

# Language, Form and the Subconscious



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**1**

# **The Subconscious**



**Our subconscious is powerful. In fact, the seat of our power resides in our subconscious. Some people learn to access this power, some learn to make it conscious. Such people often accomplish great feats, even things that cannot be explained by “normal” means. However, most people are completely unaware of the majority of what goes on in our minds and feelings; this is why it’s called the “sub-conscious.”**

**At least ninety-five percent of human response behavior comes directly from the subconscious, bypassing the conscious mind completely. Think of how quickly we respond to traffic while driving, or to oncoming projectiles when playing tennis or baseball. Notice our immediate verbal replies in conversation. These all happen so fast that there is no possibility for the conscious mind to engage its linear, logical reasoning or decisions.**

We depend on our subconscious for all of our day-to-day activities! Even a right-brain activity like reading depends on our subconscious. Notice that we read words so automatically that it is difficult to say the color of the words below:

Say the color, not the word:

Blue

Black

Orange

Red

Brown

Green

**The subconscious is not logical!  
It has a logic all its own—an  
elementary logic, not the  
advanced reasoning that human  
beings pride ourselves on.**

**The subconscious is simple and straightforward. It readily detects emotions, and differences between a person's emotions and words. The subconscious is important for this reason, because the intellect does not detect emotions—it detects actions and words.**



**The subconscious can be fooled, however. It can be fooled by optical illusions and by audio or video sensory data. Our conscious mind is tasked with examining sensory input and determining whether it is valid, real, illusory, or deceptive, and communicating this to the subconscious.**





**Our bodies and minds are influenced by innumerable factors: our hormones, other people's hormones, our body chemistry, our DNA, toxins, electromagnetic fields, our surroundings, what we ate for breakfast. We are also influenced by what we saw recently, what we heard, what we thought, by what we saw, heard or thought long ago, and by what we believe to be true. We are affected by what other people think, or are thinking, what they say and how they say it.**

**The mechanisms for all these influences are subconscious, not conscious. We don't decide that since a particular hormone is high, we will go to sleep, or stay awake—we do it automatically. So many factors influence our behavior and interact with one another.\***

**\* For example, biologist Robert M. Sapolsky, *Behave* (2017, Penguin).**

**Manipulating the subconscious in other people in order to control their behavior, opinions, and beliefs is a highly developed art and science! In relatively modern times, it has been spearheaded by the Tavistock Institute, formerly the British War and Propaganda Departments, which successfully used propaganda to convince British and American people to enter World Wars. This Institute as well as think tanks, media, and so-called “intelligence” agencies have been developing and utilizing these methods ever since to control the people of the world by controlling their minds.**

**Advanced methods include radio hypnotic intra-cerebral control, which can remotely induce a hypnotic trance and deliver suggestions; voice-to-skull technology wherein someone hears actual vocal instructions inside their head; electronic dissolution of memory; projecting holographic images; and many others.**

**Researcher David Icke reported on a few such methods that had been utilized successfully in 1975 and 1991; he summarizes a few of them, <https://davidicke.com/2021/09/10/words-in-your-head-how-they-are-telling-you-to-get-the-vaccine-david-icke-dot-connector-videocast> (49:03).**

**Former warrior Duncan O'Finioan once became conscious in a restaurant where a famous person was completely drunk. He had no idea where he was or how he had gotten there, but he had a gun in his pocket and he had one impulse: "Kill him." He fought the impulse down. When he recovered his memory after an MRI in which the MRI machine caught on fire and an implant in his brain was damaged, he discovered that he had been used as an assassin, unknowingly and unwillingly.\***

**\*Interview (2006), <https://media.projectcamelotportal.com/w/a9NKcX85hXdGPWfVJg8yjc>. The implant was clearly visible on an x-ray.**

**Some stores broadcast subliminal messages underneath music, which can become a clear, prominent thought in shoppers' minds:**

**“I am honest. I will not steal.**

**Breathing at the same rate as someone, mimicking his or her language, pronunciation, vocal tone and cadence, facial and verbal expressions, and gestures, are well-known techniques used by salespeople and spies to influence other people through their subconscious. These techniques exploit weaknesses in the human mind-brain-body complex. Neuro-linguistic programming (NLP) teaches methods to manipulate people unawares. These methods can be used for healing, or by ourselves on ourselves. It is wise to be aware of how these techniques work so that we can avoid being manipulated by others.**

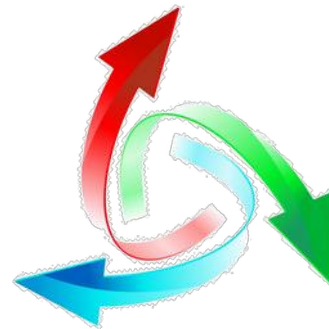
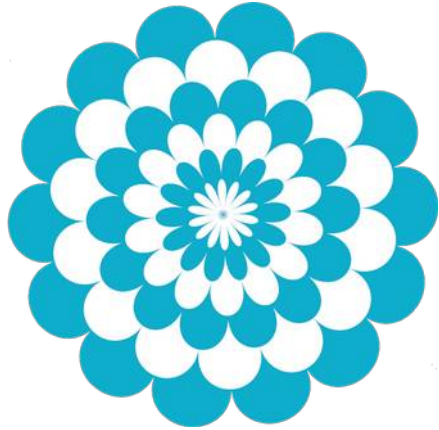


**Once a subliminal image within a larger image is perceived by the conscious mind, we will always see it in the future, and the manipulation is no longer effective. Going forward, it is absolutely vital that human beings learn to be conscious of how and when our subconscious is being affected so that we won't be subliminally influenced in the future.**

**\*For an example, see 33:29-37:00, <https://davidicke.com/2021/09/10/words-in-your-head-how-they-are-telling-you-to-get-the-vaccine-david-icke-dot-connector-videocast>.**

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# Form

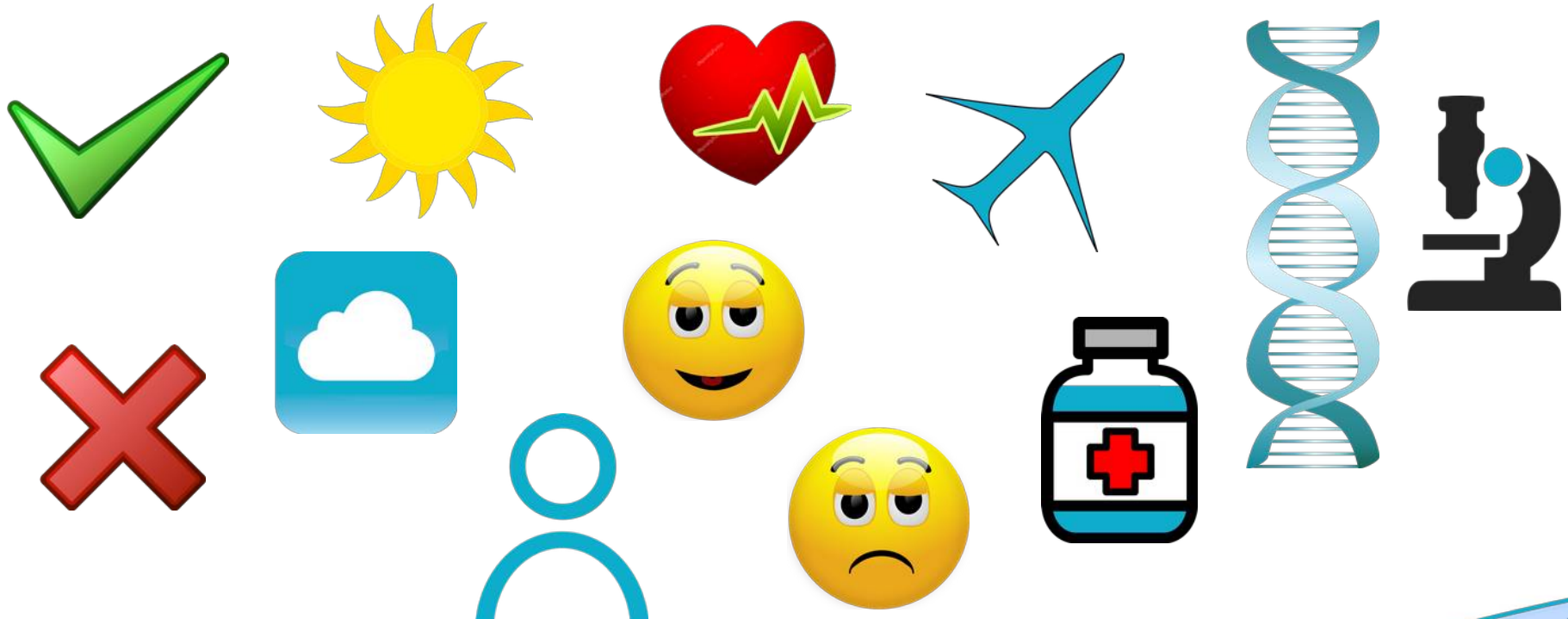


**A picture speaks a thousand words—often, what cannot be expressed in any number of words! First impressions yield massive amounts of information, both conscious and subconscious. We gather all this information, but we usually don't stop to realize how much of it there is, or sift out what is useful from what is not.**

**Line and shape, color and movement, all speak to our subconscious as well as our conscious minds. Images and form communicate via the right side of the brain, which is ignored and repressed in most modern schooling.**

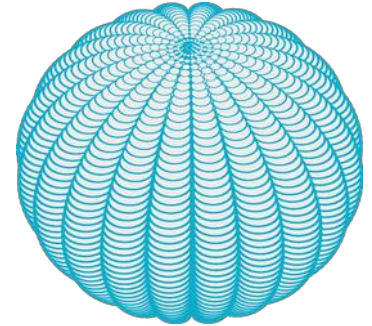
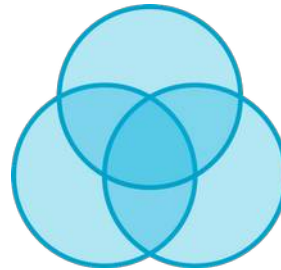
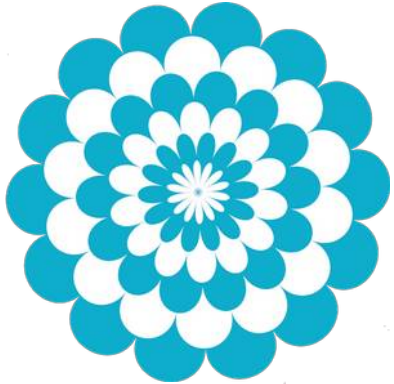
**When looking at the following images,  
notice what the eye—and therefore the  
mind—is attracted to and dwells on.  
Notice what feelings or impressions  
arise, not only personal preferences.  
The feelings and effects induced by  
shapes, lines and color are surprisingly  
universal, not as personal as we think.**

**Icons use shape and color to communicate ideas very simply, very successfully, with as few elements as possible.**



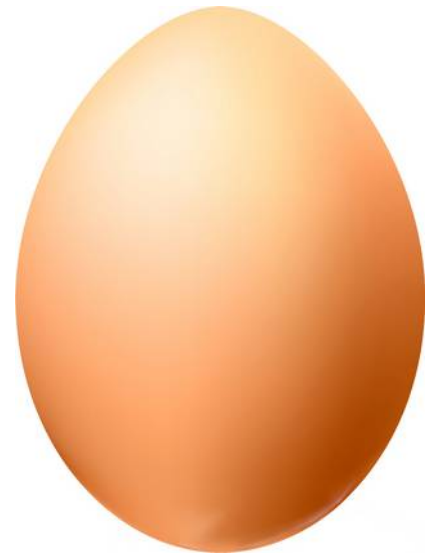
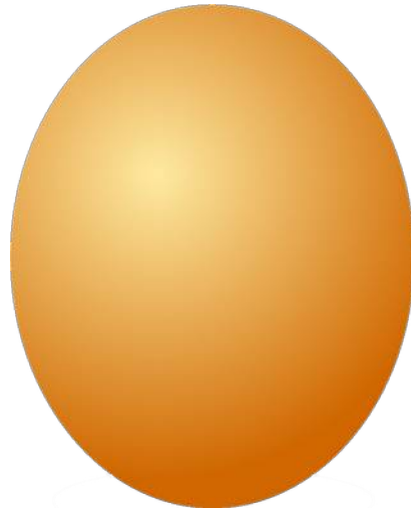
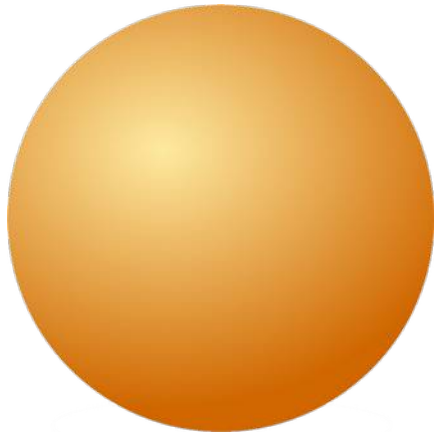


**Closed forms, squares, circles, and symmetry convey stability and equanimity; sharp lines, points and asymmetry convey tension and irritation. Symmetry and balance are fundamental to human perception of beauty.**

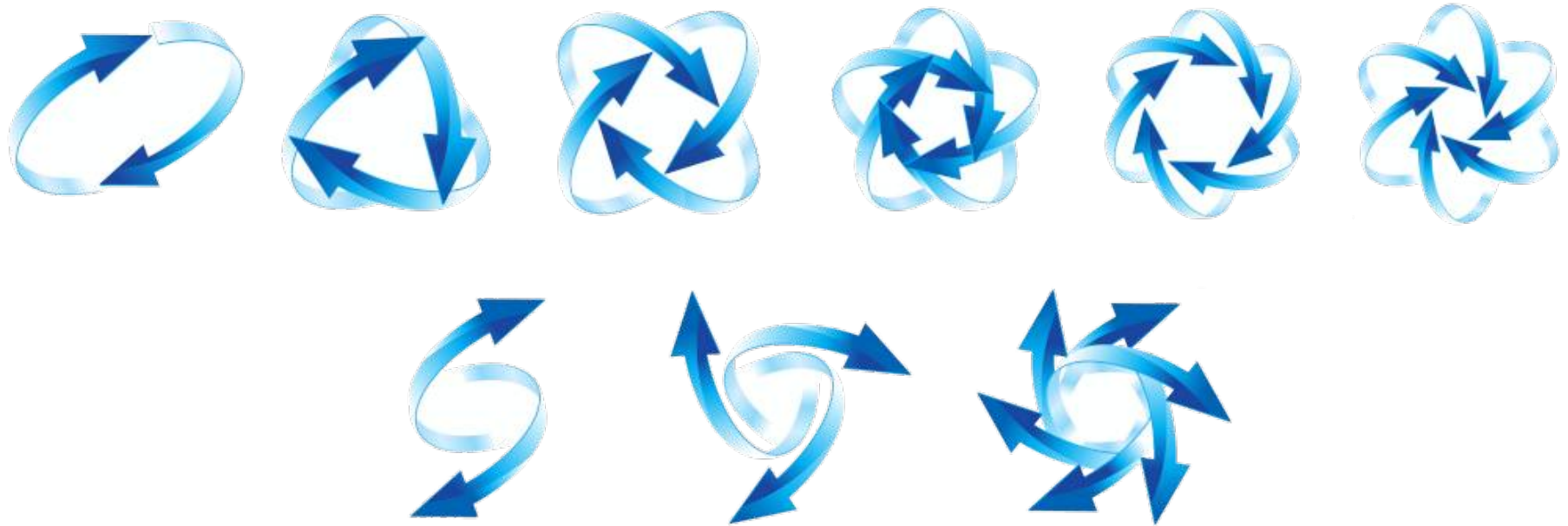




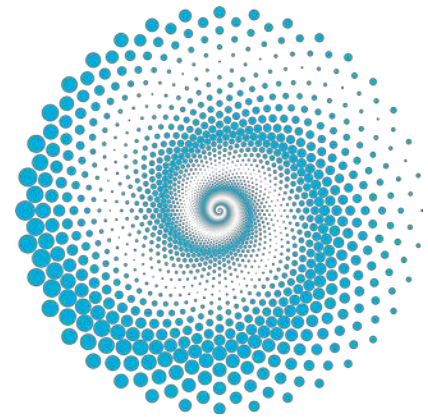
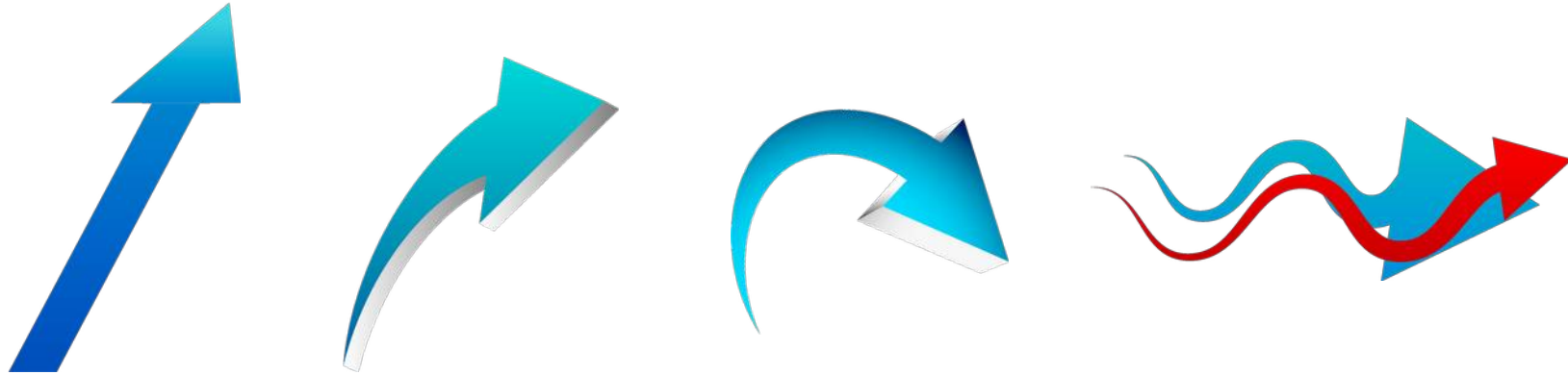
**Notice the difference in feeling from similar shapes:  
a sphere, an ellipsoid, and an egg:**



