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The one thousand headed monster and none at all (The power empire of predatory economic gain)

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Abstract

Through a predominantly inductive strategy, events related to a dystonic regime, a dictatorship based on unemployment, corruption and the degradation of the individual, are discussed within the context of social activities in today's world. Herein, through the inductive strategy, along with a tactical synthesis involving some evident facts, the existence of pernicious actions executed by a malign power, the "great power of rapacity, money and extreme greed" are shown. It is demonstrated that if this harmful and perverse power continues to grow, it could bring an end to social organization as we know it. Also described in this work are some of its manifestations and the way in which its operations could be restricted. It concludes with some proposals intended to recover or at least improve human welfare and, in particular, to restore the dignity of humankind.

Keywords: Voracious power, unbridled greed, social pact, social corruption, sinister power.

1. Introduction

Throughout history humanity has survived many natural hazards that could have brought about its extinction. Cataclysms such as earthquakes, volcanic eruptions, floods and externally induced hazards such as falling meteorites (which probably wiped out the dinosaurs) have been threatening mankind forever. These natural dangers to which humanity has been exposed, in some way had to do with the evolution of societies or organized groups relating to so-called civilized development. Surely civilization as we know it brought benefits and improvements in the quality of life of primitive societies in general. However, the advancement of social organization also brings new complications and dangers we have to face. The same social groups have become more complex and they have generated new risks that challenge the very existence of humanity. In recent times, technological advances and modern means of communication are giving place to novel dangers, and not natural but rather self-generated threats^[1]. To give some examples, some years ago we were threatened with the so-called nuclear winter that could be produced by a war between the nuclear superpower^[2, 3]. Then we were threatened with the so-called "hole in the ozone layer" formed by the destruction of ozone in the upper atmosphere by chemical compounds released into the environment by industry with no regard for the consequences^[4]. In still more recent times, we have been threatened by "global warming" caused by greenhouse gases emitted into the atmosphere in large quantities by some countries almost displaying contempt for the negative consequences to our planet. Even today, living in the "knowledge society" as a result of the unexpected invention of the Internet, old social complications which are now more difficult to deal with are renewed. The expansion of knowledge, particularly with this technology and advancing developments mainly in communications is undoubtedly producing social changes that are having an increasing impact on public behaviour and can be seen with much more power, a longstanding threat from history which now constitutes a major challenge for humanity^[1]. The one thousand-headed monster and none at all, is a very unusual regime, a novel regime that is a dictatorship based on unemployment, social corruption and the degradation of culture, debasement of work and the individual. An uncommon influence becomes an anonymous, abstract, unassailable power, which determines for humans global policy and what to do and what to think^[5, 6]. In this work, it is demonstrated among other things, that social training has enabled the growth of this monster

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that has been around since humans emerged into organized social groups. There is not much time; this terrible power has now been released in another expression. There is now something additional, worse than the previous labour exploitation of man by man: now besides exploitation, there is poverty generation and the creation of unemployment^[7]. This paper aims, among other things, to strip this monster of a thousand heads and none at all. It is intended to show that we all participate in it. Also, it proposes some kind of recipe to contain and if possible to reduce the monster to tolerable levels.

2. Human values and indoctrination

The evil monster has always existed. However, for some reason, it has now grown enormously. It is a power that today one can see is huge, growing and seemingly limitless; the voracious power of the free market threatens society as never before^[5-7].

