

interpretation of events. When brutal deeds that need doing are underway keep the media occupied with your justifications – tell them over & over that your actions are only a measured but necessary response for the protection & greater benefit of the people. Use rule 1 (feed selected info to the media) to accomplish this. Repeat this claim incessantly.

4. Make them afraid. Do anything to maintain in the population a general sense of fear or dread (of imminent danger). When they are fearful you can do your thing. When they become afraid, their critical faculties & overall awareness is low. Even if they are doubtful about your claims, they will acquiesce to most of what you do because they can't be completely certain that what you say isn't true.

5. Use sweeping generalizations in your declarations. Create trepidation in your opponents by using vague but ominous descriptions when profiling their aims. People will keep their political heads low to avoid fitting the profile or even associating with those who might fit the hazy descriptions.

6. Conceal the crucial information. The art of ruling requires secrecy. Your opponents cannot determine with certainty whether your actions are based on lies or on "classified info" only available to you. By the time it is discovered they are based on falsehood or fact, it's too late – you would have accomplished your deception & the discovered info is largely irrelevant to the situation now at hand.

7. Spin a good story. It doesn't have to be the truth, if it's plausible & captures their attention. Feel free to **mix lies with truth** – it really doesn't matter if you're caught. If they point to the lies, you point to the true parts – blame the lies on faulty intelligence. Use the true parts to justify your actions.

8. Keep the momentum going no matter what. If they discover a part of your deception, deny their explanations & keep on with what you're doing. They're unlikely to uncover all your trickery for quite some time. The momentum of events will act as misdirection from what's already been exposed.

9. Restrict their freedom. First take care of steps 4 & 5. Then tighten the screws on political & legal rights – institute monitoring & surveillance on a widespread scale – grant your govt special powers to circumvent the existing legal & justice systems. Tell people this is for their own safety & protection. After all what do they know – you have all the information.

10. Keep a few aces up your sleeve. Hold them for when the show goes wrong & the audience

grows restless. Produce an ace as & when necessary (make sure your timing is good). Make a big show of the ace production – milk it for all you can.

11. Stay one step ahead of the media. They're **inefficient at actually doing any real investigating.**

Like the audience at a magic show, many of us **willingly suspend our disbelief** & accept the illusions (even the poorly executed ones). If we're skeptical of the performance it's still hard to look away from such a vigorously audacious spectacle. Perhaps it is only through letting ourselves be deceived, through taking sides in order to soothe our fears, that our consciences can accept the actions carried out in our society's name.

As a society, we have drawn a heavy curtain over the ability to see & judge things according to a realm of **supernal values & ethics** (which requires a compassionate connection to the wider world & an elevated viewpoint). Instead the realm of desire & will allied with technical, instrumental, manipulative ability has come to supersede any impetus among the powerful to interact with the world in accordance with humane values & non-exploitative means. The faint shadow of understanding of ethics that remains has itself become a thing to be manipulated – useful for purposes of propaganda to gain the acquiescence of people for the support of goals which are ideological, power-based goals, which, if they carry any value, carry a negative one – a negativity that arises not only from the relentless pursuit of acquisitive ends but from the **heartless & mechanistic use of degraded, amoral means** to achieve the political end of "winning".

As for the masses of people, we're simply parameters that need to be managed & controlled & kept ineffectual while the equation plays itself out. We're an audience whose attention is to be directed while the "great" goals are relentlessly pursued.

It requires a determined effort to break out of the boundaries of the mass-media box. Breaking out of the **shallowness** of the box is even harder. Complexity, depth, & real fairness don't sell easily & readily (except to a minority). Most people do **not** desire their discussions of current events to be framed by history, philosophy, metaphysics, or ethics (nor has the media they "believe" in prepared them for that type of depth).

Most politicians need to be on 'Dancing With the Stars' the way they dance around questions. Pre-election guffaw is like a preview of coming attractions in terms of the **not-speaking-from-principle** politicians we have to deal with. Some of the candidates make you realize that **stupidity is not a handicap.**

If politics is to be clean then it's obvious that persons who fear God must be at the helm. However, religious people are timid & delude themselves that they are serving God. **The jugular vein of the religious body is politics.** It's why Jesus challenged the Pharisees; it's why Moses challenged Pharaoh; it's why Muhammad (p) challenged the Quraish. Leadership of the nation by these Prophets (p) was a directive from God. True Religion – It's the only way to correctly guide a nation.

Religious "leaders" hide behind the political masquerade. Requesting crumbs of "benefits" from godless politicians whilst neglecting the plateful of blessings at God's Divine Banquet Table. Politicians are adept at demonstrating the art of making a statement without saying anything. A satanic art... **"I promised but my promises were deceptions."** Fluff. Violating God's statement of "Speak words that are direct & straight."

