

The Marketing of Evil

David Kupelian

8 The Media Matrix How the Press Creates
a World of Illusion We Think Is Real

The Media Matrix

- News and entertainment media are the creators and sustainers of what we perceive to be reality.
- Similar to the malevolent computer program in The Matrix film trilogy, the press has created a world of illusion we think is real.
- This goes beyond media bias, but actually to a strategic objective on the part of many activists who have gravitated to the press in recent years.

The Media Matrix

- Based on their coverage and the stories they have chosen to focus on over the past few decades, we've seen that the corruption and criminality of a political candidate means less to the media than that candidate's support of abortion, the homosexual agenda and the secular, big government agenda.
- Several reports have made clear the liberal bias of the media, so it is no surprise that God isn't real to them.
- However, this lack of faith makes the government the primary problem solver in their view. This is how we've seen the media express a viewpoint that is the exact opposite of the majority of Americans.

The Most Powerful Marketer of All

- Unfortunately, because of the power of the media, its viewpoint has greatly influenced much of America.
- Even in cases where the media's viewpoint differs from most of America, they use their influence and the power of repetition to change those viewpoints.
- In the past few decades, no institution has been more culpable for making evil appear good and good appear evil than the media.
- It is our filter to the world and hides behind the pretense of journalistic impartiality while using the same expert packaging of corruption and the same propaganda technique of professional marketers to advance ideologies and agendas hostile to traditional American values.

THE MEDIA MATRIX

- When Ronald Reagan slipped away from this earthly life in June 2004, most Americans were swept up in the week-long memorial, full of poignancy and praise, eulogies and processions, stories and jokes—all sustained by a deep wellspring of love for the fortieth president.
- Yes, the big media loved Reagan in death. Just as they reviled and mocked him in life.
- The mainstream press hated Reagan, his values, his policies, and his influence on the nation.
- The nation, meanwhile, loved Reagan.
- What does this tell us? It tells us the so-called “mainstream” press is *radically outside the mainstream*.
- Every objective study for the past three decades has proven conclusively the profound bias that is obvious to almost everyone.
- The scary fact is that the media—both news and entertainment—are literally the creators and sustainers of what most of us perceive as reality.
- And the mainstream media message is largely shaped by the demands of the political elite.
- By espousing the ‘party line’ and assuaging the liberal bias that is reflected by the power brokers in the media industry, people must march to that drum to have their stories and work run. This is essential for career advancement from lower levels to upper echelons of the media structure.

“A PRISON FOR YOUR MIND”

- Everyone has heard about mass manipulation, mind control, brainwashing, suggestion, hypnosis, and Pavlovian conditioning—
- Nevertheless, we’re never quite sure how much of this mind-control stuff is objectively real and how much is just psychobabble or science fiction. Right?
- The truth is, if we look at it closely enough, we’ll discover it’s not only real but it’s the fabric of our lives.
- To demonstrate the real-life “matrix programming” we consider our reality, let’s momentarily set aside the news media and focus on one of the most stunning and powerful matrix programs currently running.
- I’m referring to “evolution.”
- In the days prior to the evolution matrix program—that is, from the beginning of human life until Charles Darwin came along in the mid-nineteenth century—human beings would step outside their homes and survey with their eyes and minds the wonders of nature.

“A PRISON FOR YOUR MIND”

- Looking in every direction, we humans beheld not only fantastic complexity, diversity and order, but also the supreme intelligence behind creation, as brashly evident and unavoidable as the noonday sun.
- This ubiquitous natural wonderland caused man to acknowledge and honor the Creator of creation, as Nicolaus Copernicus did when he wrote,
 - “[The world] has been built for us by the Best and Most Orderly Workman of all.” Or as Galileo wrote, “God is known ... by Nature in His works and by doctrine in His revealed word.”
- Or as Louis Pasteur confessed,
 - “The more I study nature, the more I stand amazed at the work of the Creator.”
- Or Isaac Newton:
 - “When I look at the solar system, I see the earth at the right distance from the sun to receive the proper amounts of heat and light. This did not happen by chance.”
- Ever since Darwin and his successors succeeded in loading the evolution matrix program on mankind—a fantastic theory for which there is no actual proof and many serious problems—when we now walk outside and look at the created universe, what do many of us see?
- Chance!

