WAR OF THE MIND AND PROJECTED VIRUSES

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Abstract: People benefit from or are affected by cultural viruses as a consequence of their evolution and by no means because these would have been created by them with the special purpose of self-perpetuating. Cultural viruses evolve in such a way that they are self-replicating. Namely, for being in their service, not in the service of any man.

But there is also another category of viruses of the mind: the projected viruses, namely those viruses-institutions that were created by people for the purpose of perpetuating and spreading. Why? Because most people want to get benefits for themselves. Being in competition with other fellow men, people know they will only resist if they create advantages over others. A form by which an individual / group obtains advantages for himself/itself is the manipulation of the competitors. The history of mankind is full of examples of some people manipulating others in order to gain power, supremacy, food, money, sex, opportunities, individual security, etc.

I.1.General considerations. "War of the Mind"

People benefit from or are affected by cultural viruses as a consequence of their evolution and by no means because they would have been created by them with the special purpose of being perpetuated. Cultural viruses evolve in such a way that they are self-perpetuated. Namely, for being in their service, not in the service of any man. But there is also another category of viruses of the mind: the projected viruses, namely those viruses-institutions that were created by people for the purpose of perpetuating and spreading. Why? Because most people want to get benefits for themselves. Being in competition with other fellow men, people know they will only resist if they create advantages over others. A form by which an individual / group obtains advantages for himself/itself is the manipulation of the competitors. The history of mankind is full of examples of some people manipulating others in order to gain power, supremacy, food, money, sex, opportunities, individual security, etc.

It must be warned that the science of memetics offers powerful and diverse instruments for manipulation. These instruments for manipulation are projected viruses , viruses which "once they are released, self -copy and channel people's lives toward the accomplishment of the purposes of viruses."[1] Unlike cultural viruses, the projected viruses - "Machiavellic" as Brodie calls them - "are at the service of their creator."[2] Just as Machiavelli cultivated evil for the good of the city (the *fecundity of evil* as P. Manent calls this process), the creators of the invented virus use them to manipulate their fellow men, gaining benefits that they would otherwise not have been able to acquire. But it does not help us when we are infected with credible memes that make us act in different ways, moving us away from our primary concerns, altering our inner comfort, turning us away from our ideals, making us inert when it is timely and compulsory to act or excessively activating us when we do not have to rush.

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[1] Adrian Gorun, Horațiu Tiberiu Gorun,A Short Treatise on Education (General Theory and Sociology of Education.Elements of Memetics), Universitaria Publishing House Craiova, 2016, p.221
[2] Ibidem

Memes like *Reading is a waste of time, A nerd is a bookworm, Violence requires violence, Vote like everyone else, In case of earthquake immediately leave the building, either by using the lift or the main staircase, All the projected viruses are beneficial, Give donations to beggars, Carpe diem as your heart commands, Consider to be true everything that runs in the virtual space*, and so on, do not pass by without attracting our attention. Particularly in special moments of life. Launched and scattered, memes of this type force us to act or not, programme us in one way or another, but if we do not know how to protect ourselves, they will programme us exactly how the creator of the invented viruses wants and which are vehicles for those particular memes.

Because the contrived viruses are at the service of their creator, not in our service. Those who fall pray to the invented viruses (and any human being, regardless of his level of training, can be infected with such viruses) become the slaves of the creator of these viruses. The latter ultimately manipulate their mind, consciousness, will, exactly as they set themselves to. They remotely control them like in hypnosis and use them.

Those programmed with the invented viruses can become talking tools, at the programmer's beck and call, they are simply anesthetized in their own will. Imagine a teenager verging on poverty who is programmed with memes like *Steal in order to survive, Kill to get rich, When you're begging, eliminate your opponents by any means, You are wasting your time if attending school, Play truant to avoid poor grades etc*. How will he act, left alone to make decisions in the presence of such viruses? But a beautiful teenage girl, lured by the advertisement, *The Harmonious Body brings money*? Or the inventor who knows that he will receive $ 1 million for an invention that terrorists will later use in an attack? Naturally, each one will act according to his/her programming. That's precisely why everyone needs to know what memes of the projected viruses are programmed. It is both a personal effort and a guiding effort, and those who are responsible for educating young people have to make a double effort. They must first understand what is happening to the viruses of the future.

