

UNIVERSIDAD SAN FRANCISCO DE QUITO
Colegio de Ciencias Sociales y Humanidades

MediaWar MassTerror: the power of manipulation.

**Discursive broadcasting as means of global violence; and a
latent influential force in the social and political construction of
the War on Terror**

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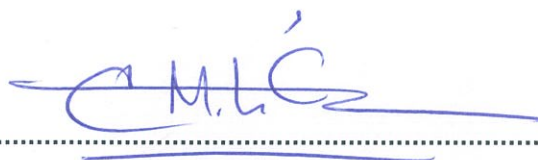
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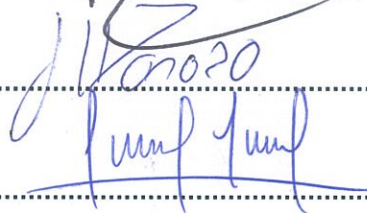
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Abstract

The War on Terror is promulgated and sustained under the values of democracy, built and supported by the public. Discourse in this sense is promulgated and ingested through violence. We are to breakdown the prominent media discourse and narrow it down to its real intent. This breakdown is to happen and encompass all of the actors that are immersing in the promulgation of such discourse. Evidently, we are to analyze the core of the terrorism media discourse and how it has come to escalate to all levels of our daily lives. We are the media, the government, the market, and democracy. We are the War on Terror. This affirmation connects us to the fact that the War on Terror is promulgated and sustained in the name of democracy and freedom. That eventually, comes to be the starting point of the war discourse and all that it will come to entail. The campaign on the War on Terror becomes ours from the moment that the memory we have from 9/11 becomes a memory of anger, nurtured by the violence of its coverage. The campaign drags our emotions into a specific mind-management discourse; the same that ought to be revealed. Manipulation comes then to be a pillar of the press as an institution within the hidden complex of the War on terror. This manipulation in fact delineates the way we ought to define terrorism, enemy, war, freedom, and democracy. Yet, we will reinvent such manipulation to describe and reveal the content of violence and interests within discursive broadcasting; entailing it as a means of global violence, and acknowledging it as the most latent influential force in the social and political construction of the War on Terror.

Resumen

La guerra contra el terrorismo es sostenida y promulgada bajo los valores de la democracia; construida y apoyada por el pueblo. El discurso como lenguaje y pilar de la comunicación, en este caso es promulgado e ingerido a través de la violencia. Nuestro rol es el de dismantelar dicho discurso y minimizarlo hasta llegar a encontrar su verdadera intención. El dismantelamiento que buscamos lograr va a develar a todos los actores que se encuentran inmersos en la propagación de dicho discurso. Evidentemente, vamos a analizar el núcleo de dicho discurso, y como ha logrado impregnarse en todos los aspectos de nuestra vida cotidiana. Ya que nosotros somos los medios, el gobierno, el mercado, y la democracia. Nosotros efectivamente, somos la guerra contra el terrorismo. Esta afirmación nos conecta al hecho de que la guerra contra el terrorismo es promulgada y sostenida en nombre de la libertad y de la democracia. Lo cual eventualmente, viene a ser el punto de partida del discurso de la guerra, y todo lo que este engloba. La campaña de la guerra contra el terrorismo se torna nuestra, desde el instante en que la memoria que tenemos sobre el 11 de Septiembre se torna en una memoria de venganza; la misma que se alimenta a través de la violencia de como se la transmite. La campaña sitúa nuestras emociones dentro de un escenario específico de manipulación; el mismo que buscamos dismantelar. La manipulación en este caso viene a ser el pilar de los medios, que se han vuelto una mera institución interdependiente dentro del Complejo Industrial Militar que reside detrás de la guerra contra el terrorismo. Dicha manipulación efectivamente delinea las definiciones consensuales que tenemos sobre terrorismo, enemigo, guerra, libertad, y democracia. Sin embargo, vamos a reinventar dicha manipulación para describir y revelar el contenido de violencia que porta al igual que los intereses que resguarda; tomando a los medios como el promotor de violencia discursiva más grande que promueve una violencia global y se torna en el factor más prominente e influyente dentro de la construcción social y política de la guerra contra el terrorismo.

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1. Introduction

...() This was a heinous and cowardly act. And given what we now know about what took place, the FBI is investigating it as an act of terrorism. Any time bombs are used to target innocent civilians it is an act of terror. What we don't yet know, however, is who carried out this attack, or why; whether it was planned and executed by a terrorist organization, foreign or domestic, or was the act of a malevolent individual. That's what we don't yet know.

(President Barack Obama).

And it remains unknown. These statements come from the official speech delivered by President Barack Obama to the American People after the bombings in Boston this past April 15th, 2013. Almost twelve years after the events of 9/11 we are in front of the T.V. perceiving the same fear, paranoia, and confusion. Another set of acts of terror has taken up the screens and all the social mediums. Almost twelve years, and the world remains chasing an invisible target yet a tangible condemn. It is like a déjà vu of terrorist attacks that redirects our reality towards the emotions that they generate in us, as a society. For more than a decade such paranoia has been present in our daily lives, and as a matter of fact it is the basis of the most latent political discourse promulgated over the world.

Lets for a second converge these present emotions with memories; memories of the same setting, the same discourse, and eventually the same reactions. Ultimately this will refer to the beginning of an era where the world upholds against terrorism. The global public embodies such era. The government tackles it as a need to strike back and defend its citizens; the American people tackle it as a manner to sustain its social ideals as well as their identity. Hitherto the means by which the War on Terror can be perceived are infinite, encountering therefore various perceptions of truth and reality. We are not to deny any of them, whether they are official or plotted; we are to examine the innards of the War on Terror apparatus in order to realize where we stand as the public and what is our entitlement of this, our war.

We all remember turning on the T.V. and having all major channels broadcasting the fall of the World Trade Center in New York City; followed up by hours of uncertainty that was being countered by official United States Government statements. The experience that we all lived (globally) that day has been and will be the counterpoint of how history will be delineated from now on. We evidently, are living that delineation.

Global reality and eventually global political discourse has changed since the 9/11 events, causing a complete shift on domestic and international politics. Consequently, the political shift that has been established around the 9/11 events has molded in a specific manner the approach in which all political and social phenomena are now being conducted. By this we state that, the 9/11 events set the floor for a new way of politics that has echoed to every spectrum of society (in a domestic and international level) building up a reality of the effects and consequences of what constitutes post 9/11 politics. We take that, the images and the broadcasting discourse held since September 11, 2001 was the establishment of a specific outcome: The War on Terror. The slowly and shocking overthrow of the World Trade Center along with following attacks, was the first and perpetuating image of what the War on Terror entails; ultimately the world has impregnated such images as a memory; yet politics has impregnated them into policy as the rationalization for the need to strike back.

The power that the proliferation of images and broadcasting through the press embodies within society is remarkable; hitherto it is crucial to understand the reality and the means behind the press and the media itself in order to understand the role that it has when molding reality, history, and global dynamics. If we take into consideration the global broadcasting of the 9/11 events, and the global experience behind it we can argue that the way in which the War on Terror has developed resides as a matter of fact in the

way the press has managed to present to the world this ongoing war. The press through discourse comes to be the middle ground between policy and the public. That is to say, media discourse is indeed the most efficient way to channelize two different languages and generate consensus among a specific issue. In this case, we argue that the role of the media within the development and perpetuation of the War on Terror resides on how the press has managed to translate decision-making into public interest. Evidently, for the last decade the War on Terror and all that it entails has been permanently present in all sources of global communication. If the global public has impregnated a memory of 9/11, politics has in fact generated such impregnation and translated it into a latent War. The War on Terror is not merely politics; it is an outcome that encounters every spectrum of society, which has come to formulate a reality in itself.