“A PRISON FOR YOUR MIND”

- Although our eyes survey the same wonders of God’s creation that inspired faith in our forefathers, in our minds today we see only the meaningless result of millions of years of random-chance mutation.
- That’s what our minds “see”—the eternal dance of purposeless recombination of ever-more-complex forms, but all without meaning, without spirit, without love.
- And by direct implication we also “see” that man is not a fallen being needful of God’s saving grace but merely the cleverest, most evolved of all the animals.
- And since evolution by definition always results in improvement and advancement, all of man’s violent, lustful, and selfish drives are perfectly normal and natural and ... advanced.
- There is no good and evil, no heaven and hell—and man, as a highly evolved monkey, has no sin and no guilt, as these are logical impossibilities from the evolutionary point of view.
- Get the idea?
- And that’s just one real-life matrix program.
- Our eyes, our senses work just fine.
- But we’ve been lied to so thoroughly and consistently that we no longer perceive the meaning of what we see nor understand what we hear.

WHO SHOULD BE PRESIDENT?

- “Let’s talk about media bias here. The media, I think, want [John] Kerry to win.”
- That was Newsweek’s Evan Thomas candidly admitting the obvious on PBS’s Inside Washington.
- In fact, during the 2004 Democratic convention, New York Times columnist John Tierney asked 153 journalists whether they thought John Kerry or George W. Bush would make a “better president.”
- Reporters from outside the beltway favored Kerry three to one, while the approximately 50 Washington-based journalists polled favored Kerry over Bush by a stunning twelve-to-one margin!
- In sum, John Kerry was a fraud whose election as president would have caused incalculable national harm. Since this book was written, we have seen John Kerry follow Hillary Clinton as Secretary of State, and lead America in a dramatic 180 degree turn from support for the Nation of Israel. There has been continual progression towards a “Two-State” solution in Palestine (Divide Israel), exponential growth of the Iranian nuclear program, and a continual and successive slide away from American hegemonic influence and a dramatic shift towards global governance.
- It was only the combined testimony of the Swiftboat vets—scores of bona fide war heroes who were actually there in Vietnam with John Kerry and knew the truth—that ultimately persuaded the public, despite the media’s pro-Kerry spin, that the Massachusetts senator was “unfit for command.”
- (None of those arguments prevented his confirmation as Secretary of State following the scandal filled, yet somehow forgiven tenure of Hillary Clinton in the same role-She is now the front runner to succeed Barack Obama in 2016)

WHO SHOULD BE PRESIDENT?

- So where were the media?
- Same place they were when Bill Clinton was allegedly:
 - trading sensitive weapons technology to the Communist Chinese in return for campaign contributions,
 - when they learned he was having a sexual affair in the Oval Office with a woman barely older than his own daughter,
 - when a credible allegation of forcible rape was made public,
 - when he was subverting America's intelligence capability that later allowed 9-11 to happen,
 - when he committed outrage after impeachable outrage right under the media's noses.
- The press looked the other way.

WHO SHOULD BE PRESIDENT?

- You see, corruption and even criminality on the part of a candidate don't matter with the establishment media nearly as much as that candidate's support for legalized abortion on demand, the activist homosexual agenda, and the rest of the secular, big-government agenda.
- Indeed, the press today share none of the concern and skepticism the Founding Fathers had over government.
- Rather, the media—and because of them a good deal of the population—have come to look to government as the primary problem solvers.
- This is simply because the more God diminishes in our lives, the more government has to rise to take His place.
- As William Penn said,
 - “Men must be governed by God or they will be ruled by tyrants.”

WHO SHOULD BE PRESIDENT?

- Thus the media tend always to favor the Democratic Party and big-government solutions to all problems precisely because God isn't real to them.
- Please don't tell me some of them "go to church" or that this one's a Catholic or some other nonsense.
- I'm saying that when people have a real moment-to-moment relationship—with "fear and trembling," as the Good Book says—with the Living God, they do not look to government to solve all of their problems.
- One detrimental result of having such a subversive press is that it generates a subtle but powerful pressure on the president and other leaders.
- Put yourself in the president's place.
- You're basically always surrounded by the press corps—professional on the surface but secretly hostile to you and, in fact, hostile to the foundational values underlying Western civilization.
- They're watching every move you make, recording every word that comes out of your mouth, looking for ways to undermine you.
- Remember—they wanted someone else to win the office you hold.

WHO SHOULD BE PRESIDENT?