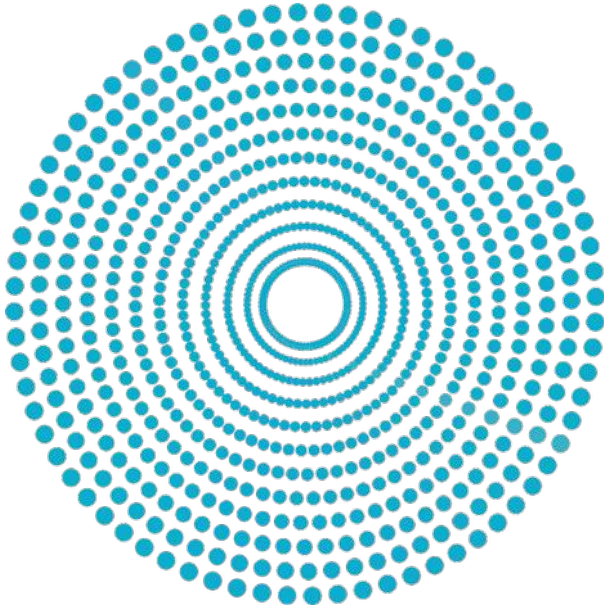
**Notice the difference between closed, curved shapes, and shapes with arrows pointing outward:**



## Diagonal and curved lines convey movement:

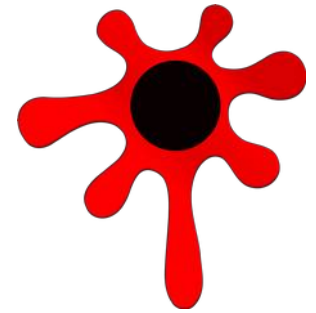


**Movement can also be conveyed  
by changes in color:**

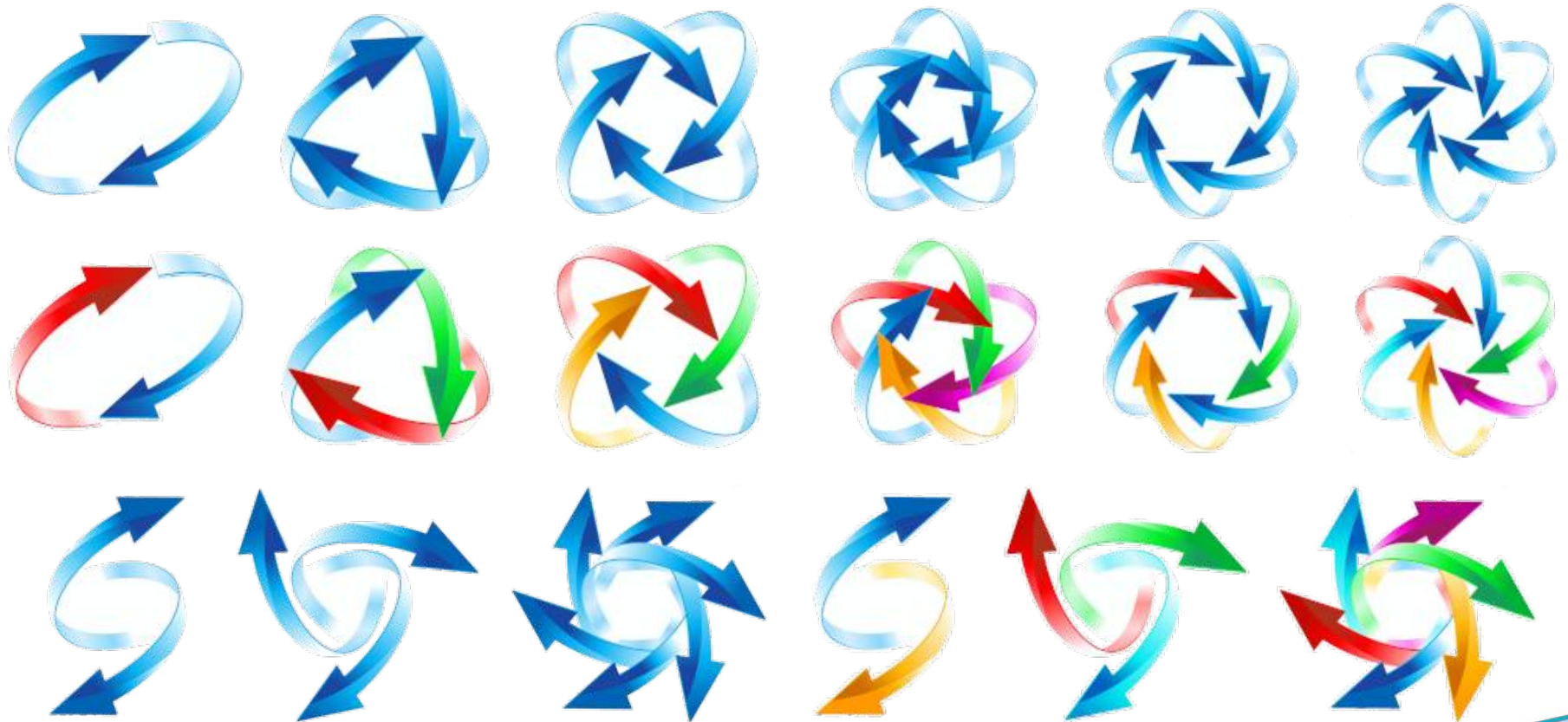




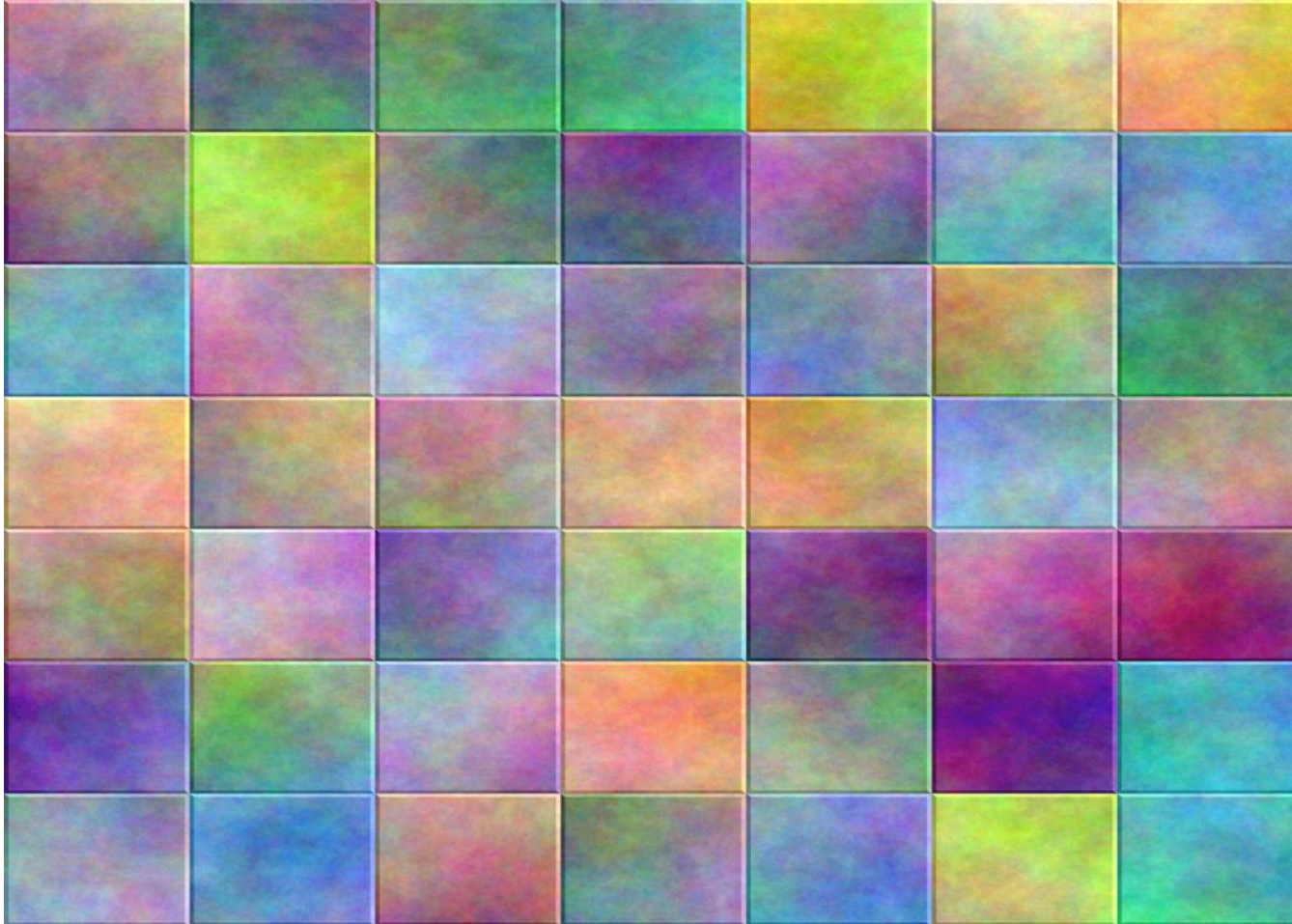
**Colors convey different feelings:**



**Objects with more colors attract more attention  
than the same objects with only one color:**

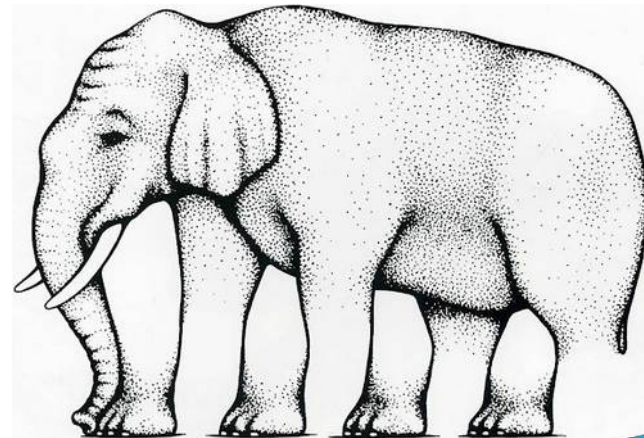
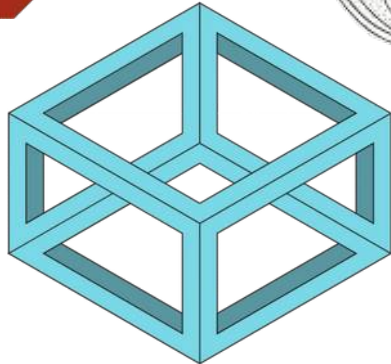


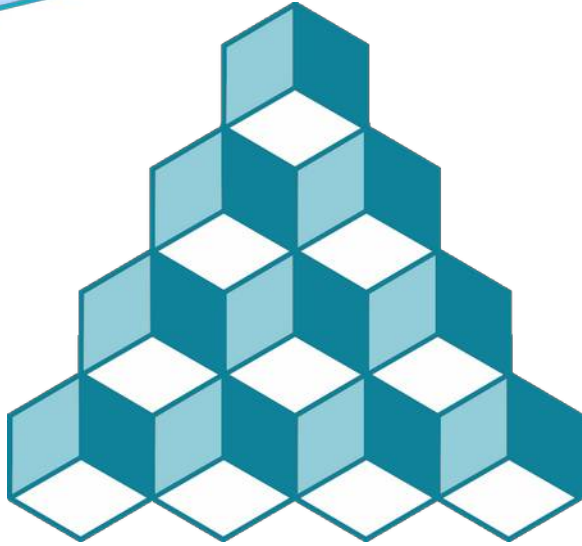
**More colors:**





**Some images are intentionally confounding because the objects cannot exist, but are composed of parts that can exist, put together in impossible ways. Notice how the brain keeps trying to make sense out of the images.**





