The Demagogues Handbook

Do you long to be that revolutionary leader? Look no further than the Demagogues Handbook, the trusty guide to manipulation



History has its way of presenting us with leaders, and it’s fair to say that each country has had its share of successful and unsuccessful ones. Be it Kim Jong Un, the man who laughs in the face of equality, and thrives off the supreme dominance he gains from gimping his audience to that of worshippers of his undeniable power, or the valiant George Bush, who would promote his audience in to heroic crusading soldiers in an attempt to rally them against the enemy. All demagogues, be it democrat or dictator, kind or terrible, use the same tricks when it comes to manipulating their audience.

After lots of painstaking research, highly skilled linguists have gathered fairly reliable data on the different techniques used by democrats and dictators to manipulate their audience. And from that I took it upon myself to narrow it down to the essentials, so here we have it. Do you have what it takes to be a successful demagogue? Follow these three main ideologies.

**An Enemy threat.**

As a successful leader you will need to start with addressing a problem, an enemy, a threat. The trick is to really give your audience something to be scared of. They will start to feel vulnerable and distressed, alone and in need of help. But how exactly does one go about creating this feeling? Well, if you’re a dictator it's easy, as your audience is powerless to your will. You simply state that there is an enemy, there will be a war, and Bob's your uncle; nobody can bat an eye. Kim Jong Un's your man for this one in particular; take note as he declares that war is innate to his people by condemning them to the “spirit of Paektu” which supposedly runs in North Korean Blood. As a democrat you'll have to switch your technique up a little; remember your decisions do not get the go ahead without an audience agreeing with it. You'll have adopt subtlety when addressing your problem because people don't like being directly threatened or involved in a war declaration. Churchill was the expert here; although he could be very openly combative, you'd often catch him thrusting upon his audience ideas such as a theme belonging to the typical fairy tale; the apocalyptic battle between good and evil. (Try using words associated with apocalypse like "Tyranny" and "Courage “when taking this approach.) As if he were a lionhearted king of the middle-ages , Churchill simply places himself as the "good guy" and the enemy as the "bad guy" to indirectly enforce the idea that there will have to be a battle between good and evil if humanity is to survive. Clever, right?

However, this tone for democrats isn’t exactly set in stone; I mean let’s take a look at George Bush’s war on terrorism speech for example: the way he declares war with the terrorists with great enthusiasm, as if there is no other option " Americans should not expect one battle, but a lengthy campaign, unlike any we have seen" would make the perfect style model for any upcoming dictator plotting to take over the world with blatant force. So think carefully about the power you have over your audience before choosing a technique.

It is important for this feeling of injustice to be injected into the minds of the audience so you can begin to introduce new ideas in an attempt to manipulate.

**Together we stand**

Now that each individual member of your audience feels like a damsel in distress, it's time to start leading by the pull of inspiring values; it’s time for Unification. You now have to make your audience feel as if they are not alone in this threat, but united as one. Try with repetition of first person plural pronouns such as " we, us, our" to make your audience feel like they are equal to you, and everyone else in this threat. Mandela loved this little stratagem, in fact he made great use of it in his first speech as president , a simple example being " we, the people of south Africa" - see how he places himself on the same level of his audience, to bring them together as one in an act of unification... shame it took him years of leading a terrorist wing, the death of hundreds of innocents and 27 years behind bars to discover this inner peace he tries to emit in his speeches, but oh well; he turned out alright in the end.

As a matter of fact, Stats tell us that up to 4.2 % of words used by Democrats in their speeches are these pronouns, opposed to the 3% used by dictators. It goes without saying democrats make greater use of these pronouns than dictators, so all you dictators out there may want to give that one a miss. Instead try taking a leaf out of that Syrian bloke Assad's book, and identify something of great sentimental value to your audience, and for Assad that was religion. He often used family lexis like “Brothers, sisters" which means servants to the same religion in Islam, to remind his audience where their allegiance lies and enforce the idea of unity amongst them, .After all who cares if your lowly peasants feel like inferiors to you?

**From darkness comes light**

The enemy awaits, your troops are rallied, now it’s time for the end of the tale; claim your status as the valiant king. Use the old advertising trick of providing a solution to the problem you earlier announced. One way to approach this with use of lexis that helps create a sense of combat: Again, our peaceful friend Mr. Bush loved this technique; he would often throw in words like “courage" and "advance" into his speeches to inflict a feeling of oncoming battle and triumph amongst his listeners. Do that, in addition with the use of modal auxiliaries that may imply future certainty like “will” so that they feel protected under your confident leadership. Research shows that democrats tend to make more use of this technique than dictators, however making a good outcome seem certain adds to the authenticity of your image as a triumphant leader, and makes you seem like the inevitable victor you've always dreamed of being. So regardless of your leadership type, give this one a shot. Before long your audience will be so certain of your success and their safety under your leadership, they will follow you into anything. Finally, another technique favored by the likes of Kim Jong Un, is creating a feeling of enlightenment. See, Kim doesn’t see the light in reassuring his audience of certain victory, by using words like “will”. Instead he’d rather remind his audience of their invincibility as a country by use of words like “fortitude, spirit, faith”.

 So there we have it, the demagogue’s handbook. Follow the instructions. Choose your path. Claim your destiny.

**1,074 words**