

ON SYNERGY OF ECONOMICS AND PROPAGANDA

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Introduction. The article explores the evolution of the global economic system in the context of economic theories developed by Smith, Keynes, and Friedman and the impact of propaganda on that evolution.

Materials and methods. The study used both General scientific and traditional methods used in political science and Economics.

Research result. The influence of propaganda is evidenced by the uprise of the Keynes-Bernays model in the middle of the 20th century, followed by the neo-economic model the beginning of the 21st century in which propaganda is dominating. In this model supply and demand, as well as value added, quotations, prices, etc. are created by the flows of information. Furthermore, the article introduces the “rule of four parts” which is characteristic of the modern labor market in developed countries. The data about the newest computer technologies in propaganda lead to the conclusions on its new potential in politics and economics.

Conclusion. The authors postulate the synergy between propaganda and economy, a phenomenon which requires further research.



Since the ancient times researchers studied relationship of state and economics with the aim to explain and refine an economic system they knew. Though these studies are important they did not constitute political economy as a separate science. Political economy as a science emerged in the late 18th century due mainly to the work of Adam Smith.

It should be noted that up to the 19th century most of national economies developed due to appropriation of the lion’s share of value cre-

ated by working masses including slaves. The theocentric paradigm dominated over the society and science. In 1776 Adam Smith published the study that was recognized by economists as fundamental. In this study Smith announced the let-alone principle as the basic, fundamental principle. Its essence lies in fact that there was no need to regulate the market with protectionist, customs, or grant measures and laws; moreover, attempts of such regulation even produced adverse effects. Since all components

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of economy are, in fact, communicating vessels an artificial increase of pressure on one vessel is always made up with change of pressure in other vessels.

Nevertheless, according to A. Smith, a sovereign (either a ruler or a state) has a number of indispensable duties: protection of nation from other nations' aggression (defense), protection of "every member of the society from the injustice or oppression of every other member of it" [15. C. 915]. The state also has to provide for courts, roads and for "supporting the dignity of the Sovereign" [15. C. 1088]. The market will settle and adjust everything else.

Smith also assumed that the faith in God (in addition to courts) would secure humanity and justice of such system. Smith meant the Church of England worshipers' rectitude and integrity. Dominical sermons in those times were one of the propaganda main leverages and means of social compliance maintenance. This system was based upon the "wealth is granted by the God" axiom. This axiom was one of the principal results of the Reformation started in 1517 with the Ninety-five Theses put forward by theologian Martin Luther.

By the times of Adam Smith the capitalist Protestant ethics had not only defeated the feudal Catholic ethics in Great Britain in the Old World but was also exported to the British colonies in North America that would soon become the US, to Canada and later on to other British domains where British colonists settled (Australia, New Zealand). At those times faith in God, public morality and rectitude were matters of course and prosperity or welfare was taken as the evidence of integrity: "But in the present times, through the greater part of Europe, a creditable day-labourer would be ashamed to appear in public without a linen shirt, the want of which would be supposed to denote that disgraceful degree of poverty which, it is presumed, nobody can well fall into without extreme bad conduct" [15. C. 1168].

However the Christian commandments and values of European civilization did not apply to slaves. Anglo-Saxon colonial policy was rational and cynical. Comparing government in different colonies Smith notes an abyss that existed between colonies in America and India. Using the examples of Sweden, the Netherlands, Denmark, France, Spain and Portugal Smith demonstrates that transfer of government functions to a company that enjoys right of monopoly trade brings about disastrous consequences. "The government of an exclusive company of merchants is, perhaps, the worst of all governments for any country whatever." [15. C. 752].

And, vice versa, in countries where "The authority of this assembly overawes the executive power" [15. C. 772] colonies flourished: "All the different civil establishments in North America <...> did not, before the commencement of the present disturbances, cost the inhabitants above £64,700 a year; an ever-memorable example at how small an expense three millions of people may not only be governed, but well governed" [15. C. 757].

