

The First Casualty of War Is Truth. And Propaganda is the First Weapon Used in Times of War

By [Dr. Gary G. Kohls](#)

Global Research, January 23, 2024

Region: [USA](#)

Theme: [Media Disinformation](#), [Police State & Civil Rights](#)

All Global Research articles can be read in 51 languages by activating the Translate Website button below the author's name (only available in desktop version).

To receive Global Research's Daily Newsletter (selected articles), [click here](#).

Click the share button above to email/forward this article to your friends and colleagues. Follow us on [Instagram](#) and [Twitter](#) and subscribe to our [Telegram Channel](#). Feel free to repost and share widely Global Research articles.

[New Year Donation Drive: Global Research Is Committed to the "Unspoken Truth"](#)

This article was first published in April 2020.

When Edward Bernays (the nephew of Sigmund Freud) wrote his famous 1928 book, Propaganda, he titled the first chapter of the book "Organizing Chaos". The quotes below are taken directly from that chapter.

What was strikingly obvious to me in reading the book is that Bernays - in the year before the Great Wall Street Crash of 1929 - wasn't making any effort to sugar-coat the fact that he actually believes that propaganda is an essential and desirable fact of modern life.

(Propaganda, by the way, is the way the ruling classes get the working classes to march off to war and how the billionaire CEOs of the multinational Big Pharma, Big Medicine corporations (and Bill Gates, the CDC, the WHO, etc, etc) gets parents to willingly over-vaccinate their vulnerable, immune-compromised infants with vaccines that have never been subjected to FDA-approved, double-blind clinical trials to establish safety or efficacy, especially long-term!)

I suspect that every corrupt crony capitalist that was responsible for the soon-to-occur 1929 Stock Market Crash and subsequent Great Depression heartily agreed with him in 1928.

There has always been an endless series of periodic, often orchestrated, economic crashes that have always harmed workers and destroyed small businesses and the middle class. Prior to the economic crises, the elite, wealthy propagandists (recall that well-done propaganda is very expensive to do) have consistently convinced the gullible public that prosperity is going to last forever and so they should invest heavily in the stock market. Then, just before the crash, the elite propagandists short-sell the market and profit while

everybody else loses.

Propaganda has been widely used throughout history, long before Bernays wrote the book, but the propagandists usually don't identify it as such. Propagandists prefer to use terms like "public relations", "promotions", "publicity", "salesmanship", "marketing", and "press conferences" (in order to indoctrinate journalists), when "hype", "image management" and "manufacturing consent" is what is being sold to the propagandees.

Propaganda has been long used, over-used and abused in the advertising, public relations, political "science", medical, pharmaceutical and war industries. The first overlord in ancient history eventually realized that, in order to get his obedient subjects to do what he wanted them to do - without having to resort to torture, public crucifixions, the guillotine, fines, imprisonment or various police state tactics - propaganda could be effective in getting his subjects to even ruin their lives forever by marching off to war.

Having learned the lessons about how to rule from the first overlord, every king, dictator, president or Joint Chiefs of Staff could get their propagandized subjects to willingly send their sons off to war or at least pay the taxes required to fund the fighting. And the corrupt crony capitalist classes, the robber barons, the vulture capitalists, the Big Pharma, Big Medicine CEOs on Wall Street have found out how easy it is to freak out their potential customers over whatever ruse they can come up with so that they will willingly purchase their products and ideas.

I hope that readers will read the following Bernays quotes and then apply them whenever there is a war threatened, whenever a politician or president is proposing new legislation or there is an possibly manufactured pandemic crisis to capitalize on:

Probably the most telling admission from Bernays appears in the tenth paragraph of the first chapter:

"...the manipulation of news, the inflation of personality, and the general ballyhoo by which politicians and commercial products and social ideas are brought to the consciousness of the masses. The instruments by which public opinion is organized and focused may be misused. But such organization and focusing are necessary to orderly life."

And here are more quotes from Bernays:

"The conscious and intelligent manipulation of the organized habits and opinions of the masses is an important element in democratic society. Those who manipulate this unseen mechanism of society constitute an invisible government which is the true ruling power of our country.

"We are governed, our minds molded, our tastes formed, our ideas suggested, largely by men we have never heard of. This is a logical result of the way in which our democratic society is organized. Vast numbers of human beings must cooperate in this manner if they are to live together as a smoothly functioning society."

"Our invisible governors are, in many cases, unaware of the identity other fellow members in the inner cabinet."

"They govern us by their qualities of natural leadership, their ability to supply needed

ideas and by their key position in the social structure. ... in almost every act of our daily lives, whether in the sphere of politics or business, in our social conduct or our ethical thinking, we are dominated by the relatively small number of persons - a trifling fraction of our hundred and twenty million - who understand the mental processes and social patterns of the masses. It is they who pull the wires which control the public mind..."

