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Media Infection

Coming from a country that rates among the top safest places in the world, being educated and enjoying economical security, having access to health care, one would assume that I have no reason to fear. One would be wrong. I have merely learned to live with my fear, appreciate it even. After all, fear has a purpose: it exists to teach us, to keep us safe, to make us think twice before doing something idiotic and endangering ourselves and our loved ones. And what better time to fear than right now? As I have recently read in a slightly unhinged Reddit thread: 2020 is the year of the covid-19 apocalypse. Yay, fear justified.

Loneliness, hunger, comfort, anxiety, pain, love, hate, happiness, paranoia, laughter, tears, greed etc., the sources of fear are infinite and always there. However, that is not the real problem, is it? No, it is how fear spreads like a wildfire that absolutely terrifies me. Oh, how easy it is to be manipulated into being terrified of nameless villains and far away monsters. You see, zeroes and ones, waves and screens rule the world now. It is as if we have exchanged our freedom of thought for live feed and fake fear that can not touch us. Except nowadays, we are not so safe anymore, are we? Covid-19 lurks everywhere! Beware!

We are told to wear facemasks and wash our hands and to isolate ourselves when we feel sickly so as not to infect other people. Duh, obviously. Yes to all and can I have some hot herbal tea, please? Suddenly, our safety nets and our homely nests are not the safe harbors they once were. From comfy cages where we can wear pajamas 24/7 to nightmarish prisons where abuse and pain are the norm. And the 'Media Gods', having sensed blood in the water, are now riding the wave of shocking news. 'Stay home, people! Social distancing, people! Shut the hell up, people!'

Oh, and keep buying stuff because, you know, just in case. In case of what exactly? How vague. Unsurprisingly, this is exactly the kind of ambiguity that Mountfield used in its latest batch of ads. *Two men are sitting by the pool discussing the amazingly low prices and the high quality of Mountfield swimming pools stating that one should not wait and buy a pool right now! Cause one never knows what might happen tomorrow.* What a creative way to use fear to attract customers. The covid-19 apocalypse is here, buy swimming pools, they are on sale, buy stuff, just in case. Frelling Mountfield!

You may have guessed by now that the power of the 'Media Gods' is what I fear the most. I fear that we have become so desensitized by the onslaught of information that we are now blind to real threats and instead of evolving, we are stagnating or worse, going backwards while we watch the world in HD. Every time you log on, every time you like and share, every time you copy and paste you give away a piece of yourself. And all those little pieces get collected and sold to the highest bidder. Multiply this by a billion or perhaps a trillion or two and what you get is a control net so tight that you cannot escape it no matter where you go. Remember Epstein? Vaguely? Good, he 'Media Gods' did their job well for one silenced monster keeps the others safe and sound in their golden lairs.

But all is not well and it is not because of covid-19. We are not in control. Fear has infected us all.