In the same treatise Smith writes about government of India: "It is a very singular government in which every member of the administration wishes to get out of the country, and consequently to have done with the government as soon as he can, and to whose interest, the day after he has left it and carried his whole fortune with him, it is perfectly indifferent though the whole country was swallowed up by an earthquake." [15. C. 850]. A bit earlier Smith notes: "Upon other occasions the order has been reversed; and a rich field of rice or other grain has been ploughed up, in order to make room for a plantation of poppies; when the chief foresaw that extraordinary profit was likely to be made by opium." [15. C. 845].

As it is commonly known, such business activity of the East India company led to the "Bengal famine" that has gone down in history due to its unprecedented scale. Perhaps, it should be added that opium grown in India was intended not for England but for China where number of drug addicts at some moment reached the critical for Chinese statehood threshold and led to the Opium Wars in the 19th century. "But a company of merchants are, it seems, incapable of considering themselves as sovereigns, even after they have become such. <...> Their mercantile habits draw them in this manner, almost necessarily, though perhaps insensibly, to prefer upon all ordinary occasions the little and transitory profit of the monopolist to the great and permanent revenue of the sovereign." [15. C. 846-847].

During subsequent 150 years economy transformed: machinery gradually replaced labor of craftsmen, casual workers and slaves. Speed of information and money transfers increased considerably with advent of radio and telegraph. Theocentrism was replaced not with anthropocentrism but with ethos of capitalism. As German sociologist Max Weber justly noted, Benjamin Franklin's message was not to the glory of God but to the glory of industry, sincerity and frugality. Propaganda has also undergone qualitative changes: responsibility for the public accord has stopped to be the sole care of state and church. Big private companies have created

hundreds private newspapers for audience that increased manifold and new information realm where the force of gravity was created not by authority and church but by capital has been established. But the printed word still remained to be luxury: first of all, not everyone was literate, secondly, people often had no time for reading and analyzing what they read.

By the early 20th century changes in economy and Weltanschauung built up contradictions that led to the WWI and demise of four empires: Russian, Austro-Hungarian, German and Ottoman empires. Though the US had one of the biggest economies of the world (in political terms the US was still a secondary power at the beginning of the 20th century) America could not stay on the sidelines of the greatest world repartition. Having chosen the right moment the US joined the war in April, 1917, and began its most expedient military campaign.

A tremendous propaganda work had to be done to that end because Americans were reluctant to go and die in Europe. In 1916 Woodrow Wilson, the future Laureate of the Nobel Peace Prize, was re-elected for the second term only due to his promise not to join the war.

Walter Lippmann, the winner of two the Pulitzer Prizes, was a direct participant of those events. In his book "Public opinion" (1922) Lippmann bears witness: "A rough estimate of the effort it takes to reach «everybody» can be had by considering the Government's propaganda during the war. Remembering that the war had run over two years and a half before America entered it", yet many Americans were still indisposed to intervention into the war. In the same book Lippmann wrote: "Mr. Creel had to assemble machinery which included a Division of News that issued, he tells us, more than six thousand releases, had to enlist seventy-five thousand Four Minute Men who delivered at least seven hundred and fifty-five thousand, one hundred and ninety speeches to an aggregate of over three hundred million people. Boy scouts delivered annotated copies of President Wilson's addresses to the householders of America. Fortnightly periodicals were sent to six hundred thousand teachers. Two hundred thousand lantern slides were furnished for illustrated lectures. Fourteen hundred and thirty-eight different designs were turned out for posters, window cards, newspaper advertisements, cartoons, seals and buttons. The chambers of commerce, the churches, fraternal societies, schools, were used as channels of distribution" [10. C. 46-47].

This titanic work produced the excellent result: Americans were successfully seduced to

joining the WW I in result of which the US as a winner state got everything: having suffered minimum casualties the USA gained economic dominance and attainment of super-power status.

