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# Political correctness is really just herd psychology pushed by insecure people who desperately seek social conformity



Tuesday, December 29, 2015  
by [Mike Adams, the Health Ranger](#)  
Tags: [political correctness](#), [herd psychology](#), [social conformity](#)

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(NaturalNews) Thanks to the hilarious emergence of an entire new vocabulary of P.C. victimization and whining -- based on brain-warping concepts like "microaggressions" and "safe spaces" -- the very nature of P.C. is now being scrutinized by more and more people.

What is P.C., exactly? And why is it so insidious? How can we fight back against it?

Today I encountered a brilliant essay that answers those questions. Not surprisingly, I found it on [Mises.org](#), a libertarian website that ranks among my favorite sites for informed education on economics and finance.

So here's the full essay by Jeff Deist. It's from the Nov-Dec 2015 issue of [The Austrian](#):

## PC Is About Control, Not Etiquette

I'd like to speak today about what political correctness is, at least in its modern version,

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what it is not, and what we might do to fight against it.

To begin, we need to understand that political correctness is not about being nice. It's not simply a social issue, or a subset of the culture wars.

It's not about politeness, or inclusiveness, or good manners. It's not about being respectful toward your fellow humans, and it's not about being sensitive or caring or avoiding hurt feelings and unpleasant slurs.

But you've heard this argument, I'm sure. PC is about simple respect and inclusiveness, they tell us. As though we need progressives, the cultural enforcers, to help us understand that we shouldn't call someone retarded, or use the "N" word, make hurtful comments about someone's appearance, or tolerate bullies.

If PC truly was about kindness and respect, it wouldn't need to be imposed on us. After all, we already have a mechanism for the social cohesion PC is said to represent: it's called manners. And we already have specific individuals charged with insuring that good manners are instilled and upheld: they're called parents.

### Political Correctness Defined

But what exactly is PC? Let me take a stab at defining it: Political correctness is the conscious, designed manipulation of language intended to change the way people speak, write, think, feel, and act, in furtherance of an agenda.

PC is best understood as propaganda, which is how I suggest we approach it. But unlike propaganda, which historically has been used by governments to win favor for a particular campaign or effort, PC is all-encompassing. It seeks nothing less than to mold us into modern versions of Marx's un-alienated society man, freed of all his bourgeois pretensions and humdrum social conventions.

Like all propaganda, PC fundamentally is a lie. It is about refusing to deal with the underlying nature of reality, in fact attempting to alter that reality by legislative and social fiat. A is no longer A.

To quote Hans-Hermann Hoppe:

*[T]he masters ... stipulate that aggression, invasion, murder and war are actually self-defense, whereas self-defense is aggression, invasion, murder and war. Freedom is coercion, and coercion is freedom. ... Taxes are voluntary payments, and voluntarily paid prices are exploitative taxes. In a PC world, metaphysics is diverted and rerouted. Truth becomes malleable, to serve a bigger purpose determined by our superiors.*

But where did all this come from? Surely PC, in all its various forms, is nothing new under the sun. I think we can safely assume that feudal chiefs, kings, emperors, and politicians have ever and always attempted to control the language, thoughts, and thus the actions of their subjects. Thought police have always existed.

To understand the origins of [political correctness](#), we might look to the aforementioned Marx, and later the Frankfurt school. We might consider the work of Leo Strauss for its impact on the war-hungry think tank world. We might study the deceptive sloganeering of Saul Alinsky. We might mention the French philosopher Foucault, who used the term "political correctness" in the 1960s as a criticism of unscientific dogma.

But if you really want to understand the black art of PC propaganda, let me suggest

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reading one of its foremost practitioners, Edward Bernays.

Bernays was a remarkable man, someone who literally wrote the book on propaganda and its softer guise of public relations. He is little discussed in the West today, despite being the godfather of modern spin.

He was the nephew of Sigmund Freud, and like Mises was born in Austria in the late nineteenth century. Unlike Mises, however, he fortuitously came to New York City as an infant and then proceeded to live an astonishing 103 years.

One of his first jobs was as a press agent for President Woodrow Wilson's Committee on Public Information, an agency designed to gin up popular support for US entry into WW1 (German Americans and Irish Americans especially were opposed). It was Bernays who coined the infamous phrase "Make the World Safe for Democracy" used by the committee.