In Mexico, some time ago during period known as Cardenism (the presidency of General Lazaro Cardenas), it was incorporated, as a state policy, that formal education had to be socialist^[8]. This meant that education should be imparted with a social sense. The student had to learn to see from the perspective of society and the citizen. All educational approaches that target the citizens' interests in some way promote social values like obedience to the law. There is, of course, a dose of indoctrination for the individual to act in a certain way as a result of that conditioning. The word conditioning, as a form of transformation, has a strong ideological content, and means to receive training, supervised instruction and to inculcate certain ideas. For example, the elementary education process means teaching instruction, particularly very basic ideas of primary education. Citizens that are taught literacy will certainly act differently, they will consider themselves to be educated, and possess another status in relation to their illiterate peers. We can see that we are all conditioned individuals, directed as a result of our training as citizens and also according to our educational level. In this sense, there is a preparation that is constantly reaffirmed, in particular as a result of commercial propaganda through the media. This is a fact confirmed by specialists, spending on commercial and government propaganda in recent years has grown in several countries: the government of Felipe Calderon Hinojosa (2006-2012) in Mexico spent 16,894 million pesos on advertising between 2007 and 2010^[9]; the current government of Enrique Peña Nieto (2012-2018) spent nearly 15 billion pesos on government advertising during 2013-2014^[10]. The period of increased government spending was during the last quarter of 2014, when Peña Nieto spent more than six billion pesos in just three months, in order to placate the growing social mobilization. It is extremely important to pay attention to conditioning. In a full page of a newspaper the following question turned up "Should the penal age be reduced? More and more minors are arrested for participating in activities related to organized crime"^[11]. This is certainly a small part of the result of a misguided violence and Mexico is inculcated with soap operas and the media which have a leading role in conditioning. Much indoctrination comes from television programmes. For example, a co-worker questioned this argument saying that he was not conditioned. According to him, the publication of "Drink Coca-Cola" did not have any effect on him; he came to the convenience store and instead of Coca-cola he asked for a Pepsi, but at the end

of the conversation, it was clear that he had really asked for a Dr. Pepper.

This period of Cardenism and some of the governments that followed, unfortunately, also meant that the average Mexican citizen would lose religious values, as the socialism of that time did not recognize the power of God. In this regard, it is said that when Yuri Gagarin (cosmonaut of the former USSR) arrived in the stratosphere, one of the things he said was that he did not see God anywhere there. Some people with a religious orientation say that the collapse of the USSR was due to this despise for God. In this paper it is not intended to criticize religious values nor the virtues of socialism. However, putting aside religious beliefs, as dictated by socialist doctrine, definitely influenced the way of thinking of the average world citizen. Added to this, after the end of the Cold War, not only in Mexico but the average citizen around the world received another fatal indoctrination with the ideology of neoliberalism, it was promoted that economic profit would rise above other human values. Part of the new teaching taught that from now on there would be no thought for some kinds of people, not for the weak or helpless or the less fit. An ancient precept that in legal terms could be read as "the law of the jungle", in other words the law of the strongest is imposed. This new political regime, which incidentally does not govern, despises and ignores those who would have to govern, and only uses them for its purposes^[6]. In Mexico, this openly market liberalization began with similar ideas during the presidency of Miguel de la Madrid from 1982 to 1988, to integrate the country into the GATT (General Agreement on Tariffs and Trade).

Returning to the point of human indoctrination, after these two psychological beatings; two conditionings that substantially weakened the principal human values that gave support to society as a whole, as an organized group, the focus of human endeavour has radically changed. The idea of pursuing the interests of society was abandoned and instead attention was focused towards voracious commerce or excessive financial gain^[6, 7]. Many people around the world lost a regulatory psychological, ethical support, that a supreme being could provide, willing to help when needed and also unable to achieve the moral reward or the enthusiastic and mental satisfaction of helping a fellow human being who perhaps momentarily cannot be self-sufficient; the individual also lost the opportunity to serve society. The individuals, who unlawfully hold this power, have disrupted the values that made the citizen stand in solidarity with God and with other human beings.

3. Predatory economic gain, the vile creature

The calamities of the average citizen are not restricted to losing connection with God and his fellow men but they have spread to other areas like: corruption, unemployment, violence, frustration and total disorientation; the common citizen incorporated the belief that money and material goods meant everything above everything else^[6, 7]. Respect, kindness, nationalism, goodwill and honesty, among many other human values became endangered items. Terrible to say, but it was understood that from now on, everyone for themselves!

Largely because of this, it is no longer easy to find an example of an activity, a service or work, or any conduct that could develop a citizen without seeking financial remuneration or a material good. Now what became of society? In this context, social groups generate their heroes

based on the prevailing values and social cohesion of those values, and "according to the idealized image of the self". This determines the existence of ideals and goals towards which the social majority want to go. Unfortunately social cohesion hardly exists today. Values are not unanimous, but there are now as many ideals as people. What some people feel is important, others dismiss as trivial. All people have been converted to an individualistic society, living in a globalized world without any sense of community or solidarity. Someone, who is a hero for a small group of individuals, can be for all or the majority a clown, an enemy or a threat to the nation. We are divided, broken by conflicting and incompatible ideologies. Worse, and more importantly, there is no match to where we want to go as a world, as a society. Sure, we all want a better future for ourselves and our children! But the better world you imagine seems to be very different from the better world we imagine. Or it may be that your personal "better world" could be much different from the real needs of the majority.

