

# COUNTER-INDOCTRINATION

# 1

PROPAGANDA WILL SET YOU FREE.

THIS IS PROPAGANDA.  
THIS IS COUNTER-PROPAGANDA.  
THIS IS COUNTER-INDOCTRINATION.

COUNTER-INDOCTRINATION WILL SET YOU FREE – **EVEN AGAINST YOUR WILL.** *Scream child! Scream and let the preachers and press agents save your soul.* It is better to live out a servile lie; better to smile at your useless wasted life; better to live in the divine glory of the Antichrist from Rome than to face the True God known as *The Devil*. We are the brain engineers against the brain police; a nerve-jam in the service of the universal; a cognitive emancipatory act against the system. **We will rewire your brain with the terror of words.**

**TRUE TERROR** IS FOUND IN THE PEN, NOT THE SWORD. ONE MAN, HOWEVER SKILFUL, CANNOT, WITH A SWORD ALONE, COMMAND AN ARMY. YES, YOU CANNOT COMMAND AN ARMY WITH ONE SWORD, BUT YOU CAN WITH THE PEN. THE TERROR OF THE PEN IS LIKE THE TERROR EMBODIED IN THE WAND OF THE OLD SORCERER; *it enchants*. ITS POWER IS THE WAY IT [IN]SCRIBES UPON THE SEMIOTIC MATRIX OF REALITY. THIS IS HOW THE SUCCESSFUL WARS ARE WAGED AND WON. *Tiqqun tells us,*

Rather than open offensive, Empire prefers more intricate methods, chronic preventative measures, the molecular diffusion of constraint into everyday life. Here, internal police conveniently takes over for general policing, individual self-control for social control. Ultimately, it's the omnipresence of the new police that has made the war undetectable. (Tiqqun - Preliminary Material For a Theory of the Young-Girl. Semiotext(e), Los Angeles, 2007. pp.11-12)

A war rendered *passive* is a war rendered **TOTAL**. Empire's *new clothing* is the semiotic fabric upon which power is maintained and internalised; a war embroidered in the fibres of *the mind, body and soul*. The cold civil war [Capital Versus Labour, Capital Versus Demos, Empire Versus Multitude, System Versus Everyone] is rendered imperceptible through consumer indulgence. The ranter of the 20<sup>th</sup> century cries out "*make love not war*", but it is too late. *Love* has become **WAR**. The psychic space of love is already an occupied territory. *Love* comes to mediate the lie that drives the oppressed creature to ever more **consumer [dis]satisfaction**.

# ***The Box of Chocolates***

*The Chick Flick*

*The Bouquet of Flowers*

## **The Perfect Man**

*The Perfect Woman*

## **The Perfect Body**

*Sex Toys for Him and Her*

Once *marriage* served to regulate and **moronise** *love* in the service of *religion* and **state**, today, in place of marriage, *consumer indulgence* renders this all the more *passive*, and thus, all the more **TOTAL**. Yet beneath the *consumer halo* of *love* lies a **crude monadology**. *To worship at the altar of one's **cock** or one's **cunt** is the new opium*; an isolating individualism that **craves** utopia **in the *orgasm-to-come***. The **sigh** of the oppressed creature is mistaken as ***gasps of sexual fulfilment***. The victim

is reassured of their life's purpose: to **work** (or search for work), **consume** and **fuck**. The system remains unchanged. *Love, peace, democracy and freedom* are exalted in the service of **social repression**; a *Quakerism* that pacifies its victims and offers them to the **Restoration**. The “radicals” talk of *tolerance and acceptance* as their power depletes and, with paranoid aggression, police their “comrades” with a **neo-McCarthyism**. But their language signals defeat.

**An increasingly tolerant society is not free of oppression.**

*According to Herbert Marcuse* “what is proclaimed and practised as tolerance today, is in many of its most effective manifestations serving the cause of oppression.” (Herbert Marcuse “Repressive Tolerance” in *A Critique of Pure Tolerance*. Robert Paul Wolff, Barrington Moore Jr. Herbert Marcuse. (Beacon Press. Boston. 1965) p.81)

Tolerance towards that which is radically evil now appears as good because it serves the cohesion of the whole on the road to affluence or more affluence. The tolerance of the systematic moronisation of children and adults alike by publicity and propaganda, the release of destructiveness in aggressive driving, the recruitment for and training for special forces, the impotent and benevolent tolerance towards outright deception in merchandising, waste and planned obsolescence are not distortions and aberrations, they are the essence of a system which fosters tolerance as a means of perpetuating the struggle for existence and suppressing the alternatives. (Herbert Marcuse “Repressive Tolerance” p.83)

"Tolerance", far from liberating man has often garnished the path of surrender, apathy and the pacification of the oppressed. "Tolerance" has become the call, not of militancy or struggle, but resignation. The call for tolerance hides within itself the demand that we **give up the revolution** and make our *peace* with the status quo. "Thus, within a repressive society, even progressive movements threaten to turn into their opposite to the degree to which they accept the rules of the game." (Herbert Marcuse "Repressive Tolerance" p.83) Before long the call for **racial emancipation** transforms into *multiculturalist festivals*, radical **workers movements** are transformed into *diversity-in-the-workplace* and **gay revolution** transforms into *gay marriage*. These weaker demands are heralded under the title of tolerance so that the greater **intolerance** can continue. Thus, the neo-liberal order does not forbid us practising *tolerance, acceptance* and *celebrating diversity*, but this is not because we have *utopia* or **revolution** in mind, but because we have learnt to be at *peace with the status quo*. There is no longer a need to fight for anything. We are **brainwashed** into accepting society **as it is**. We are taught to flee our **dark past of 20th Century nightmares**, not by fighting for a new world, but instead by *practising acceptance*. By marrying the idea that there is **no real alternative** to (neoliberal) capitalism and yet practising *respect*, we create the ideological underpinning of *apathetic pacifism*. We can remain indifferent to modern slavery, the increasing emergence of slums and global poverty, whilst simultaneously practising *new age spiritualism, recycling, tolerance* and *acceptance* and, when we feel especially **GUILTY**,

having great big fund-raisers for those in need. *As Marcuse tells us,* “Universal toleration becomes questionable when its rationale no longer prevails, when tolerance is administered to manipulated and indoctrinated individuals who parrot, as their own opinion, the opinion of their masters, for whom heteronomy has become autonomy.” (Herbert Marcuse “Repressive Tolerance” p.90)

