

Freedom Technology Email Seminar

**Short-Cut Secrets Put You on the “Fulfilled Living” Fast-Track to
Ultimate Health, Wealth, Freedom and Prosperity...**

The Media Molds Our Opinions and Worldviews



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How to squeeze the MAXIMUM success possible in the quickest, easiest way (as if by “Remote Control”) from the Freedom Technology Email Seminar:

The manual you hold in your hands right now (or are reading on your computer) is one part of the FREE 16 week Freedom Technology Email Seminar, and has **great potential power beyond your wildest dreams**. It can forever alter your entire life (when used properly, that is). *And we don't say that lightly.*

So let us show you, if we were standing in your shoes right now, starting from ground zero, being exposed to this Freedom Technology process for the first time... **exactly what we'd personally do to make sure we benefited from this life-changing information in the fastest time possible, with the least amount of effort (or headaches) and profited to the absolute MAXIMUM with this information.**

First: If you've received this manual from a friend, you should know that you could have missed important grounding material, without which this manual won't be as meaningful as it could be. If you haven't done so already, why not register right now to receive your own manuals. The process takes only 2 minutes, and it's completely FREE. Simply go now to www.FreedomTechnology.org/register.htm.

Second: If you haven't yet read the important Introductory Email called “**Lesson 01 – Explaining Current Paradigms and How to Achieve a Paradigm Shift**”, (the one with the picture of the old and young women) you absolutely **MUST** do so now. Unless you've read and understood the basics covered in that lesson, what you're about to read now may not make sense to you. To receive this lesson, simply register your email address (see above). You'll receive this important lesson within seconds.

Third: Now that you're ready for the meat of this week's lesson, why not grab a cup of your favorite drink, print out this eBook, and get out your trusty yellow highlighter and favorite pen. You really should go to town marking up all the

paragraphs in this manual...writing down every single idea that gets triggered as you go through the rest of this manual.

You see, by taking notes you really internalize this life-changing information... because, after all, **there's a big difference between just "knowing" something and profiting from the knowledge!**

Improved health, fulfilling relationships, fabulous wealth and personal freedom come from action... absorbing the learning here, getting active with it, instead of just sitting back and passively reading it.

Fourth: Do you have friends or family who could benefit from this life-changing information? Imagine what a better place the world would be if everyone had access to the Freedom Technology Email Seminar! Simply send all your friends and family to www.FreedomTechnology.org/register.htm to register for their own FREE Freedom Technology Email Seminar – they'll thank you for it!

That's the EXACT method we would use if we were in your shoes starting with the Freedom Technology Email Seminar.

We have the unique benefit of knowing from first hand experience (both our own and from feedback from students) that the journey you're about to commence on is exciting, fun, unique and life changing. **If you will just follow this little guide, and those to follow over the next few weeks, you will be shocked by the results you achieve in the next few days, weeks, months, years... and, yes, your lifetime!** *Truly.*

So, roll up your sleeves, and dig in right now...

What are you still doing here? Your new fulfilled life with Freedom Technology is waiting for you right now....

Get to it!

Your friends at Freedom Technology:
Dr. Tony Hope, Markus Hart & Vicki Wilson.

Tony Hope
Markus Hart
Vicki Wilson

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1 Welcome & Introduction

Dear Friend,

Welcome to the third week of the Freedom Technology Email Seminar, which guides you through the simple steps of leading a truly fulfilled life.

Last week we discussed The Immutable Laws of Nature. Remember what they are? Remember how we discussed that these laws are never taught in any method of formal education? Is it any wonder then that we have little idea of what fulfilled living is all about?

If you need a refresher on what we mean by The Immutable Laws of Nature, we encourage you to re-read last week's lesson. It's important that you understand and remember the principles before we explore this week's topic, which is...

