

Perception Management

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Perception Management. What could it mean? Each of us has a brain and central nervous system to observe and evaluate areas of our immediate world. Possibly? But not when it's a new internal division of the Pentagon -- full name: Influence and Perception Management Office -- and not when its director is James Holly, previously Director of Special Programs for the U.S. Joint Special Operations Command (JSOC), which is tasked with implementing many of the for profit criminal actions of our ruling class.

The Department of Defense even has an official definition Perception Management:

Actions to convey and/or deny selected information and indicators to foreign audiences to influence their emotions, motives, and objective reasoning as well as to intelligence systems and leaders at all levels to influence official estimates, ultimately resulting in foreign behaviors and official actions favorable to the originator's objectives. In various ways, perception management combines truth projection, operations security, cover and deception, and psychological operations.

Everyone knows of the dirty work done by the CIA to advance American interests abroad. Well, the JSOC does all of that with a force ten times as large. From Newsweek May 2021:

The division very rarely makes the news, but when it does, the stories are invariably remarkable and disturbing. The Command operates "the largest undercover force the world has ever known" under a program named "Signature Reduction." In all, 60,000 people—"more than ten times the size of the clandestine elements of the CIA"—are part of this secret army, "many working under masked identities and in low profile." Working both at home and overseas, its operatives carry out covert assignments using civilian cover in real life and online, sometimes hiding in private businesses and consultancies, some of them household name companies."

At this point one must avoid conclusions that competitive operations of this sort are just part of a natural one up-man-ship – that like winning the big sports game, invasions of foreign lands and breaking up regimes that prefer to be free and independent is like heredity and survival of the fittest. Actually it reflects the demands of the capitalist market economy which requires the investment of its capital so that it can live to make more capital. Capital that doesn't move, dies for

lack of replenishment. This no doubt has much to do with the JSOC being formed in the dark days of December 1980. The post-war push ended and the mid-70 and early 80's brought a short but very serious crisis in the economy. The US felt it was under attack in its own territory. Besides Cuba there was Chile, Grenada and Nicaragua.

Actions of this sort peaked after 9/11 when Pentagon chief Rumsfeld created the Office of Strategic Influence which planted 'misleading' (lies) material in foreign media. This was a case of going too far and created an uproar. It was launched in October 2001 and officially shut down next February, but was it really? Rumsfeld, Nov. 2002 press conference:

The Office of Strategic Influence. You may recall that. And 'oh my goodness gracious isn't that terrible, Henny Penny, the sky is going to fall.' I went down that next day and said fine, if you want to savage this thing, fine, I'll give you the corpse. There's the name. You can have the name, but I'm gonna keep doing every single thing that needs to be done. And I have.

That's the American way. There is always room for a name change.

AI and Job Loss

There is much concern that productivity increases because of improved efficiency thanks to AI advancement and implementation will result in massive job losses. That's what will happen if productive class allows the parasitic ruling class to get away with it.

Living conditions for the American working class peaked in 1973 following the post WW2 years when the bulk of the economy switched from all out war to making up for the sacrifices experienced in the war years. In those years both parents need not work because relatively high wages could pay for a home, car, educating the kids, and even family vacations.

It's been a downward trajectory since then which will become worse only if the benefits of a productivity increase are co-opted by the ruling class. After a long period labor inactivity due in large part to the capitalists expelling leftist union leadership there has been in recent years an uptick labor militancy. For ultimate victories it is important to remember what Dean Baker says here: ... *those who want to structure the rules so that all the money goes to the top will want to say the problem is technology. It is much easier for them to tell the rest of us that they are rich and everyone else is not because of technology, rather than because they rigged the market.*