

Michael Moore
Author, filmmaker

STRATEGIES FOR CHANGE > Humor, Ridicule, Pressure, And Jail

So, I've seen the power of this lens and the power of humor. See, a lot of people, a lot of political people, especially people on the left, have forgotten the importance of humor as an incredible weapon, and a vehicle through which to affect change. They think humor sometimes trivializes or makes the serious subject less serious, when in fact, you know, I think it was Mark Twain who said against an assault of laughter nothing can stand. These people cannot, cannot debate ridicule,

Corporations will respond to ridicule. They do not like being made to look like jackasses. They will respond to an incredible amount of public pressure. They will respond to going to jail. If there's a chance that they or their executives may have to go to jail, or lose all the money that they've been hoarding, they tend to jump in pretty quickly and turn things around. So they will respond to the people if the people make their feelings known because you see, they know, they know the math. The math is, is that in a democracy, they've got the same number of votes as you or I do. One. The corporate honchos, they just get one vote. And they know, there's a hell of a lot more of us than there are of them. And should we choose to use that power, they are in deep trouble.

THE NATURE OF THE CORPORATION > We Are The Culprits

I think that sometimes we are the culprits here and we need to take a look in the mirror in terms of our own behaviour, and because ultimately these companies are responding to us and how they think they are going to make money off us. So if we choose to change our eating habits from eating a healthy meal at a dinner table with the family and just get in the car and drive through up to a window to get a bunch of chemically produced foods, then I guess that kind of sends the wrong message to them. And I've been part of that, you've been part of that, we've all been part of that and we have to accept some sort of individual responsibility.

But having said that, I also realize that these corporations, they aren't dummies. They know exactly what they're doing, and they know how easy it is to get us addicted to certain things, whether it's a way of living or whether it's a french fry. I mean McDonalds, if you read Fast Food Nation, they suck the actual natural potato flavour out of the fry and then put back in a chemical potato flavour. You know, and they're doing this because they are trying to addict our children to these fries so that that's where they'll eat every night. So, you know, I mean, I guess it's a bit of both.

STRATEGIES FOR CHANGE > Unions And Protest

Forming a union at your workplace works. That just scares the be-jesus out of them. That's the last thing they want to have happen, because you are going to have some power then. You are going to have some say over what's going on at your workplace. That can have a big impact. Seattle. Seattle was a watershed moment for corporate America. They, I think that just rocked their world, and followed up by Quebec City and these other places where all kinds of people took to the streets to say we're getting kind of sick and tired of this corporate dominance over our lives, over the rest of the world, things being done in our name to the poor in this world.

I see a lot of good happening. I see a real political shift happening. Even a magazine like Business Week took a poll asking Americans how they feel about big business and the vast majority said they didn't trust them. That they were essentially anti-big business, and it was a stunning poll to the business community. So they know that they had better find, sort of, the kinder, gentler way of putting forth their agenda and fooling the people. The sort of friendly face of fascism as one author put it.