After the war one more very important event happened. The event has changed the world forever. The radio broadcasting opened the Pandora's box in the 1920s. By the 1930s it turned out that radio could easily mould nations into tribes. Irrespective of literacy or leisure time every person became an object of propaganda.

Edward Bernays, a father of propaganda (he developed the major part of perennial propaganda principles and introduced them) was one of the principal masterminds in G. Creel's Committee on Public Information established by the US government. In 1928 Bernice published his manifesto "Propaganda". In this work Bernice set forth principles of public governance.

Later on, in 1936 John Maynard Keynes, upon analysis of experience that had been accumulated from times of Smith to the 1930s, developed his own "The General Theory of Employment, Interest and Money". In this work Keynes proclaimed that the principal evil of contemporary society was its "failure to provide for full employment and its arbitrary and inequitable distribution of wealth and incomes" [9. C. 372]. Keynes criticized the open market and suggested restricting stock-exchange dealers, organizing "euthanasia" of rent-seekers and therefore breaking yoke of the capital [9. C. 376].

Further, Keynes offers, with use of a single emission center, to regulate hydraulic system of economics (quantity of money, employment, population's preferences to consumption, saving and investment) interconnected through multipliers (its values are "function of their psychological propensities" [9. C. 117] by virtue of the sole tool, i.e. rate of bank interest.

The following important moments should be emphasized here. First, the laissez faire principle was replaced with its antithesis: in fact, Keynes imposed on state the duty to regulate economy. Second, Keynes considers all economic parameters mentioned above from the standpoint of mass psychology. He notes in passing: "With normal psychological suppositions, an increase in employment will only be associated with a decline in consumption <...> as the result, for instance, of propaganda in time of war in favour of restricting individual consumption" [9. C. 117]. And further Keynes writes: "[T]he enlargement of the functions of government, involved in the task of adjusting to one another the propensity to consume and the inducement to invest" is "the only practicable

means of avoiding the destruction of existing economic forms in their entirety" [9. C. 380].

Works of Keynes and Bernays have taken understanding of propaganda's influence to a new level. Macroeconomics' dependence on mass psychology has become ostensible. After the WWII the victorious countries (except the USSR) started to implement the principle taken from the dystopian novel "Brave New World" by Aldous Huxley. The principle reads: "Ending is better than mending; the more stitches, the less riches" [7. C. 64]. Relying on postulates set forth by Bernays and Keynes, the Western countries began to implement the political-economic model of the consumer society that lives on credit for a greater part of its life. The public has become a constructible product and democratic elections have become the indispensable part of consumption.

The meaning of social pact has been expressed in formula: cradle-to-grave consumer credit in exchange for loyalty. It has been offered to pay for comfort and quality of life. Although such contract was fraught with a danger of losing a part of civil liberties (that is exactly what happens today) propaganda in this construct still works to the benefit of majority insofar as the post-war population grew and its welfare increased. From standpoint of technology, such model became possible only due to radio and television turning into Mass Media. The tool kit remained to be the same as it had been in times of John Brown, the anti-slavery campaigner: formation of a myth, selection of communication channels and financing iteration of a myth until it becomes a proverbial truth [16. C. 15].

Having revised his appraisal of mass manipulation as "an important element in democratic society", in 1947 Bernays arrived at a conclusion that "the engineering of consent is the very essence of the democratic process" [3. C. 114].

In real life the old world economic system dismantling and the new economic system building turned out to be the global results of war. Supranational structures (UN, World Bank, IMF) have been established and, in their turn, these institutions have developed the global economic model.

Thus this model known as the Washington Consensus implies that other countries (they are called developing countries) would remain to be raw material donors forever. Developing countries are doomed to be not competing economies but market outlets. This consensus maintained standards and rules demanding from every newly joining national economy to comply certain procedure. The procedure in-

clude appraisal of a national economy and the mandatory ranging of this economy pursuant to the developed countries' standards. Supremacy of the new system has complemented improvement of stock tools in a way that allows controlling raw materials prices and having a chance to canalize unmarketable goods through mechanisms of crises. TV and all-powerful movie industry that formed new values, principles, rules and models of behavior have been added to mass media.