This reality personifies every institution behind the War on Terror, exposing the dynamics and the relations held among all of them. Such dynamics have not all been revealed, and many have been hindered from the public eye. However, in order to understand the socio-political construction of the War on Terror it is necessary to break down all of its structure. As we will acknowledge this structure begins with the ruling system by which the United States performs domestically as well as overseas. Dissecting all that embodies such system allows us to understand the latent network behind it, its dynamic and its interests. We then state that the ruling system delimits the way in which all of the spectrums of society perform and interrelate. By spectrums we understand: political, social, economic, and cultural counter points of society; and by ruling system we understand: Capitalism.

Within the outlined scenario, we point out that referring to Capitalism as a system and defining the way it constructs all the dynamics within American society; it comes to

constitute the departure point of our analysis. Due to the fact that, as a system capitalism interconnects and states the dynamics that are to be held by all actors within society, and eventually all the outcomes that have to be achieved; determining all achievements as necessary for the maintenance of the system itself. For that matter, we argue that: Capitalism as a system allocates the relations and interdependence held by all spectrums of society, relegating them to a specific functionality and limiting their performance to suit specific needs. Democracy, civil society, freedom of speech, freedom of the press; as well as other components of American society are affected by such scenario; the intriguing reality is that we don't acknowledge the fact that it is real. The accepted posture is to minimize or deny the linkages between capitalist economic power and a supposedly democratic state, between private wealth and public authority. But in truth the power of money prevails over the needs of the people in more ways than are usually acknowledged; and the existing state can no more be neutral toward, and independent of, those who control the economy than the other institutions of society. (Parenti, 1986) We remain within a platform where all the essential components that constitute our free societies are not relegated to anything. However they are, not to a mere individual, yet to a system.

As we will acknowledge, evidently the press has come to develop (or has in fact been developed) in order to suit the needs of the system as well as the ones behind it. Dichotomizing the structure of what constitutes the press in the United States will allow us to visualize how our inherited idea of a free press comes to be replaced by the latent idea that, as well as other institutions the press is part of a system that will not allow it to be independent. Nothing eventually, no institution within a capitalist system (especially the American system) can be independent; independence is indeed defined within the system itself, where independence is more in name than in content. (Parenti, 1986) Our reality

then becomes a simulation, where all the values that we embody are a mere construction. Such construction is effectively the product of the system, and as we acquire it, we are the ones that determine it's upholding.

For the sake of our analysis, we are driven to state that in the framework of capitalism the main ambition within the system is to generate and regenerate profit. Eventually, all spectrums of society fall into this functionality establishing as main goal the production as well as the accumulation of profit. In this sense, we outline that the system in order to comply with its aims it is driven by a small number of corporations that encounter most of the ongoing businesses and institutions nationwide as well as transnationally. We state that the system comes to be a business structurally and substantially, where more than being driven by corporations they manage it. Business as a system, as a way of organizing property, capital, and labor, is a pervasive social force and not just another of many interests in the political arena. It occupies a strategic position inside the economic system. (Parenti, 1986) Within this specific scenario we point out that the press as being part of an institutionalized mass media, it is managed by top corporations loyal to the system; relegating it to a business system that aims the interests of profit rather than the duty of transparency and objectivity. Within this evaded reality we come to realize the true nature of the information that we digest and acquire when we embody ourselves as "the public". The whole process of production as well as the distribution of information goes through unlimited filters given and established by the system itself. That is to say, no story will get any exposure before being suited to do so. The ones that give the red light of truth are few; yet truth constructs reality for all.

Evidently, taking capitalism as the embodied entity that systematizes all dynamics residing among all actors of society we must acknowledge the system as an everlasting

network web. This web connects the simplest actors to the highest domains within the system, leaving a minimum of actors as truly independent. Even though there still exists an independent sphere in our societies, they remain ignored or isolated; the space that the system gives them in the current platform is minimum, leaving us with what is more accessible. We entail a media conformism, sometimes because as public we choose to do so; yet most of the times because we are deprived from critical perspectives and independent sources of reality. Such media conformism is generated by our cultural predispositions that in fact have been molded by the media itself, responding to the needs of the system. In other words, opinions that depart too far from the mainstream are likely to be rejected out of hand. In such situations, our "selectivity" is designed to avoid information and views that contradict the dominant propaganda, a propaganda we long ago implicitly embraced as representative of the "nature of things". Thus, an implanted set of conditioned responses is now mistakenly identified as our self-generated political perceptions, and the public's selective ingestion of the media's conventional fare is wrongly treated as evidence of the "minimal effect" of news organizations (Parenti, 1986); organizations that have come to manage our selectivity as well as our political voice. Mind management is evidently tangible within our times and impregnated in our societies; thus media selectivity remains as an uncultivated arena.

As stated above, this ceaseless network web reaches all the corners of our societies. Therefore, taking into consideration the statement that media selectivity remains still as an ideal scenario; we can in fact argue that for the last decade there has been no remarkable questioning towards the information that has been provided to us regarding the true face of the War on Terror. Furthermore we can argue that, if there has been no significant questioning towards this latent war from part of the public regarding media information

(being this one served as a bridge between government and the public), there has not been evidently any hint of questioning of who maintains the media institution and far deeper. That is to say, conformism towards the simulation of reality that we reside in does not even reach the level of media selectivity; far more it does not even touch the margins of the corporate domain. Yet what we do not acknowledge is that, such untouched domain entails a vital source to understand why we as the public are fed a certain reality while being hindered of others.

The corporate domain presents itself to the world as a tangible entity, which defines the nature and dynamics of capitalism. Nonetheless, as an entity its structure is clear, although its outreach remains concealed. For that matter, the dichotomization that our analysis will present aims to reveal such dynamics interrelating prominent and powerful entities and actors within such domain, in order to outline how the press performs inside that platform. By this we state that behind the press resides uncountable actors that make the distribution of information a powerful tool of their own. Clearly when talking about the War on Terror, the press through the media institution encounters powerful entities, connected to the source of profit-making within the system, formulating policy and manipulating it. In this specific scenario we state that not even the government comes to be independent from the profit system. So on the most major politico-economic issues, business gets its way with the government because there exists no alternative way of organizing the economy within the existing capitalist structure. Because business controls the very economy of the nation, government perforce enters into a unique and intimate relationship with it. (Parenti, 1986) The interrelation that policy has with the corporate domain is of no surprise, yet the way that this is translated into the War on Terror platform and the press involvement in it comes to be an outrageous reality. Thus, we state that the

press as the nucleus of the media enterprise comes to be directed and censored by higher interests that interconnects all spectrums of society. The institutional interdependence residing behind the War on Terror generates outcomes that the public has not consensually adopted; yet has been given to us.

Within this interdependence we come to find the main actors immerse in the War on Terror. Their interdependence relies on the benefits that all of them gain from being immerse in such platform. These actors encompass as said, all spectrums of society. That is to say, they reside in our quotidian life. Consequently, the influence that they partake in the scenario of mind managing has a vast outreach. Thus, we state that the institutional network residing behind the War on Terror goes beyond borders and establishes its domain in all corners of the globe. The result of such interdependence and outreach is that, the mind setting behind this latent war is not merely a view that has been implanted nationally. The War on Terror and its depiction has a global context; where the paranoia behind terrorism (eventually terrorist attacks) is global. The global mindset then comes to be delineated by an enclosed and untouchable complex that controls not only the global markets and economic flows, but now states what we ingest socially.

