Armageddon

Lesley Pocock

Correspondence:

Lesley Pocock medi+WORLD International Australia

Email: lesleypocock@mediworld.com.au, publishermwi@gmail.com

Armageddon definition:

" a dramatic and catastrophic conflict, especially one seen as likely to destroy the world or the human race."

Please cite this article as: Lesley Pocock. Armageddon Middle East Journal of Business. 2019; 14(4): 15-29. DOI: 10.5742MEJB.2019.93704

Introduction

Economic disparity, cruel dictatorships, baseless wars, corrupt self-serving governments, destruction of the environment, land, air and sea, global lack of parity and equity, mass movements of refugees, mass species extinction, droughts, dangerous weather events, floods, famines, wild-fires, proliferation of arms sales, slavery, sexual exploitation and unbelievably, return to amassing of nuclear weapons makes the above description of Armageddon perhaps tame in comparison to what is happening on planet earth.

So why is nothing being done and why are governments turning a blind eye to what is happening?

Firstly governments are, or were, meant to govern. The mark of a true leader is being able to see further than the present and to make the difficult decisions that need to be made to secure the future for all members of society.

Corruption - across the world

Those governments which are not blatant dictatorships are mostly corrupt and at the least, self serving – this happens right across the world, and the new breed of politicians are mostly entering the fray for personal gain or at least to further their political agendas - which may or may not address current world needs, for example the short-term economic benefit of a coal mine versus enduring planetary viability. The worst of them, especially the plethora of dictators, are happy to lie, obfuscate, slander, threaten, and imperil for reasons of personal power and wealth.

The problems all seem to come down to one single matter, good versus evil. Okay humans have been battling against evil dictators, exploiters, enslavers, rapists, murderers and thieves since we started out on this once fresh and clean world. This planet was once WAS once the paradise many long for. We had paradise, a Garden of Eden and we filled it with rubbish and poison and filled the seas with our own faeces and we killed the animals and the plants and each other.

The fate of life on earth has always been in our own hands and it is humans only who have caused Armageddon.

It is not just the dictatorial psychopath classes sticking the knives into the back of humanity, it seems a huge number of our species are also ignorant, greedy and evil, yes evil. It is something we need to contemplate at this critical point of time and work hard to find solutions and a system for the planet where evil and greed does not make the decisions for everyone. Evil and greed cannot make sane and sensible decisions. Many decry globalism, and it is not without its faults, but it has been put forward basically to save us all from ourselves and each other. It is to make sure that everyone on the planet has a place to live and food to eat and basic healthcare and education. Currently those with their self-gained privileges on the planet are grabbing every bit they can for themselves while they still can, indeed they always have done so, ad nauseum. And we need truth - truth and a free press are the cornerstones of a true democracy.

It is lack of truth and the current war on honest unbiased, unaligned media that has allowed those who rule in brutal dictatorships and those who share in the spoils they are not entitled to, to bring life on Earth to its knees only 200,000 years (or about 5,000 generations) after we, 'modern man' emerged from the jungles and plains of Africa.

Meanwhile those who are trying to sound the alarm across the world on the imminent collapse of society, not just their own, all societies of men and animals and plants, are belittled and besmirched and slandered and slaughtered by those with their vested interests of greed and love of possessions. What the greedy are grabbing at, of course, has no inherent value whatsoever but they are too stupid and uncivilised to realise that.

Poor Greta Thunberg, a child we should all be proud of, just like little the little boy in the fable who said the "Emperor is not wearing any clothes"; her anger and insight is lost on fools and fakes. The governments and their corrupt mouthpiece media mostly decided to attack a young girl with their lies and derision.

Extinction Rebellion (XR) a global movement of the young and intelligent, caring older people, are fighting against the global governmental torpor around the world and are subject to violence and ridicule, and imprisonment and fines. simply because they speak the awful truth that no-one it seems wants to hear, especially those who have comfortable lives and who won't be affected by these issues in their own lifetime.

Okay the dinosaurs were also once wiped off the face of the earth, but they didn't do it to themselves.

The psychology of denial, acceptance of evil and the cult of self-destruction

Despite the world's scientists' urgent plea to try and get humanity to accept the truth / reality people are not listening as they are putting their personal self interests (i.e. their own lifetime) above the future of all yet to be born. If this is the nature of humans we will not be here in another 1,000 years, let alone another 100.000.

