cowardice, dangerous to the lover, and everyone around her.

A man in the throes of passion will seldom die for the nonsensical war propaganda of the institution. In recognition of these principles, love, intimacy, and passion pose a direct threat to the herd mentality at large.

in this dimension there is no opinion on deviancy -- like all ambiguous pretexts this conception is left to personal philosophy

Although this is the most legalistic any totem formulation comes, it must be said that this philosophy exudes a revolt against the general forces of control surrounding us. What better an example of such violent lust for power over others than that of sexual assault itself?

violent non-consensual sex crimes are in no uncertain terms in complete defiance of the idealistic state we seek to create

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VII. SEVERE DRUG ADDICTION

When it comes to the inertia needed to construct a manifest, there is no more a potent disruption than our own permitted excesses. We find this hindrance an ever-present trait in the archetypical "junkie."

in this section we specifically focus on addiction in the universally accepted sense of severe drug abuse

The "recreational" use of drugs in itself is not the issue.

The die-hard Haight Ashbury ideal and the Straight Edge movement are two very different sides of the same coin, but a coin originating from the same counterculture frame. What is to be discouraged is severe drug addiction.

A heroin addict is not to be blacklisted per se, but rather it should be acknowledged universally that this is a supra-negative. Efforts should thus be constructed towards continual education and the waning tragic influence.

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VIII. OPPOSING ORTHODOXY (*spiritual; faith*)

In accordance that the "Pan-Tribal" worldview arises from a complex variable of disillusionment, we've already touched upon various forms of social/political realities where scrutiny should thus be prevalent.

In closing argument, we now examine religious orthodoxy – or more concisely, an analysis of what major/minor religions, if any, stand in absolutist contrast to a "Pan-Tribalism," because they inevitably represent a "Utopian Vision" in total disharmony with the spiritual/mental/physical independence of the counterculture mass.

Since a philosophy can only be comprehended on the basis of a definite formulation, only clearly stated ideological pathos are acceptable as to maintain no confusion of the phenomena which creates strife.

It must again be reinforced that this "Pan-Tribalism" is a manifold doctrine in opposition to ideas rather than the physical opposition of individuals.

hostility towards a conception of life is not fascistic -- only when manifested through calculated violence does it qualify as fascistic.

thus, a "Pan-Tribal" worldview does not in any way endorse/negate the existence of God and wholly abstains from such debate

Such conceptions are ultimately left to the individuals own value system -- whether it be concocted of faith, agnosticism, or viciously refuting atheism.

However, taking into account the lavish history of dogma, injustice and violence that has been propagated by the major religions of the world, all religions and the philosophies thereof are subject to scrutiny.

The way to resist the damaging psychological effect of religious propaganda is to identify the ideology and motive of the campaign, as well as the context and overall structure of the movement/organization.

What better a conception of tyrannical fascism then when the "Final Solution" of a belief system ultimately arrives in the form of demons torturing those who deviate from family/social tradition in a pit of fire for all eternity?

we must not be laud by the concept that these sort of absolutist theologies can honestly be assimilated into the counterculture mass

any religion which triumphs infinite violence in reproach to conflicting social/cultural views is antithetical to the aims of a "Pan-Tribalism"; any religion which demands their adherents to realize a theocratic totalitarian state is also antithetical to the aims of a "Pan-Tribalism"

Taking into account the other seven adverse totems of "Pan-Tribalism," we must recognize that the counterculture glorifies the expansion of the human experience, as opposed to the view that humanism is a blasphemy divorced from divinity.

the "Pan-Tribal" worldview regards religion as absolute and unshakable -- totalitarian in nature, religious belief commands zealotry and submission. therefore, all "Catch 22's" within any religion must be brought to the forefront for analysis & discussion.

In lieu of the gross attack on individuality/humanism – as well as gender equalitarianism, sexual liberation & "spiritual heathenism" -- there can be no possible argument that a large number of religious orthodoxies have any real compatibility with the counterculture.

it is an unalterable cornerstone that "Pan-Tribalism" openly provides both the means and the intent of disruption through all communicative applications

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PROPAGANDA: A (RE)INTRODUCTION

Long ago, during the 1950's, the American youth was first introduced to rock and roll. When Bill Haley And The Comet's "Rock Around The Clock" was unleashed on "The Blackboard Jungle" soundtrack, those unsuspecting audience members -- those innocent placating youths of the Eisenhower 50's -- literally went ballistic. They catapulted popcorn and soft drinks at the screen, slashed theatre seats, stormed outdoors rioting while overturning cars, shattering windows with rocks, indulging in complete hysteria.

As this movement swept the country the possibility of a brave new world was secured through a medium representing a voice all their own. It was the ground zero bedrock of all resistance culture to come. The growth of the resistance culture was rapid -- the development of the greasers, the twin movement of the Beat Generation, and later, the drug culture itself.

Primal freedom was electrified by the awakening of an ancient and largely untapped phenomenon – **AUDIO PROPAGANDA.**

But it was not long before this instrument of change was subdued and reformatted as an accepted rite of youth through disembodied consumer products. The great power that existed was most certainly watered down, reworked into less powerful incarnations, and the instigation of programs such as COINTELPRO alongside the inevitable burnout of the late 60's drug culture provided the ultimate finale.

More than 50 years after "Rock Around The Clock" planted the seeds of counter culture in the collective mind of the youth, rock and roll -- at least in its mass media definition -- has become a harmless cacophony of vibrations and expressions. It is now a spectator sport, or one that aims to be, if you follow the guidelines of opposing propaganda.

However, disruption has not wavered. New subcultures and attitudes rise from obscurity with each passing day. The real challenge is acceleration.

Taking into account the situation with Bill Haley, we mustn't deny the unbridled power and veracity that is concentrated in this art-form. All related propaganda must foremost magnify the concept of audio propaganda's (*and associated counterculture artistic/philosophical movements*) ability to incite progressive response as the central inertia of all intertwined movements.

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PROPAGANDA: (A HISTORICAL CONTEXT)

The greatest and most enduring success in the history of propaganda -- and consequently the first subculture movement to develop it's full potential against the institution of its era -- is unquestionably Christianity.

The rise of Christianity demonstrates how by skill and understanding of the audience, a specific appeal was engineered that ultimately shaped the course of world history.

The originating Christian propagandists aimed to a large extent at the least successful areas of the rapidly collapsing Roman empire. The prime target unquestionably was that of the fringe elements within society -- the disenfranchised and the demoralized, the slaves and the shepherders, the criminal and impoverished.

all of this was manufactured to incite fanatical agitation against the system in order to manufacture its replacement with a radically new version of reality, philosophy, morality, purpose, vision & communal structure

It's status was initially one of literally hundreds of competing philosophies created in the vacuum proceeding the fall of Rome, and with Christian propagandists lacking any control over the primitive form of multimedia at the ruling classes disposal, new ideas had to be fostered in the grassroots advertising of ideas.

Instead of the now conventional devices Julius Ceaser initiated with his immeasurable wealth and influence, Christian Propagandists instead relied on a masterful use of images and emotion appealing directly to the impoverished through their own field of vision and understanding.

The legacy of the synagogue preacher was already well established. What differentiated Christian Propagandists from traditional Hebrew Propagandists was the ability and willingness to transfer conventional messages into a newly abbreviated "short attention span" form.

The use of parables, dramatic gestures on the floor of the Temple, the graphic use of metaphor -- the seeds on stony ground, the eye of the camel, the shepherd and his flock -- and the highly personal experience of using audience members as human metaphors and making them the stars of the attraction fueled the reaction.

It was nearly four centuries later that the cross became the symbol of Christianity. Beforehand, the use of two curved intersecting lines symbolizing a fish was widely used. Not only was this symbol easy to draw, it also had mystical overtones in that it derived from an acronym in Greek language -- "Jesus Christ, Son of God, saviour," saviour pronounced *ichthus* (fish). The

theme of the fish was also the theme for recruitment, as the metaphor was that of "*the fisher of mens' souls.*"

The fish symbol was then used as a secret sign during persecution by Roman authorities. As a result it was found scrawled on walls, trees, any place where Christians wished to leave their mark to communicate their increasing numbers of strength to others.

thus the christians were the prime initiators of graffiti resistance

The most significant of all developments that the Christian Propagandists were responsible for was the very concept of "**Cellular Proselytization.**"

Later adopted by Lenin in the Russian Revolution, this is the process of creating groups in every major area of civilization to logistically support the movement at large. In effect, each cell would have its own leaders, and the loyalty/faith of the cell members were solidified by the rituals of baptism and communion.

The converts then become propaganda agents in themselves, propelled by zealot conviction. This was exemplified by the choice of twelve disciples as the dedicated core who would carry the message to other groups, who in turn would spread the word through personal contact in a system resembling today's pyramidal marketing schemes.

In the end, Constantine I (*the "final" Roman Emperor*) adopted Christianity for political motives in 313 A.D. Realizing that the institution could no longer exist in opposition to this omnipresent movement, Christianity became the "official religion" of all the Roman Emperors. Not long after it was also adopted by the Germanic tribes who in turn inherited the remnants of the Empire throughout Europe.

