

Corporatized Government.

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"The twentieth century has been characterized by three developments of great political importance: the growth of democracy, the growth of corporate power, and the growth of corporate public relations as a means of protecting corporate power against democracy." Alex Carey, Australian academic.

Just about every sentient, politically-aware human on the planet now understands that the US government is primarily of, by and for big corporations and the super rich. What is not widely understood is the role corporate public relations plays in this so-called "new world order."

The Roman Catholic Church was on the cutting edge of propaganda techniques in the 1500s, when tons of gold was being shipped from the Americas to Spain. Today's "new Spain" is an Earth-circling set of tax havens from Panama City west around the planet to Bermuda, the Bahamas and Cayman Islands. Trillions of dollars, euros and other currencies are being shipped to these havens today by big investors and CEOs of multinational corporations.

What is new in modern America is a phenomenon which has arisen out of corporate PR: Private Military Companies, funded by tax dollars. Sometimes PMCs are under contract to the Pentagon and sometimes they operate independent of any government review. In either case, they are perceived by the citizens of foreign countries as the long and brutal arm of America. Foreigners do not make a distinction between corporate mercenaries and US military personnel. Most of the American public is unaware of PMCs.

"We hear reports that Afghanistan President Hamid Karzai is being protected from assassins in Kabul. Who is guarding him--the U.S. Army? No--he is being surrounded by a private military company called DynCorp. The same private company also trains the newly formed Iraqi police force, while the Vinell Corporation trains the Iraqi army and the Saudi National Guard. How about the huge military base in Iraq that houses our 2nd Armored Cavalry Regiment--who built that--the U.S. military? No, it was constructed by Kellogg Brown and Root, an affiliate of Halliburton. How about the Baghdad headquarters of Paul Bremer--who protects him? Surely it must be our armed forces. But no, our commanders are safeguarded by a British private military company called Global Risk International. Even a significant percentage of our Stealth bombers, Global Hawks and Predator drone aircraft are operated by PMCs, along with our advanced technological operations, intelligence, communications and logistics." (1)

If this were covered by the TV evening news, it would shock most Americans. But corporations now own the airwaves in the US, and corporate public relations experts do not deem information about tax money devoted to PMCs as the public's business. So the public is led to assume it is American soldiers and marines who are operating in Iraq, Afghanistan and dozens of other countries. This is not government censorship, for the corporate-owned media has the right to broadcast or not broadcast whatever information it deems newsworthy--Janet Jackson's left tit, Martha Stewart's trial, the latest freak murder. That they choose to keep the public in the dark about how tax monies are being spent on Private Military Companies and what those mercenaries are going in the name of America...well, that's none of the public's business. It's good public relations to give the public what it wants, and what it wants, according to the people who own the public's airwaves, is hours about Martha Stewart but nothing about the Private Military Companies.

Corporate control of information brings us to Edward Bernays, called "the father of Propaganda," which, after World War II was amended to "the father of Public Relations." Bernays was born in Austria November 22, 1891 and died in New England March 9, 1995. He was a nephew of Sigmund Freud and his pioneering PR techniques helped sell--among a variety of products--Freud's theories in the US.

Bernays wrote three seminal books: *Crystallizing Public Opinion*, *Propaganda* and *The Engineering of Consent*. Among many quotable quips Bernays made is this:

"If we understand the mechanism and motives of the group mind, it is now possible to control and regiment the masses according to our will without their knowing it."

"Without their knowing it" is the key. When we're aware that a person or entity is trying to convince us of something, as in a TV commercial, we can make a conscious decision to accept or reject. But

effective public relations flies beneath the radar of public awareness. Or it is embedded in the "feel-good" special effects of a commercial, the background music and montage of images designed to strum the heart strings.

The most famous student of Bernays was the brilliant propagandist of the Nazi Party Joseph Goebbels. Bernays, a Jew, said he was shocked to learn from a Hearst newspaper correspondent in Europe that Goebbels was using his book *Crystallizing Public Opinion* to popularize the Nazi Party's campaign against Jews and other "undesirables." Goebbels' brilliant work contributed considerably to modern corporate PR.

Now government censorship has been eclipsed by corporate PR. The media corporations are part of the larger network of global multinationals. The people who run this network are very cooperative with each other, as all have the same goal: "take the money and run." They cooperate wonderfully well to use "wedge issues" to keep their prey, the working class and poor, divided and docile.

Thus, Edward Bernays continues to have a tremendous impact on America and the world, for it is his basic articulation of PR techniques which has developed into this new form of censorship. Since the super rich and CEOs who reap most of the profits from these corporations (without being accountable to the public), I thought it might tell us something to do an astrological study of Bernays and the USA.