As a society, we have been indoctrinated by the creature to the extent that we have already given up hope of a better world, of social development, where we can live in peace and in harmony. We have become progress unbelievers, and we know that those who run our future will not have the welfare of the majority in mind. They are invalidated, for this, by corruption and unbridled greed.

One of the famous quotes of Albert Einstein, which is valid at this point, is one that speaks about life lived in favour of others:

"Only a life dedicated to others is worth living."

There exist throughout history many examples of heroes who were willing to do something for society and its members without seeking a reward or financial gain. Now, all that has changed significantly and the human values that prevail are particularly focused on making money or tangible goods. The potential success of a human being is closely tied to economics, this has resulted in the excessive accumulation of goods and money that never seem to be enough to provide the security they feel increasingly moving away and that distance seems unattainable. In Mexico this has gone so far that we have several new world super-rich while more than half of the population is torn between poverty, social degradation, disappointment and frustration.

Not only our society but a very important part of the world population is largely sick, jobless, disappointed, has lost all hope and cannot see clearly what can be the solution to all these problems. The excessive greed of a few is not only destroying the planet's resources, it is also ruining the lives of much of the population, the human beings^[6, 7]. The power that a few individuals have accumulated and the institutions that they manage for their purposes have produced a monster that seems to have a thousand heads yet none. No one could protest against, firstly because they are very powerful and secondly because they are not important as individuals themselves but the system that they have generated^[6, 7]. It seems that the monster with a thousand heads is feted by everyone, by all the people on the planet. Indoctrination (training, education, direct) through the media, acting on the population, is of such dimensions that incredibly a considerable number of citizens advocate and support the order that prevails, and this reinforces and strengthens their enemy.

"When the last tree has been cut down, the last river poisoned, the last fish caught, only then will man learn that he cannot eat money".

Cree proverb.

In short:

- Society has lost important values such as solidarity with others, honesty, respect, etc.
- Money and material goods are now valued above all else and money particularly is considered to take first place.
- The social agenda is determined by the communication media.
- There is growing disaffection among citizens (sadness, discouragement, depression).
- Frustration abounds and a growing tendency to physical and psychological suicide.

How did we bring about this harmful situation? Will it be possible to do something about it?

The first thing we have to do is study the problem. Why and how was it generated? Would the individual give in to excessive greed and attachment to gain other things than just economic gains? Let's see how all this would have started.

4. Social corruption and the one thousand-headed monster

The story begins with an organized group, society: What is society, does it serve any purpose? How is this organized group structured? Without organization social groups would not be such. On the one hand, society provides the individual with protection and security, along with a lot of services that supposedly make life easier, and enables personal and collective development. Moreover the individual, through a "social pact" with the rest of the population is committed to comply with the law and work to preserve the organization (see for society, bring up children with a social sense). Any imbalance in this arrangement disrupts the social pact, this spoilage is called corruption. Any citizen that puts his or her own interests over those of society commits an act of corruption. In that case, the social pact suffers violence, creates imbalance, debases and degrades the social agreement.

Within all social groups, there is and always will be an elite force, that is, a select minority who are trying to organize and lead the organization. It is the part of society that captures and sometimes holds unlawfully, for better or worse, the primary power. For his or her part, the common individual who does not belong to the elite shows two mutually opposed and contradictory tendencies. First, he or she also tends to naturally or instinctively oppose the leadership of the elite. Secondly, the individual, probably with an artificial or cultural origin (indoctrination), commonly does not enjoy making important decisions and prefers, in a manner, that somebody else decides for him or her. Although generally, these trends in the average individual remain just that, trends. In this scenario, the rules and regulations governing the organization, in theory, are developed by the two opposing groups: the elite force and the common individual. However, the most influential group, the elite, with greater power and control, mass indoctrination (lobbying) and leadership prevails. As you can see, it is almost impossible that the rules thus established are equal for all, for both groups. From here you can start to develop an important set of issues that could corrupt the spirit of the postulate of the social pact.

This point is worth reviewing: On the part of society, in any group of individuals, naturally there emerges the clan of the elite and the antagonism between this elite and the ordinary citizen. Throughout history, the power of the ruling elite has always been moderately controlled (regulated) through the class struggle between the two competing groups. Some claim that Christ led a movement against the power of the elite.