Aided by the remarkable infrastructure and lingering communication system of the tattered Empire, Christianity was then utilized as a ubiquitous propaganda of control. It was subverted to benefit the ruling class and "updated" whenever necessary, effectively undermining the original intentions of the movement.

And still it exists today, channeling our behavior invisibly through a highly developed propaganda reaching us from remote pre-history.

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PROPAGANDA: (A TECHNICAL PERSPECTIVE)

From hereon we discuss the technical aspects central to the effective use of propaganda. Modern propaganda uses all media available -- press, radio, television, film posters, meetings, door-to-door canvassing, handbills, billboards, speeches, flags, fashion styles, street names, monuments, coins, stamps, books, plays, comic strips, poetry, music, sporting events, cultural events, company reports, libraries, awards and prizes.

Although there are variations and amalgams of the following themes, these seven major devices have become cardinal models of propaganda. Those devices are "*Glittering Generality*," "*Transfer*," "*Testimonial*," "*Plain Folks*," "*Card Stacking*," "*Name Calling*," and "*Band Wagon*."

Glittering Generality: Associating a concept with a "virtue word" to create both acceptance and approval of the concept.

Transfer: The process of transferring the established respect and authority of something into a new concept to provide it a sense of credibility.

Testimonial: Consists in having a respected or hated individual publicly announce their favor towards or dislike of a concept.

Plain Folks: Convincing the audience that the ideas of the propaganda are favorable because they are "of the people," the "plain folks."

Card Stacking: Involves the selection and use of facts or falsehoods, illustrations or distractions, and logical or illogical statements in order to give the best or worst possible case for an idea, program, person, or product.

Name Calling: Giving a concept a bad label and therefore rejecting and condemning it without examining the evidence.

Band Wagon: Has as its core theme "*everyone's doing it*."

Ethically, there are three direct classifications of propaganda in regards to this system -- *Gray Propaganda*, *Black Propaganda*, and *White Propaganda*.

White Propaganda is when the source is identified correctly and the information in the message tends to be accurate. White Propaganda is ultimately meant to form a credible union with its audience.

Gray Propaganda is when the source may or may not be identified correctly and the accuracy of the information is uncertain. It is the beginning of slanting information or concepts whose ultimate truth is in the eye of the beholder, walking the line between fact and fiction.

Black Propaganda is when a false source intentionally fabricates deceptions. "Disinformation" or "Yellow Journalism" also falls into this realm, which is the widespread practice of planting news stories designed to weaken adversaries or political rivals.

Opposing nations often rely on **Black Propaganda** to weaken their adversaries through initiatives of clandestine "PSYOPS" programs, an acronym for "Psychological Operations."

As is evident in KGB Cold War activities, the Soviets had secretly planted journalists in major newspapers in every conceivable state outside the Iron Curtain. The USSR even used black propaganda against themselves to maintain a desired effect.

"Radio Free Hungary" attracted world attention and sympathy in 1956 when the Russians sent tanks into Budapest to silence the anti-communist revolution. Radio Free Hungary's pleas to the United States aroused sympathy from the entire world.

The violent atrocities the Russians were perpetuating against Hungarians were described in graphic detail, and every transmission contained revolutionary messages to rise against the invading force and overthrow the communist regime since the USA had "promised" to militarily support the uprising. In effect the underground nation-wide broadcast had become the *"voice of the people."*

In reality the station was a fraudulent KGB operation put in effect to embarrass the USA since they had no intention of getting involved. Thus, Russia demonstrated to the world that the United States could not be relied upon to logistically support a country in revolt.

Radio Free Hungary was so effective that the CIA had no idea it was a propaganda device until long after it ceased broadcasting.

the four basic tenements of successful propaganda come in its finality -- that the propaganda in question is clearly perceived, comprehended, remembered, and ultimately acted upon

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CONVERGENCE

every philosophy of life, no matter the virtues it seeks to benefit, will remain insignificant until its methods are implemented by its most ardent supporters

The success of its ideas manifest in becoming a widely acknowledged pathology reputed for its effective and practical integration with reality. The final product must invariably hold direct influence as a streamlining of consciousness whereas its influence directly affects the environment of the individual and those interconnected within the sphere of his existence.

Since each group within the counterculture inherently exists as a means to find a conclusion (*or viable alternative*) to a central problem, each incarnation of propaganda must then be tailored for select demographics.

Since every group has its own identity and generally focuses on resisting differing concepts (*or symptoms*) of the herd mentality, this must be left to its members to decide the best course of dissemination. It remains relevant so long as it is symbolically spoken in that groups particular language.

the difference between a member and a supporter is that support requires only a passive recognition of an idea, while membership demands an active role in pursuing it

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Propaganda aptly works from the standpoint of an idea and makes the supporter ripe for the success of this idea, while the counterculture as a larger entity achieves growth by the persistence of those enacting the idea.

The successfulness of an idea roots in the comprehensiveness of the propaganda to both support struggle and encourage resistance.

the first task of propaganda is always to win supporters for subsequent proactivity -- the second is to incite the continuation of propaganda from those supporters independently

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False concepts and poor knowledge can be eradicated by instruction, the stubborn resistance of emotions never. As an art form propaganda focuses on the emotions of its audience, as a tool it provides the essential facts needed for motivation.

There are three cardinal rules in direct relation to this:

1) *Never assume anyone will come to you naturally*

2) *Never underestimate the apathy of the average individual*

3) *Never assume that you can force anyone to change completely*

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Agitation of resistance, in its fiery extremes, will always have the strongest grip on decimating the foundations of the first three rules. As a revolutionary principle, agitation is not employed to tell someone how to live -- agitation exists to *incite* them to live.

All great revolutions in history were set in motion by the agitation of the common man. Similarly, all great agitations were the product of clear, strong, artistically superior propaganda.

One only needs to study the history surrounding an epoch like *The Communist Manifesto* to see this in action. Examples of such agitation are also relevant in the history of lesser icons such as The Sex Pistols, Bathory, or The Velvet Underground.

whether or not you agree with any of these sources is unimportant -- it is the importance of evaluating influence, how sources such as these have provided the fuel of others fires which have inevitably led to chain reactions

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The educated propagandist observes and understands his art from the liberal heights of the ACLU to the anti-humane methodology of the Nazi Party. Drastically polar opposites of course, but both entities agitating resistance through many of the same techniques.

The difference between the noted comparisons are *aggressive blind agitation* and *impassioned voluntary agitation*. In other words, one can be violently thrust into a mob mentality through propaganda just as easily as a sane recognition of facts and sense of personal responsibility/morality.

Pan-Tribalism concentrates solely on impassioned voluntary agitation

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In the question of agitating resistance, never overlook the efficiency of simplicity. The best methods are often the most straightforward and stripped down. Over-intellectualism (*which I am clearly guilty of here*) loses the audience rather quickly.

The average individual possesses an enormous forgetfulness, therefore always retain the essential and avoid the non-essential -- keep it sharp and pointed while understanding the logic and language of the target audience. This is the finest way to "preach outside" the choir.

The written word serves to retain, reinforce and deepen the points of view, the accompanying artwork most effective when aimed at emotions. Melded together they must present a combination of instant inertia. The propaganda must get beneath the skin until a definitive catharsis is manufactured.

there must always be a method of practical resolution suggestively attached to this -- the more the concept appears solvable, the more the inertia will be culminated

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In the motivation of dismantling illusions, there must be no half-statements and no doubts. The sustained application of slogans, symbols, and phrases are utilized to drive ideas and images into the very subconscious of the individual.

The most effective propaganda presents an obstacle and gives a solution which seems practical to attain. Harsh realism is of strongest motivation -- the coldest consideration of reality and the warmest embrace of life.

A rigorous examination of opposing propaganda as a spiritual/physical weapon, the abuses of the system, thorough examinations of society/government, the possibility that God does not exist, the view of the world from a purely alienated/scientific/psychological view, etc.

the overall goal is unequivocally that of clearing all possible obstructions from an amplified, international countercultural unity

Although this broad statement seems rather ludicrous in its implications, we must acknowledge that a definitive strategy is not necessary -- the strength lies in each group's own determination of struggle and sense of purpose.

In effect, each group then becomes another gear within the larger machine of progress. In this there is no conscious center of a larger organization -- each group, or "tribe," is symbolically an organization working independently of one another in shared philosophy.

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*::thus the chain reaction will continue as long as
concentrated efforts are sustained::*

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Since one must never measure propaganda by its effect on the university professor but that of the common man, all related propaganda must be aimed towards the broadest mass responsible for the organic growth of resistance culture -- the consumer class, the service industry, the blue collar masses -- the "*low-brow*" subcultures.

Here we find the most generally energized and passionate amongst our own.

It is in this world of economic hopelessness that the counter culture maintains its highest gravitational pull. Reduced to a time clock number at a monotonous factory, punching the card day in and out in mind-numbing labor, the escapism of the underground holds most meaning.

Concerts become near identical to what many would consider mass convergence -- a vital rite ever present throughout the history of mankind. The importance of convergence is essential to solidify a shared conviction of being a member in a great comprehensive body.

In this the counterculture mass is both strengthened and confirmed. Larger demonstrations of this sort are ever present in package tours, arena concerts, etc. These forms, while highly beneficial, do not generally maintain the largest amount of gravity.