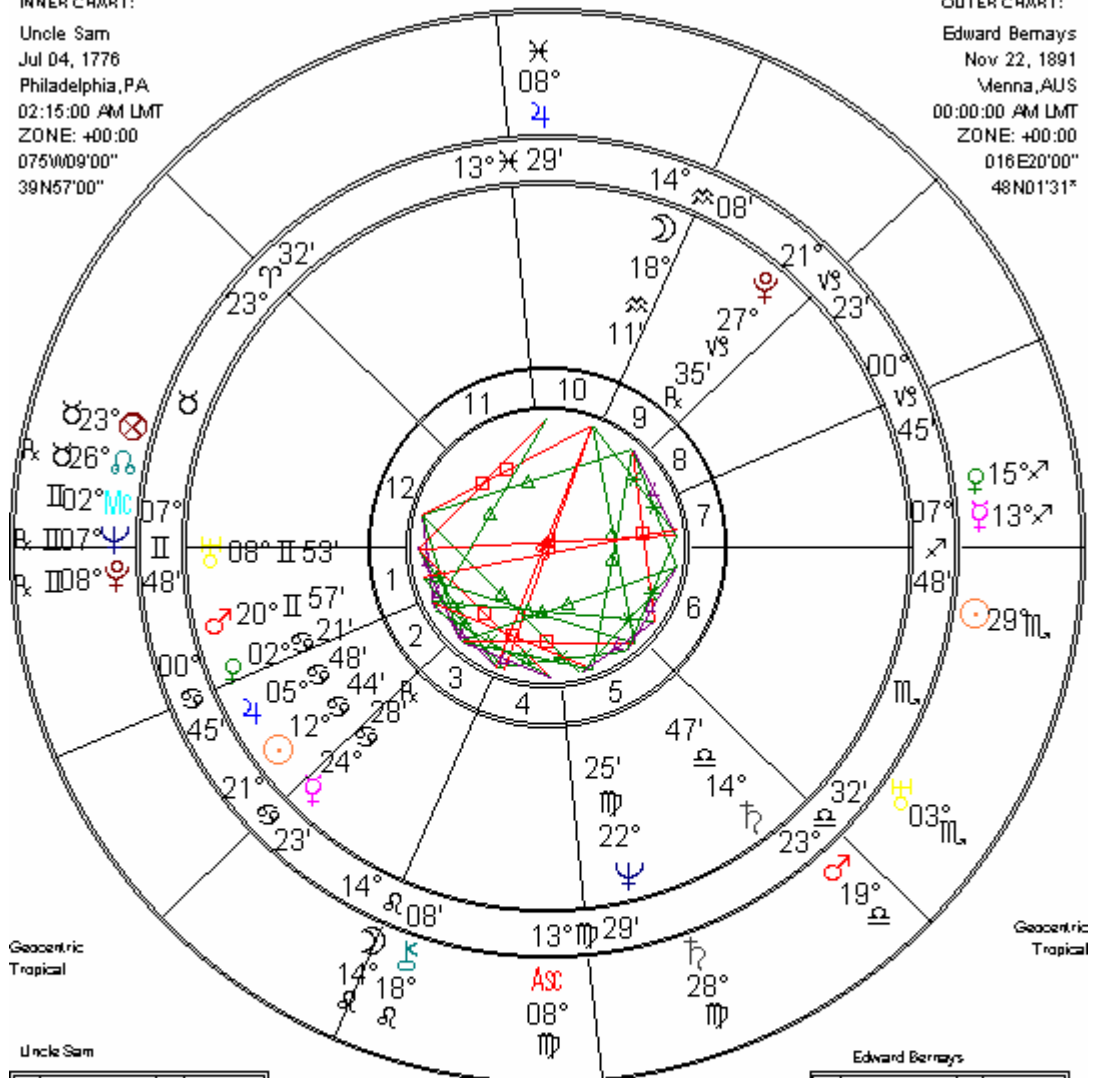
There are various ways and means of making such a study. I choose to use a very simple but informative method: natal chart comparison by erecting a biwheel chart, showing how two entities are likely to interact. In this case the two entities are Edward Bernays and the United States as a nation. There is scant agreement on the exact date in July and the exact time of the USA's birth as a nation. I use the Gemini Rising chart because, to my lights, it best describe the USA as an entity in the community of nations.

Gemini Rising entities are often perceived as different, unique, changing their minds irrationally, or being able to hold to seemingly contradictory ideas in mind simultaneously. Uranus in Gemini individuals are usually communicative and inventive, sometimes insightful and brilliant. When Uranus is badly aspected--for instance by Saturn--the entity tends, by turns, to lack restraint and become reckless, and to become overly cautious and inhibited.