- Clearly this dynamic exerts a powerful subconscious pressure on the president (and other leaders) to please the media, and thus to bow to the agenda championed by the media.
- After all, the media determine what much of the public will see, hear, and think about the issues of the day and about the president himself.
- Any president obviously wants the public's approval of what he's doing (otherwise he can't be reelected), and this depends to a significant extent on his favorable portrayal by the press.
- Thus there is a constant and powerful pressure on elected leaders to bend, to compromise their principles, and to betray the public trust, fearing that not to do so will result in disastrously negative media coverage and their ultimate defeat.
- In short, politicians always have the temptation to abandon their principles and fall to corruption in any of a thousand ways.
- The media, if they were doing their job, would not only keep politicians honest through watchdog reporting but would also reduce leaders' temptation to stray from the Constitution by not making evil and corruption look so reasonable and attractive, and by not making the Constitution and biblical principles look so unfair and mean-spirited.

ISRAELI “GOLIATH” THREATENS ARAB “DAVID”

- ONE OF the most spectacular virtual-reality mass illusions in the world today—reinforced constantly by the news media—is the perception that, in the never-ending Arab-Israeli conflict, Israel is the evil aggressor “Goliath” threatening the righteous but powerless Arab “David.”
- How is this possible?
- Israel, a sliver of a country the size of New Jersey, is surrounded by twenty-two Arab nations with vastly more population, land, wealth, armies, and oil. Israel has been attacked by its Arab neighbors five times in all-out wars of intended annihilation—the first war coming one day after Israel’s founding in 1948!
- To this day, Israel is obligated to continually defend itself in a perpetual state of war declared by hostile neighbor nations openly sworn to destroy it as well as constant terrorist attacks on innocent civilians by jihadist suicide bombers.
- To regard the tiny Jewish state as the aggressor in the Arab-Israeli conflict, then, is delusional.
- It’s like putting a seven-year-old in the ring with a heavyweight boxer and seeing the adult boxer as the underdog and the child as the bully.

ISRAELI “GOLIATH” THREATENS ARAB “DAVID”

- Here’s how this illusion is accomplished.
- Arab leaders, many of whom have from the start vowed to eliminate the Jewish state from the Middle East, have conspired to attain by guile and deceit what their militaries could not accomplish through repeated wars of aggression.
- They have cultivated a campaign to establish a “Palestinian state”—directly on top of a vanquished Israel.
- The Palestinian cause is a modern-day myth, broadcast and reinforced endlessly by the news media.
- The Palestinian state is the Trojan horse of the Arab world, designed to get inside Israel by way of deception and promises of peace.
- The Palestinian leadership doesn’t want peace with Israel; it wants Israel (to be gone from the planet).

ISRAELI “GOLIATH” THREATENS ARAB “DAVID”

- “Street theater” has been a primary tool of media manipulation utilized by the Arab/Palestinian strategic leadership.
- The Mohammed al-Dura story—which rather than documenting Israeli brutality toward Palestinians shows instead the Arab propaganda machine being enabled, magnified, and laundered by the “mainstream press”—is but one story.
 - http://en.wikipedia.org/wiki/Muhammad_al-Durrah_incident
- There are hundreds and hundreds of similar shabby episodes—from the “Jenin massacre” to the “murder” of Rachel Corrie—that together create and reinforce this preposterous virtual-reality illusion of Israel as the aggressor.
- The truth is, the Palestinian cause is itself a giant piece of street theater, just as the separate scenes—Mohammed al-Dura’s “martyrdom,” children being told they’ll go to heaven if they commit mass murder, leaders like the late Yasser Arafat pretending to seek peace with Israel (in English) while simultaneously urging violent jihad (in Arabic)—are the little charades that comprise the whole.

ISRAELI “GOLIATH” THREATENS ARAB “DAVID”

- It takes an incredible amount of effort and energy on the part of the news media to maintain such an obviously outrageous suspension of reality.
- But what would happen if the press reported accurately, objectively, and courageously on the Middle East conflict?
 - Media reports would reflect, truthfully, that Israel is a Western democracy surrounded by dozens of backward, repressive, terror-supporting Arab police states dedicated to Israel’s annihilation.
 - They’d show that the Nobel Peace Prize-winning Arafat was the father of modern terrorism.
 - They’d show that the so-called Palestinian problem was cynically created for the precise purpose of eliminating the Jewish state by deception.
 - The media would reveal that the Palestinian leadership is not now, nor has it ever been, interested in a separate Palestinian state next to Israel, but rather, in taking over all of Israel.
- Well, what about the West Bank?
- Doesn’t that belong rightfully to the Palestinians?
- When did it belong to the Palestinians?
- Before 1967, when Israel seized it in an unprovoked war of intended annihilation launched by neighboring Arab nations, the West Bank was part of Jordan.
- So whence comes this idea that it belonged to the Palestinians?
- It’s a myth, a lie—a matrix program—created in the Arab Middle East and presented endlessly by the Western press as though it were reality.

