

## The School of Nihilism

### Module 4 – *Developing Clarity of Thought / Using a Methodology for Coherent Thinking*

#### Answer Sheet

1. Why is it important to test and verify claims and ideas in a genuine setting?

Claims are easy to make, and a polished production can convince millions, regardless of facts or harm – just consider the sway that any famous TV or radio personality has over their devoted audience.

*Always remember: sufficient sincerity can make any lie seem convincing.*

Developing novel and applicable ideas is important, but even more critical is testing these ideas in a real-life scenario so we can actually find out if it will work as expected, or if it crashes terribly despite common assumption that it would be fine!

2. A great way to experience this is to watch TV with the sound muted. What do you notice about how the experienced has changed?

You may notice how outrageous the television visuals are, because without the distraction of sound your mind can focus on one element at a time and get a much more accurate gauge of what's happening.

3. Next, close your eyes or look away from the screen and just listen to the sound for awhile. Focus on the audio write down what you experience, any subtleties and differences.

It's also enlightening to listen to radio broadcasts, particularly the advertising, with your eyes closed. You'll be able to pick out the tricks used to catch the audience's attention and begin to discern some of the propaganda elements used in commercial broadcasting, for instance.