2 The Role the Media Plays in Molding Our Opinions and World Views

By 'media' we mean radio, television, newspapers, magazines, films, billboard advertising, books and junk mail; to mention only a few. We truly do live in an environment in which information is POWER, which means that information is also MONEY. A great many companies are now dedicated purely to accumulating, processing and selling information and this situation is increasing almost exponentially. The more channels there are available for the distribution of information (cable TV, satellite TV, video, new radio channels, the Internet, etc.) the more companies proliferate to exploit the desire of the sheep for all this information.

2.1 The Information Age

Many have called the 21st century the Information Age. However, the Information Age does not equal the Truth Age. Increasing information does not necessarily mean increasing truth.

Today's society is not led by a zeal for truth but rather by powerful economic and socio-political forces bent on maintaining the status quo.

Those in power want to remain there and those economically powerful want to remain so.

2.2 The Media is a Con

The operators of the media scam attempt to con values from you under false pretences. The values they seek are primarily **money**, and secondarily **influence**. They are con-artists because they are more often than not secretive about their motives. Instead, the media masquerade as altruistic champions of the people, fighting the corner for their readers/viewers and facing every danger to selflessly bring the latest important news story from far-flung corners of the globe.

The pay-off for the media is money, power and influence. The pay-off for the sheep is the rather sad and pathetic belief that they actually know what is going on around the world - when they don't; and a feeling that, because they understand the 'latest issues', they have personal power - which they don't.

The media operate by selectively presenting you with edited snippets of world news. These snippets are the pieces which they believe you will be most interested in. And most of the time, they are selected purely for their degree of sensationalism, because this is what sells.

Using these 'news' items, the media attempt to manipulate your emotions in order to get you to feel what they think you should feel. They also offer opinions which they attempt to get you to subscribe to. Even up-market newspapers present an extremely narrow cross-section of current world news. A few stories are selected from thousands of possible stories by the editor. His or her job is to present you with a version of reality which he or she thinks you will find most acceptable. By 'acceptable' we mean that you will be willing to pay good money to purchase this particular version of reality.

The first thing you must realise is that newspapers exist to make profit for their already wealthy owners. Pure and simple. Some of the most wealthy and powerful men in the world today are media tycoons. It's your purchase of their newspapers and magazines that made them so extraordinarily wealthy.

Interested in finding out more about who owns which media conglomerate? See cjr.org/tools/owners.

This is the only reason they exist. Dismiss from your mind any notion that newspapers exist as a kind of public-spirited information service which altruistically keeps the citizens informed of the latest important world events!

2.2.1 How Does the Media Make Money?

They make their money mainly through selling advertising space in the newspaper. They also make money on the 'cover price' of the paper or magazine. Television makes money through selling advertising space. This is their prime concern - how to sell as much top priced advertising space as possible.

From this, it follows that the bigger the circulation of your newspaper/magazine, or the more people who watch your TV program (and hence the adverts during the commercial breaks), the more you can charge for advertising. Indeed, this is exactly the case. The amount you pay for advertising is directly related to the number of potential punters you are going to reach. This means that the publications are forever striving to increase their circulations.

2.2.2 Emotions – A Powerful Sales Tool

How do you increase your circulation? Certainly NOT by printing hard facts about various global events! They sell more copies by playing on your emotions to extract your hard earned cash. Headlines like:

NAKED VICAR IN ROYAL SEX ROMP SHOCK

sells far more papers than:

US CAR PRODUCTION EFFICIENCY UP BY 11%

although the latter news item is likely to have far more effect on the reader's life than the former.