"It is not usually realized how necessary these invisible governors are to the orderly functioning of our group life. In theory, every citizen may vote for whom he pleases. Our Constitution does not envisage political parties as part of the mechanism of government ... But the American voters soon found that without organization and direction their individual votes, cast, perhaps, for dozens of hundreds of candidates, would produce nothing but confusion."

"Invisible government, in the shape of rudimentary political parties, arose almost overnight. Ever since then we have agreed, for the sake of simplicity and practicality, that arty machines should narrow down the field of choice to two candidates, or at most three or four."

"In theory, every citizen makes up his mind on public questions and matters of private conduct. In practice, if all men had to study for themselves the abstruse economic, political and ethical data involved in every question, they would find it impossible to come to a conclusion about anything. We have voluntarily agreed to let an invisible government sift the data and high-spot the outstanding issues so that our field of choice shall be narrowed to practical proportions."

"From our leaders and the media they use to reach the public, we accept the evidence and the demarcation of issues bearing upon public questions; from some ethical teacher, be it a minister, a favorite essayist, or merely prevailing opinion, we accept a standardized code of social conduct to which we conform most of the time."

"It might be better to have, instead of propaganda and special pleading, committees of wise men who would choose our rulers, dictate our conduct, private and public, and decide upon the best types of clothes for us to wear and the best kinds of food for us to eat. But we have chosen the opposite method, that of open competition. We must find a way to make free competition function with reasonable smoothness; To achieve this society has consented to permit free competition to be organized by leadership and propaganda."

"As civilization has become more complex, and as the need for invisible government has been increasingly demonstrated, the technical means have been invented and developed by which opinion may be regimented."

"With the printing press and the newspaper, the railroad, the telephone, telegraph, radio and airplanes, ideas can be spread rapidly and even instantaneously all over the whole of America."

"It is the purpose of this book to explain the structure of the mechanism which controls the public mind, and to tell how it is manipulated by the special pleader who seeks to create public acceptance for a particular idea or commodity."

In 1965, Jacques Ellul, French author, philosopher, theologian, legal scholar, and sociologist published ***Propaganda: The Formation of Men's Attitudes*** (1965).

In the preface to that book, Konrad Kellen writes:

"Most people are easy prey for propaganda ...But modern propaganda has long disdained the ridiculous lies of past and outmoded forms of propaganda. **It operates instead with many different kinds of truth - half truth, limited truth, truth out of contest.** Even Josef Goebbels (the Nazi Party's Minister of Propaganda and Public Enlightenment) always insisted that the Wehrmacht communiques be as accurate as possible."

In the introduction of his book, Ellul writes:

"In the midst of increasing mechanization and technological organization, propaganda is simply the means used ... **to persuade man to submit with good grace. When man ... will end by obeying with enthusiasm,** convinced of the excellence of what he is forced to do, the constraint of the organizations will no longer be felt by him; the truth is, it will no longer be a constraint, and **the police will have nothing to do.** The civic and technological good will and the enthusiasm for the right social myths - both created by propaganda - will finally have solved the problem of man."

In the body of the book, Ellul writes:

"To make the organization of propaganda possible, **the media must be concentrated, the number of news agencies reduced, the press brought under single control, and radio and film monopolies established. The effect will be still greater if the various media are concentrated in the same hands.** When a newspaper trust (*ie, monopoly*) also extends its control over films and radio, propaganda can be directed at the masses and the individual can be caught in the wide net of media."

"Only through concentration in a few hands of a large number of media can one attain a true orchestration, a continuity, and an application of scientific methods of influencing individuals. A state monopoly, or a private (corporate) monopoly, is equally effective. Such a situation is in the making in the United States, France, and Germany - the fact is well known."

"The number of newspapers decreases while the number of readers increases. Production costs constantly increase and necessitate greater concentration; all statistics converge on that. This concentration itself keeps accelerating, thus making the situation increasingly favorable to propaganda. Of course, one must not conclude from this that the concentration of mass media inevitably produces propaganda. Such concentration is merely a prerequisite for it. But that the media be concentrated is not enough; it is also necessary that the individual will listen to them. This seems to be a truism: 'Why produce a propaganda paper if nobody will buy it?'"

"In reality, propaganda is at work here, for what is involved is a progression from vague, diffuse opinion on the part of the reader to rigorous, exciting, active expression of that opinion. A feeling or an impression is transformed into a motive for action. **Confused thoughts are crystallized. Myths and the reader's conditioned reflexes are**

reinforced if he reads that paper. All this is characteristic of propaganda. The reader is really subject to propaganda, even though it be propaganda of his choice. **Propaganda is a means of reinforcing opinions**, of transforming them into action. The reader himself offers his throat to the knife of the propaganda he chooses."