Saturn was in Gemini when the attacks of 9/11/01 happened and the world's people showed great sympathy to America; then, when the Bush Administration reacted to the attacks, the world perceived America as showing reckless disregard for others, exhibiting a bullying "we are good, they are evil" stupidity to justify military terrorism in response to Islamic terrorists guerillas and saboteurs. How the world perceives one is indicated by the Rising Sign and planets therein. My reading is that Uranus and Mars in Gemini Rising best describes Uncle Sam's role in the community of nations.

INNER CHART:
 Uncle Sam
 Jul 04, 1776
 Philadelphia, PA
 02:15:00 AM LMT
 ZONE: +00:00
 075°W 09'00"
 39°N 57'00"

OUTER CHART:
 Edward Bernays
 Nov 22, 1891
 Vienna, AUS
 00:00:00 AM LMT
 ZONE: +00:00
 016°E 20'00"
 48°N 01'31"



Geocentric
Tropical

Geocentric
Tropical

Uncle Sam

Pl	Geo Lon	Bz	Decl.
☉	18° 11' 03"	-	-16° 24'
☽	12° 43' 50"	-	+22° 51'
♃	24° 28' 15"	♂	+17° 34'
♄	02° 20' 37"	-	+23° 31'
♅	20° 11' 05"	-	+23° 32'
♆	05° 47' 33"	-	+23° 16'
♁	14° 47' 13"	-	-03° 31'
♂	08° 11' 53" 24"	-	+21° 44'
♃	22° 10' 24" 34"	-	+04° 10'
♄	27° vs 34' 36"	♂	-23° 43'
♁	14° vs 08' 02"	-	-16° 36'

Edward Bernays

Pl	Geo Lon	Bz	Decl.
☉	14° 43' 26"	-	+20° 35'
☽	29° 11' 22" 33"	-	-20° 02'
♃	13° 12' 23"	-	-24° 23'
♄	15° 14' 14"	-	-23° 16'
♅	19° 43' 42"	-	-06° 44'
♆	08° 42' 42"	-	-09° 31'
♁	28° 10' 05" 41"	-	+02° 39'
♂	03° 11' 26" 43"	-	-12° 13'
♃	07° 11' 52" 48"	♂	+20° 01'
♄	08° 10' 13"	♂	+10° 07'
♁	26° 41' 38"	♂	+19° 19'

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unequal Blwheel

Notice that Bernays' conjunction of Neptune and Pluto is conjunct the US Ascendant and Uranus. The Neptune-Pluto conjunction occurs twice per millennium and marks the beginning of a new era. Among the many new technologies to arise around this time was a modernization of the ancient ways of manipulating public opinion.

Opposite Bernays' Neptune and Pluto are Mercury and Venus, with all forming a T square to Bernays' Jupiter, which is found in the Midheaven of this combined chart. (I did not find a time for Bernays birth but in this combined chart, that doesn't matter.) This T square impacts the US Uranus and Ascendant. Bernays certainly impacted America's stance in the community of nations, as indicated by the aspects to the Ascendant. His impact was expansive (Jupiter), revolutionary (Uranus), insightful (Neptune) and long-lasting (Pluto).

Bernays' Venus and Mercury are within orb of opposition to the US Mars, square the US Neptune at 22 Virgo. The US Mars-Neptune square has shown itself to be the key to America's financial ups and downs. Bernays' PR techniques have played a huge role in the rise of the American dollar as the currency of choice for international trade, as well as the rise to dominance of American corporations, using Bernays' techniques for defining and framing issues, and thus manufacturing public opinion.

In one form or another, public relations has been with the human race for millennia: rulers have implanted ideas designed to keep them in power, a prime example being the worldwide empire created by the Roman Catholic Church. What Bernays did was refine and systematize how this is done, isolating and articulating the ways and means, and listing these as principles.

During the last half of the 20th Century, Bernays PR principles succeeded so brilliantly that the US government is now stymied. Whereas its role was long assumed to be referee between laissez faire capitalism and the public welfare, it is now mostly in the control of the network of multinational corporations meant by the term "the American Empire."

For those now popularly called "Beltway Bandits," plundering the American public is certainly the *practical* thing to do--as was joining the Nazi Party in 1920s Germany. Then, as now, manipulation of public opinion by public relations techniques is the most effective way to create what Mussolini called "corporatized government."