The reality of what makes the media flourish is understood by all Freedom Technology Members. They know that the way it really works is as follows:

1. All media exists to make money, and lots of it.
2. To make money, they must strive to increase their circulation.
3. The most effective way of doing this is to print stories which play on emotions: fear, guilt, etc.
4. People read these stories, believe them, and instantly make the 'facts' of the story into their own 'considered' opinion.
5. For the duration of the 'hot' story (rarely longer than three days), they will then discuss and debate with friends, family and anyone else who will listen. During these discussions, they will regurgitate the 'news' exactly as received by them from the media.
6. This gives them the pay-off of feeling powerful (because they think they know all about the latest issues, and have strong opinions about them). It also makes them feel caring (because they can start the conversation with "Isn't it awful about...", or "Did you hear that terrible story about..."). It also reduces their guilt because they believe that by knowing about a problem, and discussing it, they are somehow reducing it.

The Freedom Technology Member knows these people are truly powerless, because they are doing absolutely nothing about the news item. All their talk, debating and pontificating has absolutely zero effect on the event itself.

These people are also ignorant, because they know almost nothing about the true situation. They know only a handful of opinions, lies and sensationalist rubbish printed by the newspapers. These they call 'facts', and rapidly change them into their own 'considered opinions'! These people are also uncaring hypocrites because they choose to debate instead of actually doing something to help.

2.2.3 How to Read the News

In contrast, how does a Freedom Technology Member respond to news articles on, for example, disasters?

1. They rarely read them because they are such gross distortions of the truth.
2. Most of the time, if the article does not affect their life directly; they choose to do nothing about them. They realize that they don't actually care about people in far-flung corners of the earth. They also realize the selective nature of these stories. For every disaster which makes the front page, there are several thousand which will never be mentioned because they are not sufficiently sensational.
3. They have absolutely no opinion whatsoever on these stories. Hence they will never become involved in a discussion about the latest 'disaster'. The reason

- they have no opinion is because they know that they have little direct knowledge of the facts, and the story does not affect their life.
4. Whilst the sheep are feeling sad, guilty and filled with doom, the Freedom Technology Member is getting on with their life, and feeling good, happy and fulfilled.
 5. This is the most important point. The sheep do nothing about the 'disaster' and then waste their time feeling sad and guilty, or pontificating, debating, arguing and waffling about the subject to the other sheep. The FT Member likewise DOES NOTHING about the 'disaster' and then spends his time in happy, guilt-free, life-enhancing pursuits.

The FT Member knows that the media circus exists to make money and not to provide reliable, accurate information. If they can get the story roughly right, and it's no extra bother to them, then they will print something which approximates reality. But if they are short of facts, or the story needs a little more spice, then they will invent the missing pieces.

This is particularly true of the tabloids.

It therefore follows, does it not, that it would be illogical, even foolish to act on the basis of a newspaper story - for example, to give money away to an appeal.

It is also foolish to waste a second of your precious life in debating or discussing newspaper stories. You might just as well spend an evening debating whether Jack, or the Giant was the real 'baddie' in the story of Jack and the Beanstalk. After all, Jack did invade the Giant's home and steal his gold, his harp and his hen! I think we ought to have a 'phone-in' on this subject so that we can all get hot under the collar - on air!

2.2.4 Are Reputable Newspapers Also Guilty?

The more reputable papers try to resist the temptation to blatantly invent the facts, but they still suffer from the 'lie' of editing. That is, a certain story presented in the quality press might be approximately correct in its rough outline, but why was that particular story selected, and a hundred other stories ignored?

The reason is that the editor believes that you will be more interested in the story he has selected for you, than all those others. He has made up your mind for you on this, and you won't be consulted. You also won't even get a glimpse of these other stories. They might as well never have happened.

Just the same as the Freedom Technology Member will never allow someone else to decide which novel they should read, or what music they will listen to, or which restaurant they will enjoy dinner in, so they refuse to have someone else decide which news articles are relevant and important. Freedom Technology Members who wish to remain abreast of current events choose instead independent publications, and are willing to pay a higher price for more accurate reporting.

2.2.4.1 Global Media Control

There is a far more sinister reason for the editing of news on a global basis. It's not only individual newspaper editors who filter news information. If that were the case, we'd get a healthy variety of opinions between the various tabloids.

