

The Great Dream Factory

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The 800 million of relatively “rich” western citizens have been largely converted in goods, merchandise and consumers by “Great Dream Factory”. They share same values (its values), same way of life (its way of life) and same moral and cultural violence: its one.

We can say they have undergone a lobotomy.

- 1) The Great Dream Factory has been and still remains the most relevant innovation of the last 40-50 years;
- 2) The American Globalization shouldn't be possible, neither imaginable, without the Great Dream Factory;
- 3) Not just rigged information but – via variety shows and advertising – strong values are produced by it: a deep Weltanschauung;
- 4) There is no possibility to win without striking down this machine;
- 5) It is not sufficient, for an idea, to be good and fair. If not publicised, ideas simply do not exist (or if they exist it is just for a little minority and, anyhow, they do not reach the several million-citizens public like, for example, the Big Brother do or Dallas did);
- 6) The time for fake hopes is over: unofficial information and independent Media cannot solo change the trend in deep.

That means a new, wide, multiple cultural fight.

We should do something that we have never done before: to alphabetise entire populations to give them the key to the new television language for that, we need teachers able to understand this need for knowledge; we need schools where to learn this language. We are already “homo videns”, the man who watches. We must find a new mass-vaccine against TV contagion.