After the war, he asked himself whether one could "apply a similar technique to the problems of peace." And by "problems," Bernays meant selling stuff. He directed very successful campaigns promoting Ivory Soap, for bacon and eggs as a healthy breakfast, and ballet. He directed several very successful advertising campaigns, most notably for Lucky Strike in its efforts to make smoking socially acceptable for women.

### The Role of "Herd Psychology"

Bernays was quite open and even proud of engaging in the "manufacturing of consent," a term used by British surgeon and psychologist Wilfred Trotter in his seminal Instincts of the Herd in Peace and War published in 1919.

Bernays took the concept of [herd psychology](#) to heart. The herd instinct entails the deep seated psychological need to win approval of one's social group. The herd overwhelms any other influence; as social humans, our need to fit in is paramount.

But however ingrained, in Bernays's view the herd instinct cannot be trusted. The herd is irrational and dangerous, and must be steered by wiser men in a thousand imperceptible ways -- and this is key. They must not know they are being steered.

The techniques Bernays employed are still very much being used to shape political correctness today.

First, he understood how all-powerful the herd mind and herd instinct really is. We are not the special snowflakes we imagine, according to Bernays. Instead we are timorous and malleable creatures who desperately want to fit in and win acceptance of the group.

Second, he understood the critical importance of using third party authorities to promote causes or products. Celebrities, athletes, models, politicians, and wealthy elites are the people from whom the herd takes its cues, whether they're endorsing transgender awareness or selling luxury cars. So when George Clooney or Kim Kardashian endorses Hillary Clinton, it resonates with the herd.

Third, he understood the role that emotions play in our tastes and preferences. It's not a particular candidate or cigarette or a watch or a handbag we really want, it's the emotional component of the ad that affects us, however subconsciously.

### What We Can Do About It

So the question we might ask ourselves is this: how do we fight back against PC? What

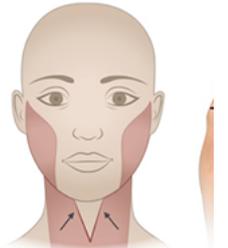


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can we do, as individuals with finite amounts of time and resources, with serious obligations to our families, loved ones, and careers, to reverse the growing tide of darkness?

First, we must understand that we're in a fight. PC represents a war for our very hearts, minds, and souls. The other side understands this, and so should you. The fight is taking place on multiple fronts: the state-linguistic complex operates not only within government, but also academia, media, the business world, churches and synagogues, nonprofits, and NGOs. So understand the forces aligned against you.

Understand that the PC enforcers are not asking you, they're not debating you, and they don't care about your vote. They don't care whether they can win at the ballot box, or whether they use extralegal means. There are millions of progressives in the US who absolutely would criminalize speech that does not comport with their sense of social justice.

One poll suggests 51 percent of Democrats and 1/3 of all Americans would do just that.

The other side is fighting deliberately and tactically. So realize you're in a fight, and fight back. Culturally, this really is a matter of life and death.

## We Still Have Freedom to Act

As bad as PC contamination may be at this point, we are not like Mises, fleeing a few days ahead of the Nazis. We have tremendous resources at our disposal in a digital age. We can still communicate globally and create communities of outspoken, anti-PC voices. We can still read and share anti-state books and articles. We can still read real history and the great un-PC literary classics. We can still homeschool our kids. We can still hold events like this one today.

This is not to say that bucking PC can't hurt you: the possible loss of one's job, reputation, friends, and even family is very serious. But defeatism is never called for, and it makes us unworthy of our ancestors.

Use humor to ridicule PC. PC is absurd, and most people sense it. And its practitioners suffer from a comical lack of self-awareness and irony. Use every tool at your disposal to mock, ridicule, and expose PC for what it is.

Never forget that society can change very rapidly in the wake of certain precipitating events. We certainly all hope that no great calamity strikes America, in the form of an economic collapse, a currency collapse, an inability to provide entitlements and welfare, energy shortages, food and water shortages, natural disasters, or civil unrest. But we can't discount the possibility of these things happening.

And if they do, I suggest that PC language and PC thinking will be the first ornament of the state to go. Only rich, modern, societies can afford the luxury of a mindset that does not comport with reality, and that mindset will be swiftly swept aside as the "rich" part of America frays.

Men and women might start to rediscover that they need and complement each other if the welfare state breaks down. Endless hours spent on social media might give way to rebuilding social connections that really matter when the chips are down.

