

JIM C'S QUIZ OF THE WEEK

MONDAY - 06/02/08

The billionaire antagonist in Steven Baldacci's "*The Whole Truth*" uses perception management (PM) to promote global armament.

HOW DID TERM "*PERCEPTION MANAGEMENT*" ORIGINATE?

***U. S. Department of Defense:* "Actions to convey and/or deny selected information and indicators to foreign audiences to influence their emotions, motives, and objective reasoning as well as to intelligence systems and leaders at all levels to influence official estimates, ultimately resulting in foreign behaviors and official actions favorable to the originator's objectives."**

***Origin (Wikipedia):* The U. S. military. *PM* is a euphemism for an aspect of information warfare that involves falsehood and deception. The purpose is to get the other side to believe what one wishes it to believe, *whatever* the truth may be.**

***History:* Tower Commission was established to investigate the Iran-Contra scandal and warned in November 1987, "The democratic processes ... are subverted when intelligence is manipulated to affect decisions by elected officials and the public."**

***PM* expanded from the military into the civilian world with several public relations firms now offering it as one of their key services.**

Conventional Wisdom: Perception Management = Serious Propaganda

Moment of Zen: The truth shall set you free - which truth?