Out of this **heteronomy** emerges a neo-McCarthyism. *Tolerance* no longer serves to moderate the tensions between social groups and facilitate the acceptance of difference, rather it serves to **unite all in the singular totality**. All that stray from this formula must be **shamed** into submission through **association**. Twitter feeds and comment sections seek to **DISGRACE** all in their wake. Where the old McCarthyists attempted to associate all radicals with *Stalinism*, the neo-McCarthyists attempt to undermine any attempt to build solidarity by associating individuals and groups with *bigotry and privilege*. This time the voices appear to come from within, but they merely serve the continuation of **THE SYSTEM**, which renders all resistance impotent. Tolerance has become **Totalitarian Pacification** and **Intimidation**.

## **Tolerance=Intolerance**

COUNTER-INDOCTRINATION seeks to combat such **brain police**. It would prefer to shun all McCarthyisms. COUNTER-INDOCTRINATION is a *rationalist at heart*. In opposition to **ALL DOGMATISM** it relishes the path of the *old philosophers*. But it also knows that

Logic alone is a poor convincer. Truth finds, in *poetry*, an incarnation to make its *illuminations manifest*. In this respect COUNTER-INDOCTRINATION stands between the *old philosophers* and the *new propagandists*. It understands the lessons to be learnt from the history of *graphic design*.

When printed, the word, as a form of recorded speech, loses a whole range of expression and inflection. Contemporary graphic designers (and particularly their precursors, the Futurists) have tried to break this limitation. By increasing or reducing the relative size, weights and position of the letters, their typology can give voice to the text. There is an instinctive urge to do more than merely convey a message to give that message a unique character. (Richard Hollis. *Graphic design: A concise history*. (Thames & Hudson. London. 1999/2001) p.7)

COUNTER-INDOCTRINATION seeks to *breathe life* back into dead language. It seeks to break the **limits** of *written* and *spoken* text and to convey truth in its full body. Through the manipulation of all aesthetic devices it seeks to foster a **revolutionary spirit** that shatters all **acerbic mind control**. COUNTER-INDOCTRINATION is the **propaganda of TRUTH**.

COUNTER-INDOCTRINATION does not seek to hide behind the banner of **ESTABLISHMENT** or *Neutrality*. In contrast, indoctrination never calls itself by its own name. It is instead called **News, Entertainment, Religion, Art**, common sense, political correctness or *democracy*. It seeks the

illusion of transparency to maintain its impalpable skin.  
COUNTER-INDOCTRINATION lays its skin bare. COUNTER-

INDOCTRINATION is the propagandist project to counter the  
propaganda that works in the service of injustice and untruth.

COUNTER-INDOCTRINATION is **truth** rendered palpable through the  
**mythic** constructs that mediate reality.

But COUNTER-INDOCTRINATION is not just any form of indoctrination,  
nor any form of countering. COUNTER-INDOCTRINATION has an  
agenda. COUNTER-INDOCTRINATION seeks to **undo the protestant**

**ethic** that the workers have internalised as they **work without**  
**compulsion** and take **pride** in their **subjugated misery**. Their  
masters take this as a sign that their serfs have found their **calling**.

Jean Jacques Rousseau knows better.

Every man born in slavery is born for slavery,  
nothing is surer. Slaves lose all in their  
irons, even the desire to escape them; they love  
their servitude, just as Ulysses' companions  
loved their brutish condition. So if there are  
slaves by nature, it is because there have been  
slaves against nature. Force made the first  
slaves, their cowardice has perpetuated them.

(Jean-Jacques Rousseau. "Of the Social Contract" in Of The Social Contract and Other  
Political Writings. Edited by Christopher Bertram. Translated by Quintin Hoare.  
(London: Penguin. 2012) p.12)

**The oppressed love their oppression.** They *comfort*  
themselves with their **CHAINS**. It is reassuring. **It is safe.**

**Blame**

**Immigrants!**

Blame the Unemployed!

**Blame Women!**

**Blame men!**

**Blame Blacks!**

**Blame Whites!**

**Blame Jews!**

**Blame Muslims!**

**Blame the Kafir!**

**Blame bankers!**

**Blame the corporate elite!**

Blame dole scum!

BLAME CISMEN AND CISWOMEN!

**Blame Trannies!**

**Blame Straights!**

Blame queers!

**Blame hippies!**

**Blame your line**

**manager!**

*Blame your fellow workers!*

**Blame Yourself!**

**Blame anyone you like, but  
leave the system untouched  
and huddle close to your  
master's feet.**

The oppressed don't want to be freed, but this is not a sign that they ought to remain oppressed. COUNTER-INDOCTRINATION seeks to rupture this cycle of **self-mutilation**. COUNTER-INDOCTRINATION seeks to dismantle this Stockholm syndrome that produces **UNCLE TOMS, Uncle Remuses** and Ragged Trousered Philanthropists.

COUNTER-INDOCTRINATION is the **invisible dictatorship** that **forces** you to be *Free*.