By the early 1980s in connection with massive introduction of computers the economic system became more complex and underwent so massive and profound upheavals that changes in law systems of principle stakeholders were also required. Politicians of new generation came into power. In the 1980s Reagan, Thatcher, Hawke and Mulroney replaced the state controlled symbiosis of economy and propaganda (we call this model the Keynes-Bernays model) with its neo-liberal antithesis the main characteristic of which is deregulation of economy pursuant to prescriptions of Milton Friedman and von Hayeck. From that moment onwards the US foreign policy has been harmonized with foreign policy of the British Commonwealth core states in order to bring end the cold war and thereby the "end of history" closer.

It is important to emphasize other consequences of the Keynes-Bernays model replacement with the neo-liberal model: deregulation of banking sector that occurred in 1987-2006, the great increase (more than to 360:1 ratio) proportion of top manager payments to rank-and-file employees' wages that has brought about class divide in the developed countries and emergence of army of hardcore poor who get allowances and welfare in these countries. Extraterritorial laws (anti-drug, anti-terror, anti-corruption and tax laws that enshrined the developed countries governments right to arrest, judge and punish citizens of other countries and as well as to carry out military operations in any point of the world, where ever it may be.

Milton Friedman, the theoretician and apologist of neo-liberalism, the maker of the shock therapy doctrine and Margaret Thatcher' idol, wrote in his book "Capitalism and Freedom" (1962): "To the free man, the country is the collection of individuals who compose it, not something over and above them. He is proud of a common heritage and loyal to common traditions. But he regards government as a means, an instrumentality, neither a grantor of favors and gifts, nor a master or god to be blindly worshipped and served. He recognizes no national

goal except as it is the consensus of the goals that the citizens severally serve. He recognizes no national purpose except as it is the consensus of the purposes for which the citizens severally strive" [5. C. 2].

It can be said that the "monopoly of merchants" would be the ideal state for Friedman: an aggregate of individuals instead of the nation and consensus of interests instead of the national idea. In the same book Friedman writes: "Few trends could so thoroughly undermine the very foundations of our free society as the acceptance by corporate officials of a social responsibility other than to make as much money for their stockholders as possible" [5. C. 133].

Critic of neo-liberalism American philosopher Noam Chomsky wrote in his article "Neo-liberalism and the New World Order" (1999): "The theories devised to justify these "collectivist legal entities," as they are sometimes called by legal historians, are based on ideas that also underlie fascism and Bolshevism: that organic entities have rights over and above those of persons. They receive ample "largesses" from the states they largely dominate, remaining both "tools and tyrants," in Madison's phrase. And they have gained substantial control over the domestic and international economy as well as the informational and doctrinal systems, bringing to mind another of Madison's concerns: that "a popular Government, without popular information, or the means of acquiring it, is but a Prologue to a Farce or a Tragedy; or perhaps both" [4. C. 83].

Other aspects of life underwent transformation too. Policy of economy deregulation has created for corporations an opportunity to exert influence on the basic pillars of public consciousness: culture, education and mass media. Canadian sociologist Naomi Klein adduces interesting facts in her study "No Logo" (2000): "In Canada under Brian Mulroney, in the U.S. under Ronald Reagan and in Britain under Margaret Thatcher (and in many other parts of the world as well), corporate taxes were dramatically lowered <...>". According to data provided by the US Congress Bureau of the Budget, from 32.1% in 1951 to 11.5% in 1998 and according to data of Canadian Department of finance and Canadian Statistical Office of Statistics, from 25% in 1955 to 11% in 1983. This corporate taxes cut has destroyed plans of revenues and gradually strangled the public sector. With reduction of state subsidies education institutions, museums and mass media made their best to compensate budgetary losses while they ripened for partnership with private corporations [9. C. 58-60]. In the same article Klein writes: "When

sponsorship took off as a stand-in for public funds in the mid-eighties, many corporations that had been experimenting with the practice ceased to see sponsorship as a hybrid of philanthropy and image promotion and began to treat it more purely as a marketing tool, and a highly effective one at that" [9. C. 61]. Klein adduces a vivid example: a fashion to make tattoo of sport companies logos (this fashion covered the poor youth). In our opinion, that resembles more coercion than marketing.

