

An Interview with David Kupelian, author of *Marketing of Evil: How Radicals, Elitists, and Pseudo-Experts Sell Us Corruption Disguised As Freedom*

Jim Palmer and Brad Harrub

Focus Press: You work with World Net Daily, a “free press for a free people.” Why do you think the public needs media resources outside of the mainstream media?

David Kupelian: The "mainstream media" – which are actually very far **out** of the American "mainstream" – are more responsible for making evil look good and good look evil than any other institution in America. Yet all societies desperately need a truth-oriented free press, and in the U.S. today, that means the "New Media" – talk radio, Internet news sites like WorldNetDaily, bloggers, some cable news, and so on.

FP: You wrote a book titled *The Marketing of Evil* in which you documented some of the tactics used by the mainstream media. Could you give our readers who may not have read your book a short summary of what it is about?

DK: America has been transformed in our lifetimes from being a nation unified by traditional Judeo-Christian values to one in which those same values are increasingly scorned, rejected, and demonized. *The Marketing of Evil* documents how this happened. Basically, the same tactics and techniques Madison Avenue uses to sell us everything from soap to cigarettes have been used to sell us on abortion, homosexuality, free sex, family breakdown, multicultural madness, and everything else that is tearing America apart.

FP: What role do you see TV, movies, and the internet playing in the glamorization of all things secular and atheistic?

DK: The popular culture is the water in which we all swim, including our children. That water is becoming increasingly toxic, thanks to a corrupting and godless entertainment and cultural

landscape. For young people in particular, popular culture is transforming – they come to reflect it, even though it may be immoral and self-destructive.

FP: What is the end game of those who are promoting this “agenda of evil”?

DK: Here's the bottom line: People who are corrupted feel intense conflict when they're around innocent, bright, uncorrupted people. But they feel a certain satisfaction and validation for what's gone wrong in them when they can corrupt others – in effect, "putting out the light" in other people, as they have put it out in themselves. Thus, in addition to whatever profit or power or advantage the "marketers of evil" may acquire by selling us on their agenda, underneath it all is the inner satisfaction of pulling others into the same quicksand they are caught in.

FP: Are government-sponsored schools (a.k.a. the public education system) tools in the promotion of the “agenda”? If so, how so?

DK: Of course. The idea that we turn our children over to the federal government's school system for their entire youth is scary. At the root of America's current problems is the massive societal loss of faith in God and His foundational values. If this is true, how can we possibly improve our situation by sending our kids to a school system that is atheistic to the core?

FP: What do you think would be one of the most shocking examples of the marketing of evil? (e.g., what do you consider the top attack that we are facing today from the media?)

DK: Right now, one of the most egregious examples of the marketing of evil is the "mainstream media's" total failure to tell the American people what the major presidential candidates really stand for.

FP: Why are the tenets of atheism, secularism, and multiculturalism so alluring to 21st century Americans (when we should be glorifying God for the myriad blessings we enjoy today)?

DK: The "marketers of evil" have succeeded in packaging, perfuming, and gift-wrapping destructive philosophies and making them appear to be good – and we've increasingly bought what they're selling.

FP: What can students do to guard against the onslaught of atheistic tenets, mind-numbing multiculturalism, and secular brainwashing they will receive on a daily basis?

DK: We all need to learn not to doubt what we know deep down is right. It doesn't matter if your professor, fellow students, outside experts, worldly authorities, etc., all say black is white. It isn't. Black is black and white is white – and the Good Lord gave each one of us a conscience, call it common sense if you like, to light our way. We need to put more stock in common sense, intuition, and conscience—in what Jefferson called "self-evident" truths, and less stock in confused experts, teachers, and other authorities that have lots of degrees next to their names, but still come to all the wrong conclusions.

[Editors' note: And we would add that a well-trained conscience (or mind) must include the equipping that comes from study and meditation on the Bible and its principles, precepts, and promises.]

FP: What should responsible parents do to counter the ubiquitous indoctrination and help change the next generation?

DK: Be good examples; don't be hypocrites; always admit when you're wrong or angry. If you're transparent with your loved ones, they won't be tempted to doubt themselves and resent you – because once they start doubting what they know is right, they're on the road to believing all the lies of the marketers of evil. Look at all the confused people with wacky beliefs all across America, and you're looking at people who, at some point, doubted what they knew was right (probably because they got upset) and believed someone else instead. And they've been doing

that ever since.

FP: What hope does the next generation have when they are swimming in a sea of “evil” – when schools, media, and even peers frequently promote a “religion” of godlessness?

DK: Just because others are swimming in sewage doesn't mean we have to. Just don't do it. Be good, cheerful, faithful, helpful, genuine, and others will see your light and be befuddled. They may even eventually leave the dark side and join you.

FP: How can we expose “the marketing of evil” to the public?

DK: My best suggestion is to read the book *The Marketing of Evil*. It's the result of many years of journalistic work and was written for that very reason – to wake people up to the tactics and techniques being used to make evil look good and good look evil.

FP: What happens to America the beautiful if we fail to stem the rising tide and chart a new course **back** to Christian moorings?

DK: The same thing that happens to a person who gets sicker and sicker and sicker – eventually he dies. But our nation doesn't have to die. There are many good people who are standing in the breach and fighting the good fight – first and foremost, those fighting terrorists overseas – but secondly the many good souls taking a stand for a return to the wonderful Judeo-Christian America we once had, and can have again.