



Truth and Lies in Politics: Faces for Sale

Door Natalia Kadenko

The political system turns every next change-seeking person into a conscious product of commerce; the latter, in my opinion, is dominating area of politics to the extent that we can't talk about truth and lies anymore. People go to the elections with hopes for change brought by a concrete candidate, though in fact they are just making another purchase, and their often sincere belief makes the whole thing even worse. And neither of the current ways is good for breaking the vicious circle of "goods-money-goods", which turns into "elections-money-elections" and keeps people entertained instead of encouraging them to start a real change.

Yet, I can't deny that every next generation starts with searching for truth in politics, with a powerful boost of young energy to centuries-old utopias. Good intentions of young politicians have to deal with the whole system, unjust and untrue as it may be, yet surviving for decades. Becoming a part of that system is seen as the best way to change it from inside, but somehow it changes young idealist first.

Politics is not a huge lie, rather a huge commerce. It's a football game broadcasted on television for 6 billion people, 10 ct per minute, all-inclusive. Being a politician is a way of life, and a way of commerce. To be well-priced, a politician is supposed to have many faces; his personality fits survey tables from top to the bottom. The more faces, the bigger profit, with faces on t-shirts and coffee mugs being only minor part of sales. Expensive politicians sell their faces for a large win, and the best of them manage to do it several times. Fashion dictates how t-shirts should look like; same principle goes for political faces. Fashion comes for someone young and bringing change, or a revolutionary democratic patriot

rules the podium and boosts sales.. pardon, ratings.

Should we condemn it as lie? Not really, as people are nowadays pretty much aware of the mechanisms behind political "kitchen". People live in the world shaped by politicians in their image and likeness. They choose one certain face of one certain politician that seems appealing, and further they prefer to see only that face - and a good politician always makes sure that public's favorite face is engraved in mugs and t-shirts. Political research shows that people select candidates by the features they possess and believe the candidates to possess, often proceeding to change themselves in order to go along with their favorite candidate. Still, it's a mistake to put too much hope in a single human being and to impersonate change coming to a state, or to the world. It's a vicious circle, and the source of a real change can't get into it.

A charismatic leader has true power to shape politics, and it is scary what that power can do. In my school years, I was greatly impressed by the picture of the crowd of young people with burning eyes and de-

termined looks, screaming the name of the man who was telling breathtaking things from the tribune; some years later, I saw something similar happening in real life. Perhaps the analogy is not perfect, but I still get very suspicious on seeing someone's name becoming a motto, and that face being sold with the t-shirts and mugs.

As a child of my generation, and a young idealist in politics referred to in the beginning, I want to see people united in building the new world. But if this uniting force has face of a human being, somehow I feel that the circle is not broken. In their search for ideals, people have followed ways of the most dreadful ideological blindness, and, sad as it may be, they don't realize that this still can happen in our extremely modern world. With the existing system, truth in politics can't exist by definition, as every state and regime is maximizing profit by constructing its own reality. Before we change the world, at least, we can make lies less harmful - so that people didn't die for one of the faces, and so that they grew more aware of their choice. ■