In another area, for the individual in general, intrinsically another problem is revealed. There is in every person a series of inappropriate features, but they are of very human order, usually it is hard to recognize these characteristics in oneself: lies, hatred, intolerance, revenge, violence, greed, etc. Of course there are characteristics of the person that can be considered appropriate and desirable, also very human: optimism, responsibility, joy, positive participation, etc. Nothing remains but to accept that there are these forces and trends in humans, that in certain circumstances prove to be the cause of a particular course of action, but also it must be recognized that the individual is indoctrinated to reinforce or possibly reduce these very human negative characteristics. For example: greed (excessive desire to accumulate wealth) like all things, has a good side and a bad side. It is this dichotomy that is worth noting. On the one hand, sometimes this desire to accumulate excessively, the greed in the individual has a bad face that can lead him or her to corruption and to carry out reprehensible acts. Many of our former presidents and government officials have fallen into these excesses and therefore they fell into acts of corruption. Moreover, greed can work on the individual as an engine that drives him to carry out commendable acts which require courage and bravery. Occasionally or in certain circumstances, these acts may be directed by and for the good of society. Much of the success in business is driven in this way; some people have this drive motor. We can conclude, in this section, that greed and other human characteristics can be used for the good of society or for harm to the social organization.

Here, it is intended to show that when the phenomenon of corruption at the level that we have in Mexico and other countries is reached, then it has broken or has disrupted the postulate of the social agreement and therefore the core of the thousand-headed monster is reinforced. In this case, both society and the individual "forget" or have forgotten their mutual commitment. So as a result, you can also reach levels of mutual destruction. Society ceases to function for the individual. The individual becomes not only the predator of other individuals but of society and the planet itself^[12, 13].

How can we establish a remedy or a recipe to put a stop to this situation, to reduce corruption, to tie down some of the heads of this monster, when any measures taken are corrupted and spoiled? Consider, for example, in Mexico the current fight against organized crime has clearly backfired. In the end, as we shall see, there is always something you can do and which can give positive results. Note that to achieve something positive in favour of the citizen and society as a whole requires proper conditioning. This conditioning can be achieved only through the communication media, mainly television.

Up to this point the role of society in human development is clear. Unfortunately, it also warns that inherent in social development appears this part of the monster of a thousand heads and none: It can be said that the base, the foundation, that sustains this monster is social corruption, the loss of

social organization through acts of corruption produces among other things, insecurity, lack of law and order, disorder that leads to declining public participation, when it is required, in the best case it is very scarce and miserably low^[12, 13].

The main points are:

- Everything seems to be very relative; the individual is very important for him or herself.
- Society takes second place and is most important to others.
- It is essential to preserve the social agreement as a good measure to preserve the organization.
- Corruption must be kept at tolerable levels (the monster with very few heads).
- Conditioning through the communication media should be with a social sense.

5. Neoliberalism, the self-regulated disaster capitalism

Within a general context, and with respect to the human condition, defining good and evil is not easy. However, in this dissertation the statement is this: anything that adversely affects you as an individual in your integrity, both physically and psychologically, is evil. Otherwise it is good for you. It is not an absolute definition, but we can set out a guide to the philosophical contradictions to avoid losing the way. Therefore, we can say that hierarchically the most important thing for human beings is to look out for oneself and at the same time look out for other citizens and also for society as a whole. To delete this hierarchy involves forgetting the social pact and to fall into corruption.

Neoliberalism or "self-regulation of the market economy", also called the "revolution" of the rich, has demonstrated its inability to be self-directed, to control the causing effects, or to dominate the phenomena that trigger so much that their initiatives, so cruel for the whole population, turn against them with a boomerang effect. At the same time they have been shown to be powerless to restore order in that they insist on imposing the reign of money and rapacious economic gain^[6, 7].

