

# Essay: The Mind Manipulators



**Governments using the power of suggestion to exercise power is nothing new. At the dawn of the 21st Century however, suggestion is becoming less subtle and more plain to see.**

Politicians, like advertisers, use suggestion in their language delivery all the time. They use repetition and reinforcement when they want to get their message across. In this respect, the gentlemen of the 'free' press are unwitting confederates in the game. A barrage of questions at a press conference only elicit the same responses over and over again.

The best politicians use short, easy to understand phrases, only punctuating the important points with 'iconic gestures' in much the same way Hitler did when he was speaking, although without the shouting and the theatrics.

Adolf also used short phrases, or sound bites and just for the sake of completeness, Hitler also studied hypnosis with a Swedish hypnotist by the name of Erik Jan Hanussen, acclaimed in his lifetime as a hypnotist, mentalist, occultist and astrologer. Hanussen was active in Weimar Republic Germany and also at the beginning of Nazi Germany. He is said to have instructed Hitler in performance and the achievement of dramatic effect and also for treating Hitler during his depression. Hanussen taught Hitler all the techniques of mass hypnosis and crowd manipulation before he outlived his usefulness and was taken on a drive into the woods and rewarded with the traditional bullet in the back of the head.

You should watch politicians carefully. Good political speakers have excellent timing and charisma, something that comes naturally to some and looks ridiculous coming from amateurs.

It's a mistake to think Donald Trump is an imbecile – he's not, even though at times he comes across as one. You have to remember that Trump is talking to Americans, the

dumbest people on the planet. He's not reaching out to the the educated liberal east and west coast of America — he hasn't got their vote anyway — Trump is addressing the Republicans of Middle America — the white, protestant, God-fearing folk of the Bible Belt and he's talking their language. No long, complicated words, just straight, to the point sentences that someone from Alabama called Cletus can understand.

If Winston Churchill had made a speech after the 9/11 attack on the World Trade Centre he would have assured us that no stone would be left unturned until the perpetrators of that abominable act, that affront to human decency and civilisation had been brought to justice. But not President George Bush Junior. He was "*gonna round 'em up... smoke 'em out...*" And everyone knew what he meant — he was going to invade Iraq and secure its oil reserves for his buddies in Texas.

Tony Blair repeatedly emphasised the heartfelt and hard won principles of Freedom and Democracy in his speeches because he knew that everyone values these ideals and will agree to them anytime, anyplace, anywhere. By constantly stating and restating the familiar morals and values of freedom and democracy, politicians are able to persuade us that they are helping to preserve our freedom and democratic rights by er... limiting our freedoms and democratic rights. They sell us the lie by preparing the ground with the truth first. It works every time — and there's nothing new about it.

In the 1930's, Adolf Hitler promised to reunite the German speaking peoples of western Europe and a grateful Germany, humiliated by the defeats of the First World War and in a state of terminal economic ruin, runaway inflation and massive unemployment, unsurprisingly embraced the idea. The promise was indeed alluring, but the underlying message was one of racial hatred based on the politics of fear and it employs the oldest trick in the book, a trick that is part and parcel of the way people behave when they are desperate.

As a political tool, loathing of a particular bogey-man is guaranteed to bring everyone into line. Osama Bin Laden, Saddam Hussein, Colonel Gaddafi were all conveniently cast in this mould. In Orwell's 1984, the war with Oceania is epitomised by the rabid detestation of one individual, Goldstein (who's name happened to sound Jewish).

So freedom and democracy are OK as far as it goes, but in today's world, democracy doesn't really hold true. The democracy of modern society is akin to two wolves and one sheep voting on what to have for dinner. [quote from James Bovard]

More sensible politicians use more carefully chosen words, though probably carefully chosen by someone else. Here's an example anyway: speaking of the debacle in Iraq, George junior said "*I'm disappointed by the pace of success.*" The statement was clearly intended to hoodwink people into thinking that there was still a chance America could extricate itself from Iraq with some semblance of dignity and that the whole adventure was not the titanic military blunder we all now suspect it was — weapons of mass destruction included! Maybe Cletus the slack-jawed yokel fell for it, but I didn't, and neither did anyone else with half a brain.

I left the United Kingdom and moved to the sun-drenched beaches of Cape Town the same year Blair took power. Watching him from a distance I couldn't help but notice the similarities between the Blair Private Eye magazine called *the Vicar of St. Albion* and that other great humanist, Iosef Vissarionovich, Man of Steel, or Uncle Joe Stalin to his friends.

Of course Blair smiled a lot more, sucked up to Bush a lot more and managed to resist the temptation of installing forced labour camps or growing a moustache, but the real parallels

are far more subtle. When Joseph Stalin wasn't busy murdering millions of his own countrymen, he always tried (and succeeded) to present himself as a modest genius. Stalin may have been General Secretary, but at the Communist Party Congress, he would sit quietly on the second row and not in the seat in the centre of the front row reserved for him. Thus, this overt display of modesty ensured the great dictator became loved by the people, leaving him free to murder even more millions of them with alacrity. This visible act of modesty was a perfect example of indirect suggestion — always effective as a good manipulator of souls. Blair always strove to come across as exceedingly modest but often spoiled it with a vacuous cheesy grin.