Evidently, the mindset that has been constructed and spread out in our societies surrounding the War on Terror is not of our entire knowledge. In other words, we as the public have not yet come to generate a critical force towards this latent war. We have adopted the premises that it entails and the discourse it depicts, as a response to our media culture, relying in the traditional hand out of the press. However, it is time to unmask this linear source of truth. Thus, a starting point is to generate an analysis of what we ingest from daily news; starting to see that every story connected to terrorism expresses itself through pure violence. The coverage of the War on terror shows up in our screens

translated in a violent language, seeking to nurture the paranoia behind it and boosting out the need to tackle violence through war.

For that matter, the present analysis will focus on the essence of such discourse. Consequently, this discourse entails the nature of the media institution as an enterprise. Yet, we seek to go beyond that nature and give a possible panorama of how this institution influences the global public when it comes to the construction of the definition of terrorism, and the War on Terror itself. Our analysis will in fact encounter the means by which the press translates corporate interests behind this war, accompanied by policy deliberation; a (through) language that comes to be distributed to the public generating a consensual view to become part of the war as eminent actors of it. Since, we are the war.

The War on Terror is promulgated and sustained under the values of democracy, built and supported by the public. Discourse then in our scenario comes to be promulgated and ingested through violence. We are to breakdown the prominent media discourse and narrow it down to its real intent. This breakdown is to happen and encompass all of the actors that are immersing in the promulgation of such discourse. Evidently, we are to analyze the core of the terrorism media discourse and how it has come to escalate to all levels of our daily lives. Consequently, we take as a departure point that we are targets of such discourse; violence is presented to us from both sides: the enemy and us. We are the media, the government, the market, and democracy. We are the War on Terror.

This affirmation connects us to the fact that the War on Terror is promulgated and sustained in the name of democracy and freedom. That eventually, comes to be the starting point of the war discourse and all that it will come to entail. The campaign on the War on Terror becomes ours from the moment that the memory we have from 9/11 becomes a memory of anger, nurtured by the violence of its coverage. The campaign drags our

emotions into a specific mind-management discourse; the same that ought to be revealed. Manipulation comes then to be a pillar of the press as an institution within the hidden complex of the War on terror. This manipulation in fact delineates the way we ought to define terrorism, enemy, war, freedom, and democracy. Yet, we will reinvent such manipulation to describe and reveal the content of violence and interests within discursive broadcasting; entailing it as a means of global violence, and acknowledging it as the most latent influential force in the social and political construction of the War on Terror.

2. The Mass Media: the architect of reality

Structural Apparatus, the production, and distribution of reality

As we have stated before, the press through the media institution is the most protruding channel between the government and the public. Whereas, not all of the time it has come to accomplish its democratic task. The press and the media institution itself became materialized entities within society as a core value to democracy. Freedom of expression and freedom of the press are as a matter of fact core pillars of our society and eventually of our quotidian democratic lives. Hitherto, pillars and values are not always tangible; they in fact sustain a simulation of a utopic and disseminating ideal of democracy, where freedom is essentially real. However, this simulation that we reside in is real in all of the senses that we are active in it. We are free, and we in a daily basis enjoy freedoms that entitle our power as democratic beings. That is to say, we in the real world are the premise and the pilaster of democracy; our vote is our voice and the one that decides the faith of history, as well as our role in it.

Despite of the simulated scenario in which we develop ourselves in, other realities take form and eventually collide with ours. In this sense, we could speak and picture it as a

set of layers in which each layer becomes a level, a reality level. We inhabit the “real” reality (the one that we have constructed for ourselves, or that has been constructed and given to us); the first level that sustains all of the hidden levels that eventually constitute the real platform of reality; encountering the true means of how dynamics take place between all spectrums of society. Reality is merely not a unique scenario (a unique and linear perspective), yet a hidden complex of reality levels; some hidden, others omitted from the public realm.

Bringing this scenario back to our focal point of analysis we can argue that “real” reality responds to our visualization of the dynamics taken by all spectrums of society. For as, we construct and sustain our reality formulating a perspective of it. In this point is where the press through the media institution takes the most influential role in the construction of our reality, whether we are aware of it or not. Reality seen through the formulation of perspectives is truly a human construction that is communicated among us, dissolving itself into the vastness of society generating a consensual ground for what we consider as real. To certain extent, we can argue that the construction of reality starts with the human need to communicate; communicate perspectives. In this sense the reality apparatus is an endless complex of reality levels, and therefore we are deprived from reality in its mere state. Even so, as democratic beings our perception of reality ought to be selective; in this sense construction then becomes an exercise of empowerment. Thus, selectivity ought to take place from the mere act of communicating and ingesting language.

Mass media is the highest level of communication. That is, language and the need to communicate escalate into its highest form; where both become a machinery of reality. In order to comprehend this machinery as well as its functionality in society we ought to uncover its structure, so as to understand the factual role and goal of media at a mass level; seeking to counterpoint the role that mass media has obtained and developed in present

times, in a democratic and global scenario. For that matter, we will deconstruct the structure of Mass Media as an entity to reconstruct it as an institutional enterprise that channelizes discourse in an era of power manipulation and profit making.

We start by stating that: language becomes the most efficient and prominent medium for communicating, being the essential pillar for transmitting information at all levels while engaging all sectors of society. In this sense, communication becomes a human condition of necessity, where we enhance ourselves in giving and receiving perspectives of reality, handed out by a consensual language as a global means of expression. Communication then comes to be an interpersonal activity of reciprocity in terms of information exchange. Moreover, the aim to transmit expands beyond interpersonal boundaries, becoming a mass medium of transmission. Communication becomes a mass medium of expression, interpretation, and control. We include the term control due to the fact that, language translated into intercommunication at a high level involves the dissolution of equal terms between the parts being communicated. That is to say, the receiver is at mercy of the information that is given to him; one-way reciprocity emerges then as the dynamic system within the field of communication. In this scenario, mass communication becomes a social, political, economical, and cultural entity that falls into a specific system. This system outlines the manner in which information is omitted, interpreted, and transmitted. We then state that in such scenario, mass media as an entity becomes immerse in a market place democracy where information is distorted and reality becomes blurry. We inhabit then a system-constructed reality that effectively has come to blur up all allusion of different perspectives or discourse behind the given one; we inhabit as a matter of fact the “real” reality layer, the same that the media has come to sustain for us through the use of power over language.

If it all comes down to language and the power that can be exercised through the manipulation of it; communication must be brought down to its minimal level in order to visualize how in the process of becoming a mass medium it loses its natural intent to communicate, becoming a tool of persuasion and manipulation. Owing to the fact that language immediately translates into communication, we are to distinguish between the various situations where both of them emerge, so that we can define mass communication from its source. In this sense we start by stating that there is a process present in all sorts of communication; such process consists on the way information and the actors being engaged in the process exchange perspectives. The following actors delineate such process: the communicator (encoder), the message (symbols), the channel (the medium used differing from the type of communication we are in), and the audience (decoder). (Emery, 1975) To this process we add two elements that are: noise (any external distraction that interrupts the communicating process), and the feedback element (where reciprocity of perspectives is generated through dialogue among the actors involved). This procedural structure ought to be maintained in all levels of communication, that are: intrapersonal (communication taken within the individual), interpersonal (engaging other individuals in a tangible proximity among the ones involved), and mass communication (scenario where messages are distributed through mass mediums dissolving the boundaries of bodies immerse in the communicating act). (Bittner, 1989) We bring such types of communication into our framework of analysis due to the fact that, the construction of reality starts within the individual realm. That is to say, we as individuals have a set of developed predispositions inherited in ourselves; these predispositions are a result of our cultural background, the same that defines our intrapersonal language resulting in the way we absorb reality and communicate our perspective of the same.

