



**How Hitler's Propaganda Machine became thoroughly imbedded in our national culture!**

Americans are constantly asking the questions:

"What has happened to America?"

"Why are we destroying the very democracy that has given us social freedom and economic prosperity?"

"What can we do to turn around this relentless march into chaos?"

### **Matrix for Mass Manipulation**

America has become the fertile ground of the largest propaganda campaign in world history, which is luring the angry, distrustful, and disillusioned into its grimy grasp. Our collective brains are being BEFUDDLED with a constant barrage of attacks, ill-intentioned messages, and a deluge of disinformation, sowing of doubt and distrust.

Propaganda abuse is rampant. Many of us receive a continuous stream of emails, tweets, and media reinforcements to turn Americans against each other. Today a toxic cocktail is delivered with a firehose to those politically engaged, but particularly at MAGA Republicans.

It's essential for every American, no matter their political persuasions, to understand what's being slung at them with the rapidity of a machine gun. Without this understanding, we can easily become trapped in the seemingly mysterious matrix of mass manipulation. It's ugly, it's mean-spirited, and it's designed to polarize brother against sister. It's based on a Nazi formula first formulated by Hitler and his chief propagandist Goebbels, which has been updated, made more corrosive, and put on cyber-steroids.

It's important to understand the MATRIX circuitry used to exploit our collective angst, just as one would defuse a bomb. The MATRIX consists of BEFUDDLED tactical elements interlaced with narrative methods:

## **Psychological Manipulation**

**Blame:** Continuously finding fault with others and reveling in scorn, while never accepting responsibility.

**Enemies:** Polarization, casting those who act or think differently as evil-intentioned, conspiring adversaries.

**Fear:** Triggering extreme anxiety that others pose a dangerous threat to my existence and my beliefs.

**Uncertainty:** Causing the perception that nothing is stable, nothing is real, what I dislike must be “fake news.”

**Doubt:** Undermining reality by asking questions designed to shake beliefs about the motives of others.

**Distrust:** Spreading misgivings and casting aspersions for the purpose of creating cynicism and suspicion.

**Lies:** Purposefully spreading disinformation, usually connecting a half-truth with a falsehood.

**Extremism:** Radicalization, multiplication, and amplification to provoke action based on inflaming emotions.

**Discord:** Using these tactics in a manipulative way to benefit one person or group who alone can fix it.

After being hit with a BEFUDDLED barrage like this, your brain is scrambled, which is the propagandist’s intent. With this malicious concoction, each of the ingredients reinforces the potency of the others.

## **Hitler’s 10-Point Narrative Manipulation**

To influence thoughts and actions of the German people, Hitler had to raise emotional turmoil to a fever pitch where emotional reaction would override rational thought or ethical reasonableness. This was done by intertwining a matrix of BEFUDDLED tactics with an assortment of labels, slogans, and ready-made judgments:

1. **Half-Truths** – Making a true statement, which is then linked to a lie, which the brain agrees to the first premise, then assume the second premise must also be true.
2. **Name Calling** – giving an idea or person a bad name makes the public reject and condemn without examining the evidence.
3. **Glittering Generality** – association of something with a “virtue word” or a “condemning word” used for the public to accept/approve or reject/doom something without real evidence.
4. **Testimonial** – having someone respected (or hated) say that a given idea, program, or person is good or bad.
5. **Transfer** – carries the authority, sanction, and prestige of something respected or revered over to something else in order to make the latter acceptable; or it carries authority, sanction, and disapproval to cause us to reject and disapprove of something.
6. **Plain Folks** – the method used by a speaker to convince his audience that he and his ideas are good because they are “good for the people” – the common man, just “plain folks.”
7. **Card Stacking** -- selectively presenting facts or falsehoods, illustrations or distortions, and logical and/or illogical statements in order to give the best or worst possible case for an idea, program, person, or product.
8. **Smearing & Slander** – making false accusations designed to evoke a passionate reaction with the intent of polarizing opinion.
9. **Band Wagon** – using the theme “everybody – at least all of us – is doing it;” thereby the propagandist attempts to convince the public that all members of a group, to which we belong, are accepting his program and we must therefore follow *our* crowd.
10. **DARVO** – Deny, Attack, Reverse Victim & Offender, respond to all criticism vociferously, never yielding to the opposition, never admitting immoral thought or action.

## STRATEGIC ALERT

Each of the Nine BEFUDDLED *tactics* are then be applied to one or more of the 10 *narrative methods*. Using multiple combinations and permutations in malevolently creative proportions, examples, and amalgamations, the brain of a single person can become riddled with an extraordinarily confusing concoction of confounding information. This is compounded by discrediting the real truth as “fake news” or “conspiratorial.”