More traditional family structures might suddenly seem less oppressive in the face of great economic uncertainty. Schools and universities might rediscover the value of teaching



practical skills, instead of whitewashed history and grievance studies. One's sexual preferences might not loom as large in the scheme of things, certainly not as a source of rights. The rule of law might become something more than an abstraction to be discarded in order to further social justice and deny privilege.

## Play the Long Game

I'm afraid it might not be popular to say so, but we have to be prepared for a long and hard campaign. Let's leave the empty promises of quick fixes to the politicians. Progressives play the long game masterfully. They've taken 100 years to ransack our institutions inch by inch. I'm not suggesting incrementalism to reclaim those foregone institutions, which are by all account too far gone -- but to create our own.

PC enforcers seek to divide and atomize us, by class, race, sex, and sexuality. So let's take them up on it. Let's bypass the institutions controlled by them in favor of our own. Who says we can't create our own schools, our own churches, our own media, our own literature, and our own civic and social organizations? Starting from scratch certainly is less daunting than fighting PC on its own turf.

## Conclusion

PC is a virus that puts us -- liberty loving people -- on our heels. When we allow progressives to frame the debate and control the narrative, we lose power over our lives. If we don't address what the state and its agents are doing to control us, we might honestly wonder how much longer organizations like the Mises Institute are going to be free to hold events like this one today.

Is it really that unimaginable that you might wake up one day and find sites with anti-state and anti-egalitarian content blocked -- sites like mises.org and lewrockwell.com?

Or that social media outlets like Facebook might simply eliminate opinions not deemed acceptable in the new America?

In fact, head Facebook creep Mark Zuckerberg recently was overheard at a UN summit telling Angela Merkel that he would get to work on suppressing Facebook comments by Germans who have the audacity to object to the government's handling of migrants.

Here's the Facebook statement:

*We are committed to working closely with the German government on this important issue. We think the best solutions to dealing with people who make racist and xenophobic comments can be found when service providers, government, and civil society all work together to address this common challenge.*

Chilling, isn't it? And coming soon to a server near you, unless we all get busy.

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**About the author:**Mike Adams (aka the "Health Ranger") is the founding editor of NaturalNews.com, the internet's No. 1 natural health news website, now reaching 7 million unique readers a month.

In late 2013, Adams launched the [Natural News Forensic Food Lab](#), where he conducts atomic spectroscopy research into food contaminants using [high-end ICP-MS instrumentation](#). With this research, Adams has made numerous food safety breakthroughs such as revealing rice protein products imported from Asia to be [contaminated with toxic heavy metals like lead, cadmium and tungsten](#). Adams was the first food science researcher to document [high levels of tungsten in superfoods](#). He also discovered [over 11 ppm lead in imported mangosteen powder](#), and led an [industry-wide voluntary agreement](#) to limit heavy metals in rice protein products to low levels by July 1, 2015.

In addition to his lab work, Adams is also the (non-paid) executive director of the non-profit [Consumer Wellness Center \(CWC\)](#), an organization that redirects 100% of its donations receipts to grant programs that teach children and women how to grow their own food or vastly improve their nutrition. [Click here](#) to see some of the CWC success stories.

With a background in science and software technology, Adams is the original founder of [the email newsletter technology company known as Arial Software](#). Using his technical experience combined with his love for natural health, Adams developed and deployed the content management system currently driving NaturalNews.com. He also engineered the high-level statistical algorithms that power [SCIENCE.naturalnews.com](#), a massive research resource now featuring over 10 million scientific studies.

Adams is well known for his incredibly popular [consumer activism video blowing the lid on fake blueberries](#) used throughout the food supply. He has also exposed "strange fibers" found in [Chicken McNuggets](#), [fake academic credentials](#) of so-called health "gurus," dangerous "[detox](#)" [products imported as battery acid](#) and sold for oral consumption, [fake acai berry scams](#), the California [raw milk raids](#), the [vaccine research fraud](#) revealed by industry whistleblowers and many other topics.

Adams has also helped [defend the rights of home gardeners](#) and protect the [medical freedom rights of parents](#). Adams is widely recognized to have made a remarkable global impact on issues like GMOs, vaccines, nutrition therapies, human consciousness.

In addition to his activism, Adams is an accomplished musician who has released [ten popular songs](#) covering a variety of activism topics.

