

Kingdom Report

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Week of 5 April 2025

Who's Discipling Who? Part 1

There was a massive media brainwashing in the 20th century that re-created a culture with a counterculture. It is a war of which culture is discipling who. It is having a corrosive effect on true discipleship in Christ now in the 21st century church.

I wanted to comment on the major world economic crisis developing this week but will wait for things to settle down and then analyze the new world order emerging. So I want to share research I am doing on the crisis the church is facing in discipleship. The world system is having an alarming corrosive effect. More than ever we need to be reminded of Romans 12:2

"And be not conformed to this world but be ye transferred by the renewing of your mind".

I am doing an intensive study on the propaganda effects of media culture to conform Christians to the culture world view. There is a history behind this has its foundations back in the early 20th century.

A recent study done by the Cultural Research Center at Arizona Christian University in their American Worldview Inventory 2025.

A new survey has found that more than half of Americans do not believe God exists or that He "affects lives," prompting one prominent researcher to highlight the need for "sweeping national repentance and spiritual renewal." The research found that overall, 60% of Americans do not believe God exists or that He "affects lives." Nearly half of self-identified Christians (47%) and a slightly smaller share of theologically identified born-again Christians (40%) said the same.

George Barna, director of research at Arizona Christian University, said of the findings, "The more time you spend thinking about what this research tells us, the more you are likely to conclude that nothing short of sweeping national repentance and spiritual renewal can save America from itself."

He added, "It seems obvious that political, economic, legal, or institutional improvements are not what America needs most desperately today. Those cultural arenas merely provide prescriptions that address the symptoms, but not the disease." The report, he said, is evidence that God has been "reconfigured into our own image in order to fit within our personal comfort zone."

We are in a culture war. And our various forms of media have been historically creating a counter culture that has become the dominant world culture. Intrinsic to this process the end result of this culture study.....

- for 60% of Americans God is a non-factor in their lives.

- and stunningly for 47% of self-described Christians and 40% of born-again Christians God is similarly a non-factor in their lives.

The History of Culture Change through Media Propaganda

Culture is the reflection of a society's beliefs, values, and way of life. Over the past century, the media, primarily powered by advertising, has played a dominant role in shaping cultural norms and public consciousness.

In the early 20th century, the burgeoning advertising industry began to reshape cultural behavior in profound ways. Media platforms, once merely carriers of information, transformed into mechanisms for influencing public opinion, desires, and even lifestyles. At the heart of this transformation was Edward Bernays, often referred to as the "Father of Public Relations."

Edward Bernays, a nephew of psychoanalyst Sigmund Freud, leveraged psychological theories to create a revolutionary approach to advertising. By blending Freudian insights with emerging mass communication tools, Bernays developed techniques that went beyond simply selling products, they sold ideas, identities, and aspirations.

For instance, Bernays' famous "**Torches of Freedom**" campaign in the 1920s encouraged women to smoke by linking cigarettes to empowerment and independence. His strategy wasn't about the product itself but the emotional and cultural appeal it carried. This approach marked a significant shift; advertising was no longer about utility but identity. It made people feel they belonged to something greater, whether it was modernity, freedom, or rebellion.

Media platforms quickly adopted these methods, turning them into tools for reshaping societal norms. Television, radio, and later the internet became cultural conveyor belts, transporting ideals that aligned with advertisers' visions of consumerism, productivity, and individualism. Slowly, advertising morphed from promoting goods to engineering cultural aspirations.

The media-advertising complex didn't just shape individual desires; it dictated entire societal frameworks. By the mid-20th century, cultural norms—what to wear, how to act, what to value—were increasingly dictated by advertising campaigns. Bernays demonstrated that media could not only reflect culture but manufacture it.

Media platforms operate as gatekeepers and amplifiers. They define what is visible to the masses while marginalizing or excluding alternative narratives. In many ways, media became the "architect of reality," determining which cultural values were acceptable and which were deviations.

Beginning in the 1960s, countercultures such as the hippie movement arose as direct responses to media-driven consumerism and materialism. The culture of consumption, which had been presented as the pinnacle of human progress, left many feeling alienated. Young people, disenchanted with the corporate structures and militarism of the time, sought refuge in alternative lifestyles. Music, art, and drugs became vehicles for expressing this dissent.

The role of media in countercultures was paradoxical. While these movements resisted mainstream cultural norms, they were often shaped, co-opted, or commodified by the very systems they opposed. For example, the music of the 1960s began as a tool for rebellion but was swiftly commercialized. Bands like the Beatles initially represented organic creativity but were quickly absorbed into larger systems of profit-driven cultural production.

A fascinating aspect of countercultures is how quickly they are commodified. Once a counterculture gains momentum, it often becomes a marketable product. For example:

- The fashion and music of punk rock, originally a radical critique of authoritarianism, were commercialized into mainstream trends.
- Counterculture festivals, such as Woodstock, were initially spontaneous gatherings but soon became multi-million-dollar industries.

This commodification process reveals an unsettling truth: rebellion itself can be manufactured and sold, rendering it harmless to the power structures it opposes.

In the digital age, countercultures emerge and evolve more rapidly than ever. Trends born on social media platforms like TikTok or Instagram spread globally within days, but they also face immediate commodification. Algorithms—designed using insights similar to Bernays'—capitalize on emerging dissent by turning it into profitable trends.

Modern countercultures, whether focused on climate change, gender identity, or digital privacy, often find themselves overshadowed by corporate sponsorships, branded merchandise, or carefully curated media narratives. The line between authentic resistance and commodified rebellion becomes increasingly blurred.

What makes today's digital control systems uniquely powerful is their convergence. With distinct domains of power; finance, media, intelligence, and culture, now function as a unified network. Social media platforms capture detailed behavioral data, which algorithms analyze to shape user actions, while this data increasingly feeds into financial systems through credit scoring and targeted advertising.

Despite the sophistication of these control mechanisms, the system is showing cracks. Recent attempts at cultural engineering through corporate marketing campaigns have faced significant backlash. Legacy media's authority is crumbling with frequent exposures of staged narratives. Even the fact-checking industry faces growing skepticism as people discover their funding connections to the very power structures they claim to monitor.

As a Christian researcher, I find it essential to highlight that resistance begins with awareness. The search results suggest several resistance approaches:

- Demanding transparency and authenticity
- Supporting independent journalism over corporate media
- Moving toward decentralized platforms
- Building local, real-world communities

- Consciously choosing information sources rather than accepting algorithmic recommendations

As Christians seeking truth, we must remember that while these systems are powerful, they are not inevitable. They were constructed by human hands and can be circumvented through awareness, discernment, and intentional community-building. Our liberation begins with recognition of these control mechanisms and continues through the conscious choice to seek authentic connection and truth beyond algorithmic manipulation.

This blog is a background start to the issue of the battles of culture influence on transforming our minds. There is much more and we need to go deeper on the mechanisms of mass control, how we break them and expose them and how we build a parallel Kingdom culture.

More to come.