

Doug Craig's blog

The end of truth (2)

Saturday, July 2, 2011

"In almost every act of our 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 who understand the mental processes and social patterns of the masses. It is they who pull the wires that control the public mind."

Edward Bernays

In my last blog, I mentioned how global corporations work night and day to manipulate our minds to believe what they need us to believe to ensure they obtain maximum profits. Big Tobacco is just one of these gargantuan legal-criminal enterprises that use psychological methods of perception management to sell their product and spread massive human misery across the planet.

And we know the very same methods have been used by [many of the same people](#) to sell "the lie" that humans are *not* responsible for climate change. And this message sells, too. Buyers of this myth love to rag on me and my blog. I understand why and do not mind.

This myth is sold and bought by [people and companies](#) that either make money through the exploitation of fossil fuels or it is bought and sold by people and politicians and conservative think tanks that worship the industrial capitalist system, above all else. There is a large "club" of people involved in this enterprise.

It is not just the [emperor who has no clothes](#). It is a whole empire of naked people who do not see. Who cannot see. Who are made to not see. Who agree to not see. Who are glad in their blindness.

And it is easy to understand why.

The Western experience of modernity--especially technological development, economic growth, material prosperity, urbanization, and democracy--has been built upon industrial capitalism, an economic system predicated on the accelerating extraction and consumption of fossil fuels for energy."

There is this problem, however. **"A major unintended consequence of the use of fossil fuels is anthropogenic global warming or climate change."**

As I have been reporting for nearly two years, **"By the early 1990s, the U.S. environmental community--the environmental movement, mainstream climate scientists, and environmental policymakers--had successfully defined global warming as a legitimate problem deserving the attention of policymakers."**

However, at the same time, **"a coordinated anti-environmental countermovement, spearheaded by conservative foundations, think tanks, and politicians, emerged in response to the rise of global environmentalism."**

Just a few of these organizations include the Global Climate Coalition and groups funded by [ExxonMobil](#), like the [American Enterprise Institute](#), the [Competitive Enterprise Institute](#), the [Cato Institute](#), the [Heritage Foundation](#), the [Heartland Institute](#). These are the founding fathers of the denier movement. It has nothing--not one thing-- to do with science. It has everything to do with ideology, money and power.

The global capitalist system is the ultimate source of power on the planet and it's blood is not red. It is black like the oil it pumps from the bowels of the Earth. And the worst thing that ever happened to this system is climate change.

Global climate change is to fossil fuels what cancer is to cigarettes. And just like Big Tobacco successfully denied for decades that their "product" was a hazard, so has Big Oil and King Coal done the same with climate change. And they have a million loyal soldiers, like the ones who post on this blog, who are equally blind to the science and the climate "cancer" we cause as we spew 90 million tons of carbon dioxide into the atmosphere every single day.

The big deniers have one and only one motive, to maintain the industrial capitalist system as it is. And in order to do so, they found it necessary **"to delegitimize global environmental problems, particularly anthropogenic global warming, in order to undermine the call for regulatory action. Both the fossil fuels industry and its business allies and conservative think tanks (with support from oil and coal companies and conservative foundations) worked to debunk the scientific evidence for climate change."**

We are all complicit in this, the greatest crime that a group of humans has ever inflicted on itself, because it ultimately threatens the entire system of life on the planet as we have known it in our brief, precious moment here on Earth.