“PEDOPHILE PRIESTS” AND BOY SCOUTS

- We’ve seen in the preceding examples just how flagrant the media’s distortion of reality can get.
- Now consider how subtle it can get.
- Let’s focus for a few moments on one of the most sensational news stories of recent years, the Catholic Church’s clergy sex scandal,, usually identified by the ubiquitous news tag “Pedophile Priests.”
- It’s a great headline—short, punchy, and with that nice double-P alliteration. The only problem is, it’s not true.
- It turns out, the vast majority of the offending priests’ misdeeds do not involve “pedophilia”—sexual contact between an adult and a prepubescent youth.
- Rather, they amount to sexual seductions of teenage boys by predatory homosexual men who have abused their position of authority and trust.
- Stephen Rubino, a lawyer who has represented more than three hundred alleged victims of priest abuse, estimates that 85 percent of the victims have been teenage boys, according to National Review’s Rod Dreher.

“PEDOPHILE PRIESTS” AND BOY SCOUTS

- The American press was white-hot in exposing the Catholic hierarchy’s inexcusable toleration of known sex offenders, transferring them to other posts and generally looking the other way rather than reporting their crimes to the police, ejecting them out of the clergy and into jail.
- Yet a horrendous hypocrisy accompanied the media’s coverage of “pedophile priests.”
- There’s been another major ongoing news story involving homosexuality—namely, the controversy over the “discriminatory” policies of the Boy Scouts of America.
- For several years now, many Americans, organizations, and corporations have withdrawn their financial and moral support from the Boy Scouts and condemned the organization as prejudiced and bigoted.
- Many United Way chapters have ceased to fund the Boy Scouts, some local governments and school districts have declared it to be discriminatory, and the American Civil Liberties Union attacks it endlessly.
- And what did the century-old Boy Scouts of America—one of the most beloved and beneficial organizations in history, having helped lead tens of millions of boys into responsible adulthood—do to deserve this vilification?

“PEDOPHILE PRIESTS” AND BOY SCOUTS

- Historically the Boy Scouts of America has had its own problem with sexual offenses committed by adult leaders against Scouts—so serious that prevention has become a major preoccupation, with constant leader screening and training, the “two-deep leadership” requirement, and programs for Scouts to identify warning signs of inappropriate advances by adults.
- The scouting folks understand the undeniable reality that adults interested in sexual contact with young people gravitate toward careers and volunteer positions allowing proximity to their prey—positions such as coaches, teachers, scoutmasters, and priests.
- The scouts simply refuse to allow what the Catholic Church has allowed—letting known homosexuals occupy positions of authority and trust, positions too easily and too often used to prey on vulnerable young people.
- So the big question:
- Why does the mainstream press condemn the Catholic Church for allowing predatory homosexuals to destroy the lives of boys while simultaneously condemning the Boy Scouts of America for trying to avoid precisely the same thing in their organization?

“PEDOPHILE PRIESTS” AND BOY SCOUTS

- What? You don't see the media condemning the Boy Scouts? (Remember, I said “subtle.”)
- The press provides widespread and sympathetic journalistic voice to the absurd arguments and campaigns of those reviling the Scouts, cutting off their funding, and portraying them as a hateful, “discriminatory” organization.
- Without this media cheerleading, the shrill condemnations of radical homosexuals and ACLU lawyers would be seen for what they are—shameful attempts to destroy one of the most positive institutions America has ever known.
- The only problem for pro-gay rights journalists is this: how do you get around the fact that it's none other than smooth-talking predatory homosexuals who are the cause of the problems within both the Catholic Church and the Boy Scouts of America?
- No problem. Just call the homosexual priests “pedophiles,” which they are not.
- That takes the spotlight off homosexuality.
- And simultaneously pretend there is no connection between the issue of allowing homosexuals to become adult Scout leaders and the very real problem of homosexual Scout leaders molesting Scouts.
- That is the schizophrenic manner in which the media have played both stories, and thus with great subtlety they have advanced the gay rights agenda by protecting it from some very bad publicity.

