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## David Kupelian: The Marketing of Evil Study Guide

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**DAVID KUPELIAN: THE MARKETING OF EVIL**  
**STUDY GUIDE, 2006**  
**Steven Alan Samson**

**CHAPTER ONE: MARKETING BLITZ: SELLING “GAY RIGHTS” TO AMERICA**

**Study Questions**

1. How did Robert Bauman account for his double life as a pro-family Republican congressman and closet homosexual? What event marked the birth of the “gay liberation” movement? (17-20)
2. **The Problem of the Plague** How did the issue of how AIDS is incubated and transmitted undermine the notion that homosexuality is a normal, healthy, alternative lifestyle? What were the two distinct public reactions to the unfolding AIDS epidemic? What groups were especially at risk? What was the public relations impact of groups such as ACT-UP? What would it take to convert the negatives into positives? (20-23)
3. **War Conference** Following the War Conference of February 1988, how did Marshall Kirk and Hunter Madsen begin to change public attitudes? What was the war goal of their master plan? What was their three-stage strategy? By renaming the movement “gay rights,” what two major objectives were accomplished? How did this strategy resemble that of the abortion rights movement? What is meant by “desensitization” and “structuring the consciousness”? (23-26)
4. **The Road to Conversion** What is **jamming**? What are some illustrations of the practice? What is **conversion**? [J. Budziszewski similarly discusses “recruitment,” which is one of the forms Walter Russell Mead’s “secession of the elites” takes. Here an understanding of René Girard on “mimetic desire” and R. J. Rushdoony on the “doctrine of selective depravity” can enrich one’s grasp of the psychological dynamic]. (26-28)
5. **Homosexualizing History** How has the movement made use of “celebrity endorsement” technique? How does the flip side of this technique work? Why have the news media received particular attention, leading to the creation of the NLGJA? (28-31)
6. **We Forgot One Thing** How has public opinion dramatically shifted in the past decade or so? How are “hate speech” laws used? What are some of the nightmarish aspects of this “Madison Avenue fantasy world of marketing images?” What are some of the results of sexual abuse of young males? How does innocence especially invite the attentions of the sexually depraved? [2 Sa. 13 provides an illustration] What can lead to “gender confusion”? Why is the issue not really one of equal rights? Kupelian concludes this section by affirming a point similar to one made by J. Budziszewski: When we *defend* our obsessions and compulsions, we inevitably come to regard our conscience as an enemy.” Not only may we silence the voice of conscience, our conscience itself can become depraved and drive us deeper into sin. (31-36)
7. **Love and Redemption** How do our conflicts contain the seeds of redemption? What is the most loving stance we can take toward those who are beset by self-destructive and immoral impulses? (36-38)

## Review

“Stonewall riot”	gay liberation movement	incubation/transmission of AIDS
1988 War Conference	Marshall Kirk, Hunter Madsen	gay rights
desensitization	jamming	conversion
celebrity endorsements		

## CHAPTER TWO: BUYING THE BIG LIE: THE MYTH OF CHURCH-STATE SEPARATION

### Study Questions

1. **Secularist Fantasy** What was the historical context of Jefferson’s “wall of separation” phrase? The rest of the story is on p. 56. What is some of the evidence that “Christianity pervaded America from top to bottom?” (39-42)
2. **What “Wall of Separation”?** What was the purpose of the **establishment clause**? What considerations shaped it in its development from James Madison’s initial proposal, through Benjamin Huntington’s and Elbridge Gerry’s objections, to its final formulation? What explanation was given by Justice Joseph Story? How did Chief Justice William Rehnquist’s dissent [in *Wallace v. Jaffree*, 1985] echo Madison? What is significant about Elias Boudinot’s resolution asking the president to issue a national Thanksgiving Day proclamation? (42-46)
3. **What Happened to God?** What new legal principle did Justice Hugo Black introduce in *Everson v. Board of Education* (1947)? What have been some of the consequences of this principle? Consider the significance of the following statement: “they create legislation through judicial fiat that no legislature could, or would, dare enact.” What are some of the conflicts between the Constitution and its interpreters, such as Justices Ginsburg, Breyer, and Blackmun? What factors influenced Justice Blackmun in how he formulated the *Roe v. Wade* decision? (46-50)
4. **“Is God Dead?”** What were some of the evident consequences of the religious bankruptcy and spiritual vacuum of the 1960s? What sort of shift in world views had been taking place? Where did it point? (50-52)
5. **What’s Wrong with Living and Breathing?** Much has changed but what remains the same? Why do we need “strictly constitutional government with clearly defined and limited powers?” How does much of the Supreme Court see itself? (52-53)
6. **How a Slogan Can Change the World** How does **verbal seduction** work? [Excellent discussions of such semantic manipulation include George Orwell’s “Politics and the English Language,” Gareth Garrett’s “The Revolution Was,” and Zach. Montgomery’s *Poison Drops in the Federal Senate* (esp. chapter 6), all of which are available on-line]. How was the legal principle of **incorporation** applied to the First Amendment (actually only to the **free exercise clause** at that point) through *Cantwell v. Connecticut* (1940)? Historically, what did “the establishment of religion” mean? What has it come to mean? How did the “wall of separation metaphor” originate? What did it mean? (52-57)
7. **A Quiet American Revolution** What is the Supreme Court supreme over? What is the alternative to a government populated by godly, principled people? (57-59)