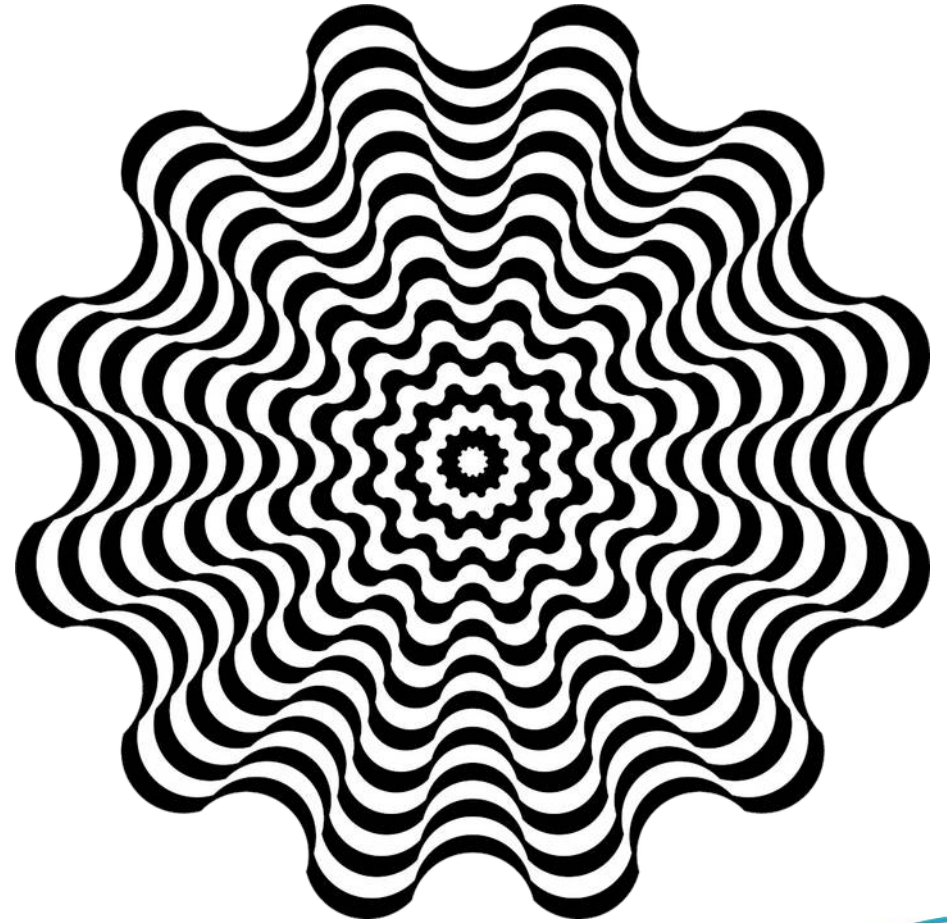
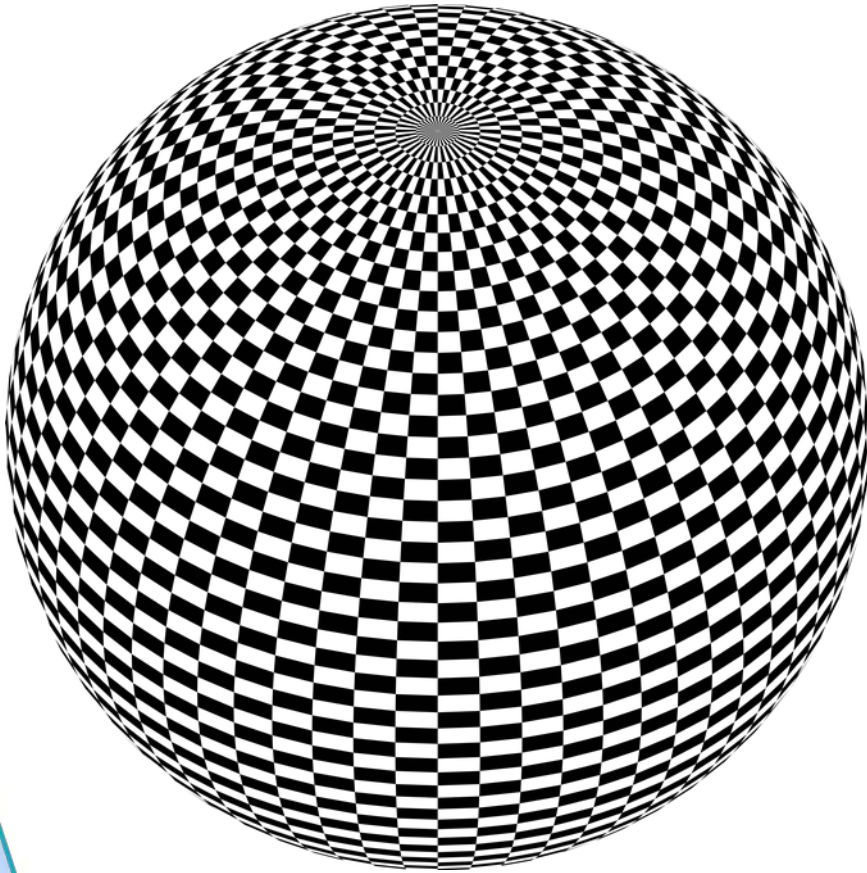
**Are there six cubes with light shining from the top, or ten cubes with light shining from the bottom?**

**Is it a front view or a profile?**

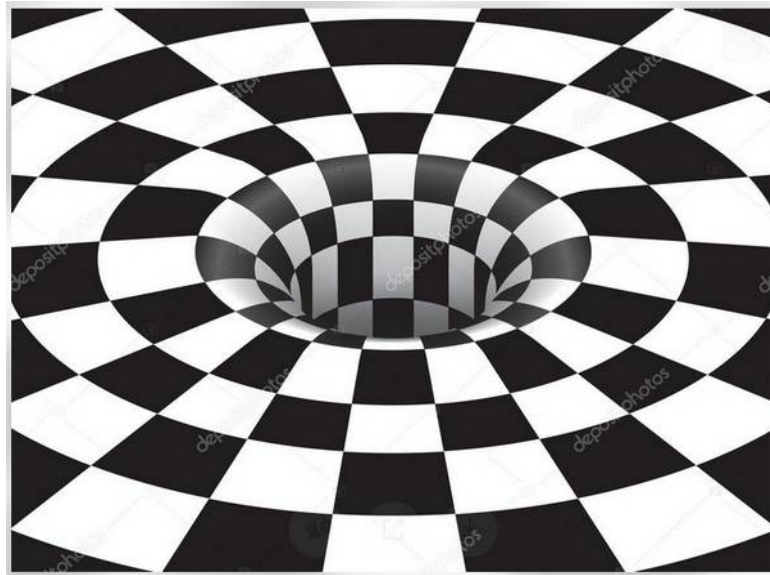


**Is it two people. or a candlestick?**

**Some images can make us dizzy.**

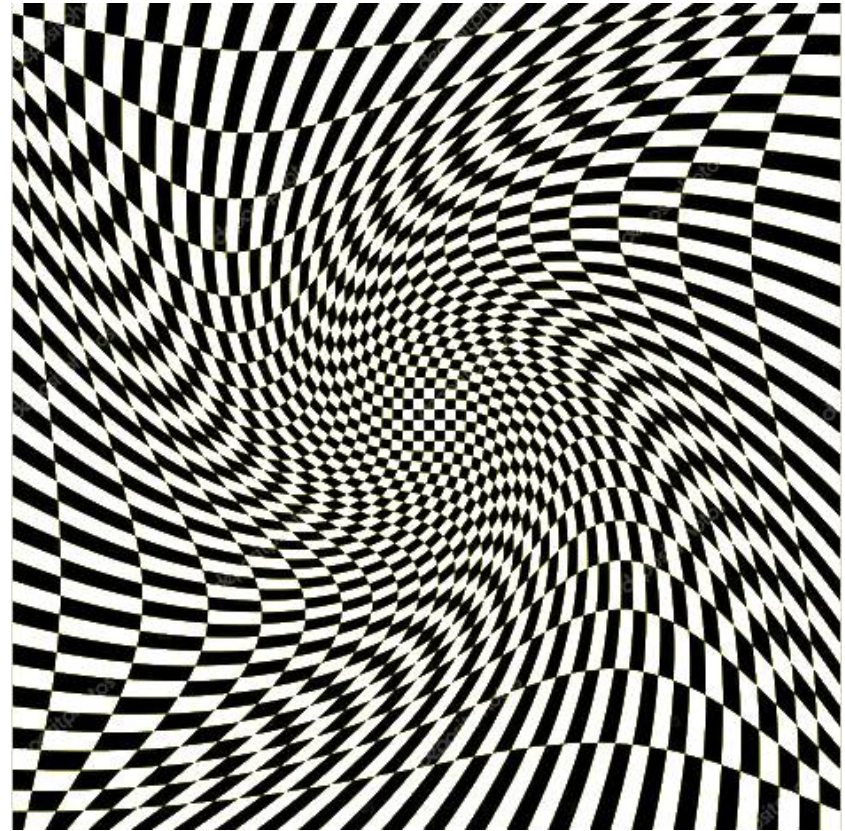
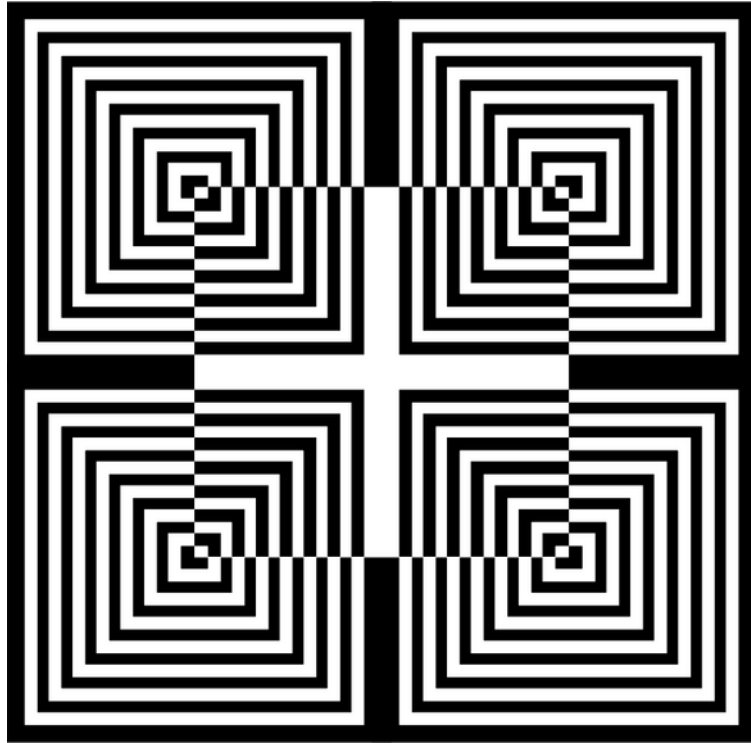


**Dizzying or hypnotic images often have black-and-white patterns with elements that are distorted, reversed, or wavy.**

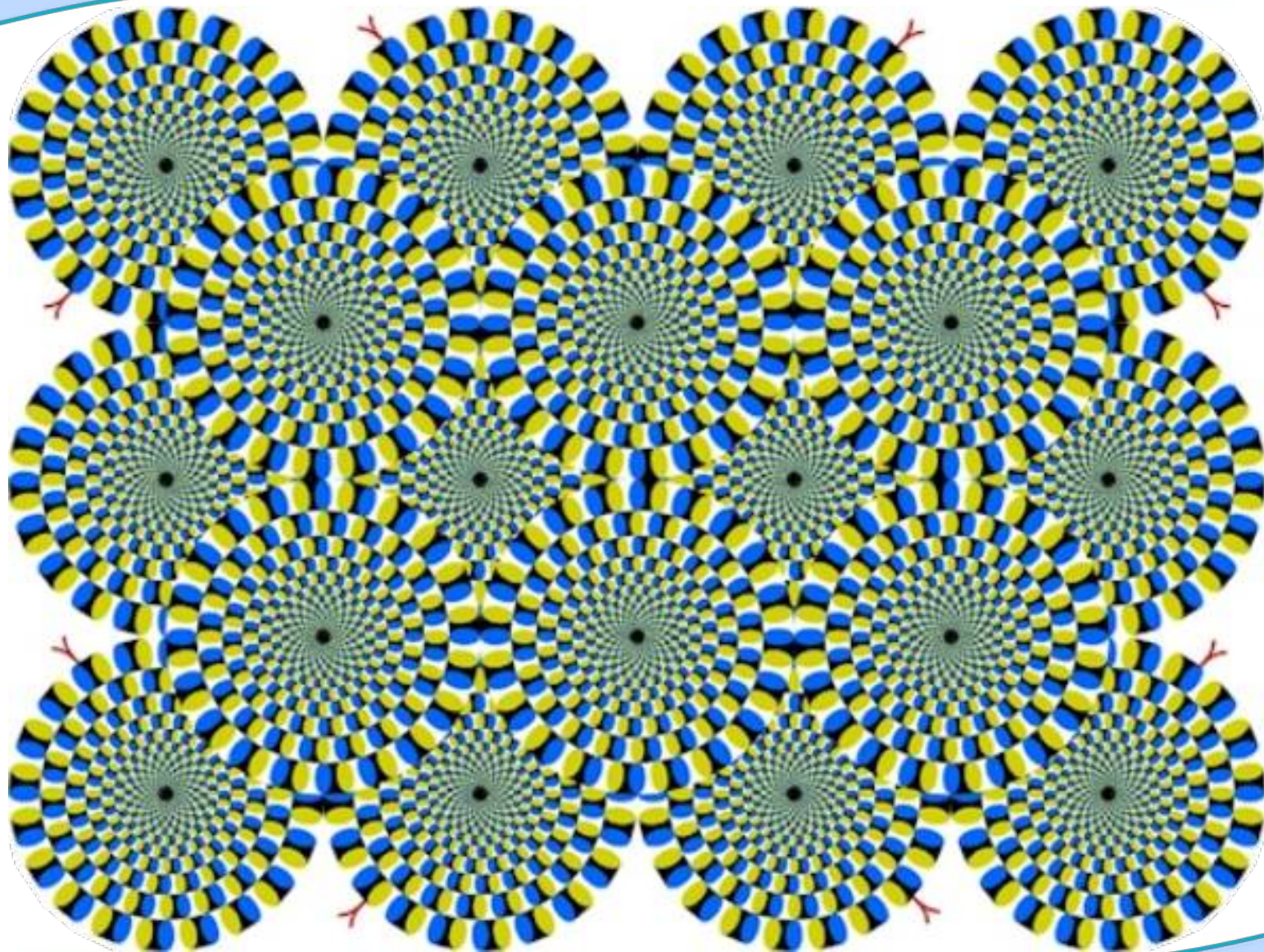




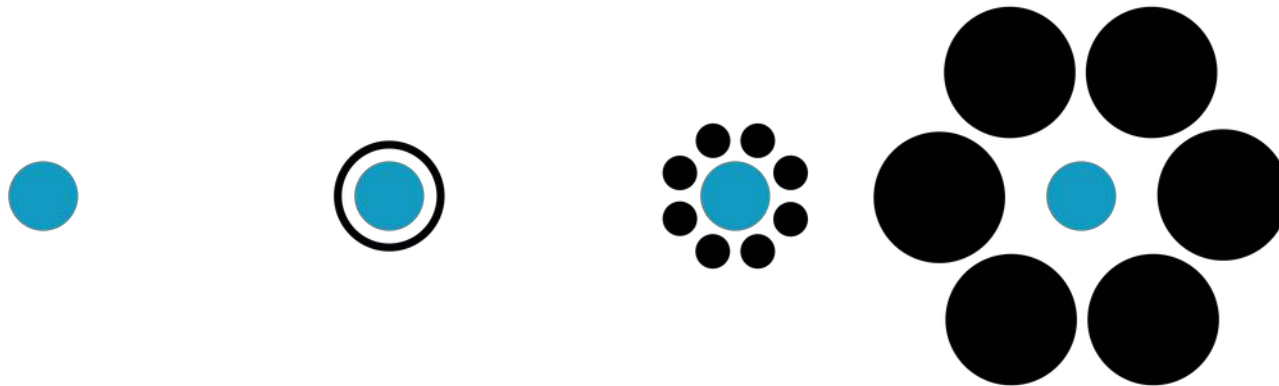
**Some can even induce a trance state if we keep looking at them.**





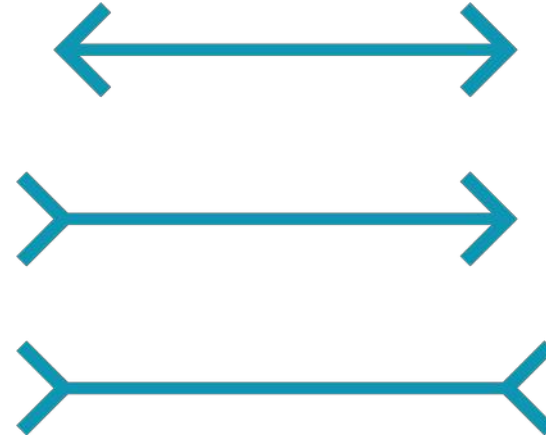


**We can easily be fooled by our perception, including what is around an object. The four colored dots below are the same size, and the same distance apart:**





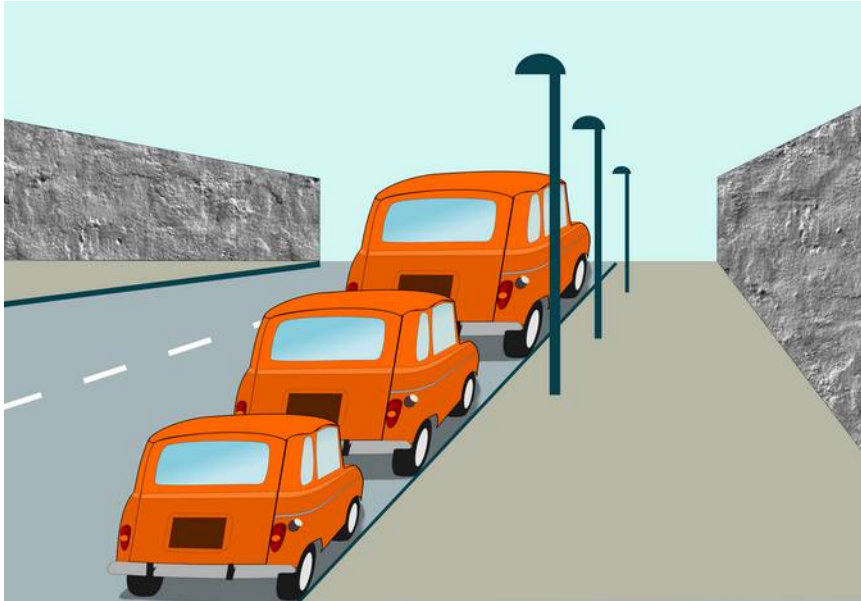
**the three horizontal lines  
are the same length:**