Wondering what kind of projected viruses of the mind will there be in the future R. Brodie shows us a real "battle" for supremacy between the cultural viruses and the projected viruses: "In the not-so-distant future, most of our culture will be represented by the projected viruses. Why? Because now that we know how to project them, we'll do it. We will conquer the conceptual landscape as surely as we have conquered the wild areas. At first, the projected viruses will compete with the cultural viruses to get a part of our mind. Soon, cultural viruses will lose because the natural selection that they are evolving by is not as fast as the conscious creation of the projected viruses. The old ways of thinking will not completely disappear, but more and more people infected with cultural viruses will be enclosed in isolated enclaves, like members of the Amish community.

After that battle, the projected viruses will have to start fighting each other and an increasingly sophisticated technology will be needed in order to create a winner in the war of the mind. We'll see computer programs making sophisticated memetic simulations to finely-adjust the memes before launching them.

What kind of projected viruses of the mind will exist in the future? It depends on the intentions and the skill of their creators - and the memes they are infected with. I expect to see many profit-

motivated viruses, many viruses motivated by power, and maybe some of them motivated by someone's vision of a better future for mankind. "[1]

The "War of the mind" is a "battle" between projected viruses and cultural viruses, in a first stage, and after the victory of the projected viruses, a "fratricidal" warfare carried by projected viruses "endowed" with "sophisticated" technologies (more and more "sophisticated") and "outdated" projected viruses, less and less credible and carrying bad memes (hard spreading or not spreading at all).

As a struggle for the supremacy of some of the viruses, the "war of the mind" deepens the crisis of the mind, amplifies cultural faults, generates - through the crisis of culture - the entropy of culture, eroding its axiological foundations: The "War of the mind" is the current stage of the crisis of the mind.

We have described in our other works how such diverse peripheral subcultures have eroded culture, causing an unprecedented crisis, which, among multiple evil effects generate a significant one: the annihilation of the profound divine message of the man's mind and soul. We will return to these aspects throughout this Treaty. Here we insist on the serious effects of some projected viruses. One of the projected viruses is *coercive ideology*, a virus that has become dominant in some geopolitical spaces, after its "victory" over the ideological cultural virus. The coercive ideology invented virus demonstrates how ideas come to kill. Ideas coming to kill have existed in all the historical ages, but the criminal potentiality of beliefs becomes maximum in the conditions in which it is assumed as a state policy. When coercive ideology is adopted as an official ideology (Nazism, Communism), the criminal potentialities of beliefs is seized by the state, ideology - the sixth sense - representing the coercive spiritual instrument of the criminal state.

Radu Preda, the theologian, demonstrates *when* ideology comes to kill and how human mechanisms work in such a way that "what is more abject in man comes to the surface." The picture is enlightening for understanding the *radical evil:* "Since Cain and Abel up to now, in order to guide us according to the biblical canon, mankind is in a permanent danger of the evil done by man to man.

Theoretically, communism proclaimed the beginning of the colossal yard at whose completion was about to shine magnificently a new society, a completely new man endowed with paranormal capabilities, able not only to work amazingly hard like Stachanov, but literally walk on water and nails or through fire. Lenin's theosophical inclination will give rise to a special anthropological project. The new man had to be a fakir born out of the hallucinating mixture of Marxism and esotericism, materialism and supernatural, credulity and atheism.[2]

As a matter of fact, once it is carried out, ideology will display all the immunity capital that, on paper, seems metaphorical. For those (not few at all) who still believe that we are dealing with a generous faultily applied idea (sic!) should be reminded that the Communist Party Manifesto of 1848, class struggle and political crime were already instruments provided for the future revolution. The horrors that were to be committed, reaching over one hundred million victims worldwide, were part of the project. In theory and practice alike, Communism was programmed to kill."[3] Communism has conferred an environment propitious to human

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[1] Ibidem, pp. 222 - 223

[2] Radu Preda, When Ideology Kills in Adevărul, Thursday, 16 March 2017, p.10

[3] Ibidem

dehumanization and the degradation of its condition, and has offered the "intermediaries" through which the propagandistic ideas have acquired a deadly force: "At the level of its executors, communism provided the propitious environment in which the most abject side in man comes to the surface. Vişinescu, Ficior, or Petrescu (the torturers in charge in the communist prisons), along with thousands of other cadres, kolkhos presidents, or local RCP organizations, not to mention the opportunistic intellectuals – all of them together being intermediaries through which propaganda has become a fact

