

Excerpted from Elements of Wisdom and Folly
**TWO GIANTS ... USED AND ABUSED
BY ADVERTISERS AND POLITICIANS**

by Ernest Kinnie, PhD
<http://www.wisdomfolly.net>

Abstract

Many powerful people in our culture use the techniques and ideas of classical and operant conditioning to control what you think, do and feel. Knowing how they do it increases the probability that you can decide when to allow that to happen.

Key words

psychology, self-help, self-heal, growth, strategy, technique, method, operant conditioning, classical conditioning, propaganda, brain washing, advertising, focus groups, association matrix

Pick up a magazine or two and go thru them looking at the advertisements. You are going to find that 95% use the methods of Pavlov or Skinner. What do they pair with their product a la Pavlov? Pretty girls or handsome men? Happy, Happy faces? Beautiful scenery? Shiny colors?...hoping you'll salivate like that famous dog over whatever they are selling. And how do they go about using poor Skinner, who never made a dime off all that advertising using his techniques. What rewards are they promising if you buy their product. And what punishments do they foresee in your future if you don't? So blunt. So successful. They fill more and more of your association matrices every day, whether you like it or not.

Watch political speeches and read campaign literature. Notice the ways they use Pavlov and Skinner to fill your association matrices with words, images, and emotions designed to make sure you think, feel and act in accordance with the party line. The techniques are simplicity itself. Associate everything evil and dumb with your opponent and everything good and wise with yourself. And promise good things if people vote for you, and bad things if they vote for that other guy and his party. So easy. Of course good politicians will seldom be that blunt. Marvelously smooth rhetoric is what wins elections...the smoother the rhetoric, the more successful the politician. And all that rhetoric flows so smoothly into your association matrices. Being aware of the techniques being used increases the chance you can decide whether or not to accept the rhetoric.

I suggest you write down what happens to you as you move through the book. The words **WHAT I FOUND** will be the cue to do so. Seriously consider keeping a journal to record what you find, as the writing down itself adds to the experience, and you will continue to learn about yourself as you later read what you wrote. With a little courage and imagination you can have some really interesting experiences.....and add some useful behaviors to your repertoire.

Taken from [Elements of Wisdom and Folly \(click here\)](#) available in the Real Psych Solutions Store.

WHAT I FOUND

About the Author

I'm a retired PhD clinical psychologist with many years experience as professor, therapist, consultant and supervisor. Wrote THE MAGIC THEATER, the psychology of adjustment, published by Harper and Row, long ago, and now have the time to revise and enlarge, using what I have learned over the years. You are invited to explore the insights, adventures and strategies that have been most useful in my life, and in the lives of friends, students and patients.

Ernest Kinnie

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