No! Market self-regulation must be prohibited, for example in the communication media and in any other category of human activities that serve society. For fundamental reasons, everything must be regulated by external agents to the individual or the company, because otherwise you can feed and strengthen the monster of a thousand heads. To give some examples: Unfortunately, consciously or unconsciously, the pharmaceutical industry wants everyone sick but would never let on. This could also reach the members of the industry or their families. The undertaker wants everyone to die. Put in his hands the possibility of compliance and his desire could even be detrimental to himself and he could be one of the dead, only in order to satisfy their greed. The bankers want everyone to be in their debt, they live from the debt of others and the loan interest. In 2011 Mexicans owed the banks the equivalent of 14.3% of GDP^[14]. In general, any power must be regulated, very human thoughts should not be allowed to harm the organization, as has been happening with the money market and generally in the global economy that is very fashionable now (in the Eurozone traders are devastating the population through unemployment)^[15]. The competitor wants to eliminate other competitors, in Mexico it is likely that in some years, Carlos Slim, along with a few other companies (Televisa, Walmart and McDonalds), will not only be

masters of the country but they will be predominant in business, that is, they will be the only employers, albeit with very low wages. Wages must be low, as we have been indoctrinated into thinking that the above companies need to compete (must be competitive to generate more jobs) ^[16]. As a result the rest of the population must make a sacrifice and have miserably low salaries. Low wages are achieved through subliminal conditioning through several mechanisms: wage caps, layoffs (Luz y Fuerza del Centro, Mexicana Airlines, Mexico), unemployment (greater supply of workers), low educational level (this is promoted), etc. ^[6, 7, 16].

Above all this indoctrination and artificial practice, prices were fictitiously increased after conferring a salary rise, which was established by governments some years ago, many workers did not want a wage increase, they were content to at least remain as they were.

6. Some heads of the one thousand-headed monster

In particular, in the United States and Europe the far reaching spawn of the one thousand heads and none has kidnapped governments. Means were provided for the rich and part of the political power with bad intent, who longed for the monster to grow, namely when President Richard Nixon (dominated by the monster) not only started the war against drugs, but also deregulated the gold standard underpinning paper money. Paper dollars issued ceased to be backed by gold in the monetary reserve. During these years, French President Charles De Gaulle, upholding "national independence" against the exorbitant privilege of the U.S dollar, tried to oppose this deregulation coming from the USA. It was impossible. Pure paper with large (the Federal Reserve) economic power invaded the world with greenbacks (the dollar) and high inflation that all the inhabitants of the planet have had to pay for in our time. Ronald Reagan and Margaret Thatcher continued the deregulation of financial institutions (regulated to prevent speculation with depositors' money) ^[1]. In particular, President Reagan deregulated not only financial activities but also strongly promoted the activity of drug trafficking (Colombia and Mexico) as a measure to finance "the contras" in Nicaragua (against the Sandinista revolution) after Congress denied him financial aid for that purpose. This happened so that, even US military aircraft were carrying drugs from Mexico to the United States ^[17]. President George Bush, totally subjugated by this tremendous power, and some mugger financiers in Wall Street, in 2007 and 2008, promoted the growth of the bubble, created by the dollars, and derived products (from the original mortgages), were bought by investors. They were junk products that big rating agencies (Moody's and Standard & Poor's) recommended to shareholders as a great investment. According to the Nobel laureate economist, Joseph Stiglitz, former vice president and chief economist of the World Bank, "USA banks were actively engaged in deceiving: obscured the risk of the income statement so that nobody could value them" ^[18, 19].

When some investors required their money, the bubble burst and then the great economic crisis blew up, and even now the world is still trying to get out of this and cannot see an end to all this. The US President, Barack Obama, among other things, recently named as Treasury Secretary, Timothy Geithner (president of the Federal Reserve Bank during the crisis) one of the main creators of this great bubble characterized by this commotion producing more corruption,

more budget cuts, higher unemployment, poverty, hopelessness, loss of pensions, frustration and suicides ^[19]. Some of the major players in this attack on the heritage of the people were:

- Barney Frank, Chairman of the Financial Services Committee of the US House of Representatives.
- David McCormick, Under Secretary of the Treasury during the administration of George W. Bush.
- Scott Talbot, Chief Lobbyist, Financial Service Roundtable.
- Glenn Hubbard, Chief Economic Advisor during the administration of George W. Bush and Dean of the School of Business at Columbia University in New York City.
- A major mugger, Alan Greenspan, Chairman of the Central Bank and the Federal Reserve during the administrations of Ronald Reagan and George W. Bush ^[18].

In other words:

- This system, also called "Disaster Capitalism" ^[20], generated among other things: unemployment, poverty, corruption and especially anxiety and suffering.
- The one thousand headed monster disaster mainly benefits a few bad businessmen, some corrupt investors, mainly insurance companies and international banks (Lehman Brothers, Goldman Sachs, AIG, City Group, etc.).
- The most affected ruthlessly turns out to be the common citizen who lost social support (employment, security, education, health, pensions and most importantly dignity) ^[18-20].