To retain true importance the event must generally be the product of an organic growth. A flavor of the week trendy music tour hastily thrown together from corporate demographical research has no meaning in this.

Efforts must then be honed where organic growth can best be nurtured and developed appropriately. Through the local level we find the most aggressive hands-on reconstruction of "reality."

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The organizer gains credibility through interpersonal contact and the acceptance of "**opinion leaders**" within various groups. The organizer then assumes his role in varying levels -- the booking of concerts, the organizing of events, the dissemination of flyers, online activities, "guerilla" media infiltration, "facilitative communication."

These elements combined with an understanding of group norms, language usage, audience reaction and the arousal of emotions foster organic growth from every possible angle.

In this experiment the organizer puts forth the greatest effort of dragging in as many different camps as possible -- groups yet to meet, bands yet to play together, movements of similar conception, etc. The organizer inevitably plays a diplomatic role in forging alliances, pushing the heads of different tribes into communication and (*hopefully*) unified proactivity.

The effective organizer stresses the significance of exhibition, creating his events around a fantastical atmosphere -- an alternate world separate of conditioned reality. When this feeling is successfully conveyed the general audience will carry with them an air of pure disillusionment with all that does not concern this new impassioned reality.

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-- **PROPAGANDA IN MOTION** --

From here the organic process becomes self-sustaining.

A meeting once a week on generally the same night (*evening performances are historically most effective*) statistically render to be the finest platform of development. This allots the strategic amount of time to let all ideas, suggestions & visuals of the prior engagement to properly "sink in."

The meeting fulfills a universal need that is archetypical, and the effective organizer maps out his observations regarding the most successful elements of each scenario, reapplying them with that which has worked effortlessly in previous incarnations.

the end result of the organizer's effectiveness will not come from profitable enterprise but rather the creation of more organizers arising from the inertia he has culminated

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*** CONCLUSION ***

In my 11th year of enacting this worldview -- throughout the rise and fall of various inertias -- it's adherents have been persecuted for their expressions of independence. Their continued insistence of refusal by means of example is a rallying call against submission to a system ultimately designed to quell our innermost dreams and desires from coming to absolute fruition.

The honor of its ideals and the strength of its adherents combined willpower will never extinguish -- not as long as such an archetypical need remains ingrained in resistance culture.

If the hollow world comes to a point of true falter -- when all its injustices are apparent and its propaganda loses all gravity -- an ideal such as a "Pan Tribalism" will most certainly gain predominance in a stronger era of communication and interconnection.

For the death of the resistance culture precedes the death of art. And with the death of art, the silence of humanity.

May its finality rest among the passion of The Elite.

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The Propagandist (6.6.06)

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PROPAGANDA IN MOTION: REQUIEM

ARTICLE II: METHODS OF AUDIO PROPAGANDA (USE OF PROPAGANDA MECHANISMS IN LYRICAL ORATORY)

AD HOMINEM [ARGUMENT TO THE MAN]: Attacking the person instead of attacking his argument. For example, *"Ryan Bartek's books are baseless, since he openly lectures on propaganda and has made propaganda a thematic centerpiece of his literature."* (which is true, but that's not why they're worthless – they are worthless for far more complex reasons). A common form is an attack on sincerity -- *"How can you argue for veganism when you wear leather shoes?"* A variation on this theme is to attack a whole class of people (i.e. *power elite vs. the poor*). Similarly, waving away a whole category of evidence by announcing *"the scientists were drunk."* Another variation is attack by innuendo: *"Why don't scientists tell us what they really know -- are they afraid of mass panic?"* There may also be a pretense that the attack isn't happening, when it is most certainly in motion. Attacks don't have to be strong or direct -- you can merely show disrespect, cut down stature, or attack an opponent's intelligence. Oddly, the *"stupidity attack"* is sometimes reversed. For example, dismissing a comment with *"Well, you're just smarter than the rest of us."* This is "DISMISSAL BY DIFFERENCE." "AD HOMINEM" is not fallacious if the attack goes to the credibility of the argument. For instance, the argument may depend on its presenter's claim that he's an expert. Trial judges allow this category of attack.

NEEDLING: Simply attempting to make the other person angry, without trying to address the argument at hand. Sometimes this is a delaying tactic. Needling is also Ad Hominem if you insult your opponent. You may instead insult something the other person believes in, interrupt, clown to show disrespect, be noisy, fail to pass over the microphone, etc. All of these work better if you are running things. For example if it is your radio show you can cut off the other person's microphone. If the host/moderator is firmly on your side, that is almost as good as running the show yourself. It's even better if the debate is videotaped, and you are the person who will edit the video. Usually, the best way to cope with insults is to show mild amusement, as a humorous comeback often works better than an incised one.

STRAW MAN [FALLACY OF EXTENSION]: Attacking an exaggerated or caricatured version of your opponent's position. For example, "Senator X says that we should not fund the creation of more nuclear missiles. I can't understand why he wants to leave us defenseless." It is also common to exaggerate the opponent's position so that a comparison can be made between the opponent and Hitler, or fascism in general.

INFLATION OF CONFLICT: Arguing that scholars are in debate of a specific point because their entire field of knowledge is "in crisis," or does not

properly exist. For example, two historians debated whether Hitler killed five million Jews or six million Jews. A Holocaust denier argued that this disagreement made his claim credible, even though his death count is three to ten times smaller than the known minimum.

ARGUMENT FROM ADVERSE CONSEQUENCES [FEAR TACTICS]: Saying an opponent must be wrong, because if he is correct then horrible things would therefore ensue. "God must exist, because a godless society would be lawless and dangerous." Or "The defendant in a murder trial must be found guilty, because otherwise husbands will be encouraged to murder their wives at record levels."

SPECIAL PLEADING [STACKING THE DECK]: Using the arguments that support your position, but ignoring/disallowing arguments against it.

EXCLUDED MIDDLE [FALSE DICHOTOMY; BIFURCATION]: Assuming there are only two alternatives when in fact there are many more (*i.e. assuming Atheism is the only alternative to Fundamentalism, or being a traitor is the only alternative to being a patriot*).

SHORT TERM VS. LONG TERM: Presenting the idea that no two large-scale challenges can coincide -- "We must deal with crime on the streets before improving the schools." Or: "We should take the scientific research budget and use it to feed starving children, because we can't fund both simultaneously."

BURDEN OF PROOF: The claim that whatever has not yet been proved false must be true (*or vice versa*).

ARGUMENT BY QUESTION: Asking your opponent a question which does not have a snappy answer (*or no quick answer an audience can immediately process before being barraged with even more disinformation*). The opponent has no choice but to appear weak/ill-informed or "heady" & long-winded. For example, "How can scientists expect us to believe that anything as complex as a single living cell could have arisen as a result of random natural processes?" It usually takes longer to answer a question than ask it. Variants are the "rhetorical question" and the "loaded question."

ARGUMENT BY RHETORICAL QUESTION: Asking a question in a way that leads to a particular answer. For example, "When are we going to give the old folks of this country the pension they deserve?" The speaker is leading the audience to the answer "Right now." Alternatively, he could have said "When will we be able to afford a major increase in old age pensions?"

FALLACY OF THE GENERAL RULE: Assuming that something true in general is true in every possible case. For example, "All chairs have four legs." Except that rocking chairs don't have any legs. Similarly, there are

times when certain laws should be broken. For example, ambulances are allowed to break speed laws.

REDUCTIVE FALLACY [OVERSIMPLIFICATION]: Over-simplifying. As Einstein said, everything should be made as simple as possible, but no simpler. Political slogans such as "Taxation is theft" fall in this category.

GENETIC FALLACY [FALLACY OF ORIGINS/VIRTUE]: If an argument/arguer has a specific origin, then that argument must be right (*or wrong*). The idea is that things from that origin (or social class) have or lack virtue because of status. Therefore, the actual details of the argument can be overlooked, since correctness can be decided without debate.

PSYCHOGENETIC FALLACY: If you understand the psychological/political reason why your opponent likes an argument, therefore he's biased, thus his argument must be wrong by default.

ARGUMENT OF THE BEARD: Assuming that two ends of a spectrum are the same, since one can travel along the spectrum in very small steps. The name comes from the idea that being clean-shaven must be the same as having a big beard, since in-between beards exist. Similarly, all piles of stones are small, since if you add one stone to a small pile of stones it remains small. However, the existence of pink should not undermine the distinction between white and red.

ARGUMENT FROM AGE [WISDOM OF THE ANCIENTS]: Propagandizing the "fact" that an argument is superior due to age, appealing either through seniority (*experience*) or innovation (*youth*). Products marketed "New & Improved" appeal such a belief (*i.e. innovation = value/strength*).

NOT INVENTED HERE: Ideas from elsewhere are made unwelcome (*i.e. "this is the way we've always done it"*). This pertains to feelings that local ways/local identity are superior, and that innovations will only upset the established working system. An example of this is the assertion that America has "*the best health care system in the world*" when in reality it ranks 37th worldwide. Conversely, foreign or "imported" things may be held as superior.

ARGUMENT BY DISMISSAL: An idea is rejected without saying why. Dismissals usually have overtones. For example, "If you don't like it, leave the country" implies that your cause is hopeless, or that you are unpatriotic, or that your ideas are foreign. "If you don't like it, go live in a Banana Republic" adds an emotive element to the equation.