## Review

Thomas Jefferson	letter to the Danbury Baptists	establishment clause
James Madison	Elbridge Gerry	Joseph Story
Elias Boudinot	Everson v. Board of Education	Hugo Black
Roe v. Wade	Harry Blackmun	Cantwell v. Connecticut
incorporation principle	Baer v. Kolmogoren	

## CHAPTER THREE: KILLER CULTURE: WHO'S SELLING SEX AND REBELLION TO YOUR CHILDREN?

### Study Questions

1. **Gangsta Generation** How do the uniforms of the prevailing youth culture differ from those of boy scouts, the military, and private schools? What kind of world do they symbolize? Who are the Pied Pipers of this "bizarre youth subculture"? If you are familiar with "Vanity Fair" in John Bunyan's *Pilgrim's Progress* you might recognize some of the landscape. (62-64)
2. **"Merchants of Cool"** [The title echoes the "merchants of death" who were blamed by a congressional investigating committee for the First World War]. What happens to standards in the face of mass marketing? Identify the five top marketers? (64-65)
3. **MTV** Discuss how the campaign to market Sprite, as well as other commercial products, works? How are youth hooked by such skills [if you don't know the word, look it up!] as the "mook" and the "midriff"? Remember Girard on mimetic desire. Rushkoff cites **systems theory** – input, output, and feedback – when he shows that the marketers' *modus operandi* [method of operating] is self-contained and self-referential; it is a complete package, culminating in "a giant **feedback loop**." How does the *faux* [false] **"authenticity"** of the Insane Clown Posse illustrate this pattern? These promotions get their impetus from status seeking. How do they betray their customers? (65-70)
4. **No Limits** Consider how the following are promoted: sex, on-line pornography, body piercing and tattooing (Lev. 19:28), tongue-splitting, branding, amputations, **bug-chasing**, etc. Like the Tenth Commandment, Rom. 1:26-32 encompasses a multitude of sins. Remember Budziszewski: Guilt creates four objective needs. People with guilty consciences bind themselves to and become the slaves of those who make them complicit in their own crimes and misdeeds. People with skeletons in the closet are more easily manipulated. This is what fraternity initiations and hazings so often entail. After her kidnapping and brutal treatment at the hands of the Symbionese Liberation Army, heiress Patty Hearst was "flipped" and later caught on camera toting a machine gun during a bank heist. Her entanglement in this web [cf. Mead's idea of sticky power] has never really ended. "Any belief is rationalized so it sounds reasonable." [cf. E. Michael Jones's *Degenerate Moderns: Modernity as Rationalized Sexual Misbehavior*]. For a demonstration of **suspension**, see the film "Return of a Man Called Horse". (70-74)
5. **In Love with Death** (Prov. 8:36) Love of death is a major theme of Igor Shafarevich's *The Socialist Phenomenon*. How has the death-oriented Islamic *jihad* subculture been promoted? How does it resemble the marketing of **cutting** (self-mutilation)? (78-80) The description on p. 76 illustrates a form of fetishism. (74-76)
6. **Piercing the Veil** (Eph. 6:12) Identify some ways "spiritual wickedness in high places" has shown itself. Kupelian's notion of mass hypnosis resembles Girard's hypothesis of mimetic contagion. The "ageless spirit of defiant paganism" inhabits "millions of people

'freed' by trauma (drugs, illicit sex, bodily mutilation, and so on) from the pain of their own conscience – which is to say, freed from God and the divine law written deep down in every person's heart." J. Budziszewski puts it even blunter: the trauma seizes the helm of the conscience and uses its dynamic impetus to drive even deeper into depravity. The temptation is the same as always: self-deification (Gen. 3:5). What accounts for today's toxic culture? What must parents do? Is rebellion, an acting out of resentment (suppressed rage), typically a form of revenge? (76-79)

7. **The Way Out** What does Kupelian offer as an alternative? Kupelian cites two of the objective needs on p. 80: confession and repentance. (79-81)

### Review

Douglas Rushkoff	Howard Stern	mooks and midriffs
feedback loop	Islamic jihad subculture	characteristics of self-mutilators
spirit of defiant paganism	resentment and rebellion	homeschooling
confession		