It should be noted that advent of the neo-liberal model coincided in time with the end of the Marxist experiment life cycle and neo-liberals chalked up collapse of the Marxist experiment immediately. According to neo-liberals, sequence of these two events convinces doubtful people that the current events and processes are predetermined and therefore are correct and valid. Sometimes neo-liberals present collapse of the Communist system as their victory in the cold war. However eyewitnesses and experts know that the cold war was finished with the honorary peace treaty. In the 1990s comprador governments of former Socialist countries have made the ruinous and humiliating for their own nations farce of that treaty.

The mortgage crisis was one more fall-out of financial deregulation. In 2007 the whole world was shocked with collapse of the mortgage loan pyramid scheme. Magnitude of effect this collapse exerted on public conscience is comparable with the shock caused by destruction of twin towers in New York. Indeed, three American rating agencies the world community perceived as the state agencies that were unflaggingly reliable and appraised countries and companies (up to the mortgage collapse all banks and exchanges of the world had to accept ratings established by these agencies) ensured liquidity of financial instruments that, as it turned out, proved to be "trash" papers.

Today two big American rating agencies, after a long investigation, agreed over validity of charges and to paying more than \$ 2 billion for settlement of all claims and investigation dropping. Sure, \$ 2 billion is a ridiculous amount if one takes into account the scale of losses resulted from actions committed by leading rating agencies that, for sake of mistakes elimination or, perhaps, cover-up of crimes, committed in financial management, violated the fundamental principles of economic regulation and ratings were falsified.

A few more details of the new world require a special attention. The first detail is the story of Edward Snowden, former staff member of the global information monitoring system estab-

lished for war on terror. The system's motto is "Collect it all"¹.

The system includes numerous programs of data harvesting. All companies and corporations that produce content, soft and hardware cooperate with the system and in fact are members of it. The system also embraces intelligence services of the US, Canada, the UK, Australia, New Zealand and is called "Five Eyes" and centers of data storage that contain the total electronic traffic of the whole world for all the time.

Some people consider this story as a fake in the conspiracy theory style, other people consider it as disinformation in the "star wars" style of the 1980s, though materials exposed in publications of Glenn Grinwald on the ground of thousands of documents furnished by Edward Snowden, the specialist in the sphere of electronic intelligence, seem to be consistent and logically sound. But even if we assume that data Snowden revealed are partially misinformation (due, for example, to lack of capacities for storage of the "whole traffic") realization of such system in the nearest future is the objective reality. Thus, total monitoring, censorship and information flows control are possible over the course of time.

Secondly, the new society is characterized with a property that we, for the sake of simplicity, will call "the rule of four quarters". The essence of the rule is as follows: migrant workers from poor countries supply the unskilled or semiskilled labor. The work done by migrant workers creates profit that can be divided into four not necessarily equal parts. One part is a migrant worker's wage; some fraction of it will be transferred to this migrant's family living in far distant motherland. The second part comprises unemployment allowance paid to a citizen of a developed country instead of whom a migrant works. One more part covers administrative costs, for example, costs related to propaganda of multiculturalism and tolerance. All expenses mentioned above allow an employer to get the fourth part, the profit and surplus profit, often with no social burden. It should be added that such migrant occupies a place at the bottom of the country where he/she works as a de-facto slave.