It is evident that in order to understand how mass communication operates and dissolves the tangible platform of communication between individuals, we must analyze the dynamics held among all levels of communication. In the intrapersonal level we become active decoders of messages, that is to say we are at mercy of all that surrounds us, since we perceive and decode all symbols that are available to us in our environment. Our intrapersonal language starts to construct itself through what we consume in a daily basis, putting up together our perception of reality and the way we see ourselves in such scenario. In this level any external noise will eventually mold the feedback that we have towards what we consume, resulting in the nature of our actions and reactions as individuals. Moving towards our contact with other individuals (that have gone through the same intrapersonal construction) we come to be placed in a face-to-face scenario where intrapersonal language becomes the active medium to communicate and generate an exchange of reality perceptions through dialogue. In this level the exchange that we generate with other individuals can be delineated as the platform where two or more intrapersonal languages start to overlap between each other, in order to generate an exchange of perceptions regarding a specific topic. Additionally, we can deliberate that in this level the power that language has becomes relevant. Thus, in the interpersonal realm homophily becomes the pillar for a successful communicative exchange. Since, through homiphily we enhance in a dialogue that is held by equal means of understanding of the messages to be transmitted and received; making the overlap of predispositions a platform of actual communication. On the other hand we can have a not so successful communicative outcome; since within the overlap and exchange of perceptions noise in an interpersonal level can happen as an aim to generate misunderstanding in the communicative exchange. That is to say, semantic noise can take place between dialogues, demarcating the unequal reception of the message from the parts involved. (Emery, 1975)

Messages start to distort due to the levels of interpretation between the immerse encoders and decoders. Within our own predispositions we decide what we assimilate and what we reject; anything that challenges our intrapersonal language is subject of rejection. Yet, everything can be persuaded to seem different. In this sense, we can argue that manipulation of the message to be transmitted can be molded in order for it no to be understood or for it to be misinterpreted. The game of words and language for a specific outcome starts in the interpersonal realm.

As we can perceive communication takes part in a chain of levels, where all of them take form in order for us to coexist as communicative beings. The last level and the one that incorporates all spectrums of society is mass communication. In this level intrapersonal and interpersonal communications become the basis for mass communication to take place, and eventually fulfill its role. For that matter we are to distinguish what constitutes the realm of the mass media, structurally as well as substantially. Mass communication is, as stated above, the platform of communication level where messages are transmitted through mass mediums, seeking to have a massive outreach of decoders. That is to say for mass communication to take form, the basis comes to be: the dissolution of the physical tangibility among beings, and the insertion in a setting where the absorption of information goes beyond factual time and space. In this sense, information is disseminated through all massive mediums generating a hipper-transmission of information that demarcates our daily dynamics.

The materialization of mass media comprehends various characteristics that make it a more complex level of communication, where effectively language becomes subordinated to power, interpretation, interests, and manipulation. Such characteristics can be delineated as: the loss of sensory channels while being immerse in the communicative exchange; due to the fact that information is distributed through mass mediums (that

entitles all possible forms of information distribution, and overwhelming of channels) we become visual and hearing decoders; putting in denial the rest of sensory channels in the communicative experience. Bodies then start to dissolve and communication becomes entirely impersonal. In this impersonal scenario the feedback element becomes a delayed one; this entails that our reaction to what we absorb is subject to delay of time and space until it can be received as a reaction by the encoder (if it ever does). (Bittner, 1989) In this sense, we enhance a reality where we eventually are part of the media apparatus as entitled to our power to feedback, yet the reality is that such simulation exists in order to fulfill an illusion of the democratic role of the media; where we become mere receivers, and inactive transmitters.

In the same platform, we arrive to the core point where language and communication become targets of manipulation. Within mass communication, it is evident that the distribution of information demands a higher number of people involved. Therefore, we state that the process of production and distribution becomes a complex that encounters different tasks, performed by numerous actors. In this sense, the process of communication expands and we incorporate to the process the gatekeeper element of communication. Gatekeepers entail: any person or formalized group directly involved in relaying information from one individual to another through a mass medium. (Bittner, 1989) Ultimately, the gatekeeper element is what makes mass communication an enterprise; an enterprise that seems as a democratic institution yet fulfills in our capitalist setting a profit-making entity. Mass communication then evolves to become a systematic enterprise: the Mass Media enterprise.

Therefore we state that the Mass Media enterprise expands into numerous hands, yet in our corporate setting it still is managed by the few while being an institution for all. The agencies that delimit the Mass Media as an enterprise entail all the details of

production and distribution of language and communication; the same that are embodied by: the press associations, the syndicates, the advertising agencies, the advertising departments, the public relations counseling and publicity organizations, and research individual and groups. (Emery, 1975) Effectively the pointing out of these agencies embodies the media as an enterprise, structurally as well as substantially. Language as it is evident becomes a tool of manipulation that entails a relationship of clients, institutions, the government, and the public. Within this structural face of the media, language becomes manipulated. Since, all of the agencies described are entitled to fulfill its interests (economic interests), the same that become filters of information for when a story is going to be launched to air. In this framework we state that, each agency becomes a filter of the distribution of information that enables truth to be seen as real; each agency will back up its interests in front of truth. All of these agencies reorganize and reinterpret information; thing that we do not acknowledge when we receive it and consume it. For that matter it is eminent to point out and visualize the core functions of the gatekeepers that are: to limit information (by editing), to expand the outreach of information by overwhelming us with additional products, and it reinterprets information and puts it as a purchasable product. (Bittner, 1989)

However the media denies its enterprise nature. To certain extent it remains showing itself to the public as the entity that it was designed for; that is to say the guardians of truth remain presenting themselves as watchdogs of the system. Yet, reality in our capitalist setting proves that they have become corporate watchdogs. For that matter we ought to consider the various theories from where we can perceive the mass media as an enterprise, as an institution, as a work place, and the most important as a source of truth. These theories will allow us to examine where the pitfalls of the media system occur. Through these various ways of interpreting the media we can come to conclude whether

the corporate element has absorbed its democratic value or not. The process of story selection, and the promulgation of the same are viewed from the following positions:

- The journalist-centered theories: that view news as a product of professional judgment. In this scenario journalism is a profession with autonomous criteria for training, recruitment, and promotion, serving the public interest by following its own stated and unstated rules concerning objectivity. Journalism is, or ought to be insulated from extrinsic considerations, whether from political pressures, pressure from publishers, news executives, or advertisers, pressures from outside interest groups, or, indeed, conscious or unconscious ideological screens operating within journalists themselves.

- Theories of the Inertia: that resembles the sheer habit of news organization, the commercial imperatives, the organizational structure of the news operations themselves.

- The Phenomenological Approaches: which sees news as a social construct; which emphasizes the human agency of the news, the informal rules, which journalists adopt to enable them to process vast amounts of information and to select and repackage it in a form that audiences, will accept as the news.

- Event-centered Theories: that state that the news reflects the nature of the world, these theories see the news under the mirror metaphor. (Gitlin, 1980)

We as the public embrace these theories the moment that we consume the news.

That is to say, we are bound to accept whether the news are still a democratic entity designed for the public's benefit, rejecting every possibility that the news are in fact a manipulated product. The manner in which we consume the news in fact redirects us to the construction and incidence of our intrapersonal communication; the same that leaves us

with a divided public, making it hard to attest that the promulgation of truth is indeed a human process of profit-making interests.