Muhammad, Prophet of God, demonstrated **NONE** of the above political deception currently in vogue by nicely dressed suit-and-tie politicians. He ruled with God's Law & when he spoke **his words meant everything.** Politicians need to urgently study the art of ruling from this man. He taught that politics is not a matter of ruling over the people or of exercising power... it is the performance of service to people, contributing to the welfare of the people. In the book "The 100" Michael Hart stated that **Muhammad was the only man in history who was supremely successful on both the religious & secular levels.** *Disagree?* Based on what? Ignorance & prejudice? Politicians need to study the amazing development of the city of Madina under the leadership of Muhammad (p). **Those "religious leaders" who genuflect to politicians must be pitied.**

Your "votes" of the past have created this war-ravaged world, this world of economic strangulation, a world of fork-tongued politicians. Apply the truthful way of Muhammad (p) to bring the much needed peace & happiness that belongs to humanity. **Sacred Politics!** Unlike the "scared politics" practiced by evil power-seekers. To vote or not to vote...that's the question?

Is there a better way? Parliamentary University! ...with a sacred touch. Where only the brightest minds & moral souls serve the populace. How many politicians do you know that have taken sexual favours from gullible girls & boys? How many have taken bribes? How many do **not** deserve their parliamentary positions? Does it need to be asked how many **LIE**?

The driving faith of politics has become the notion that the toxic mixture of moral hypocrisy & unfettered greed is a formula for "victory."

FOR THOSE LOOKING FOR SECURITY, BE FOREWARNED

Politics

THAT THERE'S NOTHING MORE INSECURE THAN A **political promise**

In his book, *Propaganda*, published in 1928, Edward Bernays wrote that the "intelligent **manipulation** of the organised habits & opinions of the masses was an **important element in democratic society**" & that the

manipulators "constitute an invisible government which is the true ruling power in our country."

Instead of propaganda, he coined the euphemism "public relations." Be careful when politicians wax poetic about "democracy." **This farce is no better than a blind & mechanical counting of heads.** Political

wisdom & justice have become mere functions of a numerical majority. Democracy, a **pseudo-religion**, is a

weak form of govt in which people are merely counted & **not weighed.** Politics is all drama, outrage & a clash of opinions & is compelling fare. **Real**

content takes a back seat to **uninformed** emotionally stated ideological opinion & intense verbal battles. In the end there's an **illusion** that one is better informed on a given topic when in fact all that's likely to have

occurred is polarization or replacement of intellectual consideration with emotional opinion.

Emotive terminology & phraseology, whether in the form of patriotic statements, affected outrage, strongly proclaimed determinations, indignant

righteousness, or appeals to trust & faith instead of real questioning & investigation – all these have the effect, **not** of truly informing, **but** of restricting & delimiting thinking within certain parameters. It's **not**

so much the control of what we think, **but the control of what we think about.**

The discontent sweeping the planet is born out of the paralysis of traditional political institutions & the iron tyranny of global finance.

Political power, cut adrift from religion, is a deadly poison; wedded to religion, it is an antidote for all poisons.

Gandhi confirms this: "Those who say religion has **nothing** to do with politics do **not** know what religion is."

If a man like Muhammad were to assume the leadership of the modern world, he would succeed in solving its problems that would bring it the much needed peace & happiness

We do not need to redefine or resculpt Islam into an activist religion; it has always been a religion of pragmatic solutions to real problems. We need more theology, not less. We need more godly politicians.

Let's look into current day deceptive politics, starting with these descriptions: Politics, n:Poly "many" + ties "blood-sucking parasites." Apt, don't you think? It is the art of getting votes from the poor & campaign funds from the rich by promising to protect each from the other. George Orwell summed it up like this: **politics is a mass of lies, evasions, folly, hatred & schizophrenia.**

Politics in our time has come to mean the numbing quietude of the polling booth, the deadening platitudes of petition campaigns & political oratory, car-bumper & T-shirt sloganeering, the contradictory rhetoric of manipulative politicians, the spectator sports of public rallies & the larger-than-life posters that assault our senses. All hollow political theater that has replaced genuine politics.

In the hallowed Quran, God, the One politicians love to hate because His words expose them for who they truly are, says: **"The powerful among the unjust speak out words of promise only to lead-on & deceive. What they have brought is deception. God will make it come to nothing...and will show the truth to be the truth...though the guilty may be averse to it."**(35:40) Your abominations can't be committed with a "clear" conscience, anymore. This verse cuts through your net of lies.

The master political propagandist, like the advertising expert, follows Hitler's words: "Through clever & constant application of propaganda, people can be made to see **paradise as hell**, and also the other way round." **The propaganda buzz words of today are undoubtedly 'freedom' & 'democracy,' extolled ad nauseum, yet rarely discussed in substance.**

The devilish propagandist circulates

"intentionally biased" information. They know that **partial truths serve as more effective instruments of deception than lies.** They have thoroughly debased & devalued political language, creating the mere appearance of value & legitimacy. Trying to impress the public with statistics of economic growth. By using accurate details to imply a misleading picture of the whole, the artful propagandist, **makes truth the principal form of falsehood.** Your "work" will not be blessed. Take note propagandists of your **illusion** of honest discourse: **"Its worthless. God does not uphold the work of those who practice corruption."** (10:81) Truth cannot be devalued. It is the only real building block in the architecture of a moral society.