Thus two groups of poor people grow in number: the resident hardcore poor who are on welfare and working migrants who make up the decrease of the developed countries' resident population with their traditional big fami-

lies. In such situation the parity will inevitably emerge. This parity is fraught with the prospect of religious and cultural split. Policy of multiculturalism helps only to adapt newcomers but does not resolve systemic contradictions that may bring about a social fallout and a considerable number of casualties.

It is the principal danger. Even now we see outrages that flare up intermittently in France and the US. There is one more important aspect of such economy noted by Adam Smith who wrote: "But among the ancient Romans the lands of the rich were all cultivated by slaves, who wrought under an overseer who was likewise a slave; so that a poor freeman had little chance of being employed either as a farmer or as a labourer. All trades and manufactures too, even the retail trade, were carried on by the slaves of the rich for the benefit of their masters, whose wealth, authority, and protection made it difficult for a poor freeman to maintain the competition against them. The citizens, therefore, who had no land, had scarce any other means of subsistence but the bounties of the candidates at the annual elections [15. C. 733-734].

It is possible to say that we come across a new derivate of the Keynes-Bernays model: "consent with no consent" – and with no social expenditures. In this article we do not consider social problems that will emerge inevitably in the foreseeable future when advanced automats and robots will displace multimillion migrant workers army. We will confine to a remark that the current day propaganda supports the model that implies a deferred but predictable explosion. Moreover, the propaganda works for intensification and aggravation of contradiction between the poor of developed countries and the destitute people of developing countries. Yet decay period of economy under construction may be rather long due to considerable economic, propaganda, military and technological resources invested in realization of the project.

Concurrent with transformations of economy and mutations of propaganda the legal basis of these transformations is formed. By 2016 three interrelated global projects were prepared for promulgation: TISA (Trade in Services Agreement; according to its initiators, the agreement should rally and consolidate in a single integral whole prospective members of the Trans-Atlantic Trade and Investment Partnership and the Pacific Trade Partnership). Joining these partnerships their members give their consent

¹ https://www.washingtonpost.com/world/national-security/for-nsa-chief-terrorist-threat-drives-passion-to-collect-it-all/2013/07/14/3d26ef80-ea49-11e2-a301-ea5a8116d211_story.html?utm_term=.e90b1af77b06

to granting to corporations supranational rights for further deregulation of economy. With some degree of simplification it can be said: countries that will sign these agreements will become a single super corporation.

From the standpoint of sociology, it is possible to speak of the closing stage of a society making according the lines set forth by Plato in his *Laws* (13. Book 7, 806 d,e), where it is written: "they had entrusted all the crafts to other hands, and that their farms were hired out to slaves, and yielded them produce enough for their modest needs". In the same treatise Plato notes: "For a citizen possesses a sufficient craft, and one that needs long practice and many studies, in the keeping and conserving of the public system of the State" (13. Book 8, 846d).

Nowadays this process has come across at least two serious obstacles. The first obstacle is rejection of the plan by governments of developing countries that represent the greater part of the world population. The second obstacle is resistance of a considerable part of Western elites to accept the plan. One of many proofs of this resistance is the victory of non-systemic candidate in presidential election in the US. Donald Trump's new administration in three days after inauguration of Trump withdrew from Pacific Trade Partnership and put the long work related to creation of Trans-Atlantic Trade and Investment Partnership on hold. Thereby the new American administration threw out a serious challenge to the neo-liberal International.

All aforesaid illustrates acuteness of contradictions that are accumulated in the world community. It should not be forgotten that economic contradictions of the leading world powers often were solved through inspiration of chaos in countries that produced raw materials. Coups and wars every time proved to be beneficial to countries and structures that occupy the top of the world pyramid. It is absurd to ignore obvious things, for some principles in politics are permanent. Niccolo Machiavelli, the Florentine philosopher and political figure, in his treatise "The Prince" (1532) set forth these principles. We quote one of them: "...Therefore, even if someone has even the most mighty army, he has to win sympathy of inhabitants of a country he plans to invade" [11. C. 5].