ARGUMENT TO THE FUTURE: Arguing that evidence will someday be discovered which will then support your point.

POISONING THE WELLS: Discrediting the sources used by your opponents.

ARGUMENT BY EMOTIVE LANGUAGE [APPEAL TO THE PEOPLE]: Using emotionally loaded words to sway the audience's sentiments instead of their minds. Many emotions can be useful -- anger, spite, envy, condescension, etc. "Guilty By Association" also falls in this category.

ARGUMENT BY PERSONAL CHARM: Getting the audience to cut you slack. Prime Example: Ronald Reagan's masterful control through use of personal charm/satire. It helps greatly if you have a "flat" opponent. Charm may create trust or the desire to "join the winning team." This is intensified through "sex appeal."

APPEAL TO PITY/SYMPATHY [THE GALILEO ARGUMENT]: *"I did not slaughter my parents in their sleep. I'm suffering enough as it is being an orphan."* Some authors want you to know they're suffering for their beliefs. For example, *"Scientists scoffed at Copernicus and Galileo; they laughed at Edison, Tesla and Marconi; they won't give my ideas a fair hearing either. But time will be the judge."* There is a variant where someone may refuse to answer an argument on the grounds that the inquisitor is mean-spirited and has thus hurt their feelings -- or the question is altogether too personal to answer.

APPEAL TO FORCE: Threats, lawsuits, or even physical violence. The traditional religious threat is that one will burn in Hell.

ARGUMENT BY VEHEMENCE: Being loud. Trial lawyers are taught this rule: *"If you have the facts, pound on the facts; if you have the law, pound on the law. If you don't have either, just pound on the table."* The above rule paints vehemence as an act of desperation. But it can also be a way to seize control of the agenda, use up the opponent's time, or just intimidate the easily cowed. And it's not necessarily aimed at winning the day. A tantrum is also a way to get a reputation so that in the future no one will challenge you.

BEGGING THE QUESTION [ASSUMING THE ANSWER/TAUTOLOGY]: "Circular Reasoning." The thing to be proved is used as one of your assumptions. For example: *"We must have a death penalty to discourage violent crime,"* assumes capital punishment actually discourages crime in and of itself when the causes are infinitely more complex.

STOLEN CONCEPT: Utilizing what you are trying to disprove in order to disprove it. That is, *"requiring the truth of something for your own proof that it is completely false."* For example, using science to show that science is wrong. Or, arguing that you do not exist, when your existence is clearly required for you to be making the argument. A better example of this in action is LAIBACH and the NSK movement – an art collective that uses totalitarianism in order to decry totalitarianism/fascism. "STOLEN CONCEPT" is a relative of "BEGGING THE QUESTION," except that the circularity is in what you are trying to prove, instead of what you are trying to disprove. It is

also a relative of Reductio Ad Absurdum, where you temporarily assume the truth of something.

ARGUMENT FROM AUTHORITY: The claim that the speaker is an expert, and therefore should be trusted. The speaker is actually claiming to be more expert in the subject area than anyone else in the room. There is also an implied claim that expertise in the area is worth having. For example, claiming expertise in something hopelessly quack (*i.e. Creationism or Voodoo*).

ARGUMENT FROM FALSE AUTHORITY: For example, a Television commercial that begins "*I'm not a doctor, but I play one on TV.*" Just what are we supposed to conclude?

APPEAL TO ANONYMOUS AUTHORITY: An appeal to authority is made, but the authority is not named. For example, "Experts agree," "scientists say," or the mysterious "they conclude." This makes the information impossible to verify.

APPEAL TO AUTHORITY: "*Albert Einstein was extremely impressed with this theory.*" Yet a statement made by someone long-deceased could be out of date, or warped from a specific context. To justify an appeal, the propagandist should at least present an exact quote. It's more convincing if the quote contains context, and if the propagandist can verify when/where the quote emerged.

APPEAL TO FALSE AUTHORITY: A variation on "APPEAL TO AUTHORITY," but The Authority is outside his area of expertise. For example, "*Famous Physicist X studied Houdini extensively and found no evidence of fraud in his feats.*" Physicist X was not qualified to detect fraud of the kind used by stage magicians. A variation is to appeal to a non-existent authority. For example, referencing data/research in newspaper articles from sources which do not exist (*i.e. directly fabricating academic journals such as "The Harvard Centennial," "The Princeton Sentinel," etc*). Another variation is to misquote a real authority out of context, or to edit their response to suit the propaganda. The quote can be "*glued together*," or fragments might have gone missing.

STATEMENT OF CONVERSION: The speaker says "*I used to believe in X*". This is simply a weak form of asserting expertise. The speaker is implying that he has learned about the subject, and now that he is better informed, he has rejected X. So perhaps he is now an authority, and this is an implied "ARGUMENT FROM AUTHORITY." Another variation is "*I used to think that way when I was your age.*" The propagandist hasn't said what is wrong with your argument -- he is merely claiming that age has vindicated expertise. In reality "X" has not actually been countered unless there is mutual agreement on "*upstaged expertise*." For example there are a number of Creationist authors who say they "*used to be evolutionists*," but the actual scientists

who've rated their books haven't noticed discovered any expertise about evolution.

BAD ANALOGY: Claiming that two situations are highly similar, when they are not remotely so. For example, *"The solar system reminds me of an atom, with planets orbiting the sun like electrons orbiting the nucleus. We know that electrons can jump from orbit to orbit; so we must look to ancient records for sightings of planets jumping from orbit to orbit also."* Or, *"Minds, like rivers, can be broad. The broader the river, the shallower it is. Therefore, the broader the mind, the shallower it is."* Or, *"We have pure food and drug laws; why can't we have laws to keep movie-makers from giving us filth?"*

EXTENDED APOLOGY: The claim that two things, both analogous to a third thing, are therefore analogous to each other. For example: *"I believe it is always wrong to oppose the law by breaking it"* in direct contrast to *"Such a position is ludicrous and implies you would not have supported Martin Luther King."* A person who advocates a particular position may be told that Hitler believed the same thing. The clear implication is that the position is somehow tainted through philosophical "guilt by association."

ARGUMENT FROM SPURIOUS SIMILARITY: This is a relative of "BAD ANALOGY." It is suggested that some resemblance is factual proof of direct relationship.

REIFYING: An abstract thing is talked about as if it were concrete.

FALSE CAUSE: Assuming that because two things happened, the first one caused the second (*sequence is not causation.*) For example, *"Before women were allowed to vote, there were no nuclear weapons."*

CONFUSING CORRELATION AND CAUSATION: *"When sales of hot chocolate go up, street crime drops."* Does this correlation mean that hot chocolate prevents crime? No, it means that fewer people are on the streets when the weather is cold. *"The bigger a child's shoe size, the better the child's handwriting."* Does having big feet make it easier to write? No, it means the child is older.

CASUAL REDUCTIONISM [COMPLEX CAUSE]: Trying to use one cause to explain something, when in fact it had several causes. *"The accident was caused by the taxi parking in the street."* In reality all other drivers went around the taxi while the drunk driver crashed into the static object.

CLICHÉ THINKING: Using as evidence a well-known "wise saying," as if it is directly proven.

EXCEPTION THAT PROVES THE RULE: This is used when a rule has been asserted, and someone points out the rule doesn't always work. The cliché rebuttal is that this is *"the exception that proves the rule"*. Many people think that this cliché somehow allows you to ignore the exception, and continue

using the rule. In fact, the cliché originally did no such thing. There are two standard explanations for the original meaning. The first is that the word "prove" meant test. That is why the military takes its equipment to a Proving Ground to test it. So, the cliché originally said that an exception tests a rule. That is, if you find an exception to a rule, the cliché is saying that the rule is being tested, and perhaps the rule will need to be discarded. The second explanation is that the stating of an exception to a rule, proves that the rule exists.

APPEAL TO WIDESPREAD BELIEF [BANDWAGON/PEER PRESSURE]:

The claim as evidence that many people believe an idea, used to believe an idea, or currently enact it. If the discussion is about social conventions -- *i.e.* "good manners" -- then this is a reasonable argument. However, in the 1800's there was a widespread belief that bloodletting cured sickness. All of these people were not just wrong, but horribly wrong. Clearly, the popularity of an idea is no guarantee that it's right.

FALLACY OF COMPOSITION: Assuming that a whole has the same simplicity as its constituent parts. In fact, a great deal of science is the study of emergent properties. For example if you put a drop of oil on water, there are interesting optical effects. But the effect comes from the oil/water system -- it does not come just from the oil or just from the *A car makes less pollution than a bus. Therefore, cars are less of a pollution problem than buses.*"

FALLACY OF DIVISION: Assuming that what is true of the whole is true of each constituent part. For example human beings are made of atoms, and since human beings are conscious, atoms must be conscious as well.

COMPLEX QUESTION [TYING]: Unrelated points are treated as if they should be accepted or rejected together, when in reality each point should be accepted or rejected on its own merits.

