

# THE ART & CRAFT OF DECEPTION

## SCHEME:

• a large-scale systematic plan or arrangement for attaining some particular object or putting a particular idea into effect

• a secret or underhanded plan; a plot

• a particular ordered system or arrangement .



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I wonder how many test subjects had to have a certain side effect before it HAS to, by law, be mentioned in the list of side effects...? Do you know?

**....so that no advantage would be taken of us by Satan, for we are not ignorant of his schemes. 2 Cor. 2:11**

We've all seen the commercials for drugs with side effects that are worse than the sickness...but the other day I saw an ad that almost took my breath away with it's 'in your face' approach to selling us a new 'drug' to 'add on' to the antidepressant that isn't working to its full potential.

DISCLAIMER: In this article I will not focus on antidepressants or even the drug we are talking about here, which will remain unnamed, I am simply going to use this commercial to illustrate a specific scheme of the devil as I see it. I am making no judgments regarding the actual product, though I do have my opinions on the matter, I will only attempt to point out how advertising can be used in a powerful way to deceive and using this commercial, expose at least one M.O. of the deceiver himself, the devil.

### I'm Impressed AND Creeped Out

I'm actually impressed with the advertising company or companies, who were paid 150 million dollars in 2008 for this one campaign (for \_ \_ \_ \_ , an anti-psychotic added to a person's current antidepressant, and

incidentally, the first one of it's kind to break into the market of 'an add on' to an antidepressant) and who made 2.4 BILLION \$ over the next year and a half! There's a whole lot of psychology that goes into this business of advertising, and especially, ironically, when it comes to anti depressants and drugs like it. It's creepy, but their craft of deception is so finely honed that it reminds me of someone....can you guess who?

**The CRAFT of DECEPTION**  
*(everybody sing.) 'Who can take the sunrise and tell you it's the moon? The side effects are death or even suicidal thoughts well, the advertisers can, the advertisers can cause they mix the truth with lies and make you feel just fine.'*

Here's what I saw in the ad...watch it next time with this "craft of deception" in mind and I'm pretty sure it will be crystal clear to you as well.

### Scene One

First, we enter the world of depression. The scene is sad, no smiling people, even the background is darker, enter some very high stats of how many people suffer from this (make you feel like you're not alone, almost no one's antidepressant is working

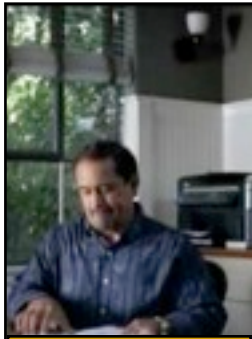
right..not a judgment, that's what THEY are saying), the music is somber, the activity, nil, just people sitting around...sad ...yet the script content of depression, and the context-mood, music, dark all match. It's a truthful scene, Content & context are in agreement.

### Scene Two

Then something happens and we go into the side effects. These 'possible' side effects are horrendous, which include but are not limited to: an increased desire to kill yourself (what??!!), involuntary muscle movements that may become permanent, dizziness, confusion, increased blood sugar which may throw some folks into a diabetic coma, death and more. What kind of music is playing during the announcing of these 'side effects?' Actually, they've added a slightly higher instrument and have picked up the rhythm just a tad; the background is mostly outside and much brighter, every single person is smiling and getting something accomplished, right down to at the end it says, 'ask your doctor about the risks and benefits of \_ \_ \_ \_ )' You see how they didn't put the 'risks' word next to their company name so you wouldn't put the two together!! Wow! That's amazing!

**ACTUAL COMMERCIAL SCRIPT:**  
"call your Dr. if your depression worsens or have unusual changes in mood, behavior or thoughts of suicide; antidepressants can increase these in children, teens, and young adults; elderly Dementia patients taking \_ \_ \_ \_ have an increased risk of death or stroke, call your Dr. if you have high fever, stiff muscles, confusion as these may be signs of a life-threatening reaction, or uncontrolled muscle movements as these could become permanent; high blood sugar has been reported with \_ \_ \_ \_ and medicines like it; in some cases extreme high blood sugar can lead to coma or death. Other risks include dizziness upon standing, seizures, impaired judgment or motor skills, or trouble swallowing.

What's even more amazing is that probably every person on the planet who has the ability to reason (and has seen this commercial) has said to themselves or out loud, "seriously? What, do they think we're idiots? With side effects like that who needs the 'cure'" Oh, and one more thing, did you know that everyone of the people in that ad are actors?! Of course you did, but we're not normally putting that together on a conscious level, consciously, we're making the assumption that the



Individual results WILL vary, actor portrayal

is saying the product *"has made a difference for me:"* **"Individual results will vary, actor portrayal"** WOW!!! Oh yeah, one more thing they don't tell you in this ad (because they aren't required to by law as they are with the side effects) is that it will cost you as much as \$450 a MONTH to add this product to your life! (Now it all makes sense how they spent 150 million and made upwards of 2.4 BILLION dollars)

### Do not be Ignorant...of his schemes

Most of us probably think we are pretty savvy when it comes to this world of deception, but let's think about it for a minute... that scripture I started with, do you know the context of it? Read verse 10 with 11, *But one whom you forgive anything, I forgive also; for indeed what I have forgiven, if I have forgiven anything, I did it for your sakes in the presence of Christ, so that no advantage would be taken of us by Satan, for we are not ignorant of his*

schemes. Ok, that's schemes with an 'S,' so there is more than one way he deceives, but did you know when you read it that **unforgiveness** was the scheme in context of that verse? So, got any unforgiveness in your heart? If so, you have fallen for one of the devil's schemes. We can't be too careful especially in these 'last days,' and we must not be 'ignorant' of his schemes.

### The 'in your face' scheme

You've heard it said, "well, the devil isn't going to come to you with horns and a pitch fork!" Actually, sometimes he does, and it's called the 'in your face' scheme (my term), and it's used on the strongest people. This is the one the devil used on Jesus in the wilderness (Matt. 4:1-11). In this scheme (or scene) the deceiver tells you just the way it is, side effects, bad results, conclusion and all, but packages it in such a way that it's almost palpable. It's the truth packaged in the pretty box of lies. You see how it works? Jesus did not comply or 'buy' the lie, He simply spoke the 'truth in context' and annihilated the devil and the power of his lies. This commercial is also in this category in that it tells us the truth (that it very well could ruin your life) but uses the environment around that awful truth to give it credibility and convince you there is hope if you will use this product.

### So, What's the Solution to Deception?

In a word, TRUTH. We must know the truth on a personal level if we want to keep our feet on the ground in these dangerous times. What or Who is the Truth? The Bible, and a living, personal relationship with Jesus (Who is the Truth), and dare I say, a little common sense thrown in as well:) I don't need to spend as much time on this part because it's pretty cut and dry. Love the Truth and you will not be deceived... at least not as easily.

**See 2 Thessalonians 2:8-10**  
**Then that lawless one will be revealed whom the Lord will slay with the breath of His mouth and**

**bring to an end by the appearance of His coming; that is, the one whose coming is in accord with the activity of Satan, with all power and signs and false wonders, and with all the deception of wickedness for those who perish, because they did not receive the *love of the truth* so as to be saved.**

### The Art & Craft of Deception

The art & craft of deception is not a game. If you seek to win this battle on your own, you will fail. We are not smarter than satan, but with Jesus-the Truth we can prevail against the devil's schemes. Just as Jesus used the Word of God (*as did satan though out of context*), so should we be saturated not only with the words of the Bible, but also with the presence of the Truth Himself through a living and abiding relationship with **Jesus Christ.**



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