 The mechanism of taking over, manipulation and domination, suspension of moral limits and brutalization is common to all extremisms. Yesterday as it is today. "[1]

One of the projected viruses that seriously affect mental health, and even the lives of young people today, is the one that promotes *Suicidal games*. Even in the days when we write these lines, a game of death – The "Blue Whale," the game that determines children to commit suicide - worries parents, teachers, grandparents, the media, children infected with the virus projected and spread by Philipp Budeikin. Nick-named Lis Filip (Filip the Fox), the creator of the Blue Whale Challenge, 21years old, lived in Russia, in a flat in Solnecinogorsk, a "gray city" of about 60,000 inhabitants, located between a railway and the highway linking Moscow to St. Petersburg. He has pushed to death more than a hundred teenagers.

In an ample feature report, Iulia Ciuhu, a journalist for *Adevărul,* shows us both the socio-psychological portrait of the one who invented and spread the *Blue Whale* and the rules of this suicidal game. Some aspects should be remembered, especially for becoming aware of the dangers generated by the unrestricted use of social networks. Because, as we have said on several occasions, these networks bring about not only benefits but, through the involvement of sick brains, they cause misfortunes that outweigh, by their effects, the benefits of expanding those networks[2].

Born into a modest family that originally lived in Uhta (a city in The Komi Republic), Philipp Budeikin grew up in a tense environment, being frequently scolded by his mother in the very presence of strangers. He became introverted, sulky, reserved, but also aggressive. By learning in a classroom of problem students, his self-isolation increased, Philipp not having friends - because of his aggressiveness. He was admitted to a vocational school, but he did not find a job. Settling down in Solnecinogorsk with his mother, without having another occupation, "he suddenly becomes passionate about the Internet and books on information technology (...). Gradually, his life became more and more virtual. All his acquaintances and all of his projects were behind the screen of a computer connected to the internet. "[3]

Philipp Budeikin through the virus he designed created a real scourge, first in Russia - by creating the eight groups dedicated to the Vkontakte social network (the Russian version of Facebook) - then in the former Soviet space, in Eastern Europe or in the Western countries from November 2015 to April 2016, 130 young Russians committed suicide hurling themselves out or in front of the train, Ukraine, Latvia and the Republic of Moldova have recorded recent cases of teenagers who posted the symbols of the challenge on their personal accounts from the social

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[1] Ibidem
[2] See Iulia Ciuhu, „The Blue Whale", the game which makes the children commit suicide in „Adevărul"newspaper of 16 March 2017, p.8; Ion Gaidău, Who is the young man who invented the game of death? in „Adevărul" of 16 March 2017, p.9
[3] Ibidem

platforms. Although Philipp Budeikin was arrested in November 15, 2016, the virus he designed generates mass hysteria, thousands of young people posting "The Blue Whale" hashtags. The scourge penetrated the school environment in our country, many teenagers posting the message calling for the game where young people who fail (like the blue whales which "commit suicide" coming out on the shore) are urged to obey the set of rules that lead them to self-mutilation, advanced depression and dying.

The "Challenge List" of the game is a particularly harmful set of memes promoted by the virus designed by the "He-fox" Budeikin promotes; the list contains memes like: Paint f57 on your hand, Wake up at 4:20 at night and watch horror videos, Cut your hand three times, Paint a whale on paper, If you accept to be a whale cut your foot with a yes sign , You have to face your fear, Wake up at 4:20 at night and go on the roof, Listen to the music I send you, Cut your lips, Hurt yourself, Climb on the highest roof and stand on the edge, You'll get your date of death, Go along the railway at 4:20 at night, Promise you're a whale, Commit suicide.[1]

The problem is even more serious, as those entering the game are threatened if they decide to withdraw or do not follow the rules. And if they decide to continue the game and decide to withdraw, the consequences are most often the same: suicide. Because the psychological pressure to which these teenagers are subjected is of utmost intensity, the counsellors and psychologists - when informed about young people being infected with such viruses - have a lot of work to do in order to save them.