Having pointed out the structural face of the media enterprise we resume our analysis by placing the media as part of the corporate system; which eventually designs the dynamics and outcomes when it comes to the matter of information. In this sense, we deliberate that the production and distribution of information no longer serves as a political and social platform for civil society participation. Effectively, the production and distribution of information becomes then a product that immobilizes participation. We become inactive political entities, which absorb and recycle vast information without even processing. The processing (if it occurs) that we do with information is in fact serving only our innate language of our cultural predispositions that constructs our lineage towards reality. In an atmosphere of intellectual and participatory immobilization we become wandering beings, disconnected from truth while being fed a manipulated set of accuracies.

The media apparatus is not a fictional one. For that matter, we redirect ourselves to our core premise: discursive broadcasting as means of global violence, and a latent influential force in the social and political construction of the War on Terror. It is more that obvious that the nature of such influential force resides in the nature of the United States media apparatus; the one that we ought to examine in order to deliberate how we have become war entities within a reality designed and promulgated by the media and the endless complex it is bound to. For the sake of our analysis we are to embrace our examining of the media through a phenomenological approach; stating from this point that the media is a social construct directed by few yet absorbed by all.

3. U.S Media: a profit complex of mind-management

The interdependence held among the public, the media, and the government in the distribution of violence

Up to this point we might position our selves as reluctant towards the presented statements. Nonetheless, the presented theoretical statements do not merely represent a specific ideological or political alignment. In the contrary, they in fact are more than evident. For that matter, our analysis comes to be materialized when these statements become facts of our cultural media heritage, the same that has maintained its dynamics until present day. In this regard, we bid the opportunity to focus our intrapersonal communication into embracing the following facts as part of a hidden reality that in our quotidian setting is not given to us, and eventually most of the times it is not accessible.

We take into account that there have been throughout history various settings where the media has been exposed in its mere nature; settings that eventually have turned into leaks of the media apparatus bringing to light uncountable stories of systematic malfunction. However, within the construction of media selectivity and within the settings of formulating our construction towards our quotidian reality we ought to embrace independent discourses that effectively can delineate a different story regarding our surroundings in a daily basis, counterattacking the habit of relying towards critical points of view only when leaks happen.

For that matter, we redirect our analysis towards the setting where mass media is in fact an enterprise that responds to a systematic apparatus that delineates the decisions and outcomes of our entire life. We place the mass media within this apparatus as: the military industrial complex media. In this framework, what we intend to corroborate is the linkage held between the military industrial complex and the media enterprise. For what we will

begin stating that the military industrial complex entails the State management machinery that embodies and encompasses all the dynamics between the corporate civilian domain, along with official government exercise of power. That is to say the military industrial complex is the State's power personified over corporations, the same that brings to life an endless network of corporate and government interests. For instance we take the deliberation of President Eisenhower, which will place our mind-set into the reality of what the military industrial complex has meant since its creation:

... Our military organization today bears little relation to that known by any of my predecessors in peacetime or, indeed, by the fighting men of World War II or Korea. Until the latest of our world conflicts the United States had no armaments industry. American makers of plowshares could with time and, as required, make swords as well. But now we can no longer risk emergency improvisation of national defense. We have been compelled to create a permanent armaments industry of vast proportions. Added to this, three-and-a-half million men and women are directly engaged in the defense establishment. We annually spend on military security more than the net income of all United States corporations.

This conjunction of an immense military establishment and a large arms industry is new in the American experience. Its total influence, economic, political, even spiritual, is felt in every city, every state house, every office of the federal government. We recognize the imperative need for this development, yet we must not fail to comprehend its grave implications. Our toil, our resources and our lives are all involved. So is the very structure of our society. In the councils of government we must guard against the acquisition of unwarranted influence, whether sought or unsought, by the military-industrial complex, the potential for the disastrous rise of misplaced power exists and will persist. (President Eisenhower, 1961)

We ought to analyze such statement as an open window towards the comprehension of what the complex entails as an entity, as well as the impacts that it generates upon every spectrum of society. By this official statement we come to understand that every corner of our society, and eventually all of us are immerse in an ongoing culture of violence, the same that is being sponsored by the state. When Eisenhower states that there can be a misplacement of power, he actually is stating a warning of what has already happened. The official statement is presented as a fact that enlarging decision power is the professional-occupational imperative of the industrial manager, there has been built into American society a new institution of decision power whose growth and health as a decision-making entity rests upon the growth of military budgets, military organizations, military production

and military operations. (Mellman, 1971)

We deliberate that the core values under which our societies have been built on are now being redirected towards the values of violence, and military action. In this premise we entail that as a matter of fact this military apparatus evidently molds everything that we consume as the public. In this scenario we incarnate a violent democracy, which takes away our liberties placing us in a violent quotidian sphere. The most interesting part of this is that we are ascribed to it by choice. We entail ourselves within this violent democratic policy empowered by our political vote and our eminent role as consumers. Since, global issues become the target and policy becomes the product; we become the buyers. We entail democracy, and democracy entails the military, the same that encompasses corporations, within this so-called Pentagon Capitalism. (Mellman, 1971)

If consumption rather than participation is now the core element between the government and the public, we within the aim to become selective as consumers should bear in mind that the government has evolved its representative nature. That is to say, it remains in the platform of representation of the public; hence it now sees the public as an entity that is incorporated only within the limits of the corporate domain; leaving us with a government that represents profit-making entities above citizen's liberties and necessities. If for instance we are to rely in our government as a feedback entity, well we ought to place our government in the following scenario: the new center of control over capital allocation is no longer in the private board rooms of Wall Street banks and major industrial firms. The overwhelmingly largest single block of investment capital, hence of decision-power over production, is now vested in the new state management whose capital supply is drawn from the national income, allocated, year-by-year, by a willing Congress; (Mellman, 1971) the government is the corporate domain. This reality has been present in our day-to-

day dynamics as a project since the 40's, and implemented since the 60's. That is to say, the allusion of a people's democracy has been in fact a military one in a timeline of contemporary politics. The state then becomes a defense state, sustaining a defense democracy.

This delineated democracy entails as a matter of fact a defense and militarized culture, the same that has been promulgated and nurtured by the media and its massive outreach. That is to say, American culture has been molded for all times by a media that responds to the military industrial complex. In this scenario, media becomes part of machinery that excerpts the public from having any hint of democratic empowerment. Our empowerment within this platform is reduced to a militarization of ourselves (as the public), which eventually encounters defense paranoia towards any latent existing or non-existing enemy. In order to materialize such statement we take into consideration that media frames are the product of an interaction between two sources of influence, gatekeeping practices and extra-media influences. (Nagar, 2010) We will take as gatekeeping practices all the bodies that encompass the media enterprise as an independent institution, and extra-media influences as any entity beyond the realms of the same; distinguishing the media as a civil institution, and independent in theory.

This leads us analyze the substantial face of American mass media; scenario that will provide us with materialized information of what we have defined as the media enterprise. Thus, the American media entails: ten businesses and financial corporations that control the three major television and radio networks that are NBC, CBS, and ABC. These also entail, 34 subsidiary companies, 59 magazines, 58 newspapers, 41 book publishers, and various motion picture companies. (Parenti, 1986) Let us start with the NBC family that is owned by Comcast Corporation, managed by the following Board of directors:

Michael Angelakis, Arthur Block, and David L. Cohen. (NBC, 2013) Additionally, the CBS Family is managed by Sumner M. Redstone that serves as Chairman of the Board of both CBS Corporation and Viacom Inc.(CBS, 2013) Last but not least the ABC family that encounters the following coverage partners: ESPN, ABC Family, SOAPnet, Disney Channel, and ABCNews. (ABC, 2013)¹Translated into our quotidian life the outreach scope goes from 30 Rock and Law & Order, to the 24-hour-a-day news coverage. All that we consume as the public within American soil as well as overseas belongs to either of these corporations, which effectively use all the mass mediums available as sources of hipper-transmission.