SLIPPERY SLOPE FALLACY [CAMEL'S NOSE]: There is an old saying about how if you allow a camel to poke his nose into the tent, soon the whole camel will follow. The fallacy here is the assumption that something is wrong because it is right next to something that is wrong. Or it is wrong because it could slide towards something that is wrong. For example, *"If we legalize marijuana, then more people will try heroin."* Or, *"If I make an exception for you, then I'll have to make an exception for everyone."*

ARGUMENT BY PIGHEADEDNESS: Refusing to accept something after everyone else assumed it is proven. For example: "Flat Earth."

APPEAL TO COINCIDENCE: Asserting that some fact is due to chance. For example, the propagandist has had a dozen traffic accidents in six months, yet he insists they weren't his fault. On the other hand coincidences do happen, so this argument is not always fallacious.

ARGUMENT BY REPETITION [ARGUMENT AD NAUSEAM]: If you say something often enough, some people will begin to believe it.

ARGUMENT BY HALF TRUTH [SUPPRESSED EVIDENCE]: For example, an amazingly accurate "*prophecy*" of the assassination attempt on President Reagan was shown on TV. But was the tape recorded before or after the event? Many stations did not ask this question, when it was in fact recorded afterwards. A book on the "Bermuda Triangle" might tell us that the yacht Connemara IV was found drifting crewless, southeast of Bermuda, on September 26, 1955. None of these books mention that the yacht had been directly in the path of Hurricane Iona, with 180 mph winds and 40-foot waves.

ARGUMENT BY SELECTIVE OBSERVATION: Also called "Cherry Picking" the "*enumeration of favorable circumstances,*" or "*counting the hits and forgetting the misses.*" For example, a country boasts of the Olympic athletes it has produced, but is silent about its serial killers. Or, the claim "*Technology brings happiness*". Casinos encourage this tendency -- there are bells and whistles to broadcast jackpot winnings, but losing happens silently. This makes it much easier to think that the odds of winning are good.

ARGUMENT BY SELECTIVE READING: Making it seem as if the weakest of an opponent's arguments were the best he had. Suppose the opponent gave strong argument X and weak argument Y -- simply rebut Y and ignore X. The propagandist selectively overlooks difficult arguments.

ARGUMENT BY GENERALIZATION: Drawing a broad conclusion from a small number of unrepresentative cases. For example, "*They say 1 out of every 5 people are Chinese, yet I know hundreds of people, and none of them are Asian.*" Similarly, "*Because we allow terminally ill patients to use morphine, we should allow everyone to do so.*"

ARGUMENT FROM SMALL NUMBERS: "*I've thrown three sevens in a row. Tonight I can't lose.*" This is "ARGUMENT BY GENERALIZATION," but it assumes that small numbers are the same as big numbers. Or, "*After treatment with the drug one mouse were cured, one died, and the third escaped.*" Does this mean that if we treated 1000 mice then 333 would be cured in result?

MISUNDERSTANDING THE NATURE OF STATISTICS [INNUMERACY]: For example, it was widely reported that "*cell phones cause brain cancer.*" In reality, the supposed increase in risk was at most 1 to 2 cancers per 100,000 people each year, with no real sustainable evidence to support it. Misinformation of statistical data is shown to be the most laudable propaganda used to sway public opinion.

INCONSISTENCY: For example, "*The declining life expectancy in the former Soviet Union is due to the failures of communism.*" Yet the excessively high infant mortality rate in the United States is not a failure of capitalism.

NON SEQUITOR: Something that just does not follow. For example, "Tens of thousands of Americans have seen lights in the night sky which they could not identify. The existence of life on other planets is fast becoming certainty." Another example -- arguing at length that your religion is of great help to humanity, and concluding that by faith alone your religious teachings are undoubtedly true.

MEANINGLESS QUESTIONS: Irresistible forces meeting immovable objects, etc.

ARGUMENT BY POETIC LANGUAGE: If it sounds good, it must be right. Songs often use this effect to create a sort of credibility - for example, "Don't Fear The Reaper" by Blue Oyster Cult. Politically oriented songs should be taken with a grain of salt, precisely because they sound good.

ARGUMENT BY SLOGAN: If it's short, and connects to an argument, it must be an argument. (But slogans risk the Reductive Fallacy.) Being short, a slogan increases the effectiveness of Argument By Repetition. It also helps Argument By Emotive Language (Appeal To The People), since emotional appeals need to be punchy. (Also, the gallery can chant a short slogan.) Using an old slogan is Cliche Thinking.

ARGUMENT BY PRESTIGIOUS JARGON: Using big complicated words so that you will seem to be an expert. Why do people use "utilize" when they could utilize "use" ? For example, crackpots used to claim they had a Unified Field Theory (after Einstein). Then the word Quantum was popular. Lately it seems to be Zero Point Fields.

ARGUMENT BY GIBBERISH [BAFFLEMENT]: This is THE AUTHOR's personal favorite and an extreme version of "ARGUMENT BY PRESTIGIOUS JARGON." An invented vocabulary greatly helps this effect, although ordinary words can also be used to baffle the recipient. For example, "*Omniscience is greater than omnipotence, and the difference is two. Omnipotence plus two equals omniscience. META = 2.*" [From R. Buckminster Fuller's "*No More Secondhand God*"]. Aleister Crowley was highly versed in this technique as well, applying it to occultism (*and its branch public showmanship*). One such declaration was most likely sincere, although THE AUTHOR would like to point it out for good measure. April 1921 brought Crowley to the head of a six-year realization, that his destiny was to evolve to the highest grade conceivable by human consciousness – that of "*Ipsissimus, 10 degree=1 squared, on the place of Kether, the kabbalistic Crown of the Tree of Life, where the first emancipation of pure Godhead is made manifest.*" Crowley's diary entry refers to the completion of an unknown rite of passage as: "9:34 pm. As a God goes, I go... 10:05 I am back at my desk, having done the

deed, before the Scarlet Woman as my witness. I swore to keep silence, so long as I live, about the face of my attainment (The Scarlet Woman is no thus bound, of course)." Gibberish works effortlessly on people that can't find meaning in technical/prestigious jargon. It can also effectively be used as a "SNOW JOB" (a.k.a. "CONFUSION THROUGH BULLSHIT") by a propagandist who is actually familiar with the tech-jargon itself. "ARGUMENT BY POETIC LANGUAGE" can also be utilized as an effective "SNOW JOB." An example of poetic gibberish: *"Each autonomous individual emerges holographically within egoless ontological consciousness as a non-dimensional geometric point within the transcendental thought-wave matrix."* For one of the finest examples of poetic gibberish in political history, please read Benito Mussolini's *"My Autobiography."*

EQUIVOCATION: Using a word to mean one thing, and then later using it to mean something different.

EUPHEMISM: The use of words to cushion emotional response. The soldier wasn't killed, he was "sacrificed" in duty. Genocide was "ethnic cleansing." The death of innocent bystanders is "collateral damage." This is related to "ARGUMENT BY EMOTIVE LANGUAGE," since the effect is to make a concept emotionally palatable.

WEASEL WORDING: This is very much like "EUPHEMISM," except that the word changes are done to claim a new, different concept rather than soften the old concept. For example, an American President may not legally conduct a war without a declaration of Congress. So various Presidents have conducted "*police actions*", "*armed incursions*", "*protective reaction strikes*," "*pacification*," "*safeguarding American interests*," and a wide variety of "*operations*". Similarly, War Departments have become "*Departments of Defense*," and untested medicines have become "*alternative medicines*."

LIES: Intentional Errors of Fact. If the speaker thinks that lying serves a moral end, this would be a "PIOUS FRAUD."

HYPOTHESIS CONTRARY TO FACT: Arguing from something that might have happened, but did not.

INTERNAL CONTRADICTION: Saying two contradictory things in the same argument. For example, claiming that Archaeopteryx is a dinosaur with hoaxed feathers, and also saying in the same book that it is a "*true bird*".

CHANGING THE SUBJECT [DIGRESSION/MISDIRECTION]: This is sometimes used to avoid having to defend a claim, or to avoid making good on a promise. In general, there is something you are not supposed to notice. For example, one receives a bill with extra fees announcing its flux via tax increase. On calculation the increased tax was only costing the citizen a dime, while a different part of the bill had silently gone up \$10. This is connected to various diversionary tactics, which may be obstructive, obtuse,

or needling. For example, if you quibble about the meaning of some word a person used, they may be quite happy about being corrected, since that means they've derailed you or changed the subject. They may pick nits in your wording, deliberately misunderstand you: *"You said this happened five years before Hitler came to power. Why are you so fascinated with Hitler? Are you anti-Semitic?"* It is also connected to various rhetorical tricks, such as announcing that there cannot be a question session because the speaker must leave (*though he actually doesn't leave the building*).

ARGUMENT BY FAST TALKING: If you go from one idea to the next quickly enough, the audience won't have time to think. Rapid delivery does not leave the audience any timeframe to reject what they've heard.

