

Poem: Excerpt from "Faces of the Enemy" by Sam Keen

This poem demonstrates how propaganda plays on the unconscious tendency in us all to project our shadow side onto outsiders.

### **To Create An Enemy**

Start with an empty canvas  
Sketch in broad outline the forms of  
men, women, and children.

Dip into the well of your own  
disowned darkness  
with a wide brush and  
stain the strangers with the sinister hue  
of the shadow.

Trace onto the face of the enemy the greed,  
hatred, carelessness you dare not claim as  
your own.

Obscure the sweet individuality of each face.

Erase all hints of the myriad loves, hopes,  
fears that play through the kaleidoscope of  
every finite heart.

Twist the smile until it forms the downward  
arc of cruelty.

Strip flesh from bone until only the  
abstract skeleton of death remains.

Exaggerate each feature until man is  
metamorphasized into beast, vermin, insect.

Fill in the background with malignant  
figures from ancient nightmares - devils  
demons, myrmidons of evil.

When your icon of the enemy is complete  
you will be able to kill without guilt,  
slaughter without shame.

The thing you destroy will have become  
merely an enemy of God, an impediment  
to the sacred dialectic of history.