

*Sex sells. Are You a Buyer?*

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*Capitalism best describes America's economy. It is an economic system characterized by private ownership and investment and that succeeds by the efficient production, distribution, and sales of goods and services in a free market. Adam Smith, in the book *Wealth of Nations*, described capitalism as a system whereby the "invisible hand of the market," dictated by the pursuit of an individual's self-interest, unintentionally produces the goods and services necessary for a society's collective good.*

*As with many historical theories which serve as the basis for further knowledge and understanding, Smith's suppositions on capitalism, while mostly true, have been found to come up short of explaining the full impact of a capitalistic society. While the free market of our Western society has certainly produced amazing technologies, facilitated incredible discoveries, and created unbelievable wealth for America, there is a dark side.*

Pulpits across America are inflamed with passionate discourse decrying American society's downward spiral in morality and the discontinuation of adherence to the principles and dictates of the Bible. Sunday after Sunday, preachers tell legions of people about the latest moral collapse, the most recent example of Hollywood debauchery, and the contemporary attacks on Christianity and family seen and heard in virtually all forms of media. Congregants file out of the church building congratulating the preacher on yet another outstanding message—many even stating how they wish something could be done to turn the tide in American morality. And so it goes—and has gone—for the last 20, 50, 100 years and more.

Yet, America continues its downward slide into the abyss of immorality—or continues, as Judge Robert Bork titled his book, *Slouching toward Gomorrah*. Why? Why, as a nation, are we "slouching" toward a society so debased—so depraved—when we are supposedly a "Christian" nation? How is it that we continue shuffling down a path that most Americans do not want to be on, yet we stay the course—seemingly without ability or inclination to turn around?

I believe it is because we are striking at the wrong target.

When the veil is lifted and our eyes are opened, oftentimes we shy away, we put our heads deeper into the sand, and we change the subject. It is time that we must examine ourselves, renew our minds, and begin walking what we're talking. Until we do, we can expect more of the status quo (until God chooses to end it).

We must first acknowledge and admit, Hollywood is not the problem, the media is not the problem,—**we** are the problem. Now, do not think for one moment that I believe Hollywood is not **a** problem, and the mainstream media not a willing accomplice. They certainly are. Hollywood, the Hugh Hefner's of the world, and the MSM (mainstream media) have a definite agenda and that is to take America into the gutter of secular humanism, hedonism, liberalism, and tolerance for everyone but those who adhere to a higher standard of morality. But, truth be told, the real enemy may well be **us**. Some might say, "How can this be?" "Whatever do you mean?" "I despise the direction our society is headed!" Do you? Do you **really**?

Let's cut to the chase: If you were put on trial regarding what your true attitude toward America's morality is, and one of the witnesses called to the stand was your credit or debit card statement, what evidence would it provide? If "examiners" were to take inventory of your CD, DVD, MP3, or book and magazine collections, what evidence would they give? If one were to catalogue the time spent in front of the television along with the names and subject matter of television shows watched in an average week, what data would come out? Would they corroborate your public stance of "wishing America would change," or would they paint a portrait of one who supports—and actually contributes to the undermining of American morals?

What is my point?

In our capitalistic, free-market economy, the "invisible hand of the market" produces that which we are willing to buy. If a product or service is not purchased, then it fails and ceases to exist. Its impact and influence on society is diminished, if not removed altogether. If there is no appetite for a particular good or service, then those producing it cease production.

Question: if America is really the "Christian" nation many proclaim, why is it that we produce 89% of the pages of pornography found on the World Wide Web? (That's some 244

million pages of porn produced by America. The second closest producer is Germany with a “mere” 10 million pages.<sup>1</sup>) The answer: porn is big business. There is not another industry similar in revenue production, considering that:

- In 2006, \$97B in revenue was generated worldwide
- Every second - \$3,075 is being spent on pornography
- Every second – over 28,000 Internet users are viewing pornography
- Every 39 minutes – a new pornographic video is being created in the U.S.<sup>2</sup>

Simply put, sex sells. It sells because our hearts have been desensitized to it and our minds have been blinded to the consequences of illicit sexual activity. Instead of being the “very good, divinely condoned, acceptable and pleasing” activity of a married man and woman, it has been twisted, depicted and promoted as a recreational, emotionless, “anything goes with anyone” activity that literally everyone “should” enjoy. Sex sells because we buy it. The agenda rolls on because we buy into it. The lie propagates because we nurture it with our entertainment dollars.

It is time for us to take our marks off the illusory and nebulous targets of Hollywood and the MSM and point the bright light of God’s Word and sharpness of the Spirit’s Sword into our hearts and minds. If we really want to change our society, we must change our hearts, our minds, our attitudes, and our resulting behaviors. We must change our buying habits.

If it is wrong to use obscene language, then we will stop filling our minds with it by listening to it in our music (even if the beat is really, really good!) and watching movies with it (even if it was really dramatic, romantic, action-packed, or otherwise). If it is wrong to participate in infidelity, immorality, or homosexuality, we will cease watching those actions depicted on the big screen or the small screen or stop reading about how to understand it and “do it better” in books and magazines. If it is sinful for us to do it ourselves, then it is time for us to understand that it is sinful for us to be entertained by it. We will hold entertainers accountable for their actions (both in their films and in their activist speeches). We will recognize that we are padding their coffers with our hard-earned dollars (which God entrusted to us to use wisely and

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<sup>1</sup> <http://internet-filter-review.topnetreviews.com/internet-pornography-statistics.html>

<sup>2</sup> Ibid

to His glory). Then, we will stop buying what they produce. And the end result will be that “they” will stop producing it.

Jane Fonda recently uttered a vulgar term on the national television program TODAY. One question may be why she was even on television to begin with (the answer being, quite frankly, because “we” put her in a supposed place of authority by purchasing her movies and making her a “star”—which, in our society, coronates her with the mantle of authority on any subject on which she chooses to speak). But besides that, why would she use foul language (at all—but more pointedly) on a national television broadcast? Because she, along with many of us, have been desensitized to vulgarity and have lowered the standards of social acceptance. Though her quip was characterized as a “slip” or a mistake, that is rather unlikely. As evidenced by her facial expression and continuation of her thought during the live broadcast, it is obvious she thought nothing wrong with the term. Therein lies the problem. When “America’s spokespeople” (those who get the air time) see no problem with using certain words, then the masses begin to follow along by seeing nothing wrong with certain words and a society is led down a path of moral depravity.

Hollywood, the pornographers, the music companies, and corporate America are ultimately only in it for the money. They only produce what we willingly buy. They really don’t see a problem with pumping out debauchery since we obviously don’t see anything wrong with buying it. In the end, America is what it is not because of what we say or write but rather because of what we do. When we stop buying what the media sells us and instead purchase the truth instead of the lie, then America will become a society of positive influence throughout the world. A metamorphosis of this magnitude begins with you and me—it begins with the actions of dedicated Christians committed to upholding the fruit of the Spirit not only in the pulpits of our nation but also in our daily lives. It begins when we decide to change our attitude toward sin and our behaviors follow suit.

Sex sells. The question is, are you a buyer?