Media & Social Engineering: Who’s Running The Show?

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A WORD GONE MADE: REGAINING YOUR SANITY IN AN INSANE WORLD
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mental health in the metropolis: the Midtown Manhattan Study volume 1
We face an ever-increasing onslaught of media inputs from an even wider and more divergent range of sources, many with questionable motives and modus operandi.

How can we discern not just what is accurate or factual - and reflects our values - but what is real and can be trusted?

How we can make decisions that truly reflect not just how we see the world but really is about the world we want to create for ourselves, our community, our nation and our planet?

The notion of reality is important, for either we create our own or someone creates it for us.

The question is, can you tell the difference?

And more importantly, can you tell the difference when it really matters, and can you trust your own internal barometers for discerning truth and accuracy when it is most needed?
Who Is Here Today?
Keep In Mind

- **Scale** – From small to large in volume or territory or range.
- **Velocity** – The speed of individual or collective cultural or technical change and/or adoption.
- **Torque** – Emotional, psychological or cultural impact on an individual or society from personal or collective trauma or socio-cultural trend propelled by mass media or social media.
We are all programmers.

We need to develop the skills to discern conscious thoughts from those of the sub-conscious.

When and how to use your reality distortion field.

Key Takeaways
Section 1: Media Landscape and Programming – Going Down The Rabbit Hole.
You Are Responsible

It is your responsibility to understand what is happening and for you to make wise choices about the media you consume and what you choose to believe.

You and only you are the writer-director-producer of your life.
Choice

All our experiences program us.
What are you going to do about it?
Emotional Imprinting

Emotional Energy Centers of the Body

- Burden Area: Burdens & Responsibilities
  - Carrying a heavy load
  - Weight of the world on shoulders
- Throat Center: Self Expression Issues
  - Lack of Trust
  - Inability to speak feelings
  - Lack of Nurturing
- Heart Center: Grief, Sorrow, Sadness, Loss
  - Emptiness of Heart - Lack of Love
  - Helplessness, Aloneness, Disillusionment
  - Embarrassment, Shame, Humiliation
  - Repressed feelings, Disappointment
  - Genetic or Ancient memory
  - Cruelty, Meanness
- Fear Center: Fears & Phobias
  - Loss of Control - Fear of losing control
  - Giving our power to another person
  - Relationships
- Anger Center: Anger and Rage
  - Anger at others
  - Anger at self
  - Jealousy
  - Resentment
- Old Stuff Center: Family Sexual Issues
  - Childhood conditioning
  - Violation of body or personal space
  - Something done to us / Something taken from us without our permission
  - Molestation, abuse, rape
  - Impotence, frigidity
- Support Area: Lack of Financial Support
  - Lack of Emotional Support
- Betrayal Center: Betrayed by someone we trusted
  - Self-betrayal
- Rejection Center: Abandonment
  - Criticism, judgement by others
  - Self-rejection
  - Abandonment - pain in the heart
- Survival Center: Feeling we won’t survive a life-threatening incident
  - Violations related to surviving
  - (accidents, abuse, violence, rape)
  - Impotence, frigidity
  - First year of life / Basic Creativity
Choose Different

Disrupt Yourself
Simple Media – News With Slight Editorial Slant

- Three nationwide TV stations.
- All pretty centrist.
- First major use of national mass media.
- All male - ‘father knows best’.
- Entire country looks to 3 men to express the emotional tone of the nation.
Slick Media

Corporate News With Heavy Editorial Bias

SIX media conglomerates control 90% of US media as of 2000 - 2018.
FIVE media conglomerates control 90% of US media as of 2019.
Alternative Media

- Media
- Politics
- Economics / Finance
- Health
- Environmental / Green
- Technology
- Social Justice
- More

http://www.programmingthenation.com/
Physiological effects have been observed in a human subject in response to stimulation of the skin with weak electromagnetic fields that are pulsed with certain frequencies near 1/2 Hz or 2.4 Hz, such as to excite a sensory resonance. Many computer monitors and TV tubes, when displaying pulsed images, emit pulsed electromagnetic fields of sufficient amplitudes to cause such excitation. It is therefore possible to manipulate the nervous system of a subject by pulsing images displayed on a nearby computer monitor or TV set. For the latter, the image pulsing may be imbedded in the program material, or it may be overlaid by modulating a video stream, either as an RF signal or as a video signal. The image displayed on a computer monitor may be pulsed effectively by a simple computer program. For certain monitors, pulsed electromagnetic fields capable of exciting sensory resonances in nearby subjects may be generated even as the displayed images are pulsed with subliminal intensity.

https://www.youtube.com/watch?v=5txljvK
DuckDuckgo.com and Startpage.com.
Search engines that don’t track your IP address.
Use Google for search on the backend.
Without ubiquitous data tracking and advertisements that follow you online.
Thought Forms

- Abundance or Scarcity?
- Love or Fear?
- Hero or Victim?
- I can do this or I'm not enough?