[Click here to read a more detailed bio on Mike Adams, the Health Ranger, at HealthRanger.com.](#)

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 **AlphaLady777** · 2 days ago  
Loner wolves need no herds of sheep -- except to feed upon.....  
^ | ▾ · Reply · Share ▾

 **Id** · 3 days ago  
Funny a pro-first amendment / anti-PC article has a comment section that auto-censors my first and only post on this website.  
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 **Id** · 3 days ago  
"truth sayer"  
How much do you get paid to shill?  
^ | ▾ · Reply · Share ▾

 **truth sayer** → **Id** · 3 days ago  
You people kill me. You think anyone who dares to disagree is being paid by someone from the Conspiracy Intelligence Agency. The paranoia is really quite amusing. Usually people who resort to calling others "shills" and "trolls" can't come up with a coherent argument. No exception here.....

^ | v · Reply · Share ›



**Id** → truth sayer · 2 days ago

Don't make it so obvious next time.

1 ^ | v · Reply · Share ›



**Roberta Harms** · 3 days ago

Pretty sad when people who call themselves Christians demand the right to vilify and heap abuse on others (different race, female, different sexuality, and - especially of late - Muslim) and call this 'freedom of speech'.

^ | v · Reply · Share ›



**Alexandra1973** → Roberta Harms · 3 days ago

Calling something for what it is, isn't necessarily "abuse."

I am also a race realist, which simply means that I recognize the fact that the differences among the races go way beyond skin color. Doesn't mean I hate anyone.

^ | v · Reply · Share ›



**63yehdb** · 4 days ago

I deleted my Facebook years ago when that evil sac of shit zuckerberg said facebook users are effing stupid.

2 ^ | v · Reply · Share ›



**truth sayer** · 4 days ago

So... my doctor is Jewish and I had an appt. a couple weeks ago. As I'm leaving I wish him "Happy Holidays". Does that make me "politically correct"? What would be the point of saying "Merry Christmas"? My boss is from Nigeria. I made the mistake of wishing her a " merry Christmas". She wasn't upset or offended, but it was awkward when I found out later she wasn't Christian.

I think that "PC" is a rallying point for conservatives these days, but there is really no substance to it. Does it really harm society, and if so, how?

Interesting to note that the most consistent basher of PC, Donald Trump, included the phrase " Happy Holidays" on his Christmas card to his supporters. Like it or not, we live in a diverse culture with people of different ethnic and religious backgrounds in which one "catch phrase" doesn't apply to everyone. So what? Do we really want to live in a society where people can refer to blacks as "niggers" and Jewish people as "kikes"? You may want to, but I don't. Also interesting: conservative Republicans are twice as likely to call for the banning of books and literature because they find the language or ideas offensive to their values. Isn't that the same thing as "political correctness"?

Are we really " Losing the power over our lives" because we discourage certain phrases from being used? Please.....

^ | v · Reply · Share ›



**Alexandra1973** → truth sayer · 3 days ago

I don't mind Happy Holidays. Christmas and New Year's are so close together. I also grew up in the Detroit area, which has a good-sized Jewish population. So that includes Hanukkah.

I say Merry Christmas, you say happy holidays, so long as no one gets their knickers in a twist we're okay IMO.

1 ^ | v · Reply · Share ›



**trav** → truth sayer · 4 days ago

Christmas isn't a Christian holiday, stop being PC. PC is bad. PC, go along with the mainstream agenda, that's what it is. PC, don't call out insanity, that's what it is. Screw that.

2 ^ | v · Reply · Share ›



**TagMan49** · 4 days ago

PC just generates dishonest nations and it's doing a GREAT job EVERYWHERE!

3 ^ | v · Reply · Share ›



**Lorey** · 4 days ago

Political Correctness is the new Inquisition.

5 ^ | v · Reply · Share ›



**truth sayer** → Lorey · 4 days ago

I can't figure out who is worse- the ones who engage in PC or the ones who whine about how it's destroying their life.....

^ | v · Reply · Share ›



**steven fimmel** → truth sayer · 3 days ago

Who says it's destroying their lives? Why exaggerate?

The point being made is that PC is used as a way of closing down any meaningful debate that may threaten any official or orthodox viewpoint. A way to manipulate the population - that should be very clear by now. The article patently presents these points.

1 ^ | v · Reply · Share ›



**truth sayer** → steven fimmel · 2 days ago

I don't really understand how any meaningful debate is closed down; it's simply not that powerful a force, and orthodox viewpoints are still allowed to be expressed at least in the USA- just listen to all those that make such a big deal about PC. Their voices are still heard loud and clear. Again, PC had become a catch phrase but in reality has very little substance and doesn't affect much of anything.