Facing this seemingly impossible Rubik’s cube of perplexity, our brain’s pattern recognition system seeks the simplest explanation, which is also provided by the Master Manipulator.

An effective propaganda machine must be highly scientific in nature, using established formulae and methodology (today these are called algorithms, fueled by advanced computer technology), analyze interpersonal and psychological conditions, control its use, measure its results, and define its impact.

What’s most disconcerting is that Hitler’s BEFUDDLED MATRIX is now firmly engrained in our culture – normal habits and expectations of every-day Americans.

**All Americans should be deeply alarmed that Hitler’s Evil Propaganda Strategy is now thoroughly imbedded in our national culture.**

### *America’s Political Game Schemers*

Today’s political manipulation began in earnest with Newt Gingrich in the 1980’s. Astute and cunning, he polarized and vilified people playing Americans off against each other, for his party’s political benefit, believing human nature is that of the beast -- Darwinian “dog-eat-dog” – attack first and relentlessly:

*“It’s not viciousness. It’s natural.” “The No. 1 fact about the news media is they love fights ... When you give them confrontations, you get attention; when you get attention, you can educate.”<sup>1</sup>*

Taking cues from Hitler, Gingrich engineered a combative strategy of polarizing partisanship, with the deliberate intent to infect the staid but civilized status quo Republicans with his firebrand style of adversarial, divide-and-conquer skullduggery. Instead of condemning Newt’s dark crusade, Republican strategists reveled in the glory of new-found power in the form of “principled obstructionism.” Mitch McConnell joyously proclaimed obstructionism of any Democrat’s initiative “gives gridlock a good name.”

After three decades of a BEFUDDLED barrage by distorted by media, it has brought out our *adversarial* and even *reptilian nature*, while scorning those who attempt to be *collaborative bridge builders*. That’s why Congress is so deadlocked, and bipartisanship so scarce.

Now everyone with access to Twitter and Facebook can be part of this blood sport.

### **Strategies to Combat Being BEFUDDLED**

- ✓ **Exposure:** A ruthless gambit exposed is no longer effective.
- ✓ **Outrage:** Refocus people’s outrage on having been duped and manipulated by dark leaders.
- ✓ **Centrist Attraction:** A large proportion of the radical fringes really strike the ire of “Independent Centrists” who deplore “obstructionists and manipulators” on both the right and left; they seek a voice for rational bipartisan governance.
- ✓ **Monetary Starvation:** Don’t donate to politicians entrenched in BEFUDDLED games
- ✓ **Say NO!** When someone wants you to do so something polarizing, resist.
- ✓ **Take the High Road:** Don’t wallow in the dirt and dung of name calling.

<sup>1</sup> Quotes from [Atlantic Monthly](#) & [Mother Jones](#)

## STRATEGIC ALERT

- ✓ **Listen:** Give people a chance to air their grievances to understand the angst.
- ✓ **Ask Questions:** *Convincing a person against their will leaves them a doubter still.*
- ✓ **Check Your Facts:** Don't pass along emails or tweets without checking their veracity.
- ✓ **Be Articulate:** Don't be afraid to voice your opinion; focus on Principles, not Personalities.

**Character Counts!** In the end, *our democracy is fundamentally dependent upon good character. Vote for the man or woman with the best character.*

*The rise of the Authoritarians is not to be taken lightly. Their reemergence is a danger to every democracy on the planet. Authoritarians exploit the fault line of distrust in institutions, sowing fear, uncertainty, discord, and divisiveness*

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*We must never let our "emotional triggers" be our sentinels for rationality and ethics, lest we surrender the dignity of our human spirit.*

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### *Leadership is the Primary Lever for Change*

Truly great revolutions in world history have not been fought on the battlefield. Foremost, they have been *revelations in the mind and heart*; first conceived by a handful of people, who, together, see, believe, and are committed to a higher order for civilization and humankind.

Together we must begin establishing a new "Centre of Gravity" for our age – a centre that elevates the standard of excellence of humanity, rebalancing and realigning civilization's floundering ship, preventing it from capsizing in storms of disillusionment and adversity, BEFUDDLED as we sink. Unless our democracies shore up the leadership of our cherished institutions, Authoritarianism will continue to grow, and its prosperity will become civilization's poverty.

### *Call for Action*

Time is dangerously short. Many of our cherished institutions are suffering and on the verge of disintegration. People are losing their faith in democracy itself; this means people have lost faith in its leaders.

Rebuilding Trust in America requires leaders of vision and strong moral fibre, who will not stand for the ugly consequences that lay ahead if we don't confront the evils in our own country.