Proper education and good leadership would get around the problems of denial. If people are easily led, easily frightened, show them the far more frightening reality and show leadership and direction. Even in the less corrupt governments there is a fear of not being re-elected which goes above the population and planetary interests; best to allay the fears of voters in case you are not re-elected. The TRUE systems of democratic government was lost decades ago and it is now 'stay in power at all costs' even if you have to bankrupt and destroy the very country you were entrusted to govern.

The total lack of proper governance on this planet is destroying the past, present and future. We are destroying the endless trials of previous humans who have built up education, knowledge and skills, architecture, public works and amenities, sanitation, systems of justice and law, democracy, health facilities. They have lost all they died fighting for. Those of us living in the present, are choking on pollution, suffering drought and wildfires, facing famines and utter despair. Quantum physics itself shows us that the past present and future are with us now, anyway - It is just the facile, primitive, human brain that cannot comprehend that, on a physical level or metaphysical level (1).

The traits and modus operandi of the current 'ruling classes' - steal everything out of fellow citizens pockets while you can, suppress the free press, award any government deals to their fellows for their own financial benefits, or "kick backs". Keep the people poorly fed, under surveillance, bowed and low and in despair, while parading their never ending lines of traitorous troops and armies who have sided with evil over their own families, and for money and the right to kill and rape.

Of course it is not just the evil governments (I use the term 'government' very loosely) it is those who support and even vote for them – those who also side with evil over their fellow people as they think they can get their share of the spoils now. They are those who burn or destroy the forests and the other species that live in them – those who pollute and poison the land, air and seas and kill the very food we were going to eat tomorrow.

(Footnote 1) Metaphysics is the branch of philosophy that examines the fundamental nature of reality, including the relationship between mind and matter, between substance and attribute, and between potentiality and actuality.)

As for the future – at this stage we don't have one. And we are fast running out of time and natural resources to even have a glimmer of hope that our collective fight against the evil in our midst and those denying their complicity in the total destruction of an entire planet in the universe.

Greta Thunberg: "If you want advice for what you should do, invite scientists, ask scientists for their expertise. We don't want to be heard. We want the science to be heard."

Now is the time to be wise and not leave the fate of life on earth to the screaming media personalities and 'shock jocks', the evil, ignorant, brutal and greedy.

Of course the genuinely 'ignorant' among us who believe what comes out of the mouths of politicians and the media, need to simply be told the truth. They are capable of then making a value judgement. The truth is what news services once did before they became the mouthpieces of dictatorships.

Technology companies

As a pioneer in the use of multimedia for philanthropic global medical education projects for purposes of justice, parity and equity I have previously lauded the benefits such technology was going to bring all humanity. Sadly many of the tech giants turned greedy and use their carriage services for exploiting people for their gain, stealing identities, aiding and abetting dictatorships, and selling the bodies, lives and dignity of women and children. It is the new global brothel, exploit and devalue and denigrate the masses for all you can gain from them.

Fossil fuels - the major destroyers

It is well established that fossil fuel companies have long known about climate change, yet sought to hide the truth with meaningless advertisements, pimping their lies, buying undue influence through political donations and kick backs and setting up lobby groups whose lies are given as much airtime as the truth speakers by the complicit corrupt camp of the media.

Not only do they lie about the longterm effects of their destructive industries they even cover up massive environmental damage caused by their careless practices.

Further, clean energy solutions have been rejected and marginalised by governments, and are not given funding or encouragement – not while the fossil fuel puppets have political power. It is all about money.

And of course if enough lies are printed or broadcast on television people are confused and then rely on their corrupt governments to make these "difficult decisions'. Yes, it is all about money for the few.

For example, a recent analysis of anonymised YouTube searches (www.frontiersin.org) found that videos supporting the scientific consensus on climate change were outnumbered by those that didn't.

- 81 per cent concerned about more droughts and flooding caused by climate change
- 77 per cent think climate change is already happening
- Two-thirds think Australia should have a national target of net-zero emissions by 2050.
- Almost two-thirds think humans are responsible for climate change.
- Most Australians think climate change is causing more extreme weather events and hurting food supply.
- Most blame electricity companies and their profit margins for rising power bills.
- Solar power is Australia's favourite energy source for the fourth year running.
- Young adults are more concerned about climate change and more supportive of reducing emissions than older generations.
- About two-thirds want the federal government to stop building new coal mines. (1)

Societal factors can also lead to denial. If enough air time is given to those who scream about the young generations disobedience and the media demagogues demonise them and call them stupid and mentally ill, then people will be reluctant to speak the truths they know in fear of the same backlash and fear of not 'fitting on' or not being with what the rest of society **seems** to be saying.