Of course Blair did occasionally allow himself the odd self-congratulatory moment. The day he walked into Downing Street and shook the hands of his supporters (carefully placed along both sides of the street by the New Labour spin machine) was the first example, but then I suppose this is only to be expected and even forgiven in the world of TV politics. But the thing that always impressed me about the smiling narcissist made Prime Minister is his ability to put forward an agenda which is not always immediately apparent. Whether he is conscious of this behaviour or not can only ever be a matter of conjecture — only he truly knows, and in any case he is unlikely ever to admit it. But there was often a deeper, and sometimes more sinister message underlying the tear-jerking, faux-sincere, man of the people pulpit delivery, which the more cynical amongst us may have spotted.

Towards the inevitable end of his political career, Blair adopted a nasty habit of mentioning any newsworthy event in America at every opportune moment. So when Blair tells a suitably hushed Parliament that the thoughts and prayers of the British People are with those who died as a result of the latest school shooting spree (increasingly popular in America) most people would take that seemingly heartfelt tribute at face value. The real message however is a million dollars more subtle... Blair knew that this section of the speech would be shown on primetime TV News in America and would bump up the fees for the inevitable lecture tour. Well... I suppose every little bit helps!

Blair knew he was going to be leaving Downing Street and was keen to establish 'the Blair legacy.' He had a brief flirtation with climate change before deciding on Middle East Peace Envoy, which is a supreme Irony as he was in part responsible for bombing several hundred thousand Middle Easterners to Kingdom come. But in this case, 'the Blair legacy' would certainly include a lucrative lecture tour of the United States, an undertaking that would earn him several million dollars and plump up his Prime Ministerial pension. Of course with hindsight, now we know how he was able to get a loan for that £3 million mansion.

Still, the point is that Blair always got his own way. Any member of the Politburo... sorry, Cabinet... foolish enough to disagree with his views either resigned or were forced to resign (i.e. sacked). Stalin treated errant members of the central Committee with equal generosity (most of them were simply shot).

It is unlikely the Blair years will be remembered for anything other than the wars in Iraq and Afghanistan. The war on terror is like the war with Oceania in Orwell's masterpiece 1984: an invisible foe is far more terrifying than a visible one. The war on terror has been a perfect replacement for the war on Communism — both are equally scary and fear of the common enemy helps to keep the population in line. The threat posed by Al Qaida is insignificant compared to the former threat of the Soviet nuclear arsenal, yet our lives have changed immeasurably more than they did in the Cold War, when the only real inconvenience was the possibility that we might have to watch a public information film telling us where to shelter when the mushroom clouds started sprouting.

The war on terror had another effect on society which has gone unreported and unnoticed. It has created employment. Thousands of people previously too dim to get a job at Home Bargains are now employed at airports as security personnel and security camera manufacturers and installers and operators. It was a brilliant exercise in social engineering! Thousands were taken off the dole and turned into tax-payers in one fell swoop and the cost passed on to passengers. That's right... the cost of an airfare has risen by approximately only 85p per person. No wonder the rest of the world has adopted the system!

But wait! What about the weapons of mass destruction Blair insisted were the real threat? What about the claim that Saddam Hussein could launch an attack on Britain at forty-five minutes notice? I think by now we all know there were never any weapons of mass destruction and that we were led by the nose up the garden path and into a war that wasn't necessary and no one wanted. Still... the grinning Blair got to walk through the White House with President Bush to grin at the world's press. The sight couldn't have been more ridiculous and nauseating if they were holding hands.

Still, Stalin was smart enough to always praise Lenin and not usurp Lenin's position as the leader of the glorious revolution, even though Lenin had already been stuffed and put on display in Red Square. Using the dead guy to manipulate the will of the masses to get your own way never fails. Relying on the credibility of the guy who was genuinely credible (and is conveniently no longer around to complain that that is not what he meant) is an old trick. The same trick is employed by the religious and political alike. (it's in the Bible and the word of Jesus, so therefore it's true). Blair pulled the same stunt with the dossier on weapons of mass destruction. The dossier has long since been exposed as a fraud, but Blair still quotes it as being the truth.

Amazingly, Blair talked his way out of this tight corner time and again by falling back on one of the oldest (and most pathetic) excuses there is. The phrase "*because it was the right thing to do*" he pleaded from his tight corner. "*We had to do it, because it was the right thing to do*" he would say, repeatedly, regardless of any disagreement or tough questioning about his policy of ignoring the democratic wishes of his own party or the wishes of the proletariat... sorry, the voters.