^ | v · Reply · Share ›



**Sam Spade** · 4 days ago

Thank you TRUMP!

^ | v · Reply · Share ›



**pj** · 4 days ago

PC is actually a jewish strategy to advance their agenda-it was invented and promulgated by them and they themselves don't advocate it or even tolerate it within their own group.

2 ^ | v · Reply · Share ›



**russ hook** → pj · 4 days ago

THANK YOU pj! I thought I was the only Juan who KNEW this!

^ | v · Reply · Share ›



**Marc de Logères** · 4 days ago

Today, daring to tell the truth about Race, mass immigration and Islam can turn you into an instant pariah and outcast!... And of course, Facebook is one of the most ferociously CENSORED Social Network on the entire Web!... I have experienced this personally MANY times!!

7 ^ | v · Reply · Share ›



**truth sayer** → Marc de Logères · 4 days ago

Facebook is privately owned and not subject to censorship laws, just as many other privately run websites can censor and/or delete comments.....

^ | v · Reply · Share ›



**Michelle Ryleay** → truth sayer · 3 days ago

Since FB is privately owned, just like private property owners can have private rules and policies, so does FB. And I've heard and seen FB censor and delete posts over the last several years. Their reasoning was based upon their policies and guidelines. The posts were like any other you see: personal opinions. Nothing more and nothing less.

^ | v · Reply · Share ›



**russ hook** → Marc de Logères · 4 days ago

Me too Marc! I am on a 30 day ban right now, for not being KOSHER/PC like the rest of the HERD.

2 ^ | v · Reply · Share ›



**Potomac Watcher** → Marc de Logères · 4 days ago

Totally Correct!

3 ^ | v · Reply · Share ›



**Cara** · 4 days ago

Interestingly, using humor to undermine one's enemies was one of Saul Alinsky's tactics, and being endorsed by someone who refers to his tactics as "empty

sloganeering."

^ | v · Reply · Share ›



**SonsofAnarchy5768** · 4 days ago

I don't even know any "pc" people~

^ | v · Reply · Share ›



**russ hook** → SonsofAnarchy5768 · 4 days ago

Sons, so U R saying EVERYBODY you know tells the TRUTH about the JEWISH CRIMINAL NETWORK who CONTROL every thought you have ever had?

1 ^ | v · Reply · Share ›



**Flame\_of\_the\_Proletariat** · 4 days ago

If you'd like to watch an entertaining 'jab' at PC culture the entire previous season of South Park was dedicated to making fun of Social Justice Warriors. It was highly entertaining and continued to show that South Park his, perhaps, the best place for satire still.

3 ^ | v · Reply · Share ›



**OgreSlayer** · 4 days ago

Great article Mike. Propaganda breeds herd mentality and there are dozens of examples. Among the most glaring are: drug addiction, reliance on medications that don't work, fast food addiction, Obamacare compliance, perceived voting rights in a corrupted political system, texting and the adoration of hand-held devices, lotteries, awe of western medical doctors, Wall Street investment and stock market scams, idolization of Hollywood and sports personalities, vaccinations, acceptance of gmo foods, the overprotection of children, tattoos and body piercing, Facebook, Starbucks . . need I go on?

6 ^ | v · Reply · Share ›

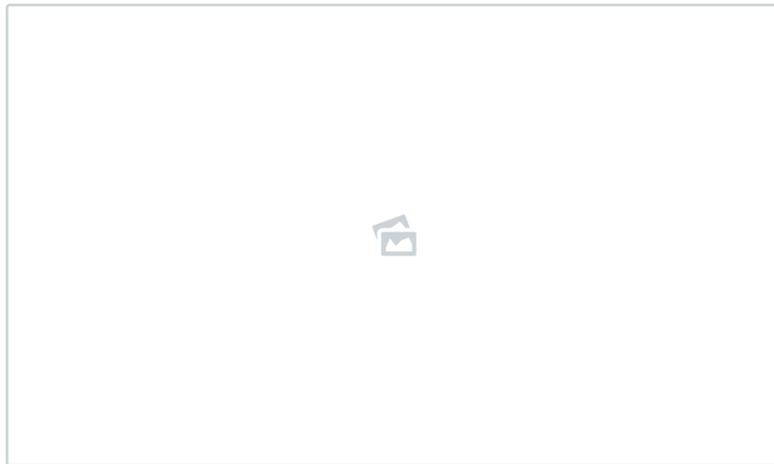


**The Professor** · 4 days ago

January 4, 2015 A review of Paul Craig Roberts How America Was Lost: from 9/11 to the Police/Warfare State

Americans need to understand that they have lost their country.