The situation is far worse than that. There are presently only 3 major news agencies, all owned and controlled by media moguls who are fully aligned with the plan to introduce a Global Government. These moguls receive vast government handouts to carefully control and manipulate public opinion by what is printed and aired on television. This explains why all the news conforms to a narrow agenda.

Try flicking stations between CNN and BBC during the coverage of a newsworthy event – the commentary and coverage is almost identical.



Side Note: An excellent exposé of how news events are manipulated by Hollywood style directors can be seen in the movie *Wag the Dog* with Dustin Hoffman.

See our listing of Recommended [Alternate Media](#) Sources if you're interested in accessing reputable, unbiased news reporting.

Incidentally, have you ever been on an international holiday, or been away from your home country for two or more weeks? On your return you realize that you haven't heard any news for two weeks! All of those stories have been born, risen to prominent attention, and then died again. Phone-ins have discussed the stories, current affairs programs have waffled on about the stories, and you missed all of it! Are you a poorer person for having missed any of it? Do you feel that there is a huge gap in your knowledge? Did you worry about any of these stories that you missed? Of course not! Why? Because you were enjoying yourself and living a fulfilled life. You were far too busy having a great time to worry about all that nonsense going on back home!

Well, this example gives you an insight into how the Freedom Technology Member lives their whole life, and not just the two weeks 'holiday' taken by other people.

2.2.5 Phone-In Programs, Opinion Polls and Letters to the Editor

Phone-in programs are further classic examples of weak and powerless people struggling for a modicum of approval from other people (again, total strangers). It is the ultimate in anti-FT behavior to call a 'phone-in' program! Ditto for 'points of view' type of programs. Here's why:

1. Phone-in programs almost always deal with the latest 'hot' media issue of the day. As we have already explained, these issues are largely artificial, transitory and of no consequence. Yet the sheep get hot under the collar. They become desperate to join in the debate, to make their point, to have other people hear their views on the subject. And, of course, each caller knows that their viewpoint is the only valid viewpoint and that the other callers must be crazy to take any opposing view.

2. The people who take part in these programs rarely have an informed opinion on the subject. Instead, they are simply regurgitating back to the media, snippets of sheep fodder handed out to them earlier by the self-same media! People telephone these programs because they hold a rag-bag collection of opinions on every subject under the sun. No matter what the issue, they can drag out an opinion to suit - and they can't wait until the rest of the Nation has heard it!
3. The participants are desperately seeking a little bit of personal power for themselves. They revel in the feeling that the whole nation has heard their prejudices and biased version of reality. They can bask in the warm glow of achievement for months after the show. The truth is, of course, that there are two types of people who listen to these shows:
 4. Those who listen to have a laugh at the arrogant, self-opinionated and often downright silly people who phone in.
 5. Those who listen merely to baa "Quite right!" after hearing one caller, and "Rubbish!" after hearing another caller with the opposite view.
 6. Phone-ins encourage the sheep to stampede for pen A or pen B (follow a particular, pre-determined line of thinking). Once herded into their pens, they are encouraged to 'baa' angrily at the sheep in the opposite pen! The media circus keeps this whole charade going for exactly the run-time of the program, and then cuts it dead! After a day or two, the entire issue will be dropped by the media, in favor of another, equally trivial, but 'hot' issue.

2.2.6 Television, Video, Films

So far we have concentrated mainly on newspapers in this release, but many of the comments apply to all of the media. It is an amazing fact that only eighty years ago, there was no television, no radio. There was also little cinema to speak of. The only 'media' were the newspapers.

Go back another hundred years and newspapers hardly existed. There would be the odd crudely printed sheet of paper carrying some particular piece of news. There were also books, but most people were illiterate, and books were completely out of the financial league of the common people - apart from the bible!

Media is a very, very modern phenomenon. People prior to (say) 1700 would rarely have heard anything about anything! They would know what was going on in the next village. They would hear once a week a few facts about the next town, and they would hear every few months, a few facts about other countries - but that would be it!