FAILURE TO ASSERT [DIMINISHED CLAIM]: Almost claiming something, but backing out. For example, *"It may be, as some suppose, that ghosts can only be seen by certain so-called sensitives/mediums, who are possibly special mutations with, perhaps, abnormally extended ranges of vision and hearing. Yet some claim we are all sensitives/mediums."* Another example: *"I don't necessarily agree with the liquefaction theory, nor do I endorse all of Walter Brown's other material, but the geological statements are informative."* The strange thing here is that liquefaction theory (*the idea that the world's rocks formed in flood waters*) was demolished in 1788. To "not necessarily agree" with it, today, is in the category of "not necessarily agreeing" with $2+2=3$. But notice that writer implies some study of the matter, and only partial rejection. A similar thing is the failure to rebut. Suppose one raises an issue. The response that *"Woodmorappe's book talks about that"* could possibly be a reference to a resounding rebuttal. Or perhaps the responder hasn't even read the book yet. How can one tell?

AMBIGUOUS ASSERTION: A statement is made, but it is sufficiently unclear and leaves some form of leeway. For example, a book about Washington politics did not place quotation marks around quotes. This left ambiguity about which parts of the book were first-hand reports and which parts were second-hand reports, assumptions, or outright fiction. Of course, lack of clarity is not always intentional. Sometimes a statement is just vague. If the statement has two different meanings, this is "amphiboly."

FAILURE TO STATE: If you make enough attacks, and ask enough questions, you may never have to actually define your own position.

OUTDATED INFORMATION: Information is given, but it is not the latest information on the subject. For example, some creationist articles about the amount of dust on the moon quote a measurement made in the 1950's, yet better measurements have been done since then.

AMAZING FAMILIARITY: The speaker seems to have information that there is no possible way for him to get, on the basis of his own statements.

LEAST PAUSIBLE HYPOTHESIS: Ignoring all of the most reasonable explanations. This makes the desired explanation into the only one. There is an old rule for deciding which explanation is the most plausible. It is most often called "Occam's Razor," and it basically says that the simplest answer is often the best. The current phrase among scientists is that an explanation should be "*the most parsimonious*," meaning that it should not introduce new concepts when old concepts will do just fine.

ARGUMENT BY SCENARIO: Telling a story which ties together unrelated material, and then using the story as proof they are related.

AFFIRMING THE CONSEQUENT: Logic reversal. A correct statement of the form "*if P then Q*" gets turned into "*Q therefore P*". For example, "*All cats die; Plato died; therefore Plato was a cat.*" Another example: "*If the earth orbits the sun, then the nearer stars will show an apparent annual shift in position relative to more distant stars (stellar parallax). Observations show conclusively that this parallax shift does occur. This proves that the earth orbits the sun.*" In reality, it proves that Q [the parallax] is consistent with P [orbiting the sun]. But it might also be consistent with some other theory. Another example: "*If space creatures were kidnapping people and examining them, the space creatures would probably hypnotically erase the memories of the people they examined. These people would thus suffer from amnesia. But in fact many people do suffer from amnesia. This tends to prove they were kidnapped and examined by space creatures.*"

ARGUMENT BY DEMANDING IMPOSSIBLE PERFECTION [MOVING THE GOALPOSTS]: If your opponent successfully addresses some point, then say he must also address some further point. If you can make these points continually more difficult then eventually your opponent must fail. If nothing else, you will eventually find a subject that your opponent isn't up on. If each new goal causes a new question, this may get to be "INFINITE REGRESSION." It is also possible to lower the bar, reducing the burden on an argument. For example, a person who takes Vitamin X might claim that it prevents colds. When they do get a cold, then they move the goalposts, by saying that the cold would have been much worse if not for the Vitamin X.

APPEAL TO COMPLEXITY: If the propagandist doesn't understand the topic, he concludes that nobody understands it.

COMMON SENSE: Unfortunately, there simply isn't a common-sense answer for many questions. In politics there are a lot of issues where people disagree. Each side thinks that their answer is common sense. Clearly, some of these people are wrong. The reason they are wrong is because common sense depends on the context, knowledge & experience of the observer.

ARGUMENT BY LAZINESS/UNINFORMED OPINION: The arguer hasn't bothered to learn anything about the topic. He nevertheless has an opinion, and will be insulted if his opinion is not treated with respect. For example,

someone read "PROPAGANDA IN MOTION," and made numerous attacks/complaints clearly showing he hadn't even remotely grasped the logic or major points. When THE AUTHOR pointed this out, the reader replied that one should never have written such a confusing piece of literature.

DISPROOF BY FALLACY: If a conclusion can be reached in an obviously fallacious way, then the conclusion is incorrectly declared wrong. This is different from Reductio Ad Absurdum where your opponent's argument can lead to an absurd conclusion. In this case, an absurd argument leads to a normal conclusion.

REDUCTIO AD ABSURDUM: Showing that your opponent's argument leads to some absurd conclusion. This is in general a reasonable and non-fallacious way to argue. If the issues are razor-sharp, it is a good way to completely destroy an argument. However, if the waters are a bit muddy, perhaps you will only succeed in showing that your opponent's argument does not apply in all cases. However, if you are faced with an argument that is poorly worded, or only lightly sketched, Reductio Ad Absurdum may be a good way of pointing out the holes.

FALSE COMPROMISE: If one does not understand a debate, it must be "fair" to split the difference, and agree on a compromise between the opinions. Journalists often invoke this fallacy in the name of "balanced" coverage.

FALLACY OF THE CRUCIAL EXPERIMENT: Claiming that some idea has been proved/disproved by a pivotal discovery. This is the "smoking gun" version of history, and scientific progress is often reported in such terms. This is inevitable when a complex story is reduced to a sound-byte, but it's almost always a distortion. In reality, a lot of background happens first, and a lot of buttressing/retraction happens afterwards. And in natural history, most of the theories are about how often certain things happen. For those theories, no one experiment could ever be conclusive.

TWO WRONGS MAKE A RIGHT: A charge of wrongdoing is answered by a rationalization that others have sinned, or might have sinned. For example, Bill borrows Jane's expensive pen, and later finds he hasn't returned it. He tells himself that it is okay to keep it, since she would have taken his. War atrocities and terrorism are often defended in this way. Similarly, some people defend capital punishment on the grounds that the state is killing people who have killed.

PIOUS FRAUD: A fraud done to accomplish some good end, on the theory that the end justifies the means. For example, a church in Canada had a statue of Christ which started to weep tears of blood. When analyzed, the blood turned out to be beef blood. We can reasonably assume that someone with access to the building thought that bringing souls to Christ would justify his small deception. In the context of debates, a PIOUS FRAUD could be a lie.

More generally, it would be when an emotionally committed speaker makes an assertion that is shaded, distorted or even fabricated. For example, British Prime Minister Tony Blair was accused in 2003 of "*sexing up*" his evidence that Iraq had Weapons of Mass Destruction. Around the year 400, Saint Augustine wrote two books -- De Mendacio [On Lying] and Contra Medacium [Against Lying]. He argued that the sin isn't in what you say, but in your intent to leave a false impression.

PROPAGANDA IN MOTION: REQUIEM II

ARTICLE III: PSYOP STRATEGEMS (PROPAGANA TECHNIQUES; AN ENCYCLOPEDIA MINOREM)

EXHIBIT A: CHARACTERISTICS OF CONTENT SELF-EVIDENT

NATURE OF ARGUMENTS USED: An argument is a reason, or a series of reasons, offered as to why the audience should behave, believe, or think in a certain manner. An argument is expressed or implied.

INFERRED INTENT OF THE ORIGINATOR: This technique refers to the effect the propagandist wishes to achieve on the target audience. "Divisive" & "Unifying" propaganda fall within this technique. It might also be classified on the basis of the effect it has on an audience.

SELF-EVIDENT TECHNIQUE/APPEAL TO AUTHORITY: Appeals to authority cite prominent figures to support a position, idea, argument, or course of action.

ASSERTION: Assertions are positive statements presented as fact. They imply that what is stated is self-evident and needs no further proof. Assertions may or may not be true.

BANDWAGON/INEVITABLE VICTORY: "BANDWAGON" and "INEVITABLE VICTORY" attempt to persuade the audience to take a course of action "*everyone else is taking*." This technique reinforces the natural desire to be on "*the winning side*." This technique is used to convince the audience that a program is an expression of an irresistible mass movement that it is in their best interest to join. "INEVITABLE VICTORY" invites those not already on the bandwagon to join those currently aligned. Those partially on the bandwagon are reassured that staying aboard is the best course of action.

OBTAIN DISAPPROVAL: This technique is used to get the audience to disapprove of an action/idea by suggesting the idea is popular with groups that are hated/feared by the target audience. Thus, if a group which supports a policy is led to believe that undesirable, subversive, or contemptible people also support it, the members of the group might change their position.

GLITTERING GENERALITIES: Glittering generalities are emotionally charged words closely associated with valued concepts/beliefs that carry conviction without supporting information -- ask for approval without examination of the reason. They appeal to such emotions as love of country, home, peace, freedom, glory, honor, etc. Though the words/phrases are vague and suggest different things to different people, their connotation is always favorable. Generalities may vary in effectiveness with changes in conditions. They must, therefore, be responsive to current conditions. Phrases which called up pleasant associations at one time may evoke unpleasant or unfavorable connotations at another, particularly if their frame of reference has been altered.

VAGUENESS: Generalities are deliberately vague so that the audience may supply their own interpretations. The intention is to move the audience by use of undefined phrases, without analyzing their validity or attempting to determine their reasonableness or application.