More often than not, unrest and disturbances are results of the false public opinion formed by propaganda and sought for by somebody. For instance, anti-war propaganda broken out in Russia in January-February, 1917, brought about the global sell-out of the Russian state's interests and finally the collapse of empire and

the most severe civil war. The latest decade demonstrated that TV, radio and cinema do not control shaping of the whole society public opinion any longer. Internet shapes public opinion of people who from the school age use it. However, nowadays it is obvious that networks comprise the ideal place not only for information obtainment but also for manipulation of the collective unconscious. And they provide by far greater opportunities for that than TV. And not only due to the fact that a social network is very much like Le Bon's crowd, multitude that blunts the critical perception of information by a manipulation object though it is so. Radio and TV also produce the "effect of crowd" but technologies used by, for example, religious bigots make it possible for computer programs to find hundreds of potential suicides for further distant brainwashing by psychologists and for committing terrorist attacks with dozens of victims by hands of these brainwashed people. Opportunities of new information technologies are unprecedented. Earlier such opportunities seemed to be incredible stuff. The network provides for an opportunity to connect an object of manipulation-Internet user to a group and then to pick up an individual code to him/her and hold him/her in hibernation until the zero hour.

Potential of metadata use deserves a separate consideration. Metadata are not content of conversations, messages, letters that requires decoding and interpretation. Metadata allow getting knowledge of who, when, from what device and what IP-address and to whom, on what IP-address and to what device the message was dispatched. Metadata reflect circle of a user's contacts, websites a user visits, information a user requires, log of downloads, books downloaded, movies a user has watched, data of payment systems (fines, entertainment, purchases, health expenses etc. Metadata are precise and intelligible, therefore, it is easy to process them. Technology of processing of all information available in social networks, metadata and a person's spatial movements for several years provides exact indications of a person's level of development, his/her psychological type, stereotypes and patterns of his/her behavior. Behavior analysis based on these data will produce the absolutely exact forecast a person's reactions not only to contextual advertising or contextual news. These data allow picking up keys to every sub-cultural group. Put simply, adherents of stability and adherents of changes can be brought to voting for the same candidate equally effectively if these groups are addressed to on their own language and if every group's

concepts and figurative language are employed. Or, if it is necessary to involve a user with a low IQ and an appropriate psychological type as a part of the protesting crowd that can be easily done by a bot, a program.

The very important point: the parity of TV viewers and Internet-users has been already attained in metropolitan cities. The most dynamic age group (people up to 35 years old) gets 100% of information from Internet. It is easy to calculate that in 5-7 years such people will constitute the majority. Taking the aforesaid into account the banal call to "strengthen connection with masses" in countries that are not involved in the "brave new world" construction acquires new meanings. Having compared American propaganda in two world wars Bernays wrote in 1947: "But by comparison with the enormous scope of word warfare in World War II, the Committee on Public Information used primitive tools to do an important job. The Office of War Information alone probably broadcast more words over its short-wave facilities during the war than were written by all of George Creel's staff" [3. C. 115].

The quotation illustrates the balance of propaganda in 1917-1919 and in 1942-1945. Taking into account the modern level of mass media development and Internet and most importantly possibilities of metadata processing it is easy to extrapolate possibilities of the nowadays propaganda.

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Finally, at least two conclusions can be drawn. First, the modern macroeconomic model created with the best intentions at its extreme is striving to its ideal: the single vertically integrated corporation that controls all communications and resources and aims solely and exclusively at profit gaining. This model does not take into consideration categorical concepts of religion, morality, social justice, democratic or any other freedoms. It remains to be strictly rational and cynical.