Nowadays, we are bombarded day and night by a constant stream of media output, most of it aimed at trying to alter your life from what you want it to be, to what they want it to be. The most obvious of these techniques is advertising. Most advertisers are selling image first, and product second. In other words they are trying to get you to aspire towards being something different. Notice all TV car adverts. Very few explain the features and benefits of the car – instead they focus solely on the image you'll project by owning the car.

2.3 How Does an FT Member Handle the Media?

We don't want to go into this in too much detail in this lesson, but we want to summarize how the Freedom Technology Member handles and uses the various channels of media which attempt to pervade his or her life:

- They will listen to the news on TV or radio roughly once every other day, purely to keep abreast of what is going on.
- They never buy newspapers or magazines.
- They watch TV for no more than two hours per week. This would be an educational program of interest, or an occasional entertainment program. The reason for this low viewing figure is that he or she has more important life-enhancing things to do than watching television! Watching TV is the ultimate vegetable occupation! O.K., it's nice just to slump in an armchair sometimes, but the FT Member is far more likely to do this with a book, rather than gawping at a screen.

Please understand that we are not attempting to dictate your viewing habits! The point is that television and videos and films and adverts are all trying to interfere with your own perceptions of what you are, and where you're going. Adverts do this by making you aspire towards a lifestyle. Many films deal purely in stereotypes. This makes men want to be Rambo or Clint Eastwood. It makes women believe that 'romantic happy ever after love' exists, and is even normal! It makes all of us believe that extreme violence is normal, and that victims get up and walk away.

We don't want to labor these points too much. It is enough to say that media output (including films and videos) deal in illusions. Although it is nice to be told a story sometimes, there is a very great danger that if you are swamped by this stuff night and day, you will be unable to distinguish illusion from reality. Most people are like this already. You are NOT 'most people'. You are attempting to gain firm and powerful control over your life. This means that you will inevitably start acting and thinking differently from those around you. If they watch five hours of soap operas a week, then they earn your pity! If they sit in front of the box for fifteen hours a week (the national average!) then they earn your contempt and pity! Imagine: fifteen whole hours a week! Just think what you could do with that time!

2.4 Why the Media Obsession?

One of the reasons that people allow themselves to fill their lives with all this stuff is because they really, truly don't have anything more important to do. If we were to free these people from the need to work (say by paying the equivalent of their salary) they would be completely at a loss. And that's not temporarily, we mean permanently. They really don't have anything much that they want to do with their lives. It's true - they wouldn't watch TV for fifteen hours a week if they had things they really wanted to do!

This single fact is what distinguishes Freedom Technology Members from ordinary people. Members have things - dozens of things - which they want to do with their lives. If you gave them ten lifetimes, they would cram them full. They are almost like people who have been given six months to live. If you were given six months to live, would you spend most of it watching TV??!! Of course not! There is little point in

grasping personal freedom if you panic at the thought of being free! There is a penalty to becoming free. Suddenly, the game's up. You have to face yourself and decide what you want to do with what little remains of your life. It's scary, but fun. Freedom Technology Members have a whole long list of things they want to do, from learning the piano to climbing Mount Everest! Normal people, in contrast, have little or nothing they want to do. Given the opportunity, they would stare at you blankly and come up with....nothing.

This reason alone is why most people allow themselves to be controlled by the illusions. They collude in the control. They want to be controlled because they are terrified of examining their lives and finding that the cupboard is bare.

At this stage of your training, we want you to start taking a good, long, hard, honest look at yourself. Are there things you really want to do? Are you aware that once you become free, you will actually be able to do these things? Have you used your lack of freedom as an excuse for not starting the things you claim you want to do? Is the cupboard bare, or do you have untapped depths of creativity within you? These are tough questions, but we want you to answer them for yourself. You see, it's not enough to be a member of Freedom Technology. In fact there is a danger there. You can't BUY freedom and power, you have to truly want it, and work at it yourself. We can show you the way, but you have to really want to walk down the path we are pointing out to you.