Modern corporate public relations propagated the two beliefs that hold today's "free trade" system in place: 1) "corporations create jobs" and 2) "trade protectionism causes depressions." Private Military Companies' main duty is protecting the multinationals and squashing organized dissent.

This "new world order" was working wonderfully well for the global corporate empire till Uranus began to slowly move out of Aquarius and into Pisces in late 2003; it is now (March 2004) at 3 Pisces. The key words for Uranus in Pisces are "sudden new revolutionary insights." One of those new insights is the spreading public awareness that the US government is now "of, for and by the big corporations, who owe allegiance to no nation state."

Private Military Companies were created to protect and perpetuate this corporatized economy, and to facilitate its spread around the world, in the name of "free trade."

Wages for American workers, adjusted for inflation, have been steadily sinking since 1972, when free trade caught fire and US tariffs fell from 40 percent to below 5 percent. Today's retail workers make less, adjusted for inflation, than they made during the Great Depression of the 1930s. Corporate PR works hard through the American media to convince the public that this "free trade" is as natural as the sunrise.

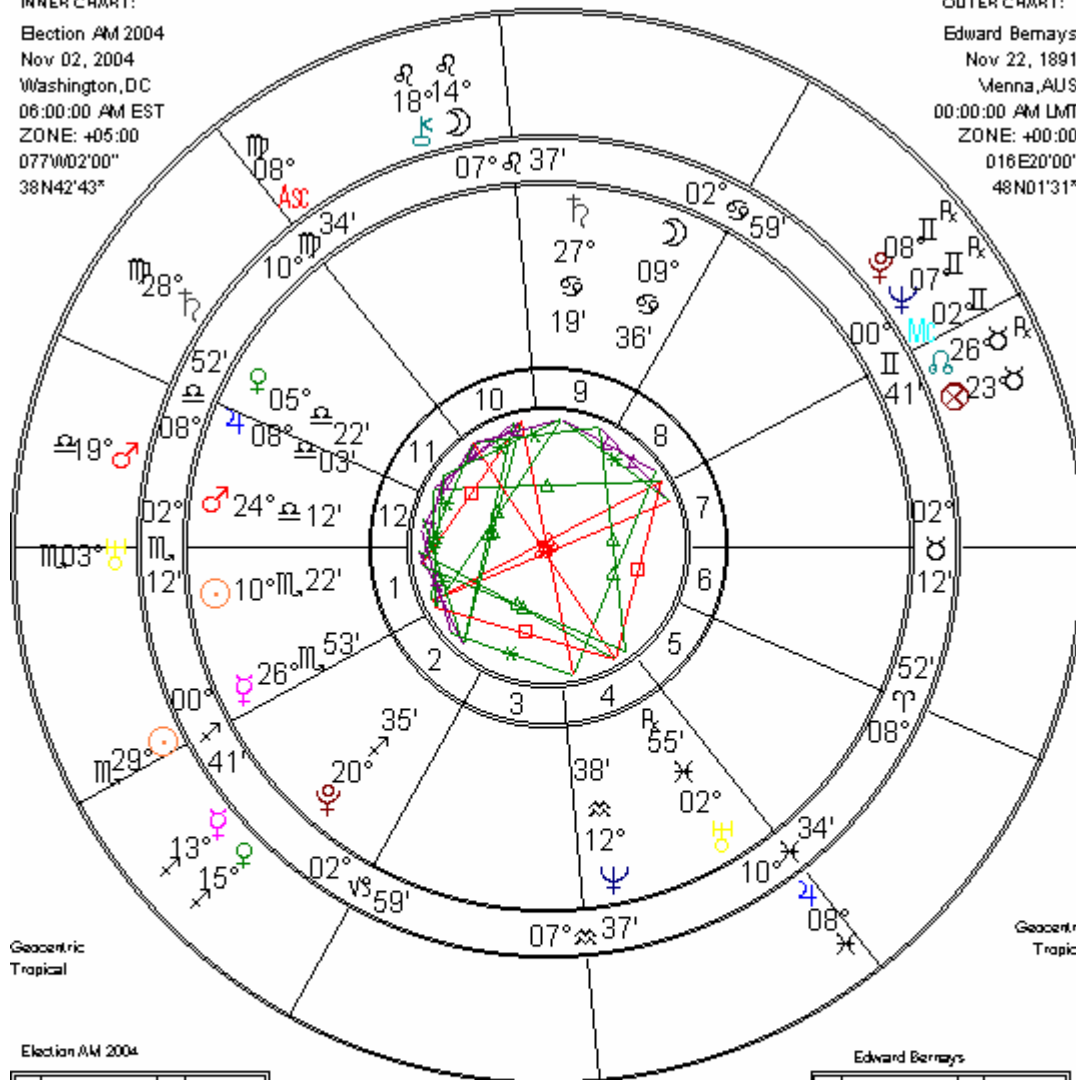
But lately, government economic statistics have become suspect: it's obvious to working class Americans that inflation is happening at a much higher rate, and that it now takes two wage-earners to support a family instead of one. The American public is beginning to wake up to the misinformation campaign and, via the internet, bypass the news media to find out what's really going on.