Secondly. Nowadays issues of propaganda development or, rather, of propaganda merging with economy should be considered not as a particular case of economic psychology but as the peculiar phenomenon. This is not about changes that arise in psychology of individuals who have gotten loans for the term of 30 years or about changes that occur with people who gained certain economic independence and self-sufficiency or about behavioral shifts that happen in economic patterns with ageing. Nor this is about numerous theories of consumerism working. The core problem is already more

complicated and should be expounded as follows: *economy and propaganda have become the single integral body.*

We will explain our thesis. Herbert Marshall McLuhan in his extension theory has articulated a simple idea: human beings extend their performance capabilities by dent of hardware and software. Clothes are "extended skin", wheel is extension of legs capabilities, writing is the extension of sight and number is extension of tactile sense capabilities. Proceeding to more complex phenomena we can say that money is the material equivalent of labor or time and mass media is extension of our nervous system and abilities of our psyche.

Investigating this theory American author Douglas Rushkoff comes to even more paradoxical conclusions in his book "Mediavirus (1994). We will cite a rather long quotation as the best illustration of the idea: "The everexpanding media has become a true region - a place as real and seemingly open as the globe was five hundred years ago. This new space is called the datasphere" [14. C. 4]. Further Rushkoff sets forward a very interesting hypothesis: "A less radical approach would be to see the development of the mediaspace as the unintentional implementation of what mathematicians now call a "complex system". A fairly new branch of mathematics, made possible by the advent of the computer, applies a new set of rules once a system - like the weather, the waves of the ocean, or the planetary population - becomes too complex to handle with simple, linear equations. Once a system has graduated to this level of complexity, it is considered a "chaotic" system and begins to exhibit an entirely new set of qualities; these qualities generally work toward the destruction of any imposed order or control, just like the intense force of the ocean eventually crashes through retaining walls and dikes. But either way you look at the upscaling of the media into a datasphere, it becomes clear that this technology got out of hand" [14. C. 28].

Now neo-economy has added to this complex system of media chaos. Moreover, propaganda has grown up to reproduce and attain dominance over economy because propaganda creates surplus value as well as demand and regulates price quotations. So "all forms of wealth result from the movement of information" [12. C. 70].

A. Bard and J. Sohnderquist wrote in their manifesto "Netocracy" (2000): "<..> adverts + consumtariat = desire. The whole thing is an informational cycle, analogous to photosynthesis. Adverts are the sunlight, the consumtariat the diverse vegetation which transforms light

into the energy which is the precondition of biology. <...> We cannot determine if it is desire which produces goods and services, or if it is the goods and services which produce desire. The truth is that they produce and are produced by each other" [1. C. 238].

As we see, the new media-economic phenomenon is striving to grow, develop and dominate. The visible aim at the first stage is to unite countries of the "Golden Billion" into a single integral unit. Formally upon that the newly

established single unit will submit to supranational governance but in fact it will be left unattended and will optimize performance of the only task, i.e. generation of profit. Most probable, the task will be achieved with no regard to notion of good and evil.

Synergy of economy and propaganda has engendered the new reality. As we think, development of this reality requires interdisciplinary study that will provide the answer to question what future waits for us.

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К ВОПРОСУ О СИНЕРГИИ ЭКОНОМИКИ И ПРОПАГАНДЫ

Введение. В статье исследуются развитие мировой экономической системы в контексте экономических теорий Смита, Кейнса, Фридмана и влияния на этот процесс пропаганды.

Материалы и методы. В исследовании применялись как общенаучные, так и традиционные методы, применяемые в политологии и экономике.

Результаты исследования. Это влияние позволяет говорить о возникновении к середине XX века модели Кейнса – Бернайса, а к началу XXI века – неэкономической (постиндустриальной) модели, в которой доминирует пропа-

ганда. В этой новой модели спрос и предложение, прибавочная стоимость, цены и пр. создаются движением информации. Кроме того, в статье формулируется «правило четырех частей», характеризующее современный рынок труда в развитых странах. Также приводятся данные об использовании новейших компьютерных технологий и вывод о новых возможностях пропаганды в экономике.

Заключение. Основные выводы работы – тезисы о синергии экономики и пропаганды, о необходимости дальнейшего исследования этого феномена.

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