7. Globalization and the destruction of democracy

It seems incredible but they have succeeded. The task was not just huge, it was titanic: to subjugate the entire population of the planet by playing a dirty trick is not easy to achieve. To get support from the people for what is bad for the common citizen and make them renounce the conquests (social benefits) of a long history of struggles. It was a brilliant feat of conditioning: To persuade the individual to give up social and labour achievements and at the same time impose a lot of repression, masking everything in order to prevent the population from revolting (domination is mainly by the rich, the greedy and rapacious economic gain) ^[6, 7, 17, 20]. History provides some clues as to how this happened and how this can be limited. How the monster of a thousand heads and none can be reduced to its minimal expression: In one remarkably different room in the museum called "El Fuerte de San Diego" in Acapulco Guerrero, Mexico, the differences between filibusters and buccaneers among other definitions, are explained. For example, "Pirate" comes from the Greek "Peiratés"; and originally meant entrepreneur. Then it came to mean thieves who stole at sea. Undoubtedly, there are entrepreneurs who are excellent citizens; however, the ultimate dream of every entrepreneur is to have workers who do not earn a salary or at least earn very little. For this, entrepreneurs must be regulated ^[6]. There are several ways a company can significantly boost its profits. One would be to reduce the cost of inputs for the company's products. Others are improving processes or improving machinery performance and modernizing production equipment. However the development of new technologies and old financial practices are cases in which a company does not necessarily produce tangible products. Bankers and some

financial experts aim to increase debts for companies and citizens; they live by collecting interest on debts and commission and grow rich. The stock exchange and commercial banking had a laudable origin; they generated resources for business as it was needed. But that was overturned and was corrupted, now the share price of companies depends much more on rumours and speculation than the quality and quantity of the products manufactured. On the contrary, without increasing production a company can grow the value of its shares through a newspaper ad. In France, on 9 September 1999, the Michelin Company announced that its earnings in the first half of the year had increased by 17% (2000 million francs) and simultaneously announced the dismissal of 7,500 workers, gradually over the next three years. That day the share price rose 10.56% and 12.53% the next day ^[7]. Massive layoffs excited shareholders. The old paradigm of "labour exploitation" was twisted and now what you have is the paradigm of unemployment and low wages, also still remain unemployed force consumers, that enrich the economic system as relatives and family friends, who are not earning enough, subsidize them to survive.

How can you retain and survive in an economic system where those who manage to have a job earn very little and cannot afford to consume the goods and services that the system produces? It has survived. It is not likely to last long. It has lasted because they rolled out the concept of "globalization" ^[21]. It is not a closed economy where the economic system will burst relatively quickly. How was a global system established? ^[7, 21]. The Civil War of 1861-1865 in the United States was not because the good hearted Abraham Lincoln wanted to end slavery practised mainly by the southern states of the Union. Wars often have economic interests. The more agricultural South sold its products to the North and also exported to Europe and other countries. The industrialized North needed customers in the South in order to sell their products. But a large part of the workers were slaves and had no money to buy. The idea was to free the slaves and as free workers they would earn money so they could buy the North's industrialized products. This was the idea, to globalize the economy, bringing together the South with the North. Of course this negatively impacted the economy of the southern states. This urge to pay good salaries to workers in the United States to increase the purchasing power of workers lasted over one hundred and fifty years. Visitors to the United States as recently as the 1980s and 1990s admired the purchasing power of the people and the growth in jobs under this very particular economic policy of "good salary, many good jobs." If citizens receive a good stable salary they become the consumers that activate the economy and thus generate more jobs.

The one thousand-headed monster, of course, is not monolithic. Employers, the southern states and the industrial North in the United States were part of this power. The ideas and approaches that generate paradigms sometimes divide them too.