Under the section of the book, titled **The Need of an Average Standard of Living**, Ellul writes:

"More advanced propaganda can influence only a man who is not completely haunted by poverty, a man who can view things from a certain distance and be reasonably unconcerned about his daily bread, and who therefore can take an interest in more general matters and mobilize his actions for purposes other than merely earning a living. **It is well known that in Western countries propaganda is particularly effective in the upper segment of the working class and in the middle classes. It faces much greater problems with the proletariat or the peasantry.**"

Then, in another of my handful of books that deal with propaganda, *"Weapons of Mass Deception: The Uses of Propaganda in Bush's War on Iraq"*, (2003), authors Sheldon Rampton & John Stauber write:

"Propagandists view communications as a set of techniques for indoctrinating 'target audiences' whereas the democratic concept of communication defines it as an ongoing process of dialogue among diverse voices. Of course, the propaganda approach becomes more attractive during wartime, when each side (of the issue) becomes preoccupied with manipulating and coercing the thinking of their enemy or domestic population (including was on viruses, perhaps). The propagandist wants to promote his or her own interests or those of an organization - sometimes at the expense of the recipients, sometimes not. The point is that the propagandist does not regard the well-being of the audience as a primary concern. Propagandists also tend to have a low regard for the rationality and intelligence of their audience."

"The audience that thinks critically and is prepared to challenge (the propagandist's) message becomes a problem that must be overcome. Whereas democracy is built upon the assumption that 'the people' are capable of rational self-governance, propagandists regard rationality as an obstacle to efficient indoctrination. Since propaganda is often aimed at persuading people to do things that are not in their own best interests, it frequently seeks to bypass the rational brain altogether and manipulate us on a more primitive level, appealing to emotional symbolism."

"Fear is one of the most primitive emotions in the human psyche, and it definitely keeps us watching (television)."

Then Rampton and Stauber quotes Hermann Goering just before he commits suicide during the Nuremberg Trials of Nazi war criminals in 1946:

"Why of course the people don't want war. Why should some poor slob on a farm want to risk his life in a war when the best he can get out of it is to come back to his farm in one piece? Naturally the common people don't want war; neither in Russia, nor in England, nor in America, nor in Germany. That is understood. But it is the leaders of the country who determine policy, and it is always a simple matter to drag the people along, whether it is a democracy, or a fascist dictatorship, or a parliament, or a

communist dictatorship. Voice or no voice, the people can always be brought to the bidding of the leaders. That is easy. All you have to do is to tell them they are being attacked and denounce the pacifists for lack of patriotism and exposing the country to danger. It works the same in any country.” — Hermann Goering, head of the Nazi army’s equivalent of the US Joint Chiefs of Staff – April 18, 1946. Committed suicide during Nuremberg trials.

*

Note to readers: Please click the share button above. Follow us on Instagram and Twitter and subscribe to our Telegram Channel. Feel free to repost and share widely Global Research articles.

Dr Kohls is a retired rural family physician from Duluth, Minnesota who has written a weekly column for the Reader Weekly, Duluth’s alternative newsweekly magazine since his retirement in 2008. His column, titled Duty to Warn, is re-published around the world.

He practiced holistic mental health care in Duluth for the last decade of his family practice career prior to his retirement in 2008, primarily helping psychiatric patients who had become addicted to their cocktails of psychiatric drugs to safely go through the complex withdrawal process. His Duty to Warn columns often deals with various unappreciated health issues, including those caused by Big Pharma’s over-drugging, Big Vaccine’s over-vaccinating, Big Medicine’s over-screening, over-diagnosing and over-treating agendas and Big Food’s malnourishing food industry. Those four entities can combine to even more adversely affect the physical, mental, spiritual and economic health of the recipients of the medical treatments and the eaters of the tasty and ubiquitous “FrankenFoods” – particularly when they are consumed in combinations, doses and potencies that have never been tested for safety or long-term effectiveness.

Dr Kohls’ Duty to Warn columns are archived at:

[http://duluthreader.com/search?search_term=Duty+to+Warn&p=2;](http://duluthreader.com/search?search_term=Duty+to+Warn&p=2)

<http://www.globalresearch.ca/author/gary-g-kohls;>

[http://freepress.org/geographic-scope/national;](http://freepress.org/geographic-scope/national) [https://www.lewrockwell.com/author/gary-g-kohls/;](https://www.lewrockwell.com/author/gary-g-kohls/) and

<https://www.transcend.org/tms/search/?q=gary+kohls+articles>

Featured image is from SHTFplan.com

The original source of this article is Global Research
Copyright © [Dr. Gary G. Kohls](#), Global Research, 2024

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

[Become a Member of Global Research](#)

Articles by: [Dr. Gary G. Kohls](#)

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