This endless corporation network in fact entails the gatekeeping element of the media enterprise. Lets not forget for this matter the function of the gatekeepers; since they are the filters of truth embodied as information. Additionally, it is eminent to state that three-quarters of the major stakeholders of ABC, CBS, and NBC are banks, such as Chase Manhattan, Morgan Guaranty Trust, Citibank, and Bank of America. (Parenti, 1986) As we can perceive it is a recycling system that effectively becomes an interdependence network within the corporate domain. The media eventually and tangibly becomes a corporate watchdog, since it can hardly be critical of high corporation profits when it enjoys a rate of return on investments equal to or higher than that enjoyed by most oil companies. (Parenti, 1986) The democratic function of the media dissolves, as it becomes a market driven entity, no longer independent, and no longer reliable as a public sphere of expression. Directors of media corporations are linked with powerful business organizations, not with public interest groups; with management, not labor; with well-established think tanks and charities, not their grassroots counterparts. (Parenti, 1986) Up to this point we allocate to

¹ See Annex Table 1 for detailed information.

the media enterprise a market nature of dynamism that establishes a biased approach towards information processing and distribution. That is to say, that the media enterprise enters into a sphere where its independent objectivity is jeopardized by the interdependence it shares with the corporate domain; we cannot even talk of objectivity anymore. Objectivity has meant saying almost nothing about the tenacious influence exercised by giant corporations over congress and the White House. To think that information and viewpoints circulate in a free market of ideas is to conjure up a misleading metaphor. A market suggests a place of plenitude. But the existing media market of ideas is more like the larger economic market of which it is a part: oligopolistic, standardized, and most accessible to those who possess vast amounts of capital, or who hold views that are pleasing to the possessors of capital. (Parenti, 1986) We as consumers are left with an only view, linear and loyal to the market scenario it belongs to. In this framework we state that the establishment biases they inject into the news reinforce their preconceived view of the world. With cyclical effect, they find confirmation for the images they report in the images they have already created. (Parenti, 1986) The simulation of reality then is subject to a historical background, where the State and its corporate allies recycle information in order to portray a media culture that responds to the construction of reality given by the system itself. In fact, the foundation of our violent and paranoiac culture resides in the fact that our history has been a one of violence, and it has been set to remain that way. Since, information and its interpretation of reality belong to the corporate capitalist system we state that: dominant capitalist interests not only structure the way the media report reality, they structure much of reality itself. (Parenti, 1986)

In a democracy the press is the "market place" of political thought; (Emery, 1975) in a defense democracy political thought aims to demonize the enemy and set a social

sphere of war. We have stated that the media is the one in charge of maintaining such mind-set; that is since it is the major channel of communication between the government and the public it plays such role. Hence, the maintenance of the war sphere is promulgated by the military industrial complex, with the aim to reinforce our minds within a setting of the fight against terror. Eventually, the War on Terror has been on air for the past decade as a symbol of the need to strike back. This statement is linked to the fact that two wars must have a back up consensus of the public at all levels, since once again we are the war.

Through the media our construction as war beings takes place, since we in a daily basis consume terror. The public, us, are feed violence through all channels of information so that the naturalization of vengeance towards terrorism becomes a permanent and unquestionable one. Since the 9/11 events we have been fed a terror reality that has reached exacerbating levels, coming to relate terrorism with only 9/11 events, and all that it portrays. Yet, from a historical standpoint, the terrorist/terrorism media frame to describe political violence first appeared in the beginning of the 1970s; it became well established in the United States and Britain by the early 1980s. (Nagar, 2010) Therefore we can connect the goal residing within the mind-set of the military industrial complex, in the aim to take over all platforms of communication and turn them into spheres of violence, engaging the public in this latent war. Furthermore, as noted earlier, news organization's goals and policies play an important role in determining media content. After 9/11 an extensive public discourse on terrorism emerged and several studies point to the emergence of an ideological bond between American policymakers and the media. (Nagar, 2010) In this regard, we point out that it has not been the media institution and enterprise on its own the one that has promulgated the war on terror; it is the State the one residing behind such actions. Thus, in our contemporary time sphere the government has become a corporate

platform of power; power that is exercised by few hands, deciding global dynamics while demonizing and dehumanizing citizens all over the globe.

Within the context of the War on Terror we state that there has been in the past decade a hipper-transmission of violence coverage of what terrorism entails. Rather than defining terrorism (phenomenon still subjective to political and social construction) the government through the media and all that it involves, has in fact constructed emotions and reaction towards terrorism, entailing a powerful mind-management role within the public domain. It has become a domestic battle to win the minds of the public as well as their reactions towards terrorism, the same that can be translated into a war active public that sustains the war in an economical, political, cultural and social way. The fight against terrorism comes to be a social habit. And it all starts with turning on the T.V.

4. The War on Terror: Televised Paranoia

The hipper-transmission of terrorist attacks as a mind-management tool

... () Today, our fellow citizens, our way of life, our very freedom came under attack in a series of deliberate and deadly terrorist acts.

... () America and our friends and allies join with all those who want peace and security in the world and we stand together to win the war against terrorism.

(President G.W. Bush, 2001)

The War on Terror initiates as a need to strike back from the 9/11 events and recover from the day that freedom was attacked and jeopardized; events that demarcated a prominent shift in the manner American politics have been handled since then, the politics of the war against terrorism. Nevertheless, the 9/11 events not only entail a political platform of retaliation towards terrorist attacks; they eventually encounter the beginning of

a new consensual definition of terrorism, the same that is present in every aspect of our quotidian lives. Since 2001, the U.S government has overseen that this unique definition of terrorism becomes consolidated in the lives and minds of the global population. For that matter we state that, the medium to make that plausible is and effectively has been the mass media. Noting the linkage that takes place between the media enterprise, corporate America, and the government we delineate that all prominent actors of the public and private domain come to be engaged in such mind-management mission. This ongoing mission is the basis of the public's acceptance sustaining the War on Terror. In this matter we state that, the mission is to televise paranoia towards terrorism in order to instate a war against it, the same that has been the counterpoint of American politics in the last decade.

For the War on Terror to be molded into society a specific form of televising it had to take place, and we define it as: hipper-transmission of terror. In this sense, we like to acknowledge the fact that the media realm adopts official government language towards terrorism and translates it into stories that are fed to the public. That is to say, the government delineates the limits of what is and what is not terrorism. For instance, we would like to state that each country has its own national nemeses to whom it refers as terrorists; (Martin, n/d) however since 9/11 the world has adopted the following definition of terrorism: premeditated, politically motivated violence perpetrated against noncombatant targets by sub-national groups or clandestine agents, usually intended to influence an audience. (Department, 2013) The United States has set the framework since September 11, 2001 of what terrorism encounters.