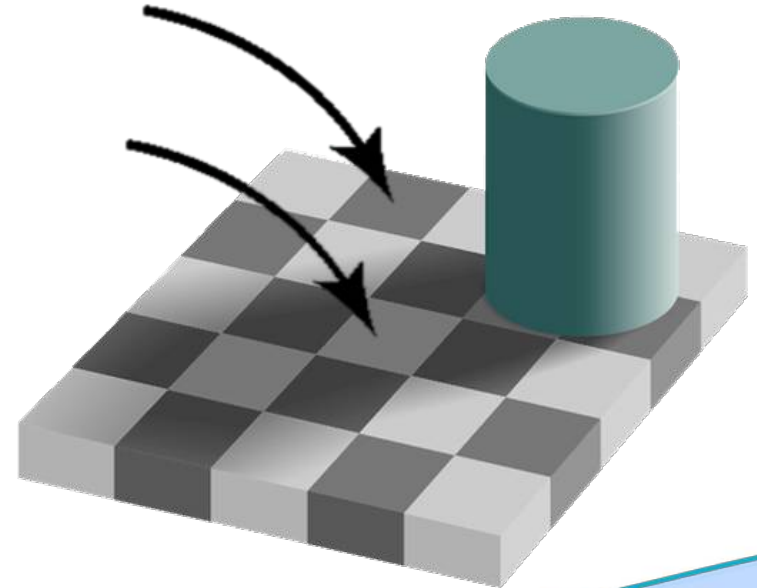
**and the two arcs are  
the same size:**



**The three cars are the same size:**



**The two squares are the same color:**



**What we see can be illusory. Over ten thousand people saw the mile-wide Phoenix Lights in 1997, which seemed to be lights on a craft, but were actually projected using advanced holographic imagery under Defense Project Blue Beam (Sky Beam).**



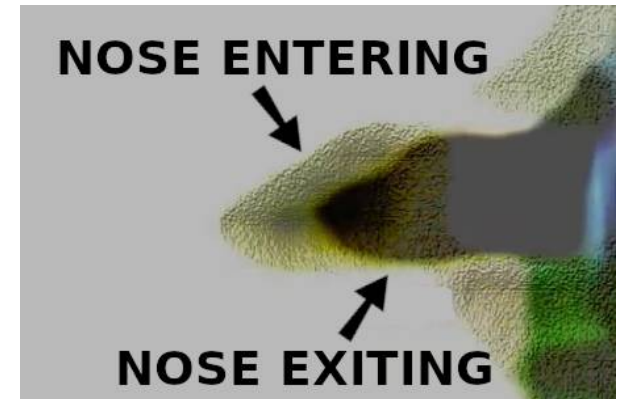
**In Las Vegas, people can see a “live” show by a deceased performer, by means of holographic projection.\* This technology could also be used to portray an alien invasion with militaries as heroic victors.†**



**\* The Whitney Houston Hologram Concert, <https://whitneyvegas.com/>.**

**† Numerous military/agency operatives have said that such use of this technology has been planned, including Randy Cramer, Joseph Spencer, Marshall Chadwell, Werner von Braun, John Lear, William Cooper, William English, and others.**

**Television footage in 2001 appeared to show the nose of a plane emerging undeformed from a steel building, which is physically impossible. The second image shows the nose as it exited the building superimposed on the nose as it entered the building. Such video can be created using computer graphics masking techniques, with a slight error in timing.\***



\* September Clues documentary; also <https://rumble.com/c/c-919677>.



**The real person in the image was left-handed;  
the person shown in disguise is right-handed,  
and the signatures are quite different.**



**Symbols with good meanings already rooted in the collective subconscious are often adopted by benevolent or nefarious groups, precisely because of our positive associations with the image.**



**This ancient symbol was used in China, Japan, Korea, Russia, Tibet, Ukraine, India, Malaysia, Poland, Germany, Scandinavia, Ireland, Greece, Troy, Iran, Israel, Spain, Ethiopia, Peru, and by Navajo and Hopi American tribes, swirling in either direction.**



**\* It is called “wan” in Chinese, “man” in Japanese, “śrivatsa” in Sanskr̥t, and “swastika” in German.**



**This ancient symbol represented prosperity, good fortune, life, fertility, happiness, healing, the Sun, and infinity. It was depicted swirling in either direction. After the Nazi party adopted it, this ancient auspicious symbol became associated with hatred and horror instead.**

**Our subconscious associations of form and color with certain qualities is remarkably similar. People of completely different cultures associate smiles with pleasure, wide eyes with fear or surprise, and red with energetic action. Extensive research has shown that our thoughts, moods and even our mental performance are influenced by the lines, shape, ceiling height, light, and color of the room we are in. These techniques are used in architecture, design, sales and advertising, and by secret agents.**

**Studies of violence on television found that cartoons were the most violent shows of all. Some cartoons portray violence occurring several times per minute, and the imaginary characters do not die. This sends a message to the subconscious that violence doesn't really do any damage, and that it is acceptable and appropriate to use violence to get what one wants or to express anger and frustration. Many children have grown up with subconscious programming that violence is acceptable. Some people feel no responsibility or remorse when they do violent harm, just like cartoon characters.**

**Images are powerful. They can uplift us, inspire us, energize us, relax us, and even subliminally encourage goodness. Images of nature are especially likely to have a good influence.**



Beauty opens the heart.





**Beauty attracts us.**



**Beauty opens us  
to oneness.**



**Form, shape, line, color influence us all.  
They affect us consciously and subconsciously.  
It is not only wise, but vital, that we become  
aware of how we are affected so that the human  
race does not become manipulated into oblivion.**

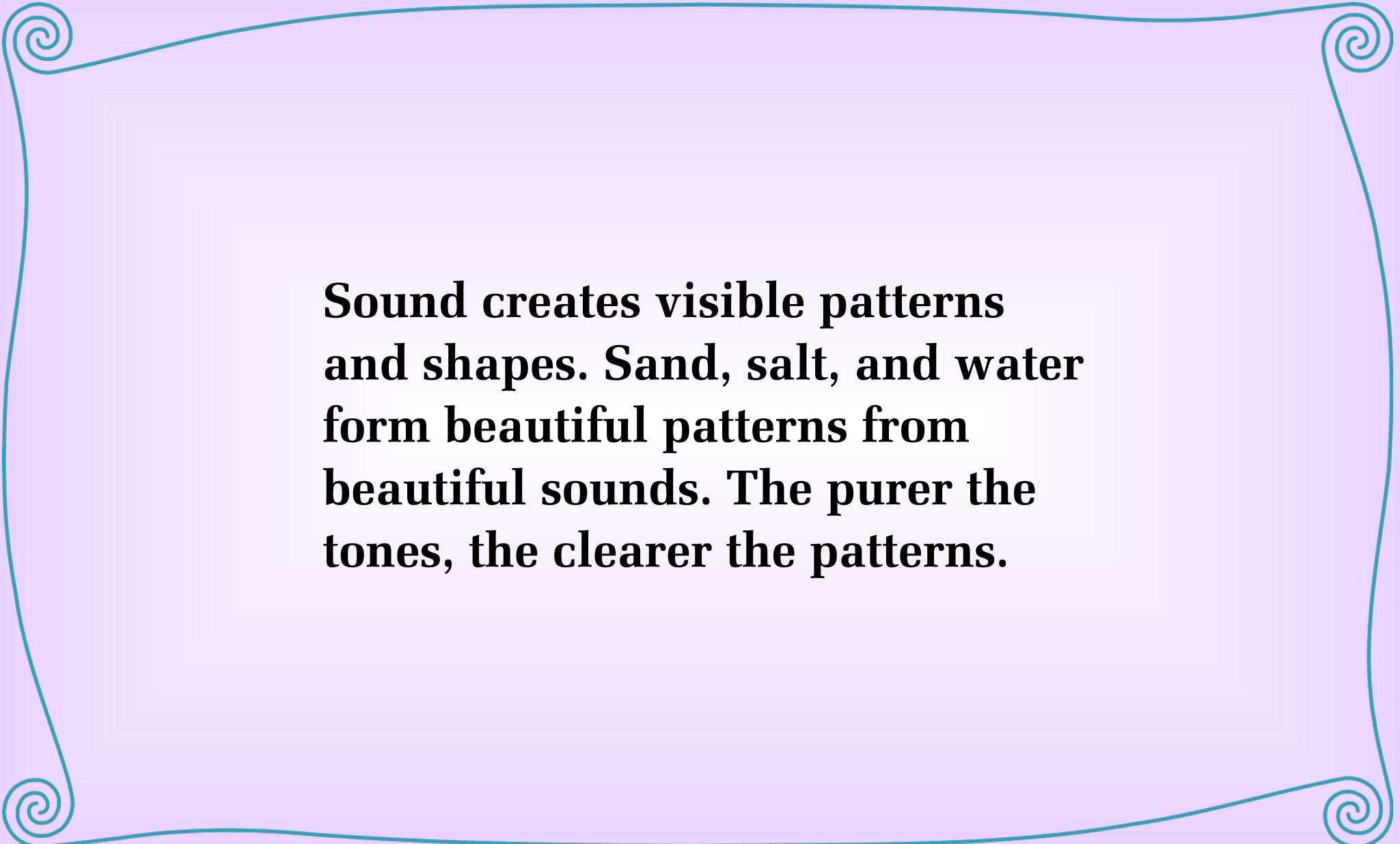
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# Sound

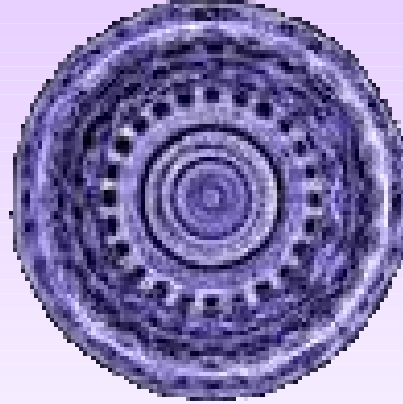


**Sound affects matter. Sound affects plants. Sound affects animals. Sound affects humans, whether we realize it or not.**





**Sound creates visible patterns and shapes. Sand, salt, and water form beautiful patterns from beautiful sounds. The purer the tones, the clearer the patterns.**



**Here are some pictures of salt on a tonoscope membrane vibrating to a human voice, a piano note resonating on the surface of aloe vera gel in a cymascope, and cymatic sound resonance in water. Sound can create exquisite symmetry, such as two-fold, five-fold, and so on, and harmonics create intricate symmetrical patterns.**

**Photographs of salt on a tonoscope by Susanne Tribe. Picture of piano note on cymascope by John Stuart Reid, <https://cymascope.com>. Photograph of water by Jacob Adlington.**



**Sound creates form.  
When sound changes,  
matter exposed to it changes.**

**Sound can heal,**  
**and sound can harm.**

**Certain frequencies have been found to promote healing. Orthopedic doctors use 128 Hz tuning forks to promote healing of bones. Some low frequency combinations cause excruciating pain. Other frequencies stimulate absorption of information. Cymatics is the study of sound and healing through sound.\***

**\*Dr. Hans Jenny, *Cymatics: A Study of Wave Phenomena* (*Kymatic*, in German, 1967).**



**Sound therapy has been used successfully to improve physical and mental conditions.\***

**Resonant Sound Therapy® helps the body to heal itself by releasing kinks in the fascia.†**

**Music therapy is used clinically to manage pain, lower blood pressure, manage stress, promote physical rehabilitation, and improve memory.**

**\*Physicist Dr. Gary Buchanan researched and developed healing methods using sound. He found that analog equipment is required to heal living systems. <https://www.youtube.com/user/sonatherapy>. A brief history of cymatics and cymatherapy: <https://vesica.org/cymatics-how-sound-vibrations-create-physical-structures/>.**

**†<http://www.resonantsoundtherapy.com/>.**

**When a riot occurred in England to protest cutting down ten thousand trees, a man walked right in between the clashing lines chanting and playing tingsha bells, and the riot subsided immediately.\***



**\* Lez Dreamwalker (Leslie Midghall, 1954-2021).**



**Playing music for plants can promote faster, healthier growth. Plants in controlled experiments grew toward speakers playing Indian or Western classical music and grew away from speakers playing rock music. Plants exposed to rock music were shorter and had smaller leaves, and some died.\* Crops have been found to absorb fertilizer much more readily when certain frequencies are broadcast from the tractor.†**

**\* Dorothy Retallack, *The Sound of Music and Plants* (1973, Devorss & Co.).**

**† This technique has been used by agriculturists known to the author.**

**Acoustic physicist and cymatics expert John Stuart Reid describes how sound frequencies can heal the body:**

**“When a system of your body is challenged by a pathogen invasion, such as a virus, the cells in that system go to sleep, termed the G0 phase, which causes an imbalance in your body. They sleep until they are sufficiently nourished to reawaken. That nourishment can come, in part, from eating quality foods, but it can also come from bathing your cells in the same frequencies that the cells “sing” when they are awake. Rather like the kiss that awakens ‘Sleeping Beauty’ sleeping cells can be awakened by the kiss of beautiful frequencies.**

**“But how do we know which frequencies are needed? Actually, we don’t need to know, we simply bathe the cells in beautiful (ideally live) music, because live music contains a myriad of frequencies, right up to the high harmonics that cells sing. This is why playing piano music, live, gives your cells the great gift of healing.**





**“In addition, playing piano music, live, lifts your mood into a state of joy, which creates copious amounts of dopamine in your brain and gut, which in turn massively boosts your white blood cell count, your body’s only defence against pathogens.**



**“Playing the low notes on a piano also boosts oxygen binding in your blood stream, mimicking the low frequencies of your heart beats and causing the haemoglobin in your red blood cells to absorb more oxygen, which means that you will have more oxygen available to power all the repair mechanisms in your body. These are just some of the many reasons why the piano is such a powerful healing instrument.”\***



**\*John Stuart Reid, <https://cymascope.com>, unpublished writing.**



**Plato said,**

**"Music is a moral law.**

**It gives soul to the  
universe, wings to  
the mind, flight to  
the imagination, and  
charm and gaiety to  
life and to everything."**

**Our heart melts in response to beauty. Beautiful music and sound calm us down and open our hearts. We bristle to statements delivered with a harsh, aggressive tone, and respond warmly to the same words delivered with a soft, gentle tone. Radio and media hosts often have exceptionally pleasant, resonant voices. Beautiful music can help us to relax, to drop the axes we were planning to grind, and to heal, both emotionally and physically.**



**Sound can be deceptive. Film tracks use sound to induce us to imagine that the story is really happening. A radio broadcast by Orson Wells in 1938 was extremely successful in evoking fear. People who tuned in late, and didn't know the story that the world was ending was a fiction, became terrified and some ran into the streets screaming.**

**Like images, sound can be hypnotic. Psychiatrists, neuro-linguistic practitioners, and yoga teachers can use their voices to induce us into a trance or trance-like state. Television and film use both image and sound to affect our subconscious, with or without our permission or knowledge. They stimulate alpha brain waves, which make us more receptive to learning—and to being programmed.**

**Whether music or noise, sound influences each and every one of us—for good or for ill. It is wise to be aware of the influence of sound on our subconscious in all our environments, from shops and restaurants to television programs and movies.**



**When a group of individuals produces the same frequencies with the same timing, as in a chorus or orchestra, the sound carries and is clear far away.**

**If the individuals are not quite in tune or the timing is not synchronized, the sound does not carry as far and is not as clear. A conductor is needed for group sound to be effective. Similarly, language is necessary for group thought and intention to be effective.**