"*Because it was the right thing to do*" is the fall-back position of someone who is devoid of any reasonable justification. B-liar got away with it countless times, running the Cabinet like the Central Committee of the Politburo rather than the democratic institution it was supposed to be. But then Blair is a manipulative, narcissist who condoned mass murder, so it was only to be expected.

In hypnosis, frequent repetition of an idea means the idea becomes lodged in the mind. When those ideas are repeated against the background of emotional shock, as they were in the aftermath of the attacks of September 11th, they become more powerful. Blair is a frequent repeater of ideas and he frequently appears to get emotional, which adds gravitas to the lie.

Stalin said that when a lie is repeated often enough, it becomes accepted as the truth. Blair's famous Security Services dossier on Saddam Hussain's Weapons of Mass Destruction is a case in point, owing as it did, more to government spin than fact. Years after the report was found to be false, B-liar still refers to it as if it was the Gospel Truth. Every time... without fail. Well, the war is an obvious one, but there are many other policies that Blair has instigated "*because it was the right thing to do.*" Unfortunately, the phrase was not just reserved for foreign military adventures.

The terrible two, Bush and Blair, had another trick up their sleeves — they added to the dogmatism of Western ideology that most dangerous and abused of all ideologies, ... religion. It was the employ of the Christian religion, guaranteed to win the sympathy of white middle class voters unlikely to find themselves victims of smart-bombs while at the same time guaranteed to offend worshippers of a different of religion (Allah be praised!) Since leaving Downing Street, Tony Blair quietly converted to Roman Catholicism. Whether this will save him from an eternity of Hellish torment is anyone's guess, but let's hope not.

Blair is a politician and we all accept that politicians tell lies. The new leader of the Labour Party, Keir Starmer, held a high position in Blair's Cabinet and so will be well versed in the arts of guile and deception.

Before becoming a professional revolutionary, Stalin studied for the priesthood in his native Georgia. He remarked that *"the priests always understand what people want."* Stalin soon converted to atheism but admitted that the techniques used by the priests were immeasurably useful when it came to running the Soviet Union. Blair also utilised some of these techniques: iconic gesturing, the use of metaphor, the image of a man always in a hurry, trying to get the job done, and the perennial grin of the insane nice guy. Above all, Blair understood the *real* meaning of democracy. Again, I quote Stalin: *"It is enough that the people know there was an election. The people who cast the votes decide nothing. The people who count the votes decide everything."*

Comrade Stalin also said *"Ideas are more powerful than guns. We would not let our enemies have guns, why should we let them have ideas?"* Here's another; *"Education is a weapon whose effects depend on who holds it in his hands and at whom it is aimed."* New Labour spin neatly took care of both these maxims.

Bush and Blair subtly bestowed upon the West a new kind of ideology inspired by the (American) Neo-Conservative ideal of the New World Order. France and Germany refused to get involved in another Gulf War because their Presidents were old enough to remember the devastation and heartbreak of the Second World War. They knew that when the bullets start flying, it's innocent children who die.

Blair wanted to be a great wartime Prime Minister but history has robbed him of that honour. It is our generation and the generations of Iraqis who will pay the ultimate price for his failure. There is no peace in the Middle East, nor is their likely to be any in foreseeable future. Bush and Blair's interference in that part of the world only succeeded in spawning more hatred of the West, Osama Bin Laden, the murderous Taliban and the extremist version of Radical Islam.

*"To do evil a human being must first of all believe that what he is doing is good, or else that it's a well considered act in conformity with natural law. Fortunately, it is in the nature of the human being to seek a justification for his actions."*

Macbeth's self-justifications were feeble — and his conscience devoured him... The imagination and strength of Shakespeare's evil-doers stopped short at a dozen corpses because baddies were no burdened with ideology.

Ideology... that is what gives evildoing its long-sought justification and gives the evildoer the necessary steadfastness and determination. That is the social theory which helps to make his acts seem good instead of bad in his own and in other's eyes, so that he won't hear reproaches and curses but will receive praises and honours. That was how the agents of the Inquisition fortified their wills; by invoking Christianity, the conquerors of foreign lands, by extolling the grandeur of their Motherland; the colonisers, by civilisation; the

Nazis, by race; and the Jacobins (early and late), by equality, brotherhood, and the happiness of future generations.” [From *The Gulag Archipelago* by Alexander Solzhenitsyn.]

René Descartes said “*Question everything! Question everything!*” Not everything we hear penetrates our consciousness because anything too far out of kilter with our own selfish desires is all too often lost before we have a chance to question. And this is yet another reason why suggestion (and the repetition of an idea, no matter how repulsive) works!

When an ideology is put forward by a person or persons of perceived authority or goodness, whole groups – even whole Nations – can be influenced (I sometimes wonder if they are also fooling themselves) to commit acts that are unspeakably evil. The false ideology of ‘*the fight against terror*’ has so far claimed the lives of 650,000 innocent Iraqi men, women, and children, but we pretend not to notice because the action is for the best reason, “*because it was the right thing to do.*”