How do we fix this? Proper leadership and public education.

The defining trait of good leadership is to make the unpopular decisions and explain to those who they 'lead' the imperative for those tough decisions. Tragically most of our leaders are only concerned with staying in power and are focused on their personal gain. Faced with irrefutable evidence of imminent destruction of planet earth they should no longer claim that the science is not clear or that the token words they suggest are in fact sufficiently addressing this catastrophe born of greed, ignorance and selfishness.

Simply, what is happening now is not only a crime against humanity but a crime against life itself.

But the numbers are on our side, and collectively we are the vast majority, albeit the least powerful.

So what can ordinary people and business people do that is practical and not just a token display of our total disdain?

We need international clean standards that all industries and businesses need to meet as we no longer can just 'stop polluting' we need urgently to start repairing and rescusitating.

This paper proposes along with implementation of global industrial standards we produce a logo or banner to identify companies and groups who engage in earth and people friendly activities and commerce. This logo or banner that symbolises the future we must have, can only be used by those entities whose business or endeavours are completely earth friendly.

As a by-product the banner may also indicate the holders of future wealth and influence as we will only survive if these entities become the future we must have. There may thus be incentive for the current dirty and greedy entities to lift their game and meet such protocols and standards. The disincentive to the miscreants however is that the requirements of such a global status also requires any profit, wealth or product to be evenly and fairly spread across all sectors of society. This is the now tarnished and forgotten dream of parity and equity, fair trade and fair pay and the many other guises these sentiments have tried and failed under. The only way to succeed now is for ALL entities, including governments, NGOs, and commercial enterprises to adopt such unwavering standards – and at the same time fix the damage already caused. There are so many business opportunities in that aspect alone.

It does not negate fair return to companies or negate reward and acknowledgement of invention and intellect; after all some of us are ants and some of us are albatrosses, but a fair structure that firstly in no way harms the planet and life and that also provides a fair and living wage and is fairly priced, you would have thought was a simple starting place.

Another immediate concern if we are not all to starve to death in the next 50 years is to urgently address the effect of climate change on agriculture and extinction of species.

Climate change

The author has previously laboured the many needs that need addressing but several require further mention. Droughts and floods and loss of biodiversity, especially extinction of the insects that pollinate our crops are major issues to be addressed. The acidification of the oceans will wipe out the biggest source of food humans currently rely on.

Insectageddon

For nearly 30 years, a group of entomologists has been collecting and counting bugs from German nature reserves over 30 years. Their shock findings threaten to change farming practices across Europe.

Three decades later, the scientists released their findings.

The results shocked Germany, leading the country to start transforming its farming and land management practices. Insect numbers had crashed by 75 per cent over 27 years, prompting global headlines of "Insect Armageddon". Politicians across Europe suddenly faced demands to do something about the crisis. Farmers were blamed for excessive spraying of insecticides.

An estimated 80 per cent of wild plants depend on insects for pollination and 60 per cent of birds rely on insects for food.

"Almost nothing works sustainably without insects," Dr Martin Sorg said.

The cause is undisputed. "Bucketloads' of chemicals and poisons have been spread across the long suffering earth for decades and decades.

"The whole system of having food production, a way of farming, which is entirely reliant on chucking on bucket-loads of chemicals is not and never was sustainable,"

In February this year, green groups in the southern German state of Bavaria launched a petition demanding government action to save bees our great pollinator that has kept us all fed – even in our current plague numbers.

Fossil fuels

Again everyone on the planet knows by now the destructive effect of fossil fuels – yet there are so many other sources of energy we can and do use. Sadly those other forms do not make great and obscene amount of wealth for those in power but they do provide good business sense for others and developed properly the world can be weaned off one form of energy to another, if given the opportunity to do so.

Human fertility

We have read the apocalyptic future of "The Handmaids Tale" but quite a while ago human fertility rates dropped dramatically.

Sperm counts in western men have halved confirming what experts already knew. The reason is all rather obvious. If poisons in the environment kill off other species then surely they build up in humans as well, putting our own species, eventually, on the endangered/extinct list. If lack of food and clean air does not kill us off. The poisons we have allowed to be sprayed at will, will end us. Indeed evolution may be at play – killing off the old style human and favouring another type. Evolution is all about survival of the fittest and currently humans have to 'fit' in a fetid, poisonous world.