# 4

## Language



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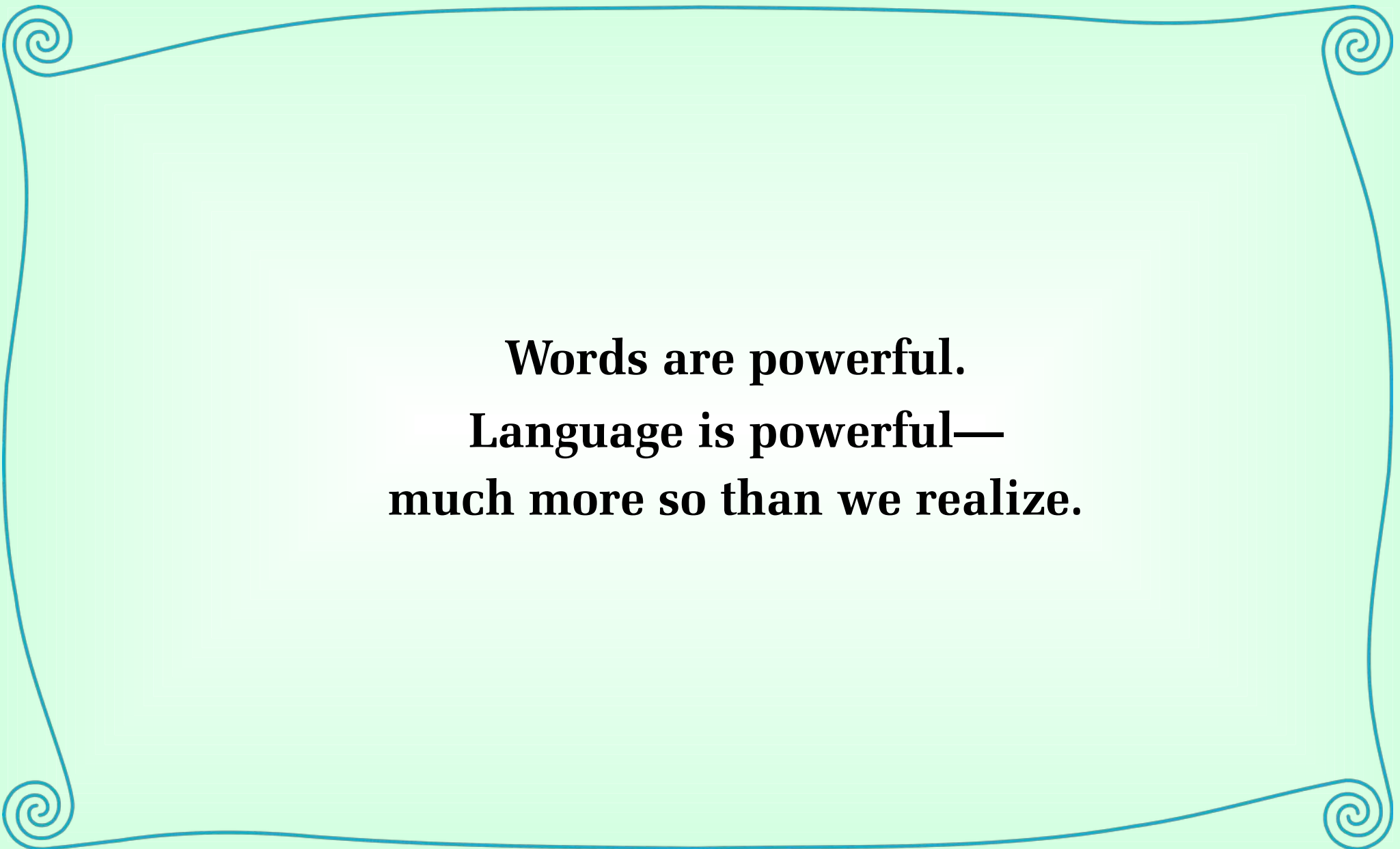
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**Words are powerful.  
Language is powerful—  
much more so than we realize.**

**The Gospel of John begins, “In the beginning was the Word ... and the Word was God.” Eastern religions utilize mantras which have power in themselves when spoken with correct pronunciation. Magic uses certain words to create specific effects.**

**Most of us are unaware of how much we are affected by language because it occurs instantaneously in our subconscious. We like hearing, “The glass is half full” rather than, “The glass is half empty.” People are more likely to buy at a price of “7.99” than “8,” even though the difference is negligible.**



**In English, the word “cat” means a physical cat. In Chinese, the word for “cat” means “having the qualities of a cat, cat-like-ness.” To discuss a particular physical cat in Chinese, one says, “the white cat with blue eyes that lives next door.” This difference in language reflects a fundamental difference in thinking between cultures. Neither is superior; they’re just different.**

**Language affects our very thought processes,  
as well as our thoughts, emotions and feelings.**

**When we make a discovery or learn something new, we create new words to describe it. The terms “automobile,” “hologram,” “innoculation,” and “intellectual property” did not exist a few hundred years ago—people had no concept that required them.**

**If our language doesn't have a word for something, we may not even perceive it. Aboriginal Australians had no word for a big ship, and when James Cooke arrived, they were unprepared because they had not “seen” the ship—they described what they saw as a ghost, dead people, or a white cloud. Their brains had not registered or categorized the visual data accurately.**





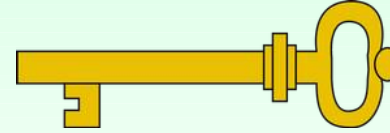
**This can happen to all of us. If we have no word for something, we may not even realize it exists, we may not comprehend what it is, we may disregard it completely, or we might deliberately not think about it.**



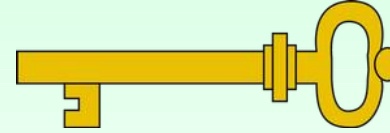
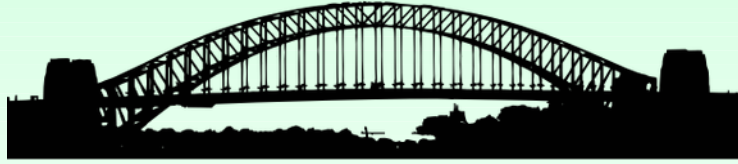
**Conversely, when our language has different words for similar but distinct things, we perceive those distinctions readily. Eskimos have 97 words for “snow” and 70 words for “ice;” the Sami people have 180 words related to snow and ice, and about a thousand for “reindeer.”**

**\*<http://ontology.buffalo.edu/smith/varia/snow.html>. Anthropologist Igor Krupnik researched the Inuits and Yupik languages, and Ole Henrik Magga researched the Sami language <https://blog.pangeanic.com/inuit-words-for-snow>.**

**Greek distinguishes between eight types of love: eros (passionate love), philia (affectionate love between friends), agape (selfless, universal love), storge (protective love between parents and children), mania (obsessive love), ludus (“in love,” infatuation), philautia (self love), and xenia (ritual love for guests). English uses “love” for all of these, which results in much confusion; people search for “true” love, attend workshops on love, and reject people who truly love them, because these types of love and affection are conflated.**



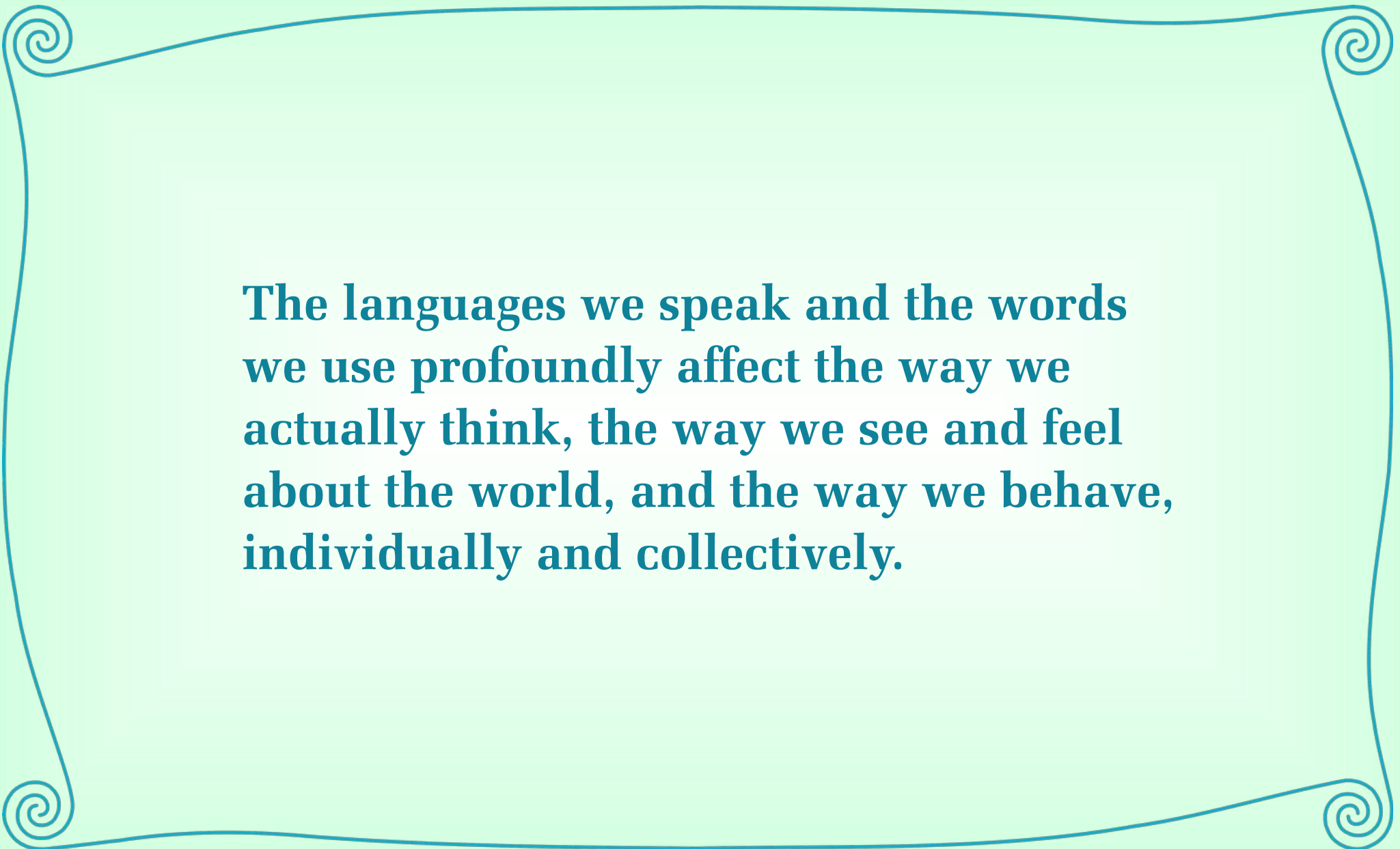
**In many languages, nouns have masculine or feminine gender, which influences how we feel and think about the object.**



**“Bridge” is feminine in German, and German-speakers describe it as “beautiful, elegant, fragile, peaceful.” In Spanish, “bridge” is masculine, and Spanish-speakers describe it as “big, dangerous, long, sturdy.” “Key” is masculine in German, and German-speakers describe it as “hard, heavy, jagged, metal.” In Spanish, “key” is feminine, and Spanish-speakers describe it as “golden, intricate, little, lovely.”**

**Lera Boroditsky, How Does Our Language Shape the Way We Think? [https://www.edge.org/conversation/lera\\_boroditsky-how-does-our-language-shape-the-way-we-think](https://www.edge.org/conversation/lera_boroditsky-how-does-our-language-shape-the-way-we-think).**





**The languages we speak and the words we use profoundly affect the way we actually think, the way we see and feel about the world, and the way we behave, individually and collectively.**

# 5

## Language and Culture



Human beings have the ability to create by means of very strong thought combined with will. Every single thought we have does not manifest—this would be a disaster, as most of us have occasional awful thoughts we do not want to occur. However, when a group of people adopts a common idea, an intent, and they have the same understanding of that intent, then, when they focus mind, heart and thought on that intent, it will manifest when adequately strong and persistent. Such a common intent is called a “group intention.”

William Tiller, Application of Psychoenergetic Science to “The Placebo Effect” (2009), [#XX](https://www.tillerfoundation.org/white-papers), and other works.

**Professor William Tiller conducted a series of controlled experiments in which a group of people would agree on an explicit intent to modify a physical characteristic, such as the acidity of a solution, the chemical activity of an enzyme, or the larvae of fruit flies. His experiments showed that the group's intention did have the intended effect.**

**In order for people to have the same understanding, the idea or intent must be articulated clearly—in words. Everyone must have the same understanding of the definitions of those words. We establish collective understandings through language. Language is the means by which human beings formulate group intention.**



**Scholar Joseph Farrell states,**

**A group intention that is formally and explicitly elaborated and agreed upon has the ability to alter a physical system.**

**Interview by Daniel Liszt, November 2021,  
<https://www.youtube.com/watch?v=E-FHalzAOFs>.**

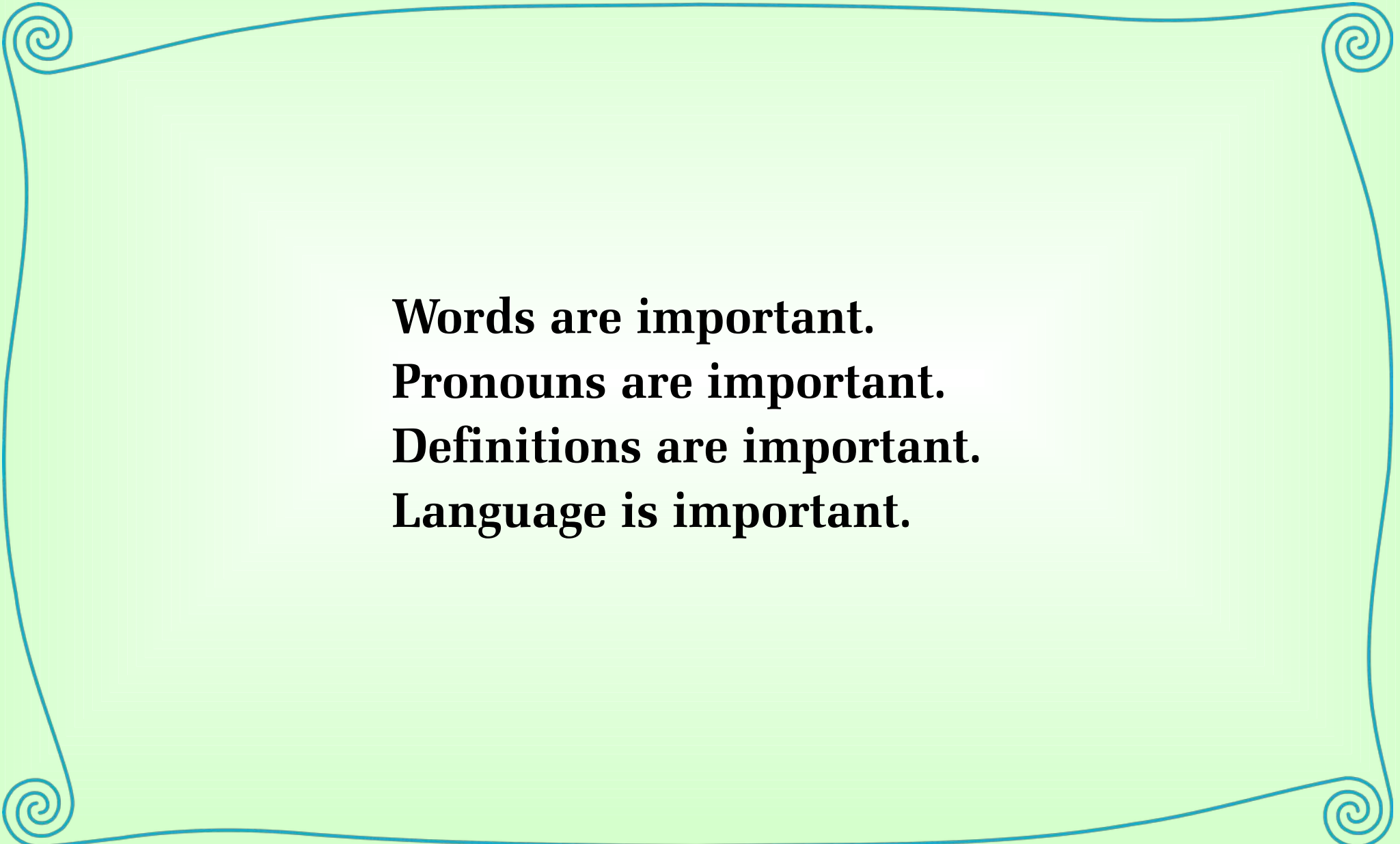
**Evidence of the effectiveness of group intention can be seen in laws, policies, and mission statements. This principle is utilized in religious rituals and magical circles, in prayers, mantras, guided thought, maxims, and sayings passed on from parents to children and teachers to students. This principle is evidenced in common greetings and written protocols.**

**Group intention is founded upon language:**  
people agree on specific wording and on  
the meanings of those words and syntax.  
Language is required for a group intention  
to become a reality.