Even the best institutions can give a person no active help. Perhaps the most they can do is to leave them free to develop themselves & improve their individual condition. In all times people have been prone to believe that their happiness & well-being were to be secured by means of political institutions rather than by their own conduct. It becomes pertinent to quote from God to backup the preceding thought: **"Truly, God does not change the condition of a people until they change what is in themselves."** (Quran 13:11) Hence the value of political legislation as an agent in human advancement has usually been **much over-estimated.**

By voting for a president once in every five years, however conscientiously this duty may be performed, can exercise **but little** active influence upon any person's life & character. The function of Govt is negative & restrictive, rather than positive & active; being resolvable principally into protection – protection of life, liberty & property. Laws, wisely administered, will secure people in the enjoyment of the fruits of their labour, whether of mind or body, at a comparatively small personal sacrifice. No laws, however stringent, can make the **idle industrious, the thriftless provident, the drunken sober, the immoral moral.** Such reforms can only be effected by means of individual action & self-denial; by **better habits driven by spirituality**, rather than by greater rights. Where is the moral/spiritual message in the AIDS campaign? "Use a condom" is a message of governmental immorality & irresponsibility.

The Government of a nation itself is usually found to be but the reflex of the individuals composing it.

The noble people will be nobly ruled, and the ignorant & corrupt, ignobly. The worth & strength of a State depend far less upon the form of its institutions than upon the character of its people. For the nation is only an aggregate of individual conditions. Civilization itself is but a question of the personal improvement of the men, women & children of whom society is composed.

National progress is the sum of individual industry, energy & uprightness, as national decay is of individual idleness, selfishness & vice.

When our governments want to sell us a course of action, they do it by making sure it's the only thing on the agenda, the only thing everyone's talking about. They pre-load the ensuing discussion with highly selected images...and prejudicial language, dubious linkages, weak or false "intelligence" & **selected "leaks"**. With the ground thus prepared, politicians are happy if you then **"use the democratic process"** to agree or disagree. Their intention is to mobilize enough headlines & conversation to make the whole thing **seem "real & urgent."** Propaganda. It strikes at psychological weak points & presses all the right buttons necessary to reprogram whole populations. The best example is that time when the Nazis reprogrammed a whole population of decent Germans into a massive killing machine by **pressing the buttons of fear, insecurity & bitterness** through carefully constructed artwork & speeches. The Americans have become a massive killing machine by pressing the same buttons. Politicians worldwide use the same tricks. Fear. Insecurity. Bitterness. It would be nice to think it didn't work that way. That people form all their conclusions based on logical reasoning, but it does work that way, and most people aren't logical.

Propaganda (emotional & intellectual fraud) has been raised to a high art. It has infiltrated all forms of media & social situations. When a parent tells a child that all individuals of "X" type are evil, that's **propaganda**. When an idiot starts feeling political & preaches that a presidential candidate is "something" to support their own agenda, that's **propaganda**. When people on TV convince us that whole nations, cultures, religions, or races are evil, that's **propaganda**. When big business convinces us that it has our interests covered better than our constitution or govt, that's **propaganda**.

The magician's rules of misdirection: 1. The

spectator's eye will look where the magician looks. 2. Use a broad motion to cover another motion you wish to conceal. 3. Keep the audience occupied with patter & direct their attention. Political magicians will use ignorance & fear to promote insecurity & paranoia. Moving you from humanity to animality.

Like a magician working his sleight-of-hand deceptions to deceive & misdirect the eye, political sleight-of-hand artists work their deceptions to deceive & misdirect a society's collective mind & attention. The **mass media** provide the stage on which the theatre of deception unfolds & on which the audience's rapt attention remains focused. It's large scale spectacle, full of drama & emotion, fear & prejudice, ideological politics & dubious aims, but ultimately hollow & bitter as these magicians are not working a benign entertainment but applying deceit & duplicity with devastating mendacity. It's worthwhile then to speculate about some of the procedures of (sleight-of-hand) adhered to by the political magicians of our time – what set of practices allow them success in managing their audience while they unswervingly pursue their **deceptive goals.**

"A politician is a professionally dishonorable man. In order to get anywhere near high office he has to make so many compromises & submit to so many humiliations that he becomes indistinguishable from a streetwalker." Mencken

Here then, structured along the lines of a magician's guide to audience **misdirection** are the rules of political **misguidance**: 1. The people's minds will follow the media's focus & the media will follow the official focus. Whatever crisis the official spotlight illuminates is where the media will focus. Wherever the media looks – the people look. Guide the media's attention & the people's attention will follow. So direct their minds towards issues of your choice & away from your strategies – from the things you need to get away with doing.

2. Hide one movement with another. Use a dramatic movement to draw their attention. Use it to cover others on which there is too much heat or which are not executed well due to your lack of skill & ability or due to difficulties encountered (but which you still desire to accomplish).

3. Keep them occupied with your

Whoever does **not Judge & Rule** according to what God has Revealed, **such are the disbelievers**

Quran: 5:44

