

# Mental subjugation by entertainment

## MIND MACHINE

Sometime last year the editor of *Die Transvaler* wrote, "The SABC must stand firm against any pressure groups that might want to make a propaganda instrument of TV2"

What a joke. The SABC is itself a pressure group, and TV2/3 is first and foremost a propaganda instrument. Perhaps what the editor had in mind was the struggle between the Verkramptes and the extra Verkramptes and he feared TV2 might be used in that quarrel. There are more important things for the black channels to do. They have the entire black population to enslave. Why is it that when you hear people discussing TV they seldom mention propaganda? They talk about the 'entertainment value' of this or that programme. The state put a lot of money into the development of TV2/3, and their purpose was not simply to make people happy. They are not all that interested in our happiness. But they are interested in holding on to their minority power over 35 million people. And to do this they need to control people's minds as well as their bodies. One way to do this, of course, is to make them happy. It used to be said in ancient Rome, If the people have no bread, give them more of the Circus. TV is our modern Circus.

They are: the technique of the structure, and the technique of the blindfold.

## STRUCTURES

Ideas cannot be forced directly on people. For example, you cannot make a person racist simply by telling him he must be. But if you get him to accept a racist structure, he will begin to think racist thoughts automatically. Segregation is a structure. It is not natural or necessary, but it has been set up as a structure, and a lot of people believe that there is something natural about it. And so they become racist without knowing that is what has happened to them. The division between white TV and black TV, and the division between Sotho and Nguni TV - these are TV structures. It is the way TV is organised, and people have begun to think that it is a natural way to do things. The 'ethnic' character of this TV structure is a propaganda technique. It makes us accept ethnicity as natural, and this is the basis of the government's policy of 'multi-nationalism' (ie apartheid, ie domination over African workers).

To give another example, not from TV but from what everyone knows about Alexandra: the case of the so-called 'illegals'. It is well known that the state wants to limit the size of the population of the township, and it also wants to get the

well, they are illegals". Not long ago 100 people were left homeless when WRAB bulldozed their rooms, and a prominent person said, "The Liaison Committee is not morally obliged to give these people shelter. Most of them do not belong in the township. They are people who have streamed to Alexandra from nowhere." (Sowetan 4.11.81). This person has swallowed government propaganda whole.

He accepts the structure set up by the government which calls certain people 'squatters', others 'illegals' others 'legals' on the basis of a few dates and a piece of paper. Where is the 'nowhere' from which these people are meant to have come? *'Nowhere is outside the structure in which some people have been taught by the government to think.*

We must not forget also, that structures like this are more easily accepted by people who gain an advantage. Since there is competition for accommodation in the township, people with the right papers are encouraged to betray people without the right papers, so that they can get their houses. Man is turned against man. The only way to stop this horrible practice, is to challenge the structure, to deny the difference between one person and oppose the 'legal/illegal' system of the state.

## Total (TV) strategy

The chosen means of getting hold of people's minds, is propaganda, and it is the propaganda function of TV that should be discussed more than it is.

"Propaganda? There is no propaganda on TV. How can music be propaganda, or how can drama be propaganda?"

Propaganda is best when it is invisible. As soon as you notice it, it loses its power. Every good propagandist knows this, and he knows how to put his ideas across without you knowing it. There are two important techniques in propaganda, which should be understood by anyone who watches TV.

co-operation of the people in this task. It therefore plans a strategy based on the difference between 'legals' and 'illegals'.

The illegals are those who do not have certain papers, or who did not get to Alexandra by a certain date, or what what . . . . Anyway, people have begun to think that this difference is somehow natural, and that it is quite reasonable to call some people by the name 'legals' and some by the name 'illegals'. It is a structure, and it has come to seem a natural structure. When these so-called 'illegals' are evicted from their homes by the strong-arm of WRAB, people say "Oh



Mental surgery