A hypostasis of the "war of the mind," as a "battle" between the projected viruses and the cultural viruses, is also represented by the digital textbooks. In essence, it is a projected virus which attempts to be imposed, cancelling the cultural viruses that have supported the classic printed textbooks for centuries. Going beyond the enormous financial interests of IT companies, the scarce resources needed for procuring software, building wi-fi infrastructure and providing IT consultancy, textbook software, etc., many specialists in psychology and sciences of education believe that digital textbooks are somewhere in between the technological revolution and the stultification of children. [2]"The first effect of bringing in the tablet – warns biophysicist Virgiliu Gheorghe wth a PhD in bioethics and - will be the complete cancellation of the young generation's propensity and ability to read . Thus, [...] *it increases the risk of the birth of an almost illiterate generation. "*

Florian Saiu presents a picture of the advantages and disadvantages of digital textbooks, which we summarize below[3]:

Digital Textbooks - Between Technological Revolution and Stultification

No.	Advantages	Disadvantages
1.	*Lightening of the schoolbag* - is based on the fact that the number of textbooks a student carries daily to school is too high, and the	*Health* - More and more frequent studies in the field demonstrate that overuse of tablets severely affects the health of children. In addition, they may be distracted from the

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[1] See Alecu Racoviceanu, „The Blue Whale", a fake-news with dreadful consequences , in „Evenimentul zilei", Monday 20 March 2017, pp.4-5

[2] See Florian Saiu,Digital Textbooks –between Technological Revolution and Stultification , in „Evenimentul zilei", Monday 20 March 2017, p.10

[3] Ibidem

		learning process by common temptations that have already created a gap between parents and children: Facebook, email, games, etc.
	weight they carry on the back can affect their health	
2.	*Protecting the environment* – by using the unique digital textbook book are saved forests, exploited for the paper needed for written books	*The Financial Criterion* – Digital textbooks can be used only through expensive technologies (e.g. tablets), which create unfair differences between students, between urban and rural schools
3.	*Constant refreshment of information* – the digital textbooks can be updated endlessly, thus improving the learning process	*Teacher training* - there are many teachers who do not know how to use digital textbooks; high expenses are required for teacher training, additional costs to those needed for purchasing and maintaining specific technology
4.	*Interactivity* - the students can interact more and more easily with a digital textbook, and can develop their creativity faster. In addition, new technologies increase their attractiveness, arguing that students would learn more easily, with pleasure	Perception - Specialist studies carried out in the field demonstrate that people who read a text on paper understand and retain better than people doing the same activity on a digital format. The same studies indicate long-term memory impairment when reading a text is done on a screen

Adding to the list of drawbacks the finding of the alarming decrease in the intelligence coefficient at the level of younger generations, especially after 1990 (when the Internet grew enormously), first of all as a result of abandoning the rediscovery of knowledge, we have to say that some of the advantages invoked by "specialists" are hilarious.

But, over the centuries, have the millions of schoolchildren who have carried their schoolchildren loaded with textbooks fractured their backbone -? Were millions of hectares of forest destroyed for the purchase of paper required for classical textbooks or as a result of the robbery of transnational companies using Romanian wood in their countries of origin? Is "lightening the schoolbag" more important than mental health?

We need to ponder over these questions alone. But, dreaming of "a law of textbooks", let's not miss the fact that, for the sake of the "technological revolution", we are not in a position to contribute to the stultification of future generations. Even if the viruses of the future are projected viruses of the mind.

II. 2. *Motivated projected viruses*

Returning to the question arisen R. Brodie What kind of projected viruses of the mind will exist in the future? it is to be noted that, starting from the dependence of these viruses on the intentions and the skill of their creators, but also from the dependence on the memes with which these creators are infected, he predicts a multiplication of *viruses motivated* by certain factors: *profit, power, desirable future* ("better for mankind").