**It is through group intention that we build and maintain our culture, and alter it by common understanding as we grow. Through group intention, and thus through language, we change our societies and our world.\***

**\*To this end, several group intentions have been carefully crafted to create improvements in our lives and our world. These are freely available for use by any individual or group at <https://wisdom2joy.com/Focus>, as videos or audios.**



**Words are important.  
Pronouns are important.  
Definitions are important.  
Language is important.**



**Confounding language is a curse. When the gods of Babylon confused the people's language so they couldn't understand one another, they were forced to leave their city and scatter.\* Long ago Confucius said, "When words lose their meaning, people lose their freedom," and it is still true today.**

**\*Genesis 1:7-9, "Come, let us go down and confuse their language ... ."**

**Using words and names that are deliberately misleading, even the opposite of the truth, is one of the primary methods used to control humanity as a whole. The Bible says that if humans partake of “the tree of knowledge of good and evil,” we will die. The message is that we must stay unknowledgeable, and that knowledge was the cause of humanity’s downfall.\* Many theories attempt to make sense out of these assertions, with rather dubious results.**

**\* Genesis 2:17, “but of the tree of knowledge of good and evil you shall not eat, for in the day that you eat of it you shall surely die.” Genesis 3:4-5, 14.**

**Organizations with a benevolent name are sometimes revealed to engage in malevolent activities. The World Health Organization sounds like it promotes health, but has actually prohibited healthy remedies and fostered genocide.\***



**\*WHO crimes against humanity: <https://alethonews.com/2021/05/10/w-h-o-and-world-leaders-have-serious-questions-to-answer-in-the-upcoming-trials-for-crimes-against-humanity/>;†**

**The Responsible Lending Organization promoted irresponsible lending, pressuring banks to give loans to people who were unlikely to repay them. The Young Men's Christian Organization sounds like it promotes Christian values and morals, but has actually fostered predatory homosexuality and prepared young, vulnerable men as victims—not a very Christian activity.\***



**\* A summary and personal experience audio is at the bottom of the page. Article is replete with historical research. <https://aim4truth.org/2021/06/30/exposed-nasty-dirty-sex-slavery-at-the-unchristian-ymca/>.**

**A Chinese couple in their forties attended a children's party, and everyone started singing nursery rhymes they had learned at age three. The songs said, for example, "We had no rice before Chairman Mao, and now everybody has rice to eat." They knew at their age that these statements were not correct. The couple looked at each other and realized for the first time that they had been brainwashed as very young children.\* This has occurred in all countries and cultures.**

**\*A true story.**



**husband**

**mother**

**minority**

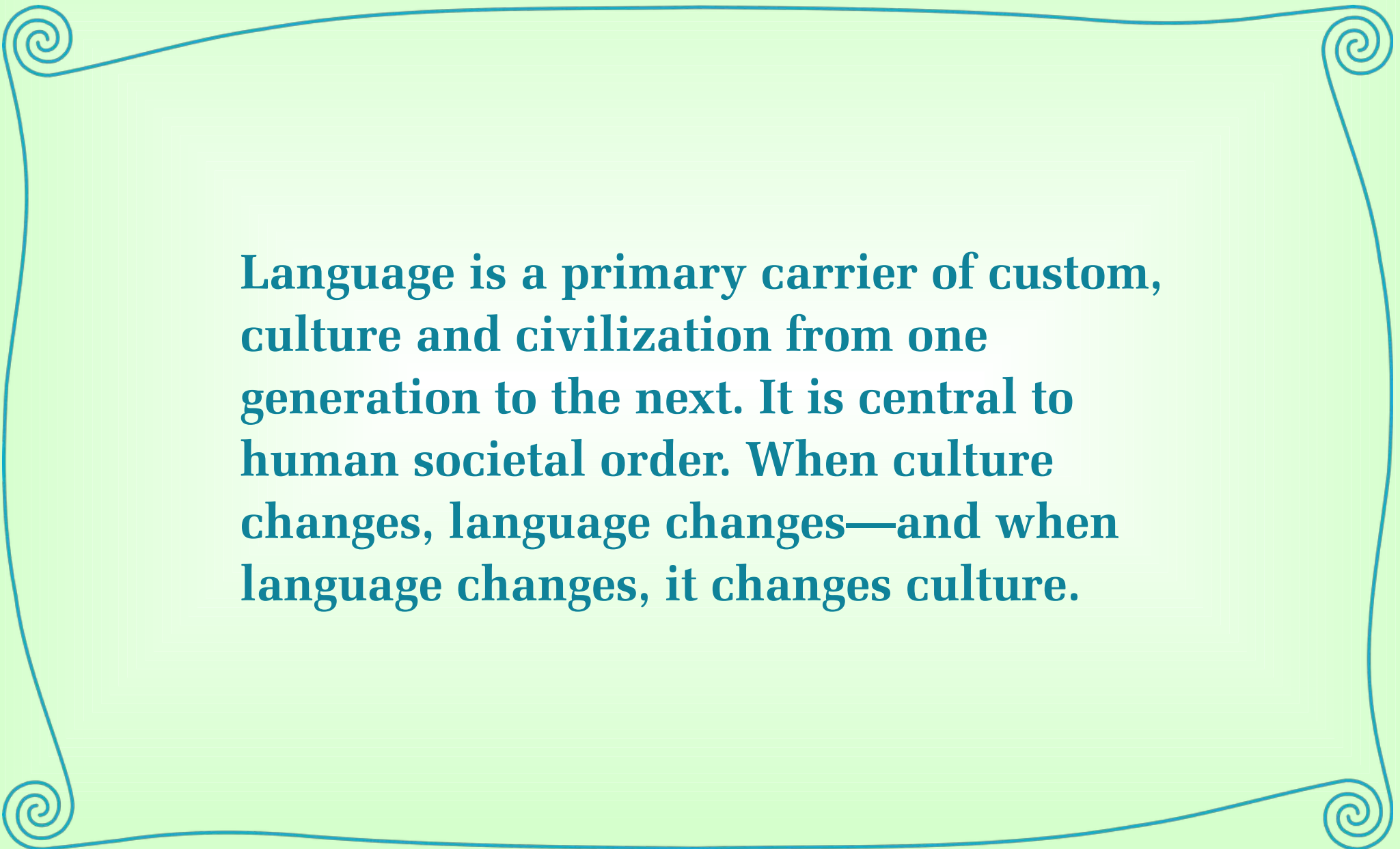
**Language restrictions limit our speech,  
and our thinking. They thus limit our  
horizons, and our possibilities.**

**Language restrictions forcibly change culture. They have been used for good, such as banning derogatory terms referring to a particular race, or mandating the inclusion of females as human beings, but they have also been used for ill. Conquerors often ban the languages of conquered people in order to destroy their culture, bonding and group intentions. Kurdish was banned in Turkey, and China is still aggressively destroying the use of non-Mandarin Chinese.\***

**\*The Associated Press, <https://abcnews.go.com/international/wireStory/China-85-citizens-mandarin-2025-81485477>.**

**Language restrictions can also be directly harmful; in the Victorian era, all discussion related to sex was taboo, and people grew up with sexual misunderstandings, phobias and psychoses.**

**Society cannot function properly when stifled by language restrictions. Businesses need to hire workers who are honest, reliable, hard-working, happy, or whatever qualities they need without being censored for offending people who are dishonest, unreliable, lazy, or depressed. Instead of feeling offended and demanding that other people restrict their language, we can remember the old saying, “Sticks and stones can break my bones, but words can never hurt me.”**



**Language is a primary carrier of custom, culture and civilization from one generation to the next. It is central to human societal order. When culture changes, language changes—and when language changes, it changes culture.**



# 5

## Misleading the Subconscious



**Here are some misleading uses of language, along with the messages to the subconscious that they convey. Remember that messages are to the sub-conscious, not the conscious mind! Most of these subconscious messages are illogical, even absurd. However, the subconscious is simple, honest, and straightforward, like a child. It hears the messages and responds to them anyway.**

**Notice the following differences:**

**Children are not kids!**  
**When people call children**  
**“kids,” the subconscious**  
**understands that we are**  
**calling them baby goats.**



**kids**



**children**

**When we call children “kids,” the messages to the subconscious are:**

**Children are mischievous and unaware like animals. It is appropriate to treat them the way we treat animals and think of them the way we think of animals.**



**kids**



**children**



When we call children “kids,” the messages to the subconscious are: **They are not very conscious or intelligent, and they are not harmed by whatever we do. They have no power over us and won’t remember anything.**



**kids**



**children**



**What we can do:** We can call children “children” or “boys and girls” or “sons and daughters.”



**kids**



**children**

**A girlfriend, boyfriend or spouse is not a baby!**

**When we call a partner “Baby,” the messages to the subconscious are:**

**You are not able to stand up on your own two feet. It is acceptable and appropriate for you to be helpless and incompetent in our relationship.**



**baby, babe**



**girlfriend  
boyfriend**

When we call a partner “Baby,” the messages to the subconscious are:  
**You are my baby—I am responsible for fulfilling all your needs. I want to take care of you and see that you don’t cry. I expect you to act like a baby and not grow up or become strong.**



**baby, babe**



**girlfriend  
boyfriend**

**What we can do:** We can call our love partner by name in an affectionate tone, or “Dear” or “Sweetheart,” or any affectionate name that is respectful and not diminutive.



**girlfriend  
boyfriend**



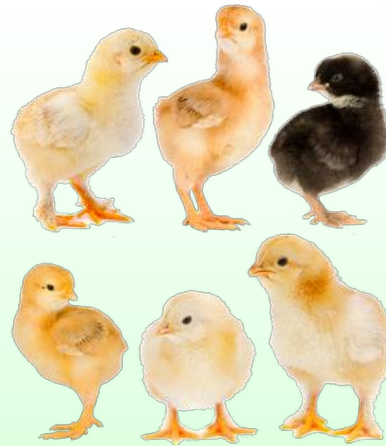
**baby, babe**



## Young women are not chicks!

When we call women “chicks,” the messages to the subconscious are:

Young women are ignorant and innocent, needy and noisy, small-brained, and easy to control. It is acceptable to handle, manipulate and dominate them.



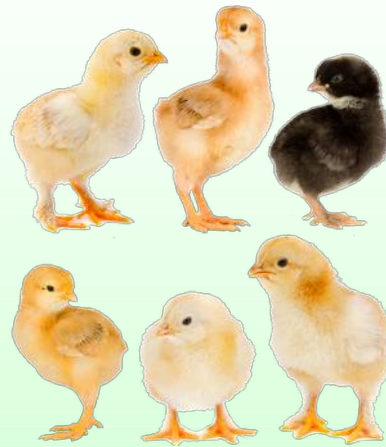
**chicks**



**young women**



**What we can do:** We can call  
young women “women” or  
“young ladies.”



**chicks**



**young women**

Thoughts, opinions, beliefs, “her truth,” “his reality,” “intelligence,” and information are not the same as reality or truth!

$$2 + 3 = 5$$

fact, truth,  
reality

thought, opinion,  
“her truth”

$$\text{I think } 2 + 3 = 5\frac{1}{2}$$

belief, “his reality”

$$\text{I believe } 2 + 3 = 6$$

“intelligence,” “intel,”  
information

**TOP SECRET  
FOR EYES ONLY**

$$2 + 3 = 4.98314159265$$

news, information, claim ***BREAKING***  $2 + 3 = 5.1$

When we call something “truth” or “reality” that is not truth or reality, the messages to the subconscious are:

Beliefs, opinions, and thoughts are truth, reality.

$$2 + 3 = 5$$

fact, truth,  
reality

thought, opinion,  
“her truth”

$$\text{I think } 2 + 3 = 5\frac{1}{2}$$

belief, “his reality”

$$\text{I believe } 2 + 3 = 6$$

“intelligence,” “intel,”  
information

**TOP SECRET  
FOR EYES ONLY**

$$2 + 3 = 4.98314159265$$

news, information, claim **BREAKING**  $2 + 3 = 5.1$

When we call something “truth” or “reality” that is not truth or reality, the messages to the subconscious are:

Information, especially if it comes from a sanctioned expert or news program, is true and real.

thought, opinion,  
“her truth”

belief, “his reality”

“intelligence,” “intel,”  
information

news, information, claim **BREAKING**  $2+3 = 5.1$

$$2 + 3 = 5$$

fact, truth,  
reality

$$\text{I think } 2 + 3 = 5\frac{1}{2}$$

$$\text{I believe } 2 + 3 = 6$$

**TOP SECRET  
FOR EYES ONLY**

$$2 + 3 = 4.98314159265$$

What we can do: We can call facts  
“facts,” and reality “reality.” We  
can call thoughts, opinions, and  
beliefs “thoughts,” “opinions”  
and “beliefs.”

$$2 + 3 = 5$$

fact, truth,  
reality

thought, opinion,  
“her truth”

$$\text{I think } 2 + 3 = 5\frac{1}{2}$$

belief, “his reality”

$$\text{I believe } 2 + 3 = 6$$

“intelligence,” “intel,”  
information

**TOP SECRET  
FOR EYES ONLY**

$$2 + 3 = 4.98314159265$$

news, information, claim **BREAKING**  $2 + 3 = 5.1$



What we can do: We can call information or claims “information” or “claims.” We can refrain from calling any of these any type of “truth” or “reality” until and unless it becomes verified as fact.

$$2 + 3 = 5$$

fact, truth,  
reality

thought, opinion,  
“her truth”

$$\text{I think } 2 + 3 = 5\frac{1}{2}$$

belief, “his reality”

$$\text{I believe } 2 + 3 = 6$$

“intelligence,” “intel,”  
information

**TOP SECRET  
FOR EYES ONLY**

$$2 + 3 = 4.98314159265$$

news, information, claim **BREAKING**  $2 + 3 = 5.1$

**Diplomatic and “politically correct” language and euphemisms are not truth—they are types of deceit.** They may be considered polite and non-offensive, but they are deliberate distortions for the purpose of controlling other people’s feelings and opinions, and encouraging people to pretend that the truth is not true, that facts are not facts. Even the term “politically correct” is misleading because the terms are actually deliberately incorrect.

**“diplomatic”**

**“We will not attack.”**

**“I don’t mind at all.”**

**“You look great!”**

**truth**

**“We will attack.”**

**“I am very bothered.”**

**“You look terrible.”**

## euphemism

“He passed.”

“mature” “golden”

“well-fed” “big-boned”

“negative cash flow”

“sanitation engineer”

“challenged”

“take out” “neutralize”

“civilian deaths”

“enhanced interrogation”

“conspiracy theory”

“ethnic cleansing”

## truth

He died.

elderly

fat

debt

garbage collector

handicapped, disabled

kill

civilian deaths

torture

uncomfortable information

genocide

**“politically correct”**

**“reality challenged”**

**“ethically disoriented”**

**“metabolic overachiever”**

**“marginalized”**

**“sex care worker”**

**“immigrant”**

**“global warming event”**

**“pandemic”**

**“political correctness”**

**“transhumanism”**

**truth**

**insane**

**dishonest**

**obese**

**poor**

**prostitute**

**invader**

**natural disaster**

**biological weapon war**

**group mind control**

**humans into robots**

When we use deceitful terminology, the messages to the subconscious are: We all ignore what we don't want to admit or deal with. If we don't like

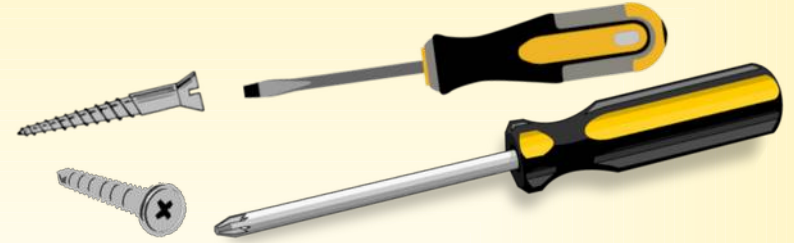
something the way it is, we can just ignore it or pretend that it's different.



