

(11-29-15)

RESISTING PROPAGANDA: HOW THEY LIE!

TEXT: 1 Thessalonians 5:21 Prove all things; hold fast that which is good.

Revelation 2:24 But unto you I say, and unto the rest in Thyatira, as many as have not this doctrine, and which have not known the depths of Satan, as **they** speak...

Luke 6:39 And he spake a parable unto them, Can the blind lead the blind? shall they not both fall into the ditch?

Exodus 23:2 Thou shalt not follow a multitude to do evil...

Job 31:34 Did I fear a great multitude, or did the contempt of families terrify me, that I kept silence...?

Proverbs 29:25 The fear of man bringeth a snare: but whoso putteth his trust in the LORD shall be safe.

Colossians 2:8 Beware lest any man spoil you through philosophy and vain deceit, after the tradition of men, after the rudiments of the world, and not after Christ.

1 Timothy 6:20 O Timothy, keep that which is committed to thy trust, avoiding profane and vain babblings, and oppositions of science falsely so called:

2 Timothy 3:13 But evil men and seducers shall wax worse and worse, deceiving, and being deceived.

14 But continue thou in the things which thou hast learned and hast been assured of, knowing of whom thou hast learned them;

-Gustave Le Bon, *The Crowd: A Study of the Popular Mind* (1897; Second Edition):

"The age we are about to enter will in truth be the Era Of Crowds...The destinies of nations are elaborated at present in the heart of the masses...it is not with rules based on theories of pure equity that they are to be led, but by seeking **what produces an impression on them and what seduces them**...men never shape their conduct upon the teaching of pure reason... **an entire nation...may become a crowd under the action of certain influences**...an individual immersed for some length of time in a crowd...much resembles the state of fascination in which the hypnotised individual finds himself in the hands of the hypnotiser...The individualities in the crowd who **might possess a personality sufficiently strong to resist the suggestion** are too few in number to struggle against the current....Isolated, he may be a cultivated individual; in a crowd, he is a barbarian - that is, a creature acting by instinct...An individual in a crowd is a grain of sand amid other grains of sand, which the wind stirs up at will...It is for these reasons that juries are seen to deliver verdicts of which each individual juror would disapprove...It

will be remarked that among the special characteristics of crowds there are several - such as impulsiveness, irritability, incapacity to reason...which are almost always observed in beings belonging to inferior forms of evolution...Crowds are everywhere distinguished by feminine characteristics...A crowd thinks in images...It accepts as real the images evoked in its mind...**An orator wishing to move a crowd must make an abusive use of violent affirmations. To exaggerate, to affirm, to resort to repetitions, and never to attempt to prove anything by reasoning are methods of argument well known to speakers at public meetings...**[The sympathies of the crowd] have never been bestowed on easy-going masters, but on tyrants who vigorously oppressed them...The type of hero dear to crowds will always have the semblance of a Caesar...the most contradictory ideas may be seen to be simultaneously current in crowds...[since the crowd is led by ideas presented in simple images]...A chain of logical argumentation is totally incomprehensible to crowds...Astonishment is felt at times on reading certain speeches at their weakness, and yet they had an enormous influence on the crowds which listened to them, but it is forgotten that **they were intended to persuade [...crowds]**...and not to be read by philosophers. An orator in intimate communication with a crowd can evoke images by which it will be seduced...the figurative imagination of crowds is very powerful...A religious shape [is] assumed by all the convictions of crowds...when he puts all the resources of his mind, the complete submission of his will...at the service of a cause or an individual...Were it possible to induce the masses to adopt atheism, this belief would exhibit all the intolerant ardour of a religious sentiment [feeling], and in its exterior forms would soon become a cult...the terms *democracy, socialism, equality, liberty*, etc., whose meaning is so vague...Yet it is certain that a truly magical power is attached to those short syllables...Reason and arguments are incapable of combatting certain words and formulas...The laws of logic have no action on crowds...Logical minds, accustomed to be convinced by a chain of somewhat close reasoning, cannot avoid having recourse to this mode of persuasion when addressing crowds, and the inability of their arguments always surprises them...**Affirmation** [simply stating something as true dogmatically] pure and simple, kept free of all reasoning and all proof, is one of the surest means of making an idea enter the mind of crowds...Affirmation, however, has no real influence unless it be **constantly repeated**...At the end of a certain time we have forgotten who is the author of the repeated assertion, and **we finish by believing it**. To this circumstance is due **the astonishing power of advertisements**...In the case of men collected in a crowd all emotions are very rapidly contagious...Man, like animals, has a natural tendency to **imitation**...It is this necessity that makes the influence of what is called fashion so powerful. Whether in the matter of opinions, ideas...or merely of dress, how many persons are bold enough to run counter to the fashion?...It is by examples not by arguments that crowds are guided...Great power is given to ideas propagated by **affirmation, repetition, and contagion** by...**prestige**...Prestige is the mainspring of all authority... A soldier in uniform, a judge in his robes...The influence of titles, decorations, and uniforms on crowds...For the crowd to admire, it must be kept at a distance...It

is...very difficult to implant therein a lasting belief. However...once established, **it is equally difficult to uproot it...**"