“PEDOPHILE PRIESTS” AND BOY SCOUTS

- Throughout this book, from “gay rights” to “multiculturalism” to “sexual liberation,” we’ve seen at every turn the central role the news media have played in selling radical agendas to Americans:
 - Gay rights.
 - Abortion rights.
 - Gun control.
 - Hate crimes.
 - Separation of church and state.
- Behind these and other facile news labels are what amount to virtual-reality constructs, sophisticated marketing products composed of lies and truth seamlessly sewn together.
- Poke at them a little and they burst—spilling out marketing slogans, half-truths, emotionalized reasoning, distortions and bald-faced lies.
- Whatever the focus, today’s so-called mainstream news coverage is rooted in powerfully propagandistic impulses and results in a web of matrix-like delusions—which most of us think of as the real world.

WHAT'S BEHIND THE MEDIA MATRIX?

- In truth, propagandists within the news media, just like all of the other marketers of evil discussed in this book (in other words, the “authority” class the average person looks to for experts and role models), are themselves pawns in a great cosmic game of deception.
- In a very real sense they’re also caught up in and subject to a matrix program—but one that’s been running, not only during this generation, but in one way or another for as long as man has been around.
- And this real-world matrix is every bit as powerful, consuming, and seemingly inescapable as that in the science-fiction thriller.
- Of course, I’m talking about evil, the real matrix of deception in this world, the dark spiritual dimension that “waits upon” the human race to tempt and ensnare as many of us as possible.
- Evil approaches each of us mainly through other people, who typically don’t realize the role they’re playing in leading us astray.

WHAT'S BEHIND THE MEDIA MATRIX?

- Most of us, from the time we're born, are pressured, at one time or another, by parents, family, friends, teachers, employers, and the larger culture to become something other than what the Good Lord intended us to become.
- With the promise of reward and/or the threat of punishment—through intimidation, false love, cruelty, seduction, and endless other ways people appeal to the various hidden weaknesses in all of us—our lives are shaped and molded by outside influences.
- In a sense, we are describing the very machinery of life within the matrix that all of us—even the most decent and noble—get caught up in to one degree or another.
- But this life also causes us to suffer, and it is that very suffering that prompts us to desire to be free of the matrix of evil.

WHAT'S BEHIND THE MEDIA MATRIX?

- If that sounds farfetched, consider twentieth-century history.
- We've all seen how many people living under Communist or Nazi propaganda succumbed to the lies of totalitarianism.
- Some even reveled in it, rising to become leaders.
- And yet other people resisted the lie—even unto death.
- We should never underestimate the power of appeals to the dark impulses of human nature.
- Consider a current example of this kind of extreme matrix programming.
- In some parts of the Islamic world, children are bred and nurtured for what they are taught is their “highest purpose”—attaching explosives to their God-given bodies and vaporizing themselves while they take with them as many innocent people as possible.
- All in the insane belief they are thereby earning their way into heaven.
- Powerful emotions of hatred, false love, pride and envy, lying philosophies about who God is and how to please Him, all tend to appeal to the victim's lower nature—the brainwasher's best ally in this conversion process.
- Indeed, what Christianity calls “pride” and psychology calls “ego” is full of weaknesses that can easily be exploited.

WHAT'S BEHIND THE MEDIA MATRIX?

- The jihadist child's desire for glory and his mortal fear of shaming his family—remember, the sick subculture he lives in literally revolves around honor and shame, not right and wrong—can be played like a musical instrument by a skillful manipulator desiring to implant hatred and call it forth to action.
- Whether you call it conditioning, programming, or mind control, you must admit that, whatever it is, it must be very strong to induce young people to overcome their own natural desire to live, to have a family, to be happy.
- But here's the key point about being influenced and shaped by peer pressure: If you're unwilling to recognize there's something wrong with your programming, with the way you think and act and feel, that means you're firmly in its grip.
- But if you are more self-aware—if you're introspective and sincere enough to recognize there's something wrong with the way you are living—then you can break out of the peer-pressure matrix.

WHAT'S BEHIND THE MEDIA MATRIX?

- God rewards honest people, those who are willing to give up the lie, no matter how painful that is or how damaging to our pride.
- But since we all seem to have this part of our nature that is somehow more inclined to believe flattering con men than prophets telling us painful truths, it's essential that our nation's culture revolve around reality.
- That's what true civilization is.
- A culture that affirms good as good and evil as evil acts as a mirror of sorts, helping each of us keep a firm grip on public and private morality.
- Unfortunately, today's establishment press, the primary filter through which we receive most of our information about the world, does not revolve around reality.
- As a matter of fact, over the past few decades no institution has been more culpable for making evil appear good and good appear evil than the media.