Meanwhile, the corporate PR machine is gearing up to shoot down John Kerry's chances of winning the 2004 presidential election, and PMCs are ready to apply the advanced technology of "riot control" in case the public becomes unhappy with the new computerized voting machines, designed and built by conservative Republicans; they produce no paper record to enable recounts, are easily programmed to cheat, and can be thwarted by teen hackers.

Thus, the long shadow of Edward Bernays is having its impact pro and anti on the upcoming presidential elections.

INNER CHART:
 Election AM 2004
 Nov 02, 2004
 Washington, DC
 06:00:00 AM EST
 ZONE: +05:00
 077W02'00"
 38N42'43"

OUTER CHART:
 Edward Bernays
 Nov 22, 1891
 Vienna, AUS
 00:00:00 AM LMT
 ZONE: +00:00
 016E20'00"
 48N01'31"



Geocentric
Tropical

Geocentric
Tropical

Election AM 2004

Pl	Geo Lon	Rx	Decl.
☽	09° 03' 55"		+27° 14'
☉	10° 12' 52"		-14° 56'
♁	26° 11' 53"		-21° 12'
♂	05° 02' 54"		-00° 39'
♄	24° 08' 55"		-09° 45'
♃	08° 02' 47"		-02° 10'
♅	27° 01' 41"		+20° 35'
♆	02° 05' 32"	Rx	-11° 10'
♁	12° 03' 46"		-17° 06'
♂	20° 03' 03"		-14° 56'
♃	07° 04' 46"		+18° 22'

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Edward Bernays

Pl	Geo Lon	Rx	Decl.
☽	14° 03' 26"		+20° 35'
☉	29° 12' 33"		-20° 02'
♁	13° 02' 23"		-24° 23'
♂	15° 04' 14"		-23° 16'
♄	19° 03' 42"		-06° 44'
♃	08° 04' 42"		-09° 31'
♅	28° 10' 05"		+02° 39'
♆	03° 12' 43"		-12° 13'
♁	07° 11' 52"	Rx	+20° 01'
♂	08° 10' 13"	Rx	+10° 07'
♃	26° 08' 10"	Rx	+19° 19'

unequal Biwheel

I focus first and foremost on Uranus in the biwheel chart for Bernays and the date of the 2004 presidential election. Found at 2 degrees Pisces on November 4, 2004, Uranus is square Bernays' Sun and his conjunction of Neptune and Pluto (which in the first biwheel is conjunct the US Uranus and Ascendant). What the November 2 Uranus suggest is "sudden revolutionary change." And since it symbolizes the American voting public and is found on the Ascendant at 6 AM November 2, it's likely that this change will come from the electorate, and impact corporate PR as symbolized by Bernays' chart on the inner wheel.

In other words, this upcoming election is a referendum on "the father of propoganda," corporate PR, and by extension, on corporatized government and PMCs. Even though the vast majority of Americans

are aware of neither the impact of corporate PR on their thinking and PMCs on their taxes, Uranus in Pisces is shining a new light into this foggy domain.

If corporate PR fails to keep George W. Bush in office, can a President John Kerry deal with the power of the multinationals and their Private Military Companies?

Given the ability of corporate-owned media to "frame the issues" and "give the public what it wants"--Janet Jackson's left tit instead of hard information about the dominance of corporatized government--Kerry and company certainly have a hard row to hoe.

Endnotes:

1. *The World's First Government-Corporate War and the End of Nation States as we Know Them* by Victor Thorn, <http://www.publicintegrity.org/wow/>

2. Other web sites with information about PMCs:

www.globalpolicy.org/security/peacekpg/general/2002

www.forliberty.org/technical-library/private-military-companies.shtml

www.disinfopedia.org/wiki.phtml?title=PMC

www.projectcensored.org/publicaions/2004/20.html

www.icij.org/diaweb/icij-bow.asp?Section=Chapter&ChapNum=2

3. I recommend *The Myth of Free Trade: The Pooring of America* by Dr. Ravi Batra, published in 1993 by Touchstone/ Simon and Schuster, for source information on the effect of "free trade" on the majority of Americans and the world economy.