

From Putin's Siberian tiger to Sarah Palin's tits -- semiotic overload

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The symbolism is not lost this week but it's to be expected! From sabre rattling geopolitical confrontations between superpowers to the selection of presidential running mates prior to the US elections. Propagandists, ad men and marketers across the social, political and cultural divide are tugging at our basic instincts and collective archetypal (un)conscious.



Putin 'saves' crew from Tiger attack

The Democrat selection of Joe Biden, who believes America should be fighting wars with China, Russia and India, appears pathetic, even tragic next to the Republican selection of Sarah Palin, who embodies the mythical archetype of female power, fertility and womanhood!

People everywhere are acutely aware that numerous solutions exist prior to declaring war on the world [you dumb American warmongers!] People respond and long for peace/harmony – the appeal of peacemakers -- and readily reject the violence/chaos of warmongers, Bush-Cheney-McCain-Biden, for example.

In vivid contrast to the old, burnt-out Biden, we have the American version of Diana, Goddess of the hunt; a female who possesses skill/power AND attraction. Palin, mother of five, takes her daughters on hunting and fishing trips in the icy wilds of Alaska; she is pictured kneeling over a fresh Caribou kill; the red blood of the kill contrasting vividly against the white snow!

Obama will soon discover there's more to politics than "rhetorical flourishes" and superficial charisma.

An all-American (archetypal) female is about to eradicate the glib smugness and silver-tongued orator of NO SUBSTANCE; Obama, turncoat and major let-down pretends to the presidency. Every undecided American woman, rigger, blue collar worker, and disappointed Clinton supporter will find the appeal of Sarah Palin almost irresistible -- for a number of reasons.

Politics is played out in the tribal mind, whether it's the collective mind of the species or the

particular, cultural mind, the forces that effect outcomes are the same. It's all about appealing to our innermost drives, longings, deepest fears/emotions, dreams and aspirations. Obama's shallow/peripheral methods such as persuasive discourse (rhetoric) and charisma have minimal currency when faced with the power of archetypal cues and responses - we are one at the core of our (human) being!

Expert mass communicators bypass the conscious mind to GUARANTEE success. Semioticians work at the foundation layer, the very building blocks of language/mind/culture/'meaning.' The uninitiated are always impressed when desired outcomes can be planned, projected and actualised - the art of cultural 'reality' construction.

Consider the message-laden Willendorf Venus statuette, dated 25,000 BCE. This 'faceless,' stylised figurine clearly represents fecundity and is readily re-cognised as such today. The exaggerated breasts and hips relate to an archetype/aspect not a particular entity. The figurine applies to the universal mother/fertility aspect of the feminine.

Now consider another aspect of the feminine as encoded in the form of Diana or Artemis, Goddess of the Hunt and understand the unconscious appeal of a buxom, hunting, mother of five, not to mention her political skills as governor of Alaska. Sarah Palin, possesses REAL 'currency' not the vacuous transitory attraction of an Obama or Paris Hilton.

The selection of presidential running mates highlights the lack of expertise in the Obama camp. However, the responsibility of Obama's future loss remains firmly a matter of his own (un)doing. His traitorous about-face with regard to the 'hopes' and aspirations of the people will cost him dearly - no one likes a turncoat or traitor, especially in America.

Palin is simply required to be herself and perhaps open her mouth a little more often. The female and blue-collar vote is assured.

Similarly, Putin's tiger encounter was a contrived event designed to send a clear message to Russia and the world. The leader/protector, hunter, hero that Putin wishes to project is less subtle and is readily accessible to all layers of society. How a tranquilliser dart would instantly drop an attacking Siberian tiger, I do not know, perhaps the Russians are also advertising a new chemical instant immobiliser-weapon!

Nevertheless, the symbolism is unmistakable and a little 'over the top;' Russians have never been known for their subtleties! I'm sure the symbolism of the story (see link) is not lost on the Russian people or American, Polish or Czech leadership!

However, we should not lose sight of the fact the USA is deadly serious in its plans to engage in a first nuclear strike war with the Sino-Russian military alliance. REAL OFFENSIVE preparations and less symbolic gesturing are required, comrades - I kid you not!



Willendorf Venus



Sarah Palin hunting Caribou



Diana, Goddess of the hunt

<http://www.abc.net.au/news/stories/2008/09/01/2351315.htm>

Cleaves Alternative News. <http://cleaves.lingama.net/news/story-1222.html>