

THE MEDIA

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I used *Media* in the title because it is a recognizable word not because it is correct. So let me correct it now.

This essay is about information. Well, information and how it is distributed.

Lenin said, "*A lie becomes Truth if told often enough.*" The thought is repeated in George Orwell's novel, *1984*.

When I was in school, we studied the relationship among *Information, People, and Government*. The quote above is just the glossy overcoat of "*Information Management*."

Here's how it works. People have *beliefs*. People's beliefs are based on what they *know*. What they know is based in what they *learn*. Ways to learn are to *read*, listen to the *radio*, watch *television* news, or get *internet* news.

Ergo, if a single entity *controls* the reading, listening, and watching material, then that entity can *control the beliefs* of the people. That's Information Management.

What is unsettling today is that the sources of information are becoming more and more monopolistic. There are too few. The only one that is still diverse enough to really offer opposing views is the internet, but, unfortunately, there are no editors at all and the material is fraught with the writings of the lunatic fringe.

(I know. You are reading this on the internet, aren't you. I get it.)

Here in the United States, a move to *Manage Information* by cancelling the FCC licenses and having state run news sources would be a bit too obvious. There is no conspiracy here, but what has happened is that our TV stations and radio stations and newspapers have been swallowed up into *media conglomerates*. To the general public, it looks like there are many sources, but the reality is that there are fewer and fewer all the time.

Burn the books, collect the guns, control money and food and *control the people*. Straight out of the *Monarch's Handbook*. Again, there is no conspiracy of which I am aware, but the *natural trend to monopoly* is in play and is now subject to being "played" by the powerful.

In this matter, we must seek ways to *diversify sources of information* so that the people can again form their own opinions: And *own* the opinions they form.