RATIONALIZATION: Individuals or groups may use favorable generalities to rationalize questionable acts or beliefs. Vague and pleasant phrases are often used to justify such actions or beliefs.

SIMPLIFICATION: Favorable generalities are used to provide simple answers to complex social, political, economic, or military problems.

TRANSFER: This is a technique of projecting positive or negative qualities (*praise/blame*) of a person, entity, object, or value (*an individual, group, organization, nation, patriotism, etc*) to another in order to make the second more acceptable or to discredit it. This technique is generally used to transfer blame from one member of a conflict to another. It evokes an emotional response which stimulates the target to identify with recognized authorities.

LEAST OF EVILS: Acknowledging that the course of action being taken is perhaps undesirable but that any alternative would result in an outcome far worse. This technique is generally used to explain the need for sacrifices or to justify the seemingly harsh actions that displease the target audience or restrict personal liberties. Projecting blame on the enemy for the unpleasant or restrictive conditions is usually coupled with this technique.

NAME CALLING: This technique attempts to arouse prejudices in an audience by labeling the object of the propaganda campaign as something the target audience fears, hates, loathes, or finds undesirable. Types of "Name Calling" can be identified as below.

"Direct Name Calling" is used when the audience is sympathetic or neutral. It is a simple, straightforward attack on an opponent/opposing idea. "Indirect Name Calling" is used when direct name calling would antagonize the audience. It is a label for the degree of attack between Direct Name Calling

and insinuation. Sarcasm and ridicule are employed with this technique. Cartoons, illustrations, and photographs are used in name calling, often with deadly effect.

[In its extreme form, Name Calling may indicate that the propagandist has lost his sense of proportion or is unable to conduct a positive campaign. Before using this technique, weigh benefits vs. harmful results. The obstacles are formidable, based primarily on the human tendency to close ranks against a stranger. For example, a group may despise, dislike, or hate one of its leaders -- but they will generally resent any non-group member who makes disparaging remarks against the leader/organization in question]

PINPOINTING THE OPPOSITION: This is a form of simplification where a complex situation is reduced to an "enemy" being unequivocally identified as the source of all woes. For example, the President of Country X is "forced" to declare a State of Emergency to "protect his people" from the unprovoked aggression of Country Y. No other reasoning is offered.

PLAIN FOLKS: The "Plain Folks" approach attempts to convince the audience that positions reflect the common sense of the people. It is designed to win the confidence of the audience by communicating in the common manner/speech/style of the direct audience. Propagandists use ordinary language/mannerisms in attempting to identify their point of view with that of the average person. With the Plain Folks device, the propagandist can win the confidence of persons alienated and distrustful of foreign sounding intellectual speech/words/mannerisms/etc.

the audience can be persuaded to identify its interests with those of the propagandist by the following devices

Presenting soldiers as Plain Folks: The propagandist wants to make the enemy feel he is fighting against soldiers who are "decent, everyday folks;" this helps to counter themes that paint the opponent as a "bloodthirsty killer."

Presenting civilians as Plain Folks: The "Plain Folks" device also can help to convince the enemy that the opposing nation is not composed of arrogant, immoral, deceitful, aggressive, warmongering people -- but rather of people wishing to live at peace.

Humanizing leaders: This technique paints a more human portrait of aligned military/civilian leaders. It humanizes them so that the audience looks upon them as similar human beings or as kind, wise, fatherly figures.

Vernacular: This is the contemporary language of a specific region or people as it is commonly spoken/written and includes songs/idioms/jokes. The current vernacular of the specific target audience must be utilized as to remain effective.

Dialect: Dialect is a variation in pronunciation/grammar/vocabulary from the norm of a region/nation. When used by the propagandist, perfection is required. This technique is best left to those whom the dialect is native, because native speakers are generally the best users of dialects in propaganda appeals.

Errors: Scholastic pronunciation/enunciation/delivery give the impression of being "*artificial*." To give the impression of spontaneity, deliberately hesitate between phrases, stammer, or mispronounce words. When not overdone, the effect is one of deep sincerity. Errors in written material may be made only when they are commonly made by members of the reading audience. Generally, errors should be restricted to colloquialisms.

HOMEY WORDS: Homey words are forms of "*virtue words*" used in the everyday life of the average man. These words are familiar ones, such as "*home*," "*family*," "*children*," "*farm*," "*neighbors*," or such cultural equivalents. They evoke a favorable emotional response and help transfer the sympathies of the audience to the propagandist. Homey words are widely used to evoke nostalgia. Care must be taken to assure that homey messages addressed to opposing forces do not also have the same effect on friendly forces. If the propaganda or propagandist lacks naturalness, there may be an adverse backlash. The audience may resent what it considers attempts to mock its language or ways.

SOCIAL DISAPPROVAL: This is a technique by which the propagandist marshals group acceptance and suggests that attitudes/actions contrary to the one outlined will only result in social rejection, disapproval, or ostracism. The latter -- ostracism -- is a control practice widely used within peer groups/traditional societies.

VIRTUE WORDS: These are words in the value system of the target audience which tend to produce a positive image when attached to a person/issue. "*Peace*," "*happiness*," "*security*," "*wise leadership*," "*freedom*," are all "*virtue words*."

SLOGANS: A slogan is a brief, striking phrase that may include labeling/stereotyping. Effective slogans are self-perpetuating.

TESTIMONIALS: Testimonials are quotations, in or out of context -- especially cited to support or reject a given policy, action, program, or personality. The reputation or the role (*expert/respected figure/etc*) of the individual giving the statement is exploited. The testimonial places the official sanction of a respected authority onto a propagandic message. This is done in an effort to cause the target audience to identify itself with the authority or to accept the authority's opinions and beliefs as its own.

types of testimonials

I. Official Sanction: The testimonial authority must have given the endorsement or be clearly on record as having approved the attributed idea, concept, action, or belief. Four factors are involved -- *Accomplishment, Identification With The Target, Position of Authority, Inanimate Objects*.

**Accomplishment.* People have confidence in an authority who has demonstrated outstanding ability and proficiency in his field. This accomplishment should be related to the subject of the testimonial.

**Identification with the target.* People have greater confidence in an authority with whom they have a common bond. For example, the soldier more readily trusts an officer with whom he has undergone similar arduous experiences than a civilian authority on military subjects.

**Position of authority.* The official position of authority may instill confidence in the testimony; i.e., head of state, division commander, etc.

**Inanimate objects.* Inanimate objects may be used in the testimonial device. In such cases, the propagandist seeks to transfer physical attributes of an inanimate object to the message. The Rock of Gibraltar, for example, is a type of inanimate object associated with steadfast strength.

II. Personal Sources/Testimonial Authority: There are four major archetypes that fall into this category, best demonstrated in military terms – *Enemy Leaders, Fellow Soldiers, Opposing Leaders & Noteworthy Academia*.

**Enemy leaders.* The enemy target audience will generally place great value on its high level military leaders as a source of information.

**Fellow soldiers.* Because of their common experiences, soldiers form a bond of comradeship. As a result, those in the armed forces are inclined to pay close attention to what other soldiers have to say.

**Opposing leaders.* Testimonials of leaders of the opposing nation are of particular value in messages that outline war aims and objectives for administering the enemy nation after it capitulates.

**Noteworthy Academia.* Famous scholars, writers, and other personalities. Frequently, statements of civilians known to the target as authoritative or famous scholars, writers, scientists, commentators, etc., can be effectively used in propaganda messages.

III. Nonpersonal Sources of Testimonial Authority: Institutions, ideologies, national flags, religious, and other non-personal sources are often used. The creeds, beliefs, principles, or dogmas of respected authorities or other public figures may make effective propaganda testimonials.

factors to be considered (plausibility/false testimonials)

**Plausibility:* The testimonial must be plausible to the target audience. The esteem in which an authority is held by the target audience will not always transfer an implausible testimonial into effective propaganda.

**False Testimonials:* Never use false testimonials. Highly selective testimonials? Yes. Lies (fabrications)? Never. Fabricated (false) testimonials are extremely vulnerable because their lack of authenticity makes them easy to challenge and discredit.

**EXHIBIT B: CHARACTERISTICS OF THE CONTENT
REQUIRING ADDITIONAL INFORMATION TO BE RECOGNIZED**

INCREDIBLE TRUTHS: There are times when the unbelievable/incredible truth not only can but should be used. These occasions are as follows: A) *When the psychological operator is certain that a vitally important event will take place.* B) *A catastrophic event, or one of significant tactical or strategic importance, unfavorable to the opposition has occurred and the news has been hidden from the opposing public/supporters.* C) *The opposing force has denied or glossed over an event detrimental to its cause.*

A DOUBLE-CUTTING EDGE: This technique increases the credibility of the psychological operator while decreasing the credibility of the opposition to the opposition's target audience. Though such news will be incredible to the opposition's supporters, it should be given full play. This event and its significance will eventually become known to the opposing side in spite of efforts towards secrecy. The opposing public will recall that the incredible news was received from the propagandists own sources. They will also recall the deception of their own propagandist. The prime requirement in using this technique is that the disseminated "*incredible truth*" must be or be certain to become a reality.