2.5 Summary

- All media exist to make money, both from the consuming masses and powerful political forces who want to influence public opinion.
- They also enjoy the power trip of influencing large masses of people.
- They are often con artists because they disguise their true motives as self-sacrificing altruism.
- The media ruthlessly use weapons of fear, guilt, lies, duty, fairness, altruism and image manipulation to get you to buy their product. They will use any or all of these weapons time and time again in order to influence your emotions and thoughts. They are not 'evil' in their intent; they just want to make money out of you and control your thoughts and feelings because this makes them feel powerful.
- The Freedom Technology Member pays absolutely zero attention to the media. They do not read newspapers, listen to 'chat-shows' or take part in 'phone-ins'. They are far too busy enjoying a powerful, happy and guilt-free life whilst the masses are totally enmeshed in pontificating about the latest 'hot issues'.

3 Wrapping Up

That's all for this week. We hope you can see how influential the media is in shaping our world view and opinions. Use this information to intelligently filter what is blasted at you every day through the media.



Side Note: A small percentage of readers are NOT shocked by anything they've read to date. If you're one of them, here's an explanation.

One of the advantages of the Internet is the fact that we can make this information available to large numbers of people at low distribution cost (as opposed to printing books and physically mailing manuals).

The disadvantage is that we know nothing about you. If we did we could dive right in at the appropriate depth and provide new information which WILL shock you. We must lay the groundwork and foundations first.

Please understand this, and bear with us as we bring other readers up to your level of understanding. By the time we've completed the basics of each of the 5 Essential Pillars of Fulfilled Living, we'll be able to move ahead into the really challenging and exciting material. We promised we wouldn't waste your time, and we intend standing by that promise.

Next week we're going to discuss the first of the essential Pillars of Fulfilled Living.

Look out for next week's email entitled **FT Seminar 04 – Fascinating Relationships**. You're going to be blown away!

Here's to your new understanding of the **How the Media Molds Our Perceptions of Reality**, and your new truly fulfilled life!

To your new truly fulfilled life!

Your friends at Freedom Technology:

Dr. Tony Hope, Markus Hart & Vicki Wilson

Tony Hope Vicki Wilson Markus Hart

PS. If you enjoyed this week's lesson, you might want to tell your friends about **Living a Free and Fulfilled Life**. We've made it as easy as possible to do - all it takes is 1 minute and 3 clicks of your mouse. Tell your friends today so that together we can inform and enlighten the world, and make it a better place to live for all (and your friends will thank you): [Tell a Friend!](#)

PPS. We'd love to know what you thought about this Seminar, good and bad. Please send us your thoughts and comments [here](#).

Appendixes

4 Appendix A – Useful Freedom Technology Web Pages

Question	Web Address
1. Where do I register for the Freedom Technology Email Seminar?	FreedomTechnology.org/register.htm
2. What is Freedom Technology all about?	FreedomTechnology.org/overview.htm
3. What topics are covered in the Freedom Technology Email Seminar?	FreedomTechnology.org/pillars.htm
4. Where can I find out about more Freedom Technology and the people behind the company?	FreedomTechnology.org/about.htm
5. I have further questions – where can I go for answers?	FreedomTechnology.org/faq.htm
6. Where can I interact with other Freedom Technology members?	FreedomTechnology.org/forum
7. How do I contact Freedom Technology?	info@FreedomTechnology.org
8. I'd like to tell my friends and family about the Email Seminar – how do I do that?	Tell a Friend
9. I'm interested in taking the Freedom Technology principles further – can you recommend other resources?	FreedomTechnology.org/resources
10. Where can I find out more about a long-term plan to change society's perceptions?	www.ThreeWorldWars.com