

implies that you are but the plaything of others; and since readers of the *Telegraph* are probably, even today, above average in income and level of education, the caption means, a *fortiori*, that practically the whole population is a helpless and passive feather on a wind blown by media executives.

The consequence of persuading people that others decide for them is that they are provided in advance with an excuse for their own bad choices, because they come to believe that they make no choices at all.

In the second place, such a belief powerfully reinforces a tendency, never far below the surface of human mentation, to paranoia. If in so elementary a matter as turning on the television and watching a programme you are not really making a choice, in what do you make a choice? And to what end are those who make choices for you doing so? Surely, there must be a conspiracy afoot?

Then the question arises as to who chooses the choosers. Before long we enter the territory so fertilely ploughed by *The Protocols of the Learned Elders of Zion*. Yes, they (whoever they are) decide everything, and therefore nothing is, or even could be, our fault.

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