This boom in the United States was not sustained over the years. For example, in 1929 the monster generated another financial bubble that produced a very similar crisis as the one we are currently living through ^[22]. There was another assault on public money to rescue the financial problem that had occurred. Interest rates were artificially lowered; they promoted purchasing and, among other things, housing credit. On the one hand the housing demand raised the prices

and then the monster again shrewdly increased interest rates, people defaulted on their mortgages, beginning to undo the financial bubble, producing company closures and high unemployment. Ruin and destruction was thus produced, the biggest recession the world had known. Germany suspended payments, the cash flow from Europe to America stopped. The global financial cycle was closed. They closed thousands of companies. They broke most of the banks. Millions of people lost their jobs, their homes and their savings. Some lost their sanity and committed suicide. In the words of old John D. Rockefeller in 1929 "evil is not bad people doing evil things. Evil is a deceived person believing they are doing good" (indoctrinated bad people) ^[22]. USA President Franklin Delano Roosevelt, perhaps one of the "least worst" presidents of this country (1933-1945), launched the "New Deal" (new agreement) to bring the world out of this terrible crisis. The economic measures taken included profound reform. Reactivation policies, social benefits and union freedom, regulating the banks and the whole monetary system. Roosevelt tried to redistribute wealth; this can be seen in his famous phrase "I prefer to rescue those who produce food than others that produce misery." In addition, he fought against speculation and created systems and institutions that regulate markets to prevent the abuses that had caused the Great Depression.

Now the famous globalization has reach Europe again. It is not the first time the monster has overtaken this continent. Examples are the first and second world wars ^[22]. The existence of a "secret and powerful government" has been denounced by, among others, General Dwight Eisenhower. After leaving the presidency he spoke of the powerful "military-industrial complex" that at that moment was the real victor of World War II. According to the general, this power, was aiming to steer the country coming out from the shadows. It is known that Eisenhower held talks with his successor, John F. Kennedy, on this issue. Some believe that Kennedy was killed due to his confrontation with this invisible power. In his presidency inauguration speech and the speech of 27 April 1961 he publicly expressed his opposition to "secrecy, to the secret societies, to blood oaths" (Francmasons, Bilderberg, Skull Society, etc.) ^[23-25]. Meanwhile, in the socialist regime Vladimir Ilyich Ulyanov Lenin explained to his colleagues that "behind the October Revolution were far more influential thinkers and executors than those of Marxist ideas" ^[23].

Although this thinking is Machiavellian, it is thought that the monster planned the economical structure of European countries (EU), to benefit itself from the paradigm shift of "social welfare" from the opposite paradigm "social unrest." See why. During the onset of the crisis (2008-2009), if the European Central Bank (ECB) had gone to the aid of European states with economic problems and not to the private banks of these countries; they could have obtained money borrowed at low interest. They would not have been forced to obtain credits on the "markets" opening the door to speculation. But what is surprising is just that: the law prohibits the ECB financing states yet it does allow the financing of private banks. Thus, states pay millions of Euros of interest to private banks, creating another transfer of public resources into private banks. "It was difficult to plan it better" ^[1].

Northern European states have given the acronym PIGS to the southern states (Portugal, Italy, Ireland, Greece and Spain). They have made a series of FOBAPROAS (Bank

Savings Protection Fund) in each of these countries and also included Iceland, a small country of about 320,000 people which had, among other things, geothermal energy and large deposits of aluminium, a standard of living among the first in the world, with virtually zero inflation and unemployment. The government began privatizing three of the largest banks in the country. Then, the big financial conglomerates in the world offered these Icelandic banks money with very attractive interest rates. With some bad faith, Icelandic bankers were involved in probably the biggest robbery in the history of the country of Iceland. Some Icelandic entrepreneurs were engaged in purchasing goods and enterprises even in other countries with cheap money that allegedly subsequently began to be more and more expensive. With properties, mortgages, luxury cars and airplanes, including overseas companies, the economy started to grow (bubble). Later, with expensive loans, money became scarce, many could not afford and the bubble burst. All this generated the failure of the banks from which the country had to rescue them with public money. The disaster begins. But this time the bankers and major operators made a great deal, and they took the best parts. Fortunately, the Icelandic authorities did not allow all debts to remain as public debt and demanded the return of these undue gains from financial operators and some of them went to jail ^[18, 19]. In Spain, the equivalent to Mexican FOBAPROA is even more terrible. Around 7 or 8 years ago it was argued by these speculative consortia that Mexico should follow the example of Spain that had taken advantage of financial assistance from the European Union and the economy grew (growing bubble) in an enviable way. However, for countries like Mexico who failed to make a good free trade agreement with Canada and the United States, things were not so good. In this North American treaty, no financial aid whatsoever was included. In early 2009, Spain went from a surplus of 2.2% of gross domestic product (GDP) to a deficit of 3.82%. Because of bank rescues on the one hand and reductions in public spending that were imposed on Spain by the big capital and markets, and with neoliberal policies of privatization, several companies borrowed money they could not afford. The subsequent closing of these companies creating unemployment and people also lost the protection of their pensions as if living in a war economy. Unemployment is around 25%, and they are still requiring more austerity and a reduction in public expenditure producing misery, now they are looking for an exit from the crisis. Poor Spain ^[1, 15]. The same has happened in Greece and the focus is now on Portugal, Ireland, Italy and France, in a second stage some even include Germany. This is going to be worst in large part because a number of those in authority (executors) of the great crisis that began in the United States in 2008 are now placed in important positions both in Europe and in the United States.