Even though Schmid and Jongman famously surveyed an array of researchers and found over 100 definitions of terrorism (Findley, n/d), the world has been driven towards a specific definition of it. After the 9/11 events happened in

American soil there has been the adoption of the given U.S State department definition, followed up by press coverage that ratifies it. The ratification by the media of such definition responds to the following pattern: the “follow-the-leader syndrome” in the process of news production, which reflects the news media’s tendency to embrace the language of governmental officials. (Nacos, 2002) In this scenario we evidently can state that the media becomes the watchdog of government interests, since it adopts all official sources as the main language referring to terrorism. Up to this point we can deliberate that the government uses the media as the most efficient tool to generate specific mind-sets towards terrorism; these actions as a matter of fact have been present in history various times. Eipstein’s was one of the first empirical studies examining the way the media utilize the terror label. His analysis of three major U.S. newspapers showed that the media are biased in their classification of political violence, with acts committed by left-wing extremists labeled as acts of terror more often than acts committed by other organizations. Another study published in the early 1980s investigated editors and journalists’ positions toward applying the “terror” label. (Nagar, 2010) This means that the usage of the word terrorism in fact has responded historically to the interests of the government towards specific groups, and interests regarding specific territories. Terrorism then becomes a term that embraces its own history, yet that has become the center of attention of the U.S government in the past decade.

If the U.S government delineates what is terrorism, evidently it has also stated who in fact are the terrorists. The following seven organizations plus Al Qaeda are considered as such: the Revolutionary Armed Forces of Colombia (FARC) and United Self-

Defense Forces of Colombia (AUC); the Palestinian Islamic Jihad (PIJ); the Lord's Resistance Army (LRA) operating in the Democratic Republic of the Congo, Sudan and Uganda; the Basque Fatherland and Freedom (ETA) in Spain; the Liberation Tigers of Tamil Eelam (LTTE) operating in Sri Lanka; and the Communist Party of Nepal-Maoist (CPN-M) operating in Nepal. (Nagar, 2010) These organizations are considered as such under the U.S State Department annual reports of International Terrorism. In 2000, the U.S. State Department created two lists of organizations; one is the formal designation list and the second is a list of other selected terrorist groups. According to the annual reports the FARC, LTTE, ETA, and PIJ have been formally designated as terrorist organizations since at least 1997. In 2000, the AUC was added to the same list. In 2001, the LRA was categorized as a terrorist group and in 2002, CPN-M was added to the list as well; both groups were added to the less formal list of other selected terrorist organizations. (Nagar, 2010) As we can perceive all of the seven organizations are considered terrorist entities before the 9/11 events; statement that leaves us with the fact that terrorism has been televised way before 9/11 happened. However, it is eminent to understand that in the framework of the War on Terror these entities have been televised as much as they have historically; leaving the public with the correlation that terrorism since 2001 is in fact promulgated by an only organization: Al Qaeda. The following graphics will in fact clarify this statement:

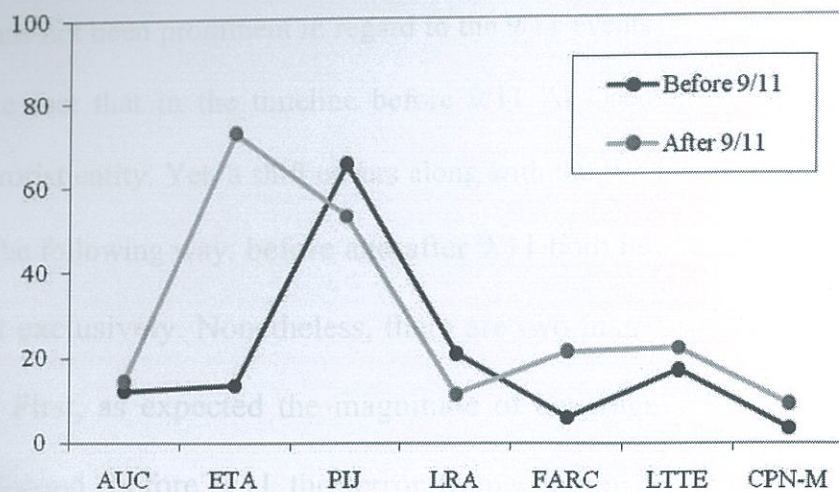


Figure 1. Changes in the terrorist frame, before and after 9/11.

(Nagar, 2010)

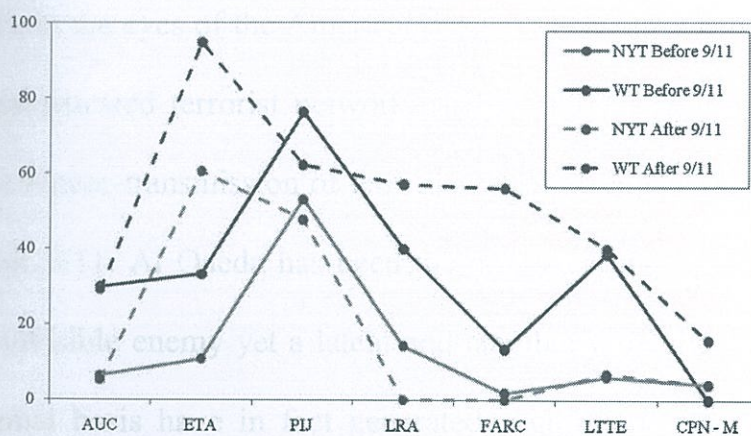


Figure 2. Changes in the terrorist frame by newspapers, before and after 9/11.

(Nagar, 2010)

The coverage of terrorist entities mentioned in the news, concerning the seven organizations before mentioned appears to move slightly. That is to say, the coverage of

their attacks has not been prominent in regard to the 9/11 events. However, it is interesting to analyze the fact that in the timeline before 9/11 Al Qaeda does not appear as the prominent terrorist entity. Yet, a shift occurs along with the War on Terror delineation and it appears in the following way: before and after 9/11 both newspapers used the terror frame almost exclusively. Nonetheless, there are two main differences between the two periods. First, as expected the magnitude of coverage substantially increased after 9/11. Second, before 9/11 the terror frame dominated the articles primarily because the news reports were dependent on official sources. However, after 9/11 reporters adopted the official language and directly labeled Al Qaeda as a terrorist group. Whether this was a result of the "follow-the-leader syndrome", the religious affiliation of the group, or the fact that the attacks were so devastating and on American soil, in the eyes of the American media Al Qaeda was nothing less than a lethal and sophisticated terrorist network. (Nagar, 2010) In this regard we are to admit that the hipper-transmission of terrorism has indeed been linked to the mind-set drawn after 9/11. Al Qaeda has been the new face of terrorism, the same that enhances an invisible enemy yet a latent and tangible war. The War on Terror and its governmental basis have in fact generated a global need of revenge towards terrorism, the same that is linked to a specific revenge towards Al Qaeda. In this sense, we have that the media bias in the coverage of certain groups stemming from stereotypical thinking (Nagar, 2010) that eventually in this case has been driven towards the dominant stereotype of Islam. Once again we witness President's Eisenhower fear. The State through all its means and mediums has instated power under its and not the people's interests; it has taken a domestic mind-set of shock,

powerlessness, and grief in order to design a framework that strictly delineates global dynamics while demonizing and dehumanizing citizens all over the globe. Our paranoia is not real; in fact it has been hipper-transmitted and inserted in our daily actions as well as reactions. We become paranoid towards the idea of terrorism, to an invisible (or created) enemy.

5. Conclusions:

Taking for instance our departure point: to reinvent media discourse in order to describe and reveal the content of violence and interests within discursive broadcasting as a means of global violence, and the most latent influential force in the social and political construction of the War on Terror. We have come to consolidate our premises concluding that the media apparatus is eventually subject to a higher system than mere capitalism. Being driven by the manipulation element that we take as evidence of the media apparatus we come to entail that manipulation in our setting is essentially not just a discursive one; yet a designed mechanism that effectively uses broadcasting as the most efficient tool of mind-management. For that matter, the delineation of our conclusions is subject to the acknowledgement of the fact that our entire life is demarcated within the dynamics of mass media and its outreach. We ought to place ourselves in a platform where eventually mass media overwhelms our lives and surrounds us at every instant; if we picture this reality, instantly we can see how we have become media beings.