INSINUATION: Insinuation is used to create or stir up the suspicions of the target audience against ideas, groups, or individuals in order to divide an opposition camp. The propagandist hints/suggests/implies, thus allowing the target audience to draw its own conclusions. Latent suspicions and cleavages within the opposing camp are exploited in an attempt to structure them into active expressions of disunity which weaken the opposition's effort.

"exploitable vulnerabilities" include the following

I) Ideological differences between the opposition and its allies/satellites. II) Cultural/ethnic/territorial differences. III) Religious/economic/socio-political differences. IV) History of civilian animosity/unfair treatment towards opposition supporters. V) People versus the bureaucracy/hierarchy. VII) Political differences between the ruling elite and their associates VIII) Differences illuminating an economic minority that is benefiting at the

expense of the majority. IX) Unequal or inequitable tax burdens, or the high level of taxes; hidden taxes. X) The scarcity of consumer goods for the general public and their availability to the various elites and the dishonest. XI) Costs of present government policies in terms of lost opportunities to accomplish constructive socially desirable goals. XII) The powerlessness of the individual.

"insinuation devices" available to exploit similar vulnerabilities

**LEADING QUESTIONS:* The propagandist may ask questions which suggest only one possible answer. Thus, the question, "*What is there to do now that your unit is surrounded and you are completely cut off?*" insinuates that surrender or desertion is the only reasonable alternative to annihilation.

**HUMOR:* Humor can be an effective form of insinuation. Jokes and cartoons about the enemy find a ready audience among those persons in the target country or military camp who normally reject straightforward accusations or assertions. Jokes about totalitarian leaders and their subordinates often spread with ease and rapidity. However, the psychological operator must realize that appreciation of humor differs among target groups and so keep humor within the appropriate cultural context.

**PURE MOTIVES:* This technique makes it clear that the side represented by the propagandists acting in the best interests of the target audience, insinuating that the enemy is acting to the contrary. For example, the propagandist can use the theme that a satellite force fighting on the side of the enemy is insuring the continued subjugation of its country by helping the common enemy.

**GUILT BY ASSOCIATION:* Guilt by association links a person, group, or idea to other persons, groups, or ideas repugnant to the target audience. The insinuation is that the connection is not mutual, accidental, or superficial.

**RUMOR:* Malicious rumors are also a potentially effective form of insinuation.

**PICTORIAL/PHOTOGRAPHIC PROPAGANDA:* A photograph, picture, or cartoon can often insinuate a derogatory charge more effectively than words. The combination of words and photograph, picture, or cartoon can be far more effective. In this content, selected and composite photographs can be extremely effective.

**VOCAL:* Radio propagandists can artfully suggest a derogatory notion, not only with the words they use, but also by the way in which they deliver them. Significant pauses, tonal inflections, sarcastic pronunciation, ridiculing enunciation, can be more subtle than written insinuation.

CARD STACKING/SELECTIVE OMISSION: This is the process of choosing from a variety of facts only those which support the propagandist's purpose. In using this technique, facts are selected and presented which most effectively strengthen and authenticate the point of view of the propagandist. It includes the collection of all available material pertaining to a subject and the selection of that material which most effectively supports the "official line." Card stacking, case making, and censorship are all forms of selection.

success or failure depends on how adept the propagandist is in selecting facts or "cards" and presenting or "stacking" them.

***INCREASE PRESTIGE:** In times of conflict leading personalities, economic and social systems, and other institutions making up a nation are constantly subjected to propaganda attacks. Card stacking is used to counter these attacks by publicizing and reiterating the best qualities of the institutions, concepts, or persons being attacked. Like most propaganda techniques, card stacking is used to supplement other methods.

The technique may also be used to describe a subject as virtuous or evil and to give simple answers to a complicated subject. An intelligent propagandist makes his case by imaginative selection of facts. The work of the card stacker in using selected facts is divided into two main phases.

First, the propagandist selects only favorable facts and presents them to the target in such a manner as to obtain a desired reaction. Second, the propagandist uses these facts as a basis for conclusions, trying to lead the audience into accepting the conclusions by accepting the facts presented.

PRESENTING THE OTHER SIDE: Some persons in a target audience believe that neither belligerent is entirely virtuous. To them propaganda solely in terms of right and wrong may not be credible. Agreement with minor aspects of the enemy's point of view may overcome this cynicism. Another use of presenting the other side is to reduce the impact of propaganda that opposing propagandists are likely to be card stacking (selective omission).

LYING AND DISTORTION: Lying is stating as truth that which is contrary to fact. For example, assertions may be lies. *This technique will not be used by US personnel.* It is presented for use of the analyst of enemy propaganda.

SIMPLIFICATION: This is a technique in which the many facts of a situation are reduced so the right or wrong, good or evil, of an act or decision is obvious to all. This technique provides simple solutions for complex problems. By suggesting apparently simple solutions for complex problems, this technique offers simplified interpretations of events, ideas, concepts, or personalities. Statements are positive and firm; qualifying words are never used.

SIMPLIFICATION may be used to sway uneducated and educated audiences. This is true because many persons are well educated or highly skilled, trained specialists in a specific field, but the limitations of time and energy often force them to turn to and accept simplifications to understand, relate, and react to other areas of interest.

simplification maintains following characteristics

***IT THINKS FOR OTHERS:** Some people accept information which they cannot verify personally as long as the source is acceptable to them or the authority is considered expert. Others absorb whatever they read, see, or hear with little or no discrimination. Some people are too lazy or unconcerned to think problems through. Others are uneducated and willingly accept convenient simplifications.

***IT IS CONCISE:** Simplification gives the impression of going to the heart of the matter in a few words. The average member of the target audience will not even consider that there may be another answer to the problem.

***IT BUILDS EGO:** Some people are reluctant to believe that any field of endeavor, except their own, is difficult to understand. For example, a layman is pleased to hear that "law is just common sense dressed up in fancy language," or "modern art is really a hodgepodge of aimless experiment or nonsense." Such statements reinforce the ego of the lay audience. It is what they would like to believe, because they are afraid that law and modern art may actually be beyond their understanding. Simple explanations are given for complex subjects and problems.

Stereotyping is a form of simplification used to fit persons, groups, nations, or events into ready-made categories that tend to produce a desired image of good or bad. Stereotyping puts the subject (*people, nations, etc*) or event into a simplistic pattern without any distinguishing individual characteristics.

EXHIBIT C: CHARACTERISTICS OF CONTENT MAY BECOME EVIDENT WHEN NUMEROUS PIECES OF OUTPUT ARE EXAMINED

CHANGE OF PACE: Change of pace is a technique of switching from belligerent to peaceful output, from "*hot*" to "*cold*," from persuasion to threat, from doom-song prophecy to optimism, from emotion to fact.

STALLING: Stalling is a technique of deliberately withholding information until its timeliness is past, thereby reducing the possibility of undesired impact.

SHIFT OF SCENE: With this technique, the propagandist attempts to take the spotlight off an unfavorable situation/condition by shifting it to another, so as to force the opposition to go on the defense.

REPETITION: An idea or position is repeated in an attempt to elicit an almost automatic response from the audience or to reinforce an audience's opinion or attitude. This technique is extremely valid and useful because the human being is basically a creature of habit and develops skills and values by repetition (*like walking, talking, code of ethics, etc*).

An idea or position may be repeated many times in one message or in many messages. The intent is the same in both instances, namely, to elicit an immediate response or to reinforce an opinion or attitude.

The audience is not familiar with the details of the threat posed... Ignorance of the details can be used to pose a threat and build fear... Members of the audience are self-centered... The target can take immediate action to execute simple, specific instructions...

FEAR OF CHANGE: People fear change, particularly sudden, imposed change over which they have no control. They fear it will take from them status, wealth, family, friends, comfort, safety, life or limb. That's why the man in the foxhole hesitates to leave it – he is accustomed to the safety it affords. He is afraid that moving out of his foxhole will expose him to new and greater danger. That is why the psychological campaign must give him a safe, honorable way out of his predicament or situation.

PSYOP TERRORISM: While the “Pan-Tribal Ideal” is absolutely opposed to the use of physical terrorism, the use of psychological terrorism – or “PSYOP Terrorism” – is absolutely justified, since it pertains only to the realm of ideas. In fact the word “terror” is misleading, as the concept simply “terrorizes” through the reiteration of uncomfortable facts or ideas.

The psychological operator can give a boomerang effect to the terror of opposition, making it reverberate against the practitioner, making him therefore repugnant to his own supporters. PSYOP Terrorism aims to “*fire the flames*” of revulsion, indignation & doubt towards a targeted cause, ideology, system, etc. Devices depicting heinous acts should be widely distributed, instilling a deep shift in the general populace’s previously unbiased opinion.

At a mass level the opposition may attempt to rationalize/excuse its conduct, yet in so doing, it will compound the adverse effect of its actions, because it can never deny the validity of factual representations of its acts, or the strength of the propagandist’s ability to get results through direct action. Thus, public opinion will sway to the side of victimization.

Such is the ultimate purpose of the psychological operator under the aegis of “Pan-Tribalism” -- to build confidence in the idealism he represents, and to effectively enact change through every device applicable to said goal.

**-- The Propagandist (Ad Hominem) --
Black Valentines: 2.14.2010**