The misfortunes do not seem to have limits. There seems to be no salvation. The monster has been strengthened, and has, as never before, managed to accumulate great power. The key positions are held by the heads of the monster. Most citizens, increasingly limited, do not even manage to be indignant, largely as a result of indoctrination and also as a result of the shock to which they are subjugated ^[20, 21]. Under great hostility, overwhelmed not only by the fear of losing their jobs, for those who still have one, but with fear of the future that looks very threatening. Terror overwhelms them, anger, depression, anxiety, and the media with news that by

definition is bad news. The individual, who finds him or herself valueless and mainly without hope, without hope for a future where everything will be better, has nowhere to escape to.

8. How to save us?

The situation created is extremely serious. Society and humankind are in danger. Obviously there are not many alternatives. The most effective weapon against the monster is education; not just any kind of education, people can be educated socially to be appropriate citizens or educated to be social predators. To restore social values in people, the educational system must retain a social sense. How can this be done?

People are relatively susceptible to being influenced by certain types of advertising. Usually advertising uses both the conscious and unconscious part of the brain. Subliminal indoctrination is aimed at the unconscious part of the public's mind. It consists of stimuli that fall below the average level of conscious perception of human beings. The influence of subliminal messaging on the behaviour of people has usually been minimized. However, it could change the behaviour of people. In 2000, the presidential campaign of George W. Bush delivered a statement in which, as he spoke of his opponents Al Gore and the Democrats, the word "rats" very briefly appeared. The authorities forced Bush and company to withdraw the ad and the candidate said it was an "oversight" ^[26]. It is said that an action like this has no measurable effect. Unfortunately for Gore and the world, Bush won. It is likely that subliminal messaging is as effective as or more so than messages to the conscious mind of individuals.

In an interview on Mexican television's Channel 11, conducted with Miguel Sabido (film producer, producer of soap opera), he commented that he had made a soap opera tinged with social interest. In it, one of the protagonists, a tenacious fighter, came out well. He struggled to overcome the limitations of his surroundings and succeeded through academic study. The impact on the public was such that it changed attitudes and encouraged people to adopt this protagonist approach. The impact was of such magnitude that there was an increase in enrolments in various education institutions, so that approximately 600,000 people almost simultaneously were searching to enrol in self-improving courses with the consequent problems of saturation and the corresponding objections of the government educational apparatus. The same government exerted pressure to take the programming off the air. However, some European and Asian countries, particularly India, have adopted the method of Miguel Sabido to instil more appropriate values in their citizens, particularly a respect for the law and standards, to reinforce the so called Social Pact ^[27].

The possibility of using indoctrination for the good of society should not be overlooked but given due consideration.

9. Overview and conclusions

Society as we know it is in danger of extinction. To some extent it has outlived its usefulness for the average citizen. What remains of social organization is characterized by the growth in the number of poor, an increase in the sick population, reduced investment in and the low quality of education, an increase in unemployment, but mainly increased feelings of disenchantment and self-destructive feelings. It is urgent to take corrective action before this self-

destructive power in which we all participate in some way, destroys the social order.

To specify

- All individuals are part of the one thousand-headed monster and none (at the lower end, people buy stolen goods and steal toilet paper, at the top millions of dollars are stolen).
- The social contract must include the rule "Don't steal anything."
- All individuals are conditioned and indoctrinated for better or for worse.
- It is certainly possible to indoctrinate mental handicap.
- Surely it is possible to indoctrinate the average citizen to behave intelligently.
- Economic gain with social interest solves many of the everyday problems.
- What is really worth pursuing is trying to feel good, happiness is fleeting and falls away, feeling good is more lasting.

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