

Spinfluence

the Hardcore Propaganda Manual for Controlling the Masses

Nicholas McFarlane

Carpet Bombing Culture, Darlington (UK) 2013, £9.95, h/b

When I was offered this by the publisher I said it sounded a bit agitprop for *Lobster's* readers; and so it is. But it is worth noting. The author is a New Zealand designer¹ and he and his publisher have produced a very striking book. It is A5-sized, and very well bound; a beautiful little book, with about 140 unnumbered pages on thick paper.² There are very few words in this: 34 on the first 4 pages and I would guess fewer than 5,000 in the entire thing; but lots of images. Did I mention the author is a graphic designer? So what we have – it took me a while to realise this – is the non-fiction equivalent of a graphic novel.

The book's thesis is about social control, corporations, the mass media and the techniques used by political and commercial PR to keep 'the sheeple' quiet on behalf of 'the hidden elite minority'. Did I say agitprop? Within that, however, there is a decent guide to the techniques deployed. But that thesis is no more important, it seems to me, than the book's design and layout (did I mention the author is a graphic designer?); and for me the striking design of the pages make it *more* not less difficult to concentrate on the (few) words that are there. Whoever its target audience is, it isn't the orthodox lefty book-buyer.

The book concludes with this claim (spread over 9 pages):

'Potentially a single person could bring about their ['hidden elite minority's'] downfall. By shattering and exposing the parasitic nature of the Hidden Elite Minority.....Revealing that *they* have methodically siphoned wealth out of the system, despite knowingly causing long-term damage to the overall health of

1 Information about him is at <www.admedia.co.nz/2013/04/19/how-to-control-the-masses/>.

2 You can see its cover and some sample pages at <<http://carpetbombingculture.co.uk/?product=169>> In the 10 sample pages displayed there are about 80 words.

society.....the consequences would be catastrophic as all of the lies which have supported *them* crumble....'

This is nonsense. All manner of people have 'revealed' the reality of the elite's dominance and the techniques used to herd the 'sheeple' – to no effect. I guess this concluding appeal to personal insight seems more in tune with today's individualism than a call for collective action.

Robin Ramsay