"Almost every aspect of modern life – from mobile phones to smoking and oral contraceptives [contaminating drinking water] – has been blamed for declining sperm counts, but no convincing evidence has emerged to link any of them to the problem," said Professor Allan Pacey of Sheffield University.

The reality of the problem is also supported by the rise in cases of testicular cancer that has taken place in recent years, he added. This also suggests that problems appear to be occurring as the male foetus develops in the womb. In some way, it is becoming more and more vulnerable to changes in conditions there. Men outside the western world appear not to be as affected. It is likely evolutionary change based on conditions of western capitalist society.

War

So what is it with humans and war. Is it the unceasing demand of dictators for more territory to own. Or is it an endless cycle of vengeance. Is it a sense of anger at being wronged. If so we need to re-appraise our history If you look into the past every country has produced evil and cruel people - and wars continue because people seek revenge for the 'most recent event'. Over a long period of time, no-one (no country) is innocent, and no-one is to blame. We have all been equally disgusting and cruel and equally victims.

I always say the first country that does NOT defend itself or does NOT retaliate - will have finally 'won the war'. Our preoccupation should be – how do we stop this from ever happening ever again – anywhere.

Also dictatorships rise and fall as they are always about one man only. One nation may be poor and suffer economic woes now but the pattern of human history shows that all nations rise and fall – along with their dictators and despots . The 'fall' seems to be a direct consequence of the rise.

Capitalism

Yes capitalism requires constant sales and the way for poorly focused companies is to cater to that with very shoddy goods that don't last, cheap unnecessary products, or to use marketing to PREY ON consumers to tell them they must have the latest model, colour, size design etc. In science classes we were taught that most light bulbs should last a lifetime but they are deliberately made poorly to generate ongoing sales.

We are meant to be intelligence and creative and surely we can come up with a better way for almost anything. This paper calls for international standards on all global companies. Reapparaisal of business processes will also generate innovation in production processes and provide business opportunities. We need an international logo and we ask interested parties to send ideas from which we will judge the best. While many countries and EPA's have current standards, formal or informal a global standard by which all business, big or small will pro-

vide focus on our global problems and hopefully inspire us to rethink our place on this planet and in the cosmos.

It will also be good to have a grading scale of business compliance to earth friendly and people friendly practices so consumers can choose who to deal with, which will provide further incentive for companies. Preferably a relevant International organisation will govern it.

Consumer boycotts

Some companies are noticing drops in sales due to consumer boycotts – this shows us that boycotts work. Consumes are boycotting those who use poorly underpaid third world labour or that have environmentally poor practices, or both. This shows boycotts work. If a business is only concerned about money this may force better production practices and processes. There is likely a whole new range of business and manufacturing processes waiting to be born in this realm and with it greatly advantages to all concerned.

Now it is time for companies and businesses to do things properly.

The United Nations Economic Commission for Europe says part of the problem is that consumers have been gripped by an "era of fast fashion" that has led to an "environmental and social emergency." The clothing industry is responsible for about 10% of global greenhouse gas emissions and consumes more energy than aviation and shipping combined, according to the UN.

What Bloomberg Intelligence Says:

"Low-priced fashion obviously encourages consumers to buy more frequently and to discard still-wearable garments. Consumers could easily choose to make this decision but as in most areas they want to see retailers helping them to make environmentally good choices."-- Charles Allen, Bloomberg Intelligence retail analyst

Currently people are demonstrating in the streets in Bolivia, Chile, Colombia, Venezuela, US, Russia, Turkey, Libya, Australia, UK, France, Iran, Iraq, Lebanon, Hong Kong, Africa, - indeed likely everywhere just to be able to survive in a poisoned unfair world, to have food to eat, even to be able to stand somewhere on the earth that is not owned by some idiot or been turned into a golf course or has development plans for a country club. Armageddon will not be over until the evil elements of humanity and their 'rules of life' are removed from their positions of power and preferably be put into work gangs to start picking up all the mess they have strewn across our beautiful planet.

Those countries where there is a dictatorship are destined to fall as people who see themselves disempowered lose faith and give up wrking and trying or flee to other places.

There are armies of decent people around the world fighting in the streets for basic justice and a right to live. The despots and dictators, the greedy and the gross, the fools and the warmongers, the dross who rule us and who currently run the world are the destroyers of our future. Even those who are passive are destroying the world as we need every human to mobilise to rescue it from those who are sitting and watching the world burn. Worse still many leaders are ACTIVELY preventing us from saving our planet.

Time for us all to get real

We all heard our doctors tell us not to use antibiotics for trivial illness or they would no longer be effective