As media beings, and after seeing within the media apparatus and beyond it we delineate that manipulation of discourse goes beyond the realm of the media enterprise. Manipulation therefore is not entitled to the communication realm, yet to a specific need of the government to control and design the way that we as the public become immerse in its

military and warfare dynamics. The presence of violence in the communication realm does not entirely reside in the intent of the media to control and manipulate discourse for a specific outcome; however it has come to accept that role since it gains from the interdependence that this role entails. We state that as a matter of fact, the media as well as other institutions in our realm are subject to such interdependence that has linkage strictly to the government. The real inquiry here is whether the United States government still embodies as the public's representative or if it eventually has dissolved into a corporate domain.

After analyzing the military industrial complex as a system we come to conclude that the State is hijacked by the financial military industrial complex, the "most crucial decisions regarding national policy are not made by representatives, but by the financial and military elites." (Nagar, 2010) It is the State the one that sets the ground for the creation of a war sphere where violence becomes the only means by which the United States can prove justice to its people while reinserting itself into the international arena as the military hegemony. For that matter we redirect our focus and state that the U.S. government has in fact taken control of all the mediums by which it can consolidate these emotions of revenge and justice. Justice in this sense is seen as the need to engage in a war that will claim the death of freedom. The regain of freedom is in effect the basis of why the War on Terror portrays. Who will not fight for freedom; yet how are we fighting for it? Is it really our fight, is it real?

The fight is eminently tangible and it is broadcasted at every second, yet the aim to fight is merely political. The maintenance of the War on Terror is as a matter of fact the most prominent issue within the military industrial complex's agenda. The public is left with what the State wants the war to be: the opportunity to regain freedom and justice as the pillars of the American identity, within the democratic values that the nation was built

upon. Hence, the war in its expanded incarnation works in tandem with a State organized around the production of widespread violence. Such a State is necessarily divorced from public values and the formative cultures that make a democracy possible. The result is a weakened civic culture that allows violence and punishment to circulate as part of a culture of commodification, entertainment, distraction, and exclusion. (Giroux, 2013) After such statement we obviously can predict why the government has made sure that the media realm becomes part of the military industrial complex apparatus; mass media is the one that encounters all the settings of the noise channel within the process of communication. The government needs noise so that receptors of the war discourse can fall into commodification, entertainment, and distraction, so that we fight without an individual cause yet a consensual one. In addition, the media and other cultural apparatuses now produce, circulate, and validate forms of symbolic and real violence that dissolve the democratic bonds of social reciprocity. This dystopian use of violence as entertainment and spectacle is reinforced through the media's incessant appeal to the market-driven egocentric interests of the autonomous individual, a fear of the Other, and a stripped-down version of security that narrowly focuses on personal safety rather than collective security nets and social welfare. (Giroux, 2013) The eminent fight against terrorism is embodied in our quotidian lives as a natural action encountered within the American identity. 9/11 has marked not only a prominent shift in the way politics has come to be developed; hence it has marked the American identity with sorrow and a hunger of revenge. As a matter of fact such war identity is the one that sustains the war. The logic of profitability works its magic in channeling the public funding of warfare and organized violence into universities, market-based service providers, Hollywood cinema, cable television, and deregulated contractors. The metaphysics of war and associated forms of violence now creep into every aspect of U.S. society. (Giroux, 2013) We embody in every sense the fight against

terrorism; we are the War on Terror.

We enclose a war that goes beyond our interests, and we fight against an enemy that took away our freedom; it is a paranoid war the one that we embody. Thus, our paranoia is not real; in fact it has been hipper-transmitted and inserted in our daily actions as well as reactions. We become paranoid towards the idea of terrorism, to an invisible (or created) enemy. Yet such paranoia has lead the American people to incarnate warlike values and the social mindset they legitimate have become the primary currency of a market-driven culture that takes as its model a Darwinian shark tank in which only the strongest survive. In a neoliberal order in which vengeance and revenge seem to be the most cherished values in a "social order organized around the brute necessity of survival," violence becomes both a legitimate mediating force and one of the few remaining sources of pleasure. (Scott, 2013) America has translated such pleasure into all means of what constitutes its society; the government has prompted such values, values of war that are encouraged at the highest level of society. And it all comes down to discourse:

... () Terrorist attacks can shake the foundations of our biggest buildings, but they cannot touch the foundation of America. These acts shatter steel, but they cannot dent the steel of American resolve. America was targeted for attack because we're the brightest beacon for freedom and opportunity in the world. And no one will keep that light from shining.

(G.W. Bush, 2001)

Within these words we can perceive a clear manipulated message that states that there is an eminent need to fight terrorism; in a state of grief we adopt them. Hence, almost twelve years later we come to be selective about every message and we entail that far from promoting democratic values, a respect for others, and social responsibility, a governing-through crime approach criminalizes a wide range of behaviors and in doing so often functions largely to humiliate, punish, and demonize. (Giroux, 2013) The War on Terror is

far from reflecting a fight for freedom and democratization as means of liberty. We can perceive how as the boundaries between the realms of war and civil life have collapsed, social relations and the public services needed to make them viable have been increasingly privatized and militarized. (Cooper, 2008)

Discursive broadcasting as means of global violence; and a latent influential force in the social and political construction of the War on Terror. Reinventing such statement we deliberate that it actually comes down to: Governmental manipulation as a means of global violence; and the most latent influential force in the social and political construction of the War on Terror. We state that it is actually a Governmental War that through the massive proliferation of terror it exercises the power of manipulation through out the world.

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7. Annexes:

- Table No. 1 Coverage outreach of NBC, CBS and ABC.

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|---|---|--|---|
| <p style="text-align: center;">NBC (Comcast Corporation)</p> <p>Board of Directors:</p> <p>Michael Angelakis Arthur Block David L. Cohen.</p> | <ul style="list-style-type: none"> - 10 NBC Owned Television Stations - Telemundo Network & Stations - NBC Entertainment - NBC News - CNBC - CNBC World - International Television - Comcast Sports Group - E! Entertainment Television - G4 - Golf Channel - MSNBC - mun2 - Oxygen Media - Sprout - Style Network - NBC Sports & Olympics - Bravo - Chiller - Cloo - Syfy - Universal HD - USA Network; - VERSUS - The Weather Channel Companies; Universal Television - NBC Universal Domestic Television Distribution - Universal Cable Production - Universal Pictures - Focus Features - Universal Studios Home Entertainment - Universal Pictures International Entertainment - DailyCandy - Fandango - Hulu - IVillage - NBC.com - CNBC Digital - Universal Parks & Resorts. | <p style="text-align: center;">CBS (Viacom Inc.)</p> <p>Chairman of the Board of Directors:</p> <p>Sumner M. Redstone</p> | <ul style="list-style-type: none"> - CBS Entertainment - CBS News - CBS Sports - CBS Television Stations - CBS Televisions Studios - CBS Studios International - CBS Television Distribution - CBS Home Entertainment - CBS Consumer Products - CBS Films - The CW (joint venture with Warner Bros. Entertainment) - Showtime - CBS Sports Network - CBS Interactive - CBS Radio - CBS Sports Radio - CBS Outdoor - Simon & Schuster (Publisher) - CBS Connections - CBS Scene (Restaurant) - Watch! Magazine - EcoMedia. |
| <p style="text-align: center;">ABC</p> | | <ul style="list-style-type: none"> - ESPN - ABC Family - SOAPnet - Disney Channel - ABCNews | |