Projected viruses motivated by profit may be legal or illegal. According to R. Brodie they both have "their obscure origins in Ponzi's dubious scheme", Ponzi being the Italian emigrant who, setting up a company in Boston in 1919 (Securities Exchange Company), offered to repay

people's investments in 90 days with a 50% interest (a $ 10 investment brought a $ 15 profit in three weeks: "Ponzi bought international coupons in Europe and, due to fluctuations in the foreign exchange market, changed them in the United States, making a profit. People started to suspect something shady when a newspaper found that, although in Ponzi's company had been invested $ 15 million in eight months, postal coupons worth only $ 360   were sold around the world! "[1]

Ponzi's scheme contained a virus of the mind that had nothing to do with the scheme itself. This virus has spread the strategy- meme *Invest along with Ponzi*, a meme that together with some memes like *opportunities* and *rewards,* such as *Get rich quickly* , managed to attract attention, spreading quickly among the residents of Massachusetts and neighbouring countries[2].

"Ponzi's actions," claims Brodie, "were apparently fraudulent: he lied to people about the things they were investing in. But the resulting pyramid scheme does not require any lie to investors - its memes worked with total sincerity. In a typical pyramid scheme, there is an organizational chart in the shape of a triangle, with a mem on top, two memes at the next level, two memes under each of the previous ones, i.e. four in total at the third level, and twice more, that is, eight, at the last level. "[3]

Participating in the pyramidal game is motivated by the profit virus, each participant buying his place and recruiting (also through the motivating profit virus) other new participants.

Pyramid schemes are based on memes triggering mechanisms and possesses great strength of "evangelism" but being dependent on exponential growth, always exhaust too quickly the fund of participants[4].

That happened in the 90s in Romania with "Caritas", the pyramid game that hysterized the whole country, enriching some privileged people at the expense of the destruction of many who came out of it much poorer, deprived of money, houses, cars, etc. By the swindle plotted exactly by some politicians of the time.

Today multi-level marketing is regarded as Brodie notes, "the business of the future" "As media advertising and competition for the consumer's mind are becoming increasingly expensive, noisy and crowded, the opportunity to sell directly and cheaply through a many – levelled network become more and more attractive "[5].

Profits have always been motivating factors for investors, which represent a reward for the resources consumed in any enterprise that produces added value. But those who prove to master the "art of doing business" are quite few as compared to the people involved in the business, that is, those who, for lack of financial resources, join those who run that particular business.

Each investor builds the organizational structure that he considers to be efficient, that is, an organizational structure able to face competition (to survive) and to make profits.
Such procedures have also been applied in traditional firms - where organizational structures are relatively immutable - and in present-day firms promoting business "based on equal

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[1] Richard Brodie, Virus of the Mind.How a Revolutionary Science Can Be Useful to Us, Memetics, Editura Paralela 45 Publishing House , Second Edition, 2015,p.223
[2] Ibidem, p.224
[3] Ibidem
[4] Ibidem, p.225
[5] Ibidem, p.226

opportunities and the survival of the fittest", because profits are cashed by those running the business, even if they are obtained through the participation of all employees
 Multi-level marketing is the "business of the future" because - relying on the motivating profit virus – it creates the illusion of everyone's participation in the redistribution of profits. Or this participation is also a pyramid one, the basis being a priori excluded.

The programs by which companies advertise themselves support self-perpetuation of the profit virus, capitalizing on the exponential force of self-replication, "the most powerful force in the universe."[1] And for pyramid schemes, the recipe is simply revealed by Brodie: "The key to a successful profit virus is to provide an incentive for evangelizing or enlisting new members."[2]
Other motivating viruses are the viruses of power. Among its attributes, power motivates projected viruses in such a way that the memes they spread and multiply should use the one who created those viruses. The meme-strategies who support motivation are those of *privilege, prestige, influence, authority, social status*, even *domination*. Distinguishing between *puissance* and *pouvoir*, we must note that the viruses of power contaminate individuals and institutions / authorities, but the aspects we insist on regard power as a social relationship, especially the institutionalized power.

Power relations characterize any society - including the lignajer type of societies - which supposes that the viruses of power are - originally - cultural viruses: they perpetuated and replicated themselves, resisting in time and contaminating many people in every historical age and any community. Being the factor that assures an equal balance and opposes the entropy of the community from which it comes, the power is also venerated and contested, but it has its own resources by which it self-conserves, exerts, and gets obeyed. Over time the viruses of power - as a result of the objective tendency of preserving power itself - they have evolved in the direction of the projected viruses, direction imposed by the direct intervention of the people: they created institutions with the special purpose of perpetuating and spreading projected viruses.