Which thought forms are you buying into?
Scale & Velocity

Brain Diagram:
- Prefrontal Cortex
- Neo-limbic Cortex
- Paleolimbic
- Reptilian

Text:
- complex
- unknown
- adaptation

Super Size Me
Emotional Triggers

- Love or Fear.
- Abundance or Scarcity.
- Fight or Flight.
- Perpetrator or Victim.
- Winner or Loser.
Neuromarketing

- Consumer sensorimotor, cognitive and affective response to marketing stimuli
- Understand rationale behind how consumers make purchasing decisions
- Benefits include more efficient and effective marketing campaigns and strategies, fewer product and campaign failures, and the manipulation of the real needs and wants of people to suit the needs and wants of marketing interests.
For PepsiCo’s Frito-Lay division, NeuroFocus tested women’s responses to Baked Lays. The research helped shape an ad campaign and new single-serve packaging.

NeuroFocus measured viewers’ responses to pilots and new shows of course to corporate parent, Nielsen, measures how many people are watching.

Advertisers want the best on-air display they can get. NeuroFocus helped the cable net make its sponsor splashes more noteworthy.

To analyze the tech giant’s global image, NeuroFocus tapped Chinese and American brains.

Which olive-oil label appealed most to consumers? NeuroFocus tested several options to find one that set brains afire.

NeuroFocus helped its PayPal division find its more refined corporate identity than “safe, simple, wow!”
ANNOUNCING THE PANTONE COLOR OF THE YEAR 2020

PANTONE 19-4052 Classic Blue

Instilling calm, confidence, and connection, this enduring blue hue highlights our desire for a dependable and stable foundation on which to build as we cross the threshold into a new era.

We are living in a time that requires trust and faith. It is this kind of constancy and confidence that is expressed by PANTONE 19-4052 Classic Blue, a solid and dependable blue hue we can always rely on. Imbued with a deep resonance, Classic Blue provides an anchoring foundation. A boundless blue evocative of the vast and infinite evening sky, Classic Blue encourages us to look beyond the obvious to expand our thinking, challenging us to think more deeply, increase our perspective and open the flow of communication.

— Leatrice Eiseman
EXECUTIVE DIRECTOR OF THE PANTONE COLOR INSTITUTE

2020’s color of confidence
Either we allow ourselves to be programmed or we program ourselves by deconstructing our conscious and sub-conscious belief systems which shape our individual and collective and nation-state lives and replace them with new life supporting and values-aligned mind-body programs.
that there is an inner world, accessible to everyone, that is stable, unwavering, boundless and connected to the very essence of creation of the universe.

Section 2: Subject-Object
Ways of Relating to the World

1. Subject → Object
2. Subject ↔ Object
3. Subject = Object

Ever since modernity (shift starting from the Renaissance to the Romantic era) the prominent way of relating to the world is through the subject-to-object approach.
The mere observation of a phenomenon inevitably changes that phenomenon.
Mind Control & Physics

Inner reality versus outer "reality"
Heart or Mind?

The electromagnetic field of the heart is 60 times greater in amplitude than the mind.
Section 3: What is Reality?

Your brain hallucinates your conscious reality.
Steve Jobs

Changed six industries:
- Personal computing
- Music
- Animated movies
- Mobile phones
- Tablet computing
- Digital publishing

Steve could distort an audience's sense of proportion and scales of difficulties and make them believe that the task at hand was possible.

“because the ones that are crazy enough to think that they can change the world, are the ones who do.”
Key Learnings

- Reality is in the eye of the beholder.
- Reality is clearly mutable.
- Different perceptions can create positive or negative influences for the individual and the collective.
Reality Distortion Field

Moves Humanity Forward
It’s All Made Up - By You.

- Strength - Scale
- Speed - Velocity
- Human Mind - Torque
Perception is “Reality”

IT'S NOT DENIAL
I'M JUST VERY SELECTIVE ABOUT THE REALITY I ACCEPT
I'm not good enough.
I'm not worthy.
I don't deserve.
I'm not loveable.
I don't belong.
I don't matter.
I don't deserve to be alive.
It's An Inside Game

We see things not as they are but as we are.
Guided Meditation

Audio Link
Whether you believe that you live in a Newtonian world or believe you live in a quantum world, you’re right.

But, by virtue of believing you live in a Newtonian world, you have proven you live in a quantum world.
Disrupt Yourself.
Change Yourself.
Change Your World.