## CHAPTER FOUR: MULTICULTURAL MADNESS: HOW WESTERN CULTURE WAS TURNED UPSIDE DOWN IN ONE GENERATION

### Study Questions

1. **"The Mother of Exiles"** America is a nation of immigrants. How does the author's family history illustrate Emma Lazarus's line, in "The New Colossus," about "huddled masses yearning to breathe free?" Do you know anything from your own family's history? [BTW, the old Colossus of Rhodes was a beacon to ships engaged in commerce]. What did becoming a naturalized American citizen mean once upon a time? What were the underlying assumptions or principles? How did all this start to change in the 1960s? What were some of the liberation movements of that era and how did they regard America? How does Robert Bork define **multiculturalism**? In light of the attacks on Columbus at the time of the quincentenary in 1992, how does **Richard Bernstein** analyze multiculturalism? The concept "**moral inversion**" was developed as a tool of analysis in *Personal Knowledge* by Michael Polanyi [cf. Minogue's political moralism, Scruton's "cultural of repudiation" and "oikophobia"]. How does Kupelian illustrate moral inversion? (85-90)
2. **"All Life Is Equal"** Who is **Ingrid Newkirk** and what does she believe? How does the PETA website subtly "finesse" the abortion issue? What pagan presuppositions lie behind their philosophy? In rejecting moral constraints, what is their real goal? (91-94)
3. **The Invisible Jihad** In the wake of 9-11, what did Americans learn about our country's vulnerability? What is the vision of paradise that motivates so many young jihadis? BTW, a German scholar claims that this idea is based on a linguistic misunderstanding (as between Aramaic and Arabic) from the Eastern Orthodox tradition in which the heavenly prize was seventy white raisins (see the Wikipedia article on "Christoph Luxenberg"; Gabriel Sawma makes related claims). Islam is here treated as a variant of Nestorian Christianity or perhaps Arianism. According to Carol Iannone, how did the United States "become the scene of one of the most hideously bedeviled conflicts of all time?" Illustrate how journalists and officials have striven to ignore the obvious. (95-99)

4. **Marketing Multiculturalism** Where does the most powerful persuasion of all take place? The text alludes to Vance Packard's classic from the 1960s, *The Hidden Persuaders*. What is the most effective defense against such emotional persuasion? How has the understanding of "toleration" changed? What is the meaning of the American experiment? What then is ironic about its current state, especially in light of C. S. Lewis's *The Last Battle*? What did the great melting pot depend on? (99-104)

### Review

a nation of immigrants	Emma Lazarus	"The New Colossus"
multiculturalism	1960s radicals	"liberation" movements
Richard Bernstein	Columbus	moral inversion
Ingrid Newkirk	PETA	Carol Iannone
<i>The Last Battle</i>	the American experiment	

## CHAPTER FIVE: FAMILY MELTDOWN: THE CAMPAIGN TO DESTROY MARRIAGE

### Study Questions

1. **Introduction** Virtually every major personal and social pathology can be traced to what factor? What does **Stephen Baskerville** mean by saying that divorce "is a regime." How easy is it to break a marriage contract today? What has destroyed the contractual protections of civil marriage? (105-10)
2. **"Marriage Is Legalized Rape"** What well-known academic feminist compares marriage to prostitution and sexual harassment? Why even in the early 1960s did marriage come to be regarded as a trap? Are radical feminists self-conscious revolutionaries? What is some of the evidence? (110-13)
3. **Alien Nation** How was marriage as a fundamental institution of civilization crippled in the late 1960s and early 1970s? What is some of the evidence? (113-16)
4. **Revolution** Identify five powerful factors that all came together, especially during the 1960s, that ushered in a transformation of the American mind? [I would add the Cuban Missile Crisis]. Who took the leading role in throttling the attempt communist takeover of Hollywood? What are some of the leading leftist organizations in the area of education and religion? What means did America's revolutionaries have to force their agendas on society? (116-20)

### Review

fatherlessness	human potential movement	Stephen Baskerville
marriage contract	Catherine MacKinnon	Ronald Reagan
Screen Actors Guild		

## CHAPTER SIX: OBSESSED WITH SEX: HOW FRAUDULENT SCIENCE UNLEASHED A CATASTROPHIC "REVOLUTION"

## **Review**

Alfred C. Kinsey  
Dennis Prager

NAMBLA  
Anton Szandor LaVey

Mattachine Society  
G. K. Chesterton

## **CHAPTER SEVEN: SABOTAGING OUR SCHOOLS: HOW RADICALS HAVE HIJACKED AMERICA'S EDUCATION SYSTEM**

## **Review**

Harvard College  
Wilhelm Wundt  
whole word system

Horace Mann  
John Dewey  
values clarification

John Taylor Gatto  
phonics

## **CHAPTER EIGHT: THE MEDIA MATRIX: HOW THE PRESS CREATES A WORLD OF ILLUSION WE THINK IS REAL**

## **Review**

authority class

brainwashing

## **CHAPTER NINE: BLOOD CONFESSIONS: HOW LYING MARKETERS SOLD AMERICANS ON UNRESTRICTED ABORTION**

## **Review**

framing the terms of debate  
NARAL

Bernard Nathanson  
Norma McCorvey

tactic of the self-fulfilling lie

## **CHAPTER TEN: LAST, BEST HOPE: THE FALL AND RISE OF AMERICAN CHRISTIANITY**

## **Review**

Rowan Williams  
Francis Schaeffer

National Council of Churches  
degradation and brainwashing

abandonment theology