R. Brodie develops some interesting considerations about the viruses of power by referring to one of them: the *cult:* "Cult is a virus of power. The basic idea of cult is to provide power in the form of access to money, sex, and / or people's energy to the leader of the cult. [3]"
Combating the idea that *a cult is a religion which does not yet have enough followers*, Brodie argues that *a cult does not necessarily have to be a religion*, having "two key elements":
1." Each individual is committed to a higher mission or purpose, but he has not chosen it as a result of a personal, conscious reflection".
2. „Leaving the cult has serious consequences. "
The two key elements are the memes "that put people's life and work at the service of a cult," and when "combined with any form of *evangelism,* a powerful virus of the mind is created, a *virus of power* that automatically spreads as easily as possible much at the level of the population "[4]
Although in common consciousness the word *cult* refers to religious organizations and / or organizations that most people consider to be "dangerous," it must be said that for many

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[1] Ibidem, p.227
[2] Ibidem, p.226
[3] Ibidem, p.227
[4] Ibidem

researchers, *cult* refers to almost all organizations, irrespective of their purpose. All cults proclaim a *mission* they declare to pursue, and members of the cult make this mission - sacred or profane - a purpose of life, a purpose originating out of them, which gives power to the cult to which they belong: " The members are conditioned to believe that accomplishing the mission is the most important thing they can do with their lives and must be ready to sacrifice everything for that purpose. Once programmed with this meme, they become a kind of slaves. "[1]

An example of cult is, from the point of view of the special analysis introduced here, the political party understood as an organization with a precise mission: the accession to power. Party members are conditioned, when adhering to support the party's mission and to be involved in promoting the organization's program, a program circumscribed to an ideology by which the party is placed on the political stage. The four fundamental *discriminants,* according to which the Party's definition is structured - *the continuity of the organization, the national character of the organization, the desire to exercise power and the search for popular* support - determine the partisan competition and therefore the inevitable relating to other parties.[2]

The mission of the parties - as political organizations - rely on the virus designed and launched by M. Duverger. *Parties are vehicles of democracy*. This virus has become a vehicle for party and pluripartidism but has evolved quite quickly towards *partidocracy*, a harmful phenomenon that has been installed by exploiting a claim of democratic regimes by the virus of power: the democratic political regime necessarily claims the existence of political parties and exploiting this existential necessity, there has been a domination of political parties over the social and the political. *Partidocracy* - as a power-driven virus - expresses the quasi-total domination of the political by the parties, even the political regime being identified with the regime of the party[3].

Parties are the viruses of power and increasingly use - especially in electoral campaigns - increasingly sophisticated techniques of viruses designed to become more and more powerful on the political stage.

In a fierce competition, the parties are looking for the most effective solutions to spread their "good" memes and reach their political goals. Many of the memes spread by parties have been transferred from expanding economic companies and megacorporations. Just as these companies and megacorporations are increasingly and perfectly using the memes to achieve their economic goals, similarly the parties also use the "good" memes to achieve their political goals. Memes which are supported by the motivated virus of power.

R. Brodie analyses megacorporations as power viruses, pointing out that *those companies which are trying strategies of capitalizing on memes are doing better and are imitated by the others[4]. .* The same can be said about parties as power -motivated viruses. Although Brodie analyzes only the strategies of exploiting the memes by megacorporations viruses of the power, based on his conclusions, can also be pointed out the strategies that political parties resort to. We summarize them in the picture below[5].

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[1]Ibidem, p.228

[2] See Horaţiu Tiberiu Gorun, Adrian Gorun, Contributions to the Development of Romanian Stasiology , Academica Brâncuşi Publishing House , 2016, pp.118-135

[3] Ibidem, pp.3-4; Dumitru Lepădatu, Processes and Political Phenomena, Actami Publishing House , Bucharest, 2000, p.220