What we can do: We can be honest, and help people to accept and deal with the truth, rather than live and speak in pretense.



**To screw is to assemble or disassemble using screws.**



**Screws are a marvelous and ingenious human invention. Using “screw” to refer to cheating associates the good concept of assembling, building, or creating, with dishonesty, taking advantage of other people, and exploiting people. Using “screw” to mean engaging in sex associates reproduction with aggression, cheating and using people for one’s own purposes.**

**When we say somebody “screwed” someone, the messages to the subconscious are:** Cheating, taking advantage of people, and using people sexually are good. They are ways to build something useful. Using screws and engaging in sex are associated with dishonesty and stealing. Sex is forceful and uses people like we use screws.

**What we can do:** We can use “screw” to mean assembling something with screws, and use other words when referring to cheating, and still other words when referring to engaging in reproductive activity.

**Sex is not love or “making” love!  
A sexual partner is not the same as one who loves.**

**The subconscious knows the difference between sex, which is Nature’s system of reproduction, and love, which is a higher, transcendent awareness.\* The subconscious knows when love is present and when it is not. The intellect can be confused or confounded, but the subconscious knows.**

**\*For a more detailed discussion, see About Love,  
[https://wisdom2joy.com/About\\_Love](https://wisdom2joy.com/About_Love).**

**Engaging in sex is not “making” love. It can be a way of expressing great affection, but it can also be a way of expressing frustration, aggression, or domination. It can be a method of manipulation, which is not love.**



**Mothers and fathers love, siblings and aunts and uncles love, friends love, caregivers love—without any wish for sex at all. Conflating the distinction between love and sex is damaging to the natural human order.**

**When we say “make love,” the messages to the subconscious are:** We can create love by engaging in sex. Love is sex, and sex is love. If you have sex with someone, you love the person and the person loves you. If you love someone, it is appropriate to engage in sex with the person.

**What we can do:** We can use the word “love” only when really referring to love, and use other terms when referring to sexual activity.



## **“Nobody’s perfect!”**

**Human beings do many good things, and are usually correct, and human beings make great effort to do good things and to do them correctly. Everybody does make some mistakes, but mistakes are very rare compared to what we do correctly. Statements like, “Nobody’s perfect” and “To err is human” imply that mistakes are usual, that humans are simply incompetent and we can’t change or improve. Such statements denigrate the human race.**

**When we say, “Nobody’s perfect,” the messages to the subconscious are:** Human beings are dull and incompetent and there’s nothing we can do about it. Since everybody makes mistakes, no one is better or worse than anyone else. No one should be held accountable for mistakes or bad behavior.

**What we can do:** We can let our language reflect the fact that mistakes are anomalies, not the usual.

**5**

# Shifting Language

**$a \rightarrow b$**

**$c \rightarrow g$**

**$p \rightarrow q$**

**$x \leftrightarrow z$**

**Languages are living things, and meanings of words change as humanity changes. Language affects our subconscious, and therefore our thoughts, opinions, behavior, and culture. Humanity can be manipulated and controlled by deliberately manipulating our language. Meanings of some words have been narrowed, which narrows our thought processes and what we think is possible.**

**Meanings of other words have been merged with their opposites: “invaluable” means “valuable;” “infamous” is used to mean simply “famous;” “inflammable” means “flammable.” This confusion of language stops the subconscious in its tracks.**



**Here are some examples of words  
whose meanings have shifted.**

**Remember that the messages to the  
subconscious are often ridiculous and  
preposterous to the conscious mind!**

## More language related to sex

**It is no accident that so much of the misuse of language is associated with sex. Sex is humanity's natural means of pro-creating. By perverting and degrading language and thus concepts related to sex, humanity has been disempowered, discouraged from procreating, distracted and diverted from any spiritual path, and taught that we are the body and the body is what matters.**



**attractive → sexually appealing**

**When we use “attractive” to exclusively mean sexually attractive, the message to the subconscious is:** When people stimulate other people’s sexual appetites, they are good and are to be commended and rewarded.\*

**What we can do:** We can choose when, where, how, and in whom to stimulate sexual desire, and refrain from doing so or commending people who do so when it is not appropriate.

\* One of the primary words in Sanskr̥t for “woman” literally means “that which is to be enjoyed.” What is today consider sexism is deeply rooted in ancient language.

## **mistress**

**“Mistress” is the feminine form of “master,” a position of acknowledged responsibility and rulership. However, it became a derogatory term referring instead to a man’s illicit female sexual partner, a concubine.**

**When we use “mistress” to indicate a concubine, the messages to the subconscious are: A man’s unmarried sexual partner is more important and more powerful than his wife. Women who are powerful, or not subservient to a man, are immoral. Women should not have dominion or authority.**



**fu\*\***

**Every time we use the f-word, we strengthen our personal and collective association of human sexual activity with anger and domination—not love, joy, or creation of something wonderful through union of our abundant life energies. Each time we use the word, we associate anger with sexual activity.**

**When we use the f-word, the messages to the subconscious are: Sex, the act of procreating, is dominating and often angry. Sexual activity is an appropriate way to express frustration.**

**What we can do: We can hold the sexual act, our opportunity to participate in the natural and Divine act of procreation, as beautiful and sacred. We can dissociate sexual activity from domination or force. We can eliminate the f-word from our vocabularies.**

## **bitch, S.O.B., bastard**

**A bitch is an innocent female dog, yet the word is used to indicate a female target of someone's anger.**

**A bastard is an innocent male child of an unwed mother. Yet the word is used as a perjorative, to indicate a male target of someone's anger.**

**When we call someone by these names, the messages to the subconscious are: If someone is angry at you, you are an inferior animal; you are responsible and bad. Socially dishonorable behavior of a mother is the child's responsibility and such a child is a disgrace. However, the father's behavior does not stigmatize the child—there are different standards for men and women.**

**What we can do:** We can refrain from using derogatory labels. If we feel angry, we can take responsibility for our own anger and not denigrate the target. We can respect or disrespect people based on their own behavior and integrity, not on their parents' behavior.



## **“free love”**

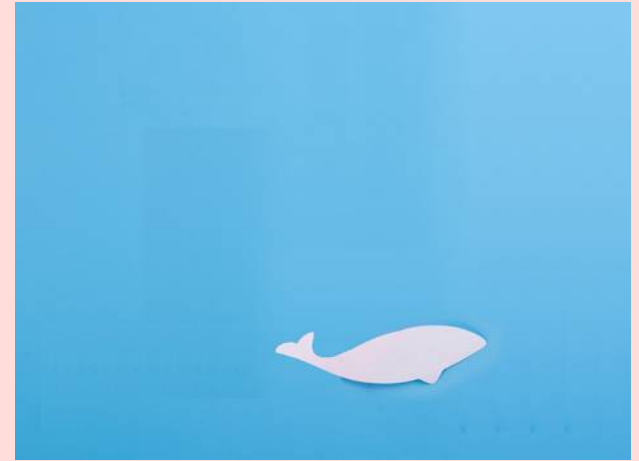
**The term “free love” refers to sexual activity without any responsibility or consequences—natural, personal, or social. It implies that it is possible to engage in sex without any consequences or repercussions to ourselves or others.**



**When we use the term “free love,” the messages to the subconscious are:**

**Sexual activity can be enjoyed for personal gratification alone, without any responsibility or consequences.**

**What we can do: We can remember that there are consequences for all actions, including—and especially—sexual activity.**



## Language related to money

**It is also no accident that the meanings of so many words have become narrowed to money, since money is a primary method used to control human beings, both individually and collectively.**



*Money, 1 Money and Value, <https://wisdom2joy.com/Money>.*

**success → gain of money**

**Success means achieving any goal. But its usage has been narrowed so that it usually means only gain or accumulation of money.**

**When we use “success” exclusively to mean gain of money, the messages to the subconscious are:**

**Money is the only thing that’s really important.  
Money is what matters in life. Other achievements and goals don’t count.**

**What we can do:** We can deliberately use the terms “success” and “successful” when referring to non-financial achievements, as well as financial ones.

**work → earning money  
(whether honest or dharmic, or not)**

**When we use “work” only to mean gaining money, the messages to the subconscious are:** If you're not earning money, you're not working. Anything we do is of no value unless it brings in money, even if it benefits other people or serves humanity long-term. The work of raising children and running a household has no value because it does not bring in money. The people who do it, traditionally women, are not valuable and their time and labor are inconsequential. People who serve to uphold spiritual values and goals in society are similarly not valuable.



**What we can do:** We can respect, acknowledge and value all work done, whether it brings in money or not. We can remember that much value is not measurable, and that money itself currently has no intrinsic value.

**do → do for money**

**“What do you do?” usually means, “What do you do for a living, to earn money?” not just “What activities do you do?”**

**When we use “do” only in a financial sense, the messages to the subconscious are:** Activities that bring in money are the only ones that are really important. Other things we do are not worth speaking about.

**What we can do:** We can be interested in what people do, how they spend their time, their hobbies and creative activities, not only what type of job they have.

**free → without a direct monetary cost**

**Free means without restriction, without cost of any kind, without any consequences. However, it is usually used to mean “without a direct monetary cost,” implying that there are no other costs or consequences to consider.**

**When we say something is “free,” without mentioning the non-monetary consequences, the messages to the subconscious are:**

**Monetary cost is the only cost that matters. It is possible and acceptable to get value without giving up anything. It is acceptable, perhaps even commendable, to get other people to pay for our own benefits.**

**What we can do:** We can use the word “free” carefully. We can recognize all the costs before accepting anything offered for “free.” If we give without monetary compensation but with conditions, we can specify those conditions clearly.

**usury → “unreasonable” interest**



**Usury, interest in any amount, destroys a society. It necessarily impoverishes the poor and increases the wealth of the wealthy. It undermines a sound economy and encourages corruption. These facts were well known in ancient times, but greed prevailed and usury was re-defined as “unreasonable” interest in order to make it socially acceptable and legal.**



**The word “usury” comes from “to use, make use of, profit by, take advantage of”—not very positive when applied to using other people. The word “interest” has a good connotation, conveying positive attention and expectation, something we’re attracted to learn about or gain from.**



**When we say “interest” when we mean “usury,” charging a percentage for a loan, the message to the subconscious is:**

**Usury is good, something we can gain from.**

**What we can do: Using the word “usury” may be abrasive to many, but we can refrain from charging usury, and avoid receiving it. We can give or lend without expecting a profit when possible and prudent.**

## **Language related to spirituality**

**It is also no accident that many words relating to spirituality have been twisted and perverted. Human beings have a natural connection to our Source, our Creator. In order to control us, this natural connection must be subverted, our spirituality must be curtailed, and our energies and values must be directed toward the body and materiality. New meanings have been introduced for language that refers to our spiritual journey, capacities and attainment in order to distract us from spirituality and even lead us to believe that spiritual progress is inconsequential.**

## **ascend, ascension → human progress**

**Use of the term “ascend” in a spiritual context stems from the Biblical account that Jesus ascended into heaven.\* Whether or not this physical ascension occurred, the term “ascension” in a spiritual context refers to evidence of a profound and unique spiritual attainment, of a true spiritual master.† This term has become degraded to mean purported progress of humanity, which is not necessarily even spiritual.**



**\* Luke 24:51; Mark 16:19; John 16:28, 20:17; Acts 1-9.**

**† For more detail, see *On Mastery*, [https://wisdom2joy.com/On\\_Mastery](https://wisdom2joy.com/On_Mastery).**

**When we use “ascend” or “ascension” loosely, the messages to the subconscious are: We are all spiritually equivalent to Jesus. We can attain spiritual greatness and achieve spiritual mastery as we are, without change or transformation, effort or discomfort. We are already fit for higher realms.**

**What we can do:** We can distinguish the exceptional from the common, the sacred from the mundane, and good humans from spiritual masters. We can remember that we each have the greatest potential, but there is a vast difference between potential and actuality, and between us and true spiritual masters.\*

\* For a more detailed discussion, see *On Mastery*,  
[https://wisdom2joy.com/On\\_Mastery](https://wisdom2joy.com/On_Mastery).



## **religion → beliefs**

**Re-ligion originally referred to connecting us back to our Source, our Creator. It referred to ways of life, not just ideas. Religion kept people on a path toward Goodness. However, the meaning of “religion” narrowed and degraded to mean simply a set of beliefs, which gods or goddesses one worships, or which rituals one practices.**

**\*re, back + ligare, to bind.**

**When we forget the original meaning of “religion” and use it to mean beliefs alone, the messages to the subconscious are: Belief is of paramount importance. It is our beliefs that draw us back to our Source—not our good behavior or dharma\* or integrity. Belief is sufficient for Goodness and for spirituality.**

*\*Dharma, <https://wisdom2joy.com/Dharma>.*

**What we can do:** We can utilize religion, practices and rituals to re-connect to our Creator, and not as a reason for rejecting others or dividing us. We can look for the meaning and spirit underlying teachings and practices. We can look for the spark of Divinity in everyone and relate heart-to-heart, not just according to beliefs.

**avatar → disguise, a made-up, assumed identity**

**“Avatar” is a Sanskr̥t word meaning “descent.” It refers to a being in a human body who is not here because of a desire to experience Earthly life, or to learn or progress, but who has always known its fully Divine nature. Such beings are very rare. They are said to come in response to prayers of many saintly people when Earth and humanity are in dire need.**

**An avatar is not fake in any way. An avatar may be unfathomable—in fact we should expect an avatar to be far beyond our comprehension. But an avatar is not an assumed identity—it is a real person, a real identity, a real awareness, a real consciousness.**

**The term “avatar” has been degraded to mean a fake, false identity, a disguise, which is the very opposite of its original meaning. People can adopt any number of fake identities at will. Children commonly play-act different characters, and nowadays adults do too.**

When we use the term “avatar” to refer to an assumed identity, the messages to the subconscious are: Everyone can be an avatar. Everyone is spiritually supreme. No one is spiritually greater than us. We can all do and be whatever we want.

What we can do: We can use the word “avatar” when referring to the descent of a being of much higher consciousness, not to anything fake, and we can use the terms “assumed identity” or “disguise” when referring to fake identities.



**meditation → thought, focused thought**

**Meditation is actually a process of stopping thought and mental activity while remaining conscious. Meditation can help us to draw nearer to the consciousness of our Source. It is not thought. In fact, thought prevents meditation.**

**When we say “meditation” and mean a thought process, the messages to the subconscious are:**

**We can achieve high states of consciousness and reach a state of communion with our Source, our Creator, God, by thought processes. There is no need for us to discipline our minds or thoughts; we can let them run in any and all directions. In fact, the more mental activity we have, the better, because our mind and intellect are what enable us to progress in all ways that matter.**

**What we can do:** We can use “meditation” when referring to meditation, and “thought” or “focus” when referring to thought or concentration.

**right → good**

**“Right” has so many meanings! It means correct, accurate, truthful, valid, moral, ethical, just, legal, and the opposite of left. It also means a basic claim to life or liberty, or an ability or benefit associated with an obligation, such as one’s right of protection for allegiance. Rulers claim the right of allegiance for their obligation to protect their people.**

**Monarchs and government officials historically have many more rights than other people, dictating the behavior of subjects within their territories. Equating their assumed “right” to rule with goodness sanctions tyranny and embeds a dominance-hierarchical control system in society.**

**When we equate “right” with good, the messages to the subconscious are:** People who have a right to rule are good, and it is good when they exercise that right. Obeying authorities is good, and disobeying them is bad, because they have the “right” and are thus good.

**What we can do:** We can remember that people with social rights do not necessarily use those rights in good ways: “right” is not always good. We can follow our conscience when we use our own rights.

