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American Oligarchy: The Super PAC; Working Against the Common Good; The Media; The Media and Reality; All Things Not Being Equal; Media Fragmentation; The Media and the Language of War; The Media and Real War; The Role of the Media

Chapter Three: The Threshold of a New Era? Sanity v. Spirituality; Things May Be Getting Worse; Hidden in Plain Sight; Things are Getting Worse: Advertising; A Spiritually Desiccated Age; Where Can We Turn?; Power Corrupts Completely; Why Try; A Story; We Try Because We Must; Is There Hope?; Why We Can Hope; Reclaiming Spirituality; Chapter Four: The Call for a Moral Ombudsman; The Problem; \_GoBack; The Amygdala: Redux; Practical Mysticism - what can we do?; Machiavellian Democracy; A Response to Machiavelli; The Call for a Moral Ombudsman; Finding the Moral Center; An Agreed-Upon Moral Code How Would It Work? Inserting the Moral Center; A Response to Machiavelli - Using Machiavellian Methods; Heuristic Proposals and Successful Activism; Reality: As Seen on TV; Freedom of Information; Machiavelli for the Machiavellians; Co-option: Advertising; Co-option: Language; Co-Option: Leveraging Power; Co-option: History; The Media; It's a War; Endnotes; Bibliography; Index

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Sommario/riassunto

Machiavelli in America traces the influence of the Florentine thinker on American politics, from the Founders (c. 1770's) through today's rough-and-tumble political panorama. Machiavelli's ideas have been re-interpreted internationally as 'real-politik.' He proposed that the 'ends justify the means,' and that any manner of fraud, violence or corruption must be utilized in attaining and retaining power. People, he assured us, are so mean, small and selfish that they will only act under necessity, so the successful prince must force the population, through whatever means necessary, to follow his

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