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Media war, a war we have not understood



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Some doubt that we are at the epicenter of a hybrid "media war." They do not see that all the ideological, financial and military weapons of capitalism are deployed. Some do not realize that we speak the colonizing languages imposed on us; that we compulsively buy their technologies; that we tell the story with their logical premises; that we finance their media monopolies; that we govern our lives with "values" and "culture" that infiltrate us. They think it's conspiranoia. In what war do the victims finance their victimizers?

Despite the achievements of a certain left and progressivism, or precisely because of that, the offensives of the ruling classes (military, financial, ecclesiastical ...) advance retrograde towards a neo-Nazi-fascism because they are going through a crisis of intellectual vacuum that coagulates into a process of condensation of hatred and fear. They see that the "spirit that travels the world" gains adherents. They ooze lawfare, media

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persecution, fake news, espionage, repression and inflationary beatings. They devise "labor reforms" and induced disorganization against the working class. Meanwhile, some governments continue to transfer huge sums of money to media monopolies that attack or blackmail them. What didn't we understand?

Social sanity is under threat. The monopoly media arsenal is organized and deployed on all fronts camouflaged as entertainment, as media churches, as news programs and as game shows. Newsdesks and editorial boards are infested with intelligence and espionage "services." Almost everything is varnished with slander and slander against the organizational will of the peoples in struggle and against their leaders. In a thousand ways they infiltrate the "anti-politics" and are recruiting young people, academically anesthetized, with illusions of money or with junk ideology of supremacist or Nazi orientation. Don't we see it?

It is on "TV", networks or tabloids that deploy attacks designed by symbolic manipulation. To make matters worse, impotence wins us locked in a feast of deafness disguised as "dialogue". And it gets worse in election periods. There are governments of the rich exalted with the votes of the poor; There is unbridled consumerism of expensive goods. Huge profits are generated with the stunted wages of the working people. An immense minority starves the vast majority. With a few weapons, masses of workers are repressed. What don't we understand?

Memory is also a semiotic battlefield. They want to reset everything, oblivion is their big business. His "Theory of the State" clings to a medieval conception of "communication" that is dedicated to manufacturing preachers armed with Mussolinian histrionics. They multiply like mushrooms. Thus advances the "media war" converted into a community of oppressive sense financed by the "real power" towards the iron dogmatism of the annihilation of the other. Nazi-fascism that Hitler dreamed of and saw grow. That is what the operation centers responsible for symbolic warfare work on, full of emptiness and banality. The objective is to sow class hatred against everything that is organized in the key of rebellion. Inject fear against any attempt to modify the status quo. At this time the cascade of false consciousness, conveyed by the mass media, discharges legaloid ambushes commanded by the judicial packs and their police and military apparatuses, of objective and subjective repression. Lawfare calls that "judicial war."

At the heart of the Media War lives the supremacist aberration, reloaded, determined to convince us that they are always right, that we should be grateful that they loot and exploit us. Grateful for this world, on the verge of ecological disaster and drowned in the

civilizational failure of capitalism. Grateful for a planet intoxicated with hunger, misery, poverty, unhealthiness, ignorance and humiliation. They want us to thank this as the best inheritance for our offspring... Let us be proud of that. Hybrid war by all means. What part do we not understand?

Paradoxically, the "media war" has internal fronts. War among ourselves where the task of unity, which is the most important towards a community of emancipatory meaning, is bogged down between skirmishes of jealousy, sectarianism and bureaucratism do great favors to the hegemonic factual power because, among other things, we are able to communicate a humanist way out overcoming a new gender and we save them the work of dividing us because we divide ourselves, and free (at best). We urgently need an international commission of peoples, extensive from the one that drafted the MacBride Report, to solve the world's communication problems. Confront, in an orderly manner, the developing Media War. Worse times are coming.

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