**\*In the past, children who were naturally left-handed were told they were bad, and were forced to use the right hand.**



## Language related to intellect

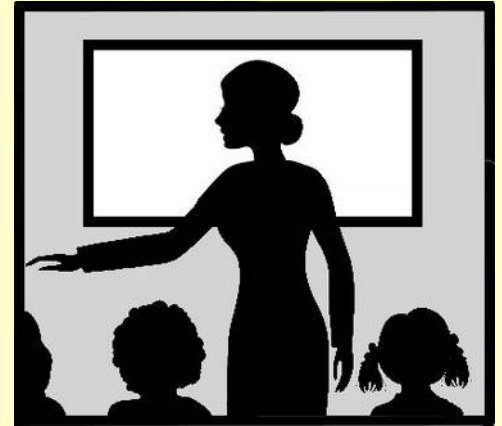
**One of the major ways our culture is being changed is by prescribing from childhood a value system that places intellect over intuition, feelings, knowing, gut instinct, and even common sense. Intellect is very valuable—it helps us to overcome irrational fears, build great bridges, and learn about microbes and stars. But it is a tool, subservient to us—not our master. It can lead us to truths regarding our physical world, but it cannot lead us to ultimate Truth because ultimate Truth is far beyond human intellect. Ultimate Truth created our intellect.**

**\*For a more detailed discussion, see *Truth First*,  
[https://wisdom2joy.com/Truth\\_First](https://wisdom2joy.com/Truth_First).**

## **education → indoctrination**

**Education originally meant to draw out of the students, to facilitate them using their senses, intellects and innate wisdom—not to dump information into them and force them to comply and conform, and then echo what they were told without questioning. Real education encourages the natural intelligence and capacities of students and facilitates their learning. It does not seek to mold them into what authorities want, but to draw out of them their own ideals and guide them in how to fulfill them.**

**So-called “educational” institutions from one-room schoolhouses to major universities have become indoctrination centers, with curriculum purposed to control people’s thought processes and opinions rather than encourage independent and rational thought and creativity.**



**When we use “education” to refer to indoctrination, the messages to the subconscious are: Teachers and professors are always correct and always tell the truth, and we can safely believe whatever they say. There is no need for us to question, think for ourselves, or do independent research. Students become more intelligent and capable by parroting what teachers tell them and by successfully jumping through artificial hoops.**

**What we can do:** We can remember that everyone can teach us something, that what we were taught might not be correct, and that it is wise to be open-minded and to question. We can remember that children are not blank slates; children, and people in general, have innate knowledge, interests, skills, and wisdom. We can seek to draw it out.

**discrimination → unjust treatment of certain people**

**Discrimination is the ability to tell the difference between one thing and another, to distinguish.**

**It is a good faculty. Swans are noted for being able to distinguish between water and milk. We need to have and use this ability in order to accomplish anything and in order to choose wisely.**



**However, its meaning has become narrowed to indicate unjust treatment of certain groups of people.**



When we use “discrimination” only to refer to an unjust attitude and action, the messages to the subconscious are: Discrimination is bad, unjust, and unloving. We should not discriminate or use our judgment to evaluate people or their actions. In fact, we should refrain from using our discrimination or judgment entirely. Everybody and everything is okay as is. It is good to just accept what we are told, not to think for ourselves or say the truth about reality, because if we do we would be discriminating.

**What we can do:** We can refrain from treating groups of people unjustly, and use our discrimination extensively.

## **facts $\leftrightarrow$ theories**

**Facts are very different from theories. A fact is a truth, an event that really occurred, something that has been demonstrated, verified information. A theory is a hypothesis that has some reasons why it might be true, but has not yet been factually verified by experimental observation.**

**Facts are sometimes called “theories,” and theories are sometimes called “facts.” Conflating facts and theories destroys our distinction between truth and conjecture, between reality and imagination.**

When we call facts “theories,” the message to the subconscious is: What people hold as true really isn’t true or real, and we can treat it as conjecture.

When we call theories “facts,” the message to the subconscious is: What we believe, or what experts or famous people believe, is truth, reality.

What we can do: We can find out whether an assertion is a fact or a theory, and what is the nature of the evidence for it being a fact. We can be careful to portray conjectures, hypotheses, and theories, even those of supposed experts, as theories, and not as facts.

**download → intuitive or psychic information**

**Since downloading electronic files became common, some people call intuitive or psychic information “downloads.” To a psychic, perception often feels like an instantaneous download. However, an electronic download transmits an exact replica from the source to the receiver, without distortion. When the receiver of any communication is a human being, there are always filters, and often biases, so information is received selectively and usually with some distortion.**

**When we call intuitive information a “download,” the messages to the subconscious are:** Intuitive or psychic information is an exact replica of the source material. It is accurate. It is just as reliable as an electronic copy. There is no distortion, bias, or filtering of the information.

**What we can do:** We can use the term “download” only when referring to a material transfer of information without possibility of distortion. We can acknowledge that human beings have biases, beliefs, and blind spots, and that our perception is often selective and can be misinterpreted.



**Language is much more important than most of us realize. With language, we can uplift the heart, mind, and spirit of everyone we encounter. With language, we can influence our thought itself and what we create. When we use language that is accurate and reflects our values, we refine our culture and help to preserve human civilization.**

# 6

## Language of Force and Violence



**When we use violent, dominance-oriented, and military language, it promotes violence, dominance, and military behavior because it stimulates our subconscious concepts. Expressions like “target,” “nailed,” “rally the troops,” “bite the bullet,” “boots on the ground,” “in the trenches,” and “nuclear option” stimulate military attitudes and feelings. We start thinking of life as a battle, and of ourselves as conquering heroes, and as troops with mandatory, unquestioning obedience to a commander.**

**Military behavior is extreme. It is necessary and appropriate when people's lives, or an entire community or civilization, are in grave danger. It is a response to a very serious situation that requires serious and extreme action, measures that would otherwise be considered wrong and uncivilized.**



**When we use language of violence, dominance, and military language unnecessarily, out of context, the messages to the subconscious are:** Force and violence are appropriate ways to resolve conflict. It is correct to dominate others who aren't on our side, including people who are different. Dominance-hierarchy is in effect, and obedience, submission, and conformity are required.



**What we can do:** We can refrain from using violent or military terminology when referring to everyday, civil affairs. We can use language that reflects cooperation rather than forceful domination. We can think, “cooperation” and “consensus” rather than assuming dominance-hierarchy.



# 7

## Group Intention and Language



**Experiments by Professor William Tiller found that when groups of people formulate a specific group intention, and then focus on that intention, it does manifest in physical reality.**

**William Tiller, Application of Psychoenergetic Science to “The Placebo Effect” (2009), [#XX](https://www.tillerfoundation.org/white-papers), and numerous other works.**

**To repeat Joseph Farrell, “A group intention that is formally and explicitly elaborated and agreed upon has the ability to alter a physical system.”**

**Consensus is absolutely necessary for a group intention to manifest. A conductor of an orchestra establishes consensus for the timing of sound; language establishes consensus for group intention.**



**Group consensus is achieved when the inner thought and will of every person in the group are aligned with one another. If one member has a conviction that is different from the others', or a different interpretation of the group statement, the energy of the group will be inconsistent, like a musician out of tune or out of time, and the result will not be what was intended.**

**Consensus of group intention cannot be established by dominance, by pressuring people against their will. Behavior can be forced, laws can be enforced, but human beings have minds and wills of their own.**



**A novelist uses words to create pictures, stories, emotions and thoughts in our minds. All of us do this, adding intonation, volume, and gestures. Psychics, healers, and magicians also project pictures, stories, emotions and thoughts to our minds. All communication media, from newspapers and books to music and film, project pictures, stories, emotions and thoughts which can and do influence our culture on a mass scale.**

**Language provides a subtle means of manipulating the thought of entire populations through the subconscious, as long as the people are unaware of the process. This is why those who seek to control humanity as a whole manipulate our language.**

**It ought to be through common group intention that we alter our societies by common agreement—not by design of hidden actors who do not have our best interests at heart and manipulate our language on purpose in order to control the world.**

**Joseph Farrell explains,**

**“They’re changing the meaning of the word to create a different intention. ...**

**It’s an attempt to create reality, to influence reality, through the manipulation of words, and by the manipulation of words to the manipulation of intent. So what they’re trying to do—it’s very, very clever, what they’re trying to do—they are creating, with all of their agendas, they are creating the breakdown of a cultural group intention.**



**“If you look at them, they’re waging war on all of the institutions of our culture, from sex to family, church, religion, materials, everything. And in doing that, they’re breaking down the consensus, and in breaking down consensus they’re breaking down group intention, because they know that there’s real power there. ...**



**Interview by Daniel Liszt, “Deep State Sorcery!” November 2021,  
<https://www.youtube.com/watch?v=E-FHalzAOFs>, 15:42-17:22.**

**“There’s a reason for their secrecy. ...  
I think their ultimate target here is  
gonna be that cultural memory, that  
group intention that comes out of all  
these ancient cultures, because there’s an  
amazing amount of parallel in all of them,  
if you really stop and look at them, and  
look at them with open eyes. They’re gonna  
try to get rid of that through re-shaping  
the historical narrative. ...**



**(40:31-41:23)**



**“They’re not going to be successful, because again, they have to fundamentally alter mankind himself, *in toto*. Let there be one exception out there, and the narrative collapses. Let there be one black swan that’s not going along with the narrative, and it collapses. ...**

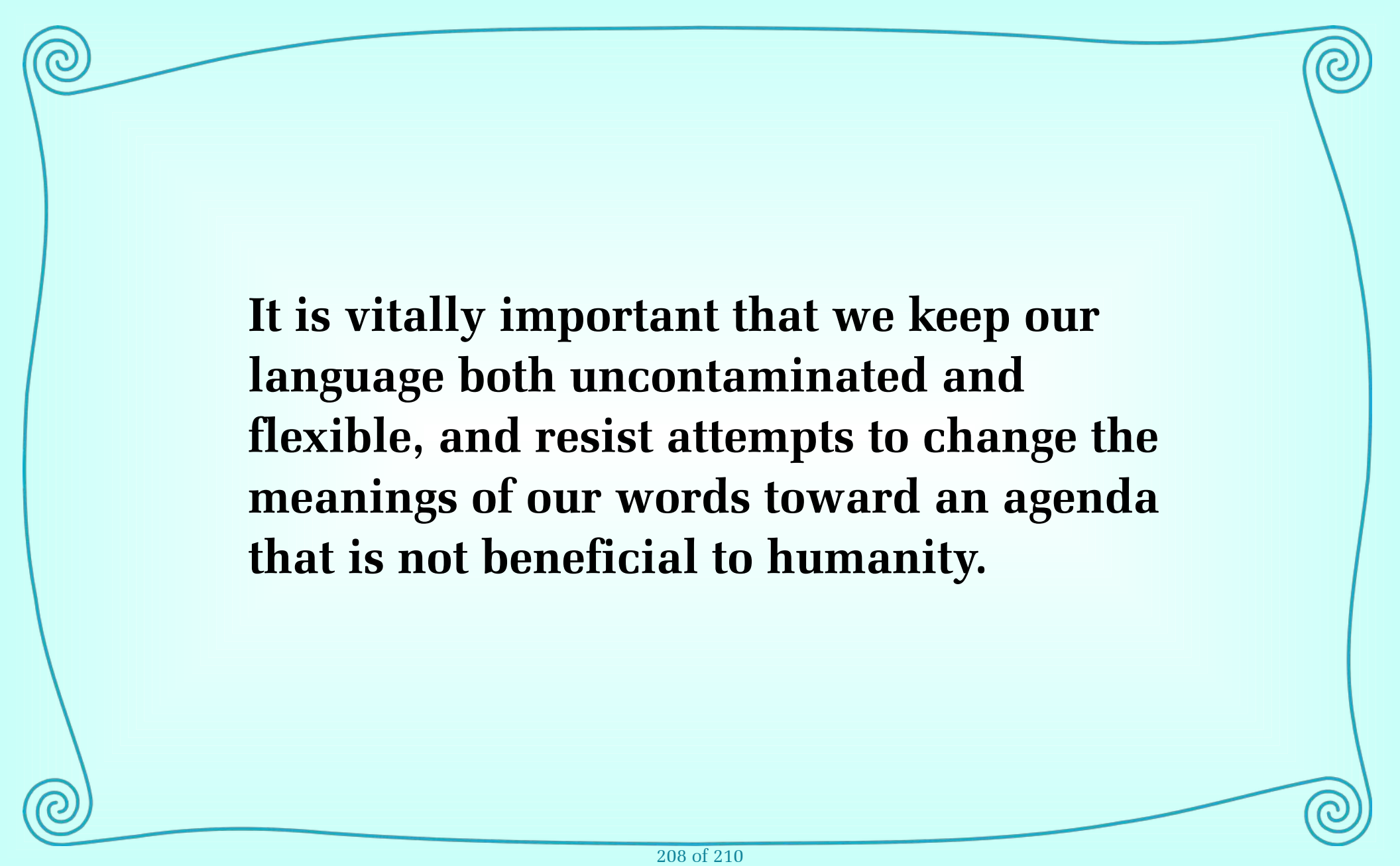


**Think Poland. They were successful. We need to remember that. Mr. Globaloney and his communist counterparts had all the power, all the institutions, all the press, all the military, all the police, everything—and collapsed, because the Poles said ‘No.’”**

**(42:03-42:25; [46:50-47:30] 56:19-56:47)**

**Such is the power of group intention.**

**When we realize and feel how form, sound, and especially language affect our subconscious minds, it is easy to understand how scrambled and misleading language can actually destroy a civilization. Feeling is necessary because it is a feeling that first alerts us when the subconscious is being influenced.**



**It is vitally important that we keep our language both uncontaminated and flexible, and resist attempts to change the meanings of our words toward an agenda that is not beneficial to humanity.**

Artist acknowledgements: GDJ (bridge, cloud icon, cubes, heads candlestick), Firkin (key), Jean Victor Balin (checkmark, x), Dear\_Theophilus (sun) Inky2010 (smiley faces), Sabrog (plane), Ben (microscope), Jhnri4 (DNA), Pitr (medicine), Firkin (screw), Papawin (screw), Keksschaf (screwdriver), Ronex (screwdriver), Jarda (sphere in sections, triangle illusion, checkered sphere), Yves\_Guilloy (illusion box), FredtheOyster (hypnotic square), Andinuryadin (music), Don Chico (piano), Franks (swan) @ openclipart.org; Baleforce9 (cloudy sky), Patryk\_KKosmider (sunset), Epic Stock Photos (waterfall), Aruncha25 (flower form), LuceLuceLuce (square tiles), VectorGuy (flower 8 petals, burst, asymmetric, strings, arrows, swirl of dots, blood clot), Kaczor58 (swirl turbine), AntonShpak (swirl arrow), Amicabel (spiral dots), Gala-az (colored star), ChoiceVector (ellipsoid), ArtShock (egg), PantherMediaSeller (blue and colored arrows, circle of dots), Irochka (liquid colors), Spetenfina (rectangular tiles), Sergey Mikitiuk (wavy gears), Raymond Gibbs (checkered vortex), Nongpimmy (checkered swirl), Akiyoshi Kitaoka dpp2021 (hypnotizing circles of snakes), Nik7ch (tingsha bells), Wavebreak Media (children), Oksun70 (baby), William87 (girlfriend and boyfriend), Golpi (chicks), MicroStockAsia (young women), Master2 (people jumping), Venkoka (children jumping), L\_G0rZh (blue sky) @ depositphotos.com; Embe2006 (tree), Nongnuch Leelaphasuk (kids), Melitas (people) @ dreamstime.com; Sifotography (face), Antonel (branch), Neyro2008 (orchestra), Zhanna Millionnaya (mother, tank) @ 123rf.com; Robert Sepehr, Species with Amnesia (swastikas); Davidlohr Bueso (Buddha), <https://CreativeCommons.org/licenses/by/2.0/>; Roger Shepard (wheel, elephant), CBS News 5 (Phoenix Lights) are considered fair use; White House Biden photo (from <https://www.youtube.com/watch?v=eaJtZpvl7R4>), Edward H. Adelson (checkerboard), and flower photos are in the public domain.

# Language, Form and the Subconscious



ascend

kid

love

success

reality

baby

*Alova*

*February 2022*

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