<http://www.veteransnewsnow.com...>



1 ^ | v · Reply · Share ›



**Riss** · 4 days ago

Herd psychology is mob rule. Mob rule is another name for democracy, the will of the majority. Democracies always fail because the mob does not have good sense which is why America was structured as a Republic under rule of law. Of course the Republic of America was lost by being sold (corporatized) under Abraham Lincoln to finance the War or Northern Aggression, Civil War, with the last two nails in the coffin driven by Wilson and the privatization of banking and FDR as the myth of social security. A government defined by PC ideals must fail as this one is.

1 ^ | v · Reply · Share ›



**Sheepinator** · 4 days ago

Manners, and parents to teach us proper manners. That summed it all up nicely for me. Good article. PC is so silly.

5 ^ | v · Reply · Share ›

 **SonsofAnarchy5768** → Sheepinator · 4 days ago  
It is to dangerous to be "silly"  
^ | v · Reply · Share ›

 **russ hook** → SonsofAnarchy5768 · 4 days ago  
To dangerous? WHERE is that?  
^ | v · Reply · Share ›

 Tom750 · 4 days ago  
Excellent article! We must remind ourselves that "Politically Correct" is an oxymoron. There is nothing correct about politics. Never has been.  
8 ^ | v · Reply · Share ›

 Erik · 4 days ago  
If one has real care and respect for others, PC is not needed at all. PC is fakeness, like smiling at someone when you are really mad at them. It is a lie and dishonesty. It makes tension worse.  
3 ^ | v · Reply · Share ›

 **russ hook** → Erik · 4 days ago  
PC is just a FACADE that COWARDS put on so nobody can see WHAT they truly are. Kinda like the H0s who apply the SPACKLE on their faces, as in a 3 dressed up as a 9. Almost EVERYTHING in this society is FAKE, and why I do NOT support the society, meaning I am a LONER.  
1 ^ | v · Reply · Share ›

 **Jamie Benzy** · 4 days ago  
I have never succumbed to the PC virus. I have no desire to be numbered among those embraced by the shallow, vapid, clones of each other who live and die with the opinions of others. The higher one's consciousness vibrates the sillier the games these people play become. They are truly wasting their life and their energy on striving after the wind and giving their energy to the false reality system that needs their energy to continue to keep them its slaves.  
6 ^ | v · Reply · Share ›

 **Obama\_hates\_America** · 4 days ago  
Super wealthy Zionist bankers (NOT JEWS IN GENERAL) are the people destroying America, ECONOMICALLY and through allowing Muslim and non-Muslim ILLEGAL IMMIGRATION. They even allowed 911 to take place to give the US an excuse to destroy Israel's enemies in the M.E.

It was far more than just oil.

There are huge anti-zionist rallies BY JEWS in Israel and the US who know the truth - that Zionists control America through the federal government.

Just look at almost half of the names in the Obama administration. (specifically the highest positions closest to the President)

Proof: <https://undercover4liberty.wor...>

Same under Bush and Clinton.

Jewish protests against Israel and Zionism: <http://theirproject.com/blog...>

Just to add one more thing.

The founders of Google, Facebook, Yahoo and Oracle (world's biggest software company) are also part of this Zionist elite. Even Wikipedia confirms this.

The more you look, the more you find.



2 ^ | v · Reply · Share ›

 **russ hook** → Obama\_hates\_America · 4 days ago  
OHA has met and KNOWS every JEW I reckon, or he is probably just ALL-KNOWING?!? Maybe he is just another voter who beLIEves every LIE foisted upon him. His BS comments are the most PC on here so far, yet I notice nobody called him out on it. THAT is as PC as it gets.  
1 ^ | v · Reply · Share ›



counting sheep → russ hook · 3 days ago

Russ, If you actually read history and info that is based on facts, you realize that AHA may be someone who is educated. Duke may have some good points based on history, but his premise is blinded by religion. It's the same as blaming all the Germans for Hitler/Nazis especially when we now know that Hitler was funded by Rothschild and the west(prescott Bush ) etc. get your nose out of Duke's ass and look into it--it's clouding your brain

^ | v · Reply · Share ›

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