

Information is like a trickle of pure water

**Fortunately, there are journalists,
media outlets, and networks outside the mainstream**

by Guy Mettan,* Geneva



Guy Mettan.
(Picture ma)

In the context of the cognitive warfare that we Westerners have been living in for about ten years, information has become a weapon of mass destruction. Or rather, a weapon of massive deception.

In a world where journalists are increasingly disappearing in favour of “information designers”, it is not surprising that information today is produced, formatted, packaged, and distributed like a pack of artificial ham in the supermarket. Even if the ham originally came from a real pig made of flesh and bone, the end product no longer has much to do with the raw material. From its colour to its consistency, not to mention its taste, there is nothing natural about it anymore. It has become completely artificial. The wonders of packaging and marketing do the rest: at the end of the chain, the consumer is left paying for a largely adulterated product.

The same applies to the information produced and sold by the mainstream media. Its connection to reality has become very tenuous. The original ingredients, i.e., the facts, have been so thoroughly peeled, squeezed, cooked, re-cooked, and stuffed with preservatives, fragrances, colourings, flavourings, and flavour enhancers that the information delivered at the end of the journalistic production chain has only a very distant connection to the authenticity and truth of the product. As in the food industry, this processing and repackaging takes place in the utmost secrecy and is hidden from the eyes of the consuming public.

In this parallel world, honest journalists and media outlets that try to restore the facts and analyse them as objectively and impartially as possible have no chance of prevailing, as all official private and public media outlets spread the same bland mush. And if they did manage to do so, they would be mercilessly pursued by the bounty hunters that fact-checkers and other “verification bodies” have become.

In France, the *Macron* government has not given up on reintroducing the conformity label that it was unable to enforce during the Covid crisis. The private media are not standing idly by either, joining forces under banners that are as deceptive as they are hypocritical to ensure the unanimous dissemination of the good word, such as the *Trusted News Initiative*, launched by the BBC in 2019, the *International Fact-Checking Network* (IFCN), launched in 2015 by the *Poynter Institute*, and the *Trust Project*, funded since 2014 by various American foundations to combat “disinformation”, “racial hatred”, or “anti-Semitism”, and which in practice aim to ensure that partner media outlets align with NATO’s positions on Ukraine, Israel’s on Palestine, or Taiwan’s on China.

Journalists who want to escape the steamroller of the mainstream media are therefore condemned to conform to survive, or to vegetate on the margins of the system, using the few resources available or contenting themselves with expressing their views for free on social networks. From *Telegram* to *WeChat*, from *Substack* to *X*, via the countless blogs and portals that populate the internet, to radio and television stations in non-Western countries—all these media can be used, but they are not paid for.

However, these marginal voices, these thankless efforts, save the honour of the information system. They are like drops that gradually form a trickle, then a stream, then a river, which eventually prevails in the public landscape and shapes the consciousness of those who live in it.

We should not underestimate the power of trickles: water penetrates everywhere, eventually

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eroding even the hardest rocks and inevitably finding its way to the ocean of truth. At least, that is what those who sometimes doubt that they have chosen the right path should tell themselves. Faith is stronger than the law of large numbers.

Numerous examples show that this strategy works. Take the example of Gaza and Israel. For months, it was impossible in our countries to talk about Palestine, the suffering of the people in Gaza, the destruction, the famine, the mas-

sacres, etc. Then, little by little, a wave arose that finally broke down the dams erected by Israeli propaganda.

Sooner or later, the same will happen with other conflicts, in Ukraine, Sudan, Iran, Taiwan, and Congo. Information is like water; it requires patience and flows slowly, underground. It is tedious, unspectacular work, and the rewards are slow in coming. But it is worth it.

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