-Edward Bernays, *Propaganda*:

"Those who manipulate this unseen mechanism of society constitute an invisible government which is the true ruling power of our country... our minds molded, our tastes formed, our ideas suggested, largely by men we have never heard of...Who are the men, who, without our realizing it, give us our ideas, tell us whom to admire and whom to despise...**what menus we should serve at our table**, what kind of shirts we must wear...what slang we should affect, what jokes we should laugh at?...If we understand the mechanism and motives of the group mind, is it not possible to control and regiment the masses **according to our will without their knowing about it?** The recent practice of propaganda has proved that it is possible...Trotter and Le Bon concluded that the group mind does not think...In place of thoughts it has impulses, habits, and emotions...men are very largely actuated by motives which they conceal from themselves...[The mind of the people] is composed of inherited prejudices and symbols and clichés and verbal formulas supplied to them by the leaders..."

(Edward Bernays, *Propaganda*, 1928)

"...I have taken a tremendous interest in propagandist activity. I saw that the Socialist-Marxist organizations mastered and applied this instrument with astounding skill. And I soon realized that the correct use of propaganda is a true art...all our studying had to be done on the enemy side...propaganda is no more than a weapon, though a frightful one in the hand of an expert...It must be addressed always and exclusively to the masses...its effect for the most part **must be aimed at the emotions**...the greater the mass it is intended to reach, the lower its purely intellectual level will have to be...too much caution cannot be exerted in this direction...The receptivity of the great masses is very limited...their power of forgetting is enormous...all effective propaganda must be limited to a very few points and must harp on these in slogans...the very first axiom of all propagandist activity: to wit, the basically subjective and one-sided attitude it must take toward every question it deals with...What, for example, would we say about a poster that was supposed to advertise a new soap and that described other soaps as 'good'?...its task is not to make an objective study of the truth... it would have been correct to load every bit of the blame on the shoulders of the enemy, even if this had not really corresponded to the true facts...The people in their overwhelming majority are so feminine by nature and attitude that sober reasoning determines their thoughts and actions far less than emotion and feeling...[Effective propaganda] must confine itself to a few points and repeat them over and over...the masses are slowmoving, and they always require a certain time before they are ready even to notice a thing, and only after the simplest ideas are repeated thousands of times will the masses finally remember them...Propaganda tries to force a

doctrine on the whole people..."
(Adolf Hitler, *Mein Kampf*, or, *My Struggle*, 1926)

"He had that ability which is needed to make people stop thinking critically and just emote."
(Egon Hanfstaengl, son of Hitler's foreign press officer; "Fatal Attraction of Hitler")

"It would not be impossible to prove with sufficient repetition and a psychological understanding of the people concerned that a square is in fact a circle."
(Joseph Goebbels, Hitler's Minister of Propaganda)

"Berndt handed in a plan for the occultist propaganda to be carried on by us. We are getting somewhere. The Americans and English fall easily to this kind of propaganda."
(Joseph Goebbels, Hitler's Minister of Propaganda)

"If the mass will be free of chains of iron, it must accept its chains of silver...more can be won by illusion than by coercion."
(Harold Lasswell, *Propaganda Technique in the World War*, 1927)

"A society, most of whose members spend a great part of their time...in the irrelevant other worlds of sport and soap opera, of mythology and metaphysical fantasy, will find it hard to resist the encroachments of those who would manipulate and control it. In their propaganda today's dictators rely for the most part on...the repetition of catchwords which they wish to be accepted as true, the suppression of facts which they wish to be ignored...As the art and science of **manipulation** come to be better understood, **the dictators of the future will doubtless learn to combine these techniques with the non-stop distractions...**"
(Aldous Huxley, *Propaganda in a Democratic Society*, 1958)

Acts 8:9 But there was a certain man, called Simon, which beforetime in the same city used sorcery, and **bewitched the people** of Samaria, **giving out that himself was some great one:**

10 To whom they all gave heed, from the least to the greatest, saying, This man is the great power of God.

Galatians 3:1 O **foolish** Galatians, **who hath bewitched you**, that ye should not obey the truth...

2 Timothy 3:6 For of this sort are they which creep into houses, and **lead captive silly** women laden with sins, led away with divers lusts,

2 Peter 2:1 But there were false prophets also among the people, even as there shall be false teachers among you...2 And **many** shall follow their pernicious ways...

14 Having eyes full of adultery, and that cannot cease from sin; **beguiling unstable** souls:

18 For when they speak great swelling words of vanity, they allure through the lusts of the flesh...19 While they promise them liberty...

1 John 4:1 Beloved, believe not every spirit, **but try the spirits** whether they are of God: because many false prophets are gone out into the world.

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