

Corporate Media Rubbish: The Real Deplorables, The Power of Daily Propaganda

By [Stephen Lendman](#)

Global Research, November 14, 2016

Region: [USA](#)

Theme: [Media Disinformation](#)

In his book "[Understanding Media: The Extensions of Man](#)," Marshall McLuhan (1911 - 1980) said "(t)he medium is the message" because it shapes and controls "the scale and form of human association and action."

Media affect societies, influencing how messages are perceived and understood, especially at a time mass communication, reaching virtually everyone in one form or other.

Major media influence how people think and act. Not during this US electoral season enough to assure Hillary's ascension to power - the establishment favorite.

Throughout the campaign, the media delivered one-sided political reporting commonplace in banana republics and other despotic states, their dominant leadership alone covered supportively, token opposition virtually ignored - the way America treats alternative political candidates like Jill Stein.

The media's message this year went unheeded. The power of daily propaganda failed. Trump's message outdid them. One man, aided by his campaign team, got enough support to become America's 45th president.

Regardless of how he governs, media scoundrels took a major body blow. Will viewers, readers and listeners tune out, choosing mainly alternative sources for news, information and analysis as I often urge?

At most in incrementally increasing numbers, but the trend is clear. Paul Craig Roberts says he gets more readership than some well-known media sources. Readers appreciate his straight talk on major issues - polar opposite double-talk featured in broadsheets like the NYT, Washington Post, National Public Radio, PBS, and television news, mocking the real thing.

Millions of Americans are sick and fed up with media rubbish - combining state-sponsored press release reporting with advocacy for candidates they prefer, denouncing or ignoring others, repudiating what real journalism is supposed to be all about.

Perhaps the best news from this year's political season is the power of their message is dimming, maybe one day disappearing enough to render them irrelevant.

Note: I and other independent writers like me are immune to their poison because we have antidote - truth-telling!

Stephen Lendman lives in Chicago. He can be reached at lendmanstephen@sbcglobal.net.

His new book as editor and contributor is titled "Flashpoint in Ukraine: How the US Drive for Hegemony Risks WW III."

<http://www.claritypress.com/LendmanIII.html>

Visit his blog site at sjlendman.blogspot.com.

Listen to cutting-edge discussions with distinguished guests on the Progressive Radio News Hour on the Progressive Radio Network.

The original source of this article is Global Research
Copyright © [Stephen Lendman](#), Global Research, 2016

[Comment on Global Research Articles on our Facebook page](#)

[Become a Member of Global Research](#)

Articles by: [Stephen Lendman](#)

About the author:

Stephen Lendman lives in Chicago. He can be reached at lendmanstephen@sbcglobal.net. His new book as editor and contributor is titled "Flashpoint in Ukraine: US Drive for Hegemony Risks WW III."

<http://www.claritypress.com/LendmanIII.html> Visit his blog site at sjlendman.blogspot.com. Listen to cutting-edge discussions with distinguished guests on the Progressive Radio News Hour on the Progressive Radio Network. It airs three times weekly: live on Sundays at 1PM Central time plus two prerecorded archived programs.

Disclaimer: The contents of this article are of sole responsibility of the author(s). The Centre for Research on Globalization will not be responsible for any inaccurate or incorrect statement in this article. The Centre of Research on Globalization grants permission to cross-post Global Research articles on community internet sites as long the source and copyright are acknowledged together with a hyperlink to the original Global Research article. For publication of Global Research articles in print or other forms including commercial internet sites, contact: publications@globalresearch.ca
www.globalresearch.ca contains copyrighted material the use of which has not always been specifically authorized by the copyright owner. We are making such material available to our readers under the provisions of "fair use" in an effort to advance a better understanding of political, economic and social issues. The material on this site is distributed without profit to those who have expressed a prior interest in receiving it for research and educational purposes. If you wish to use copyrighted material for purposes other than "fair use" you must request permission from the copyright owner.

For media inquiries: publications@globalresearch.ca