[4] R. Brodie, op. cit. p.229

[5] Ibidem, pp.229-232

STRATEGIES OF CAPITALIZING ON MEMES

STRATEGY	CORPORATIONS	POLITICAL PARTIES
Mission statements	Companies require their employees to subscribe to the mission statements containing corporate values such as "commitment to offer quality services" and " loyalty to customers". The aim of the mission statement is to *unify* employees by making everyone "go in the same direction so that each employee's work should be based on the work of others." The activity in an organization is based on the "alignment" of their members and activities to a collective, team-based goal. There are corporate training seminars meant to "align people's intentions" and create *corporate culture.*	Parties require their members to subscribe and support *mission statements* that contain political-ideological values such as commitment to offer a better life to the population, devotion to voters, social order, justice, equity, etc. The purpose of *the mission statement* is an integrating one, the members of the party assuming teamwork and accepting pre-established structures and hierarchies at the organization level. The goal imposes internal party discipline, being a collective goal, declared by the team. There are seminars, meetings, meetings with central leaders, "working sessions", "summer schools", etc. meant to unify the intentions of the members through the motivated virus of power and to create *a partisan political culture.*
The golden handcuffs	For companies, the "gold" these "handcuffs" are made of is the financial reward, most often the actions given to the employer in return for long-term retention in the company. "Gold handcuffs are nothing but meme *consequences of leaving the organization*, the same meme which is used by cults to keep members there and then"	For parties, the "gold" of which the "handcuffs" are made is the political, administrative (portfolio, position, prestige) reward granted to party members in exchange for remaining in the party, long-term enrollment in that particular party. And in this case, observation of the *consequences of leaving the organization* is valid.

The effect of cognitive dissonance of the initiationg ritual	It creates and strengthens in the minds of the employees of the company a meme that represents *the value of belonging to the company.* After *initiation,* the new employees feel that a link has been established between them and the organization, and that belonging to the company "gives them an irrational sense of value, a feeling they would not have if they had not gone through the ritual of initiation." Not all corporations use initiation rituals, but they appeal to the concept *of doing your job* that strengthens confidence that, after a certain period, even a difficult one, the employee can advance professionally. Consequently, are formed beliefs on which employees will have a consistent, hard-to-shake behaviour. We note two remarks by R. Brodie about the rituals of initiation and beliefs, remarks that start from the double purpose of initiation rituals: the "programming effect or brainwashing" and the effect of a cognitive dissonance ensuring that the initiate has accepted the culture of the company. Here are the remarks: "Beliefs are like cattle trails. The more you go on a path, the more it seems to you that the road is right and" When you make people devote themselves to a system of beliefs and raise barriers to prevent them from changing their minds, you actually use their life and energy. If you add evangelism, you have created a virus of power that spreads itself, using people's lives to achieve a goal. "	It is created and reinforced in the minds of those who choose to become members of a political party a meme that expresses *the value of belonging to the party to which they adhere* on the basis of political partisanship. *The ritual of initiation* leads the new members to feel that *there is a connection between them and the party,* and that membership in the party gives them an irrational sense of value, a feeling they would not have acquired had they not gone through the ritual of initiation. Parties resorting to initiation rituals strengthen the confidence of new members in the organization, leaders, party program. They are programmed to work for the party and wait, "by doing their duty", to advance in the internal hierarchy. And in the case of parties, are formed hard-to-shake, convictions, on the basis of which party members educate their conduct by requiring themselves not to violate party discipline. Brodie's remarks are also valid for political parties.

We have presented several projected viruses, the ways they impose their domination over the "war of the mind" and some aspects of motivated viruses - as viruses of the future. With regard to power-motivated viruses, we have put forward the virus motivated by economic power and a virus motivated by political power. Both, as we said, contaminate and lead to alignment to a

purpose, alignment that is not necessarily harmful: "Aligning to a goal is not necessarily a bad thing - just make sure that the goal is one that you consciously subscribe to do which does what it says it does and brings about your personal fulfilment.

Microsoft, where I worked for a long time, had from the beginning a clear mission, expressed by the company's co-founder, visionary genius Bill Gates: one computer on each desk and Microsoft software on each computer. Beyond this mission there is a group of values to which everyone in the company agrees: technical excellence, intolerance to poor quality, high quality production, and above all the desire to be the number one "[1].

The fact that not all the viruses which are projected are harmful, we need to be aware of the need for increased attention to the projected viruses we are programmed with and to those we are spreading. However, the problem is quite difficult, because, as we have already said, good memes are those that spread very quickly, no matter if they are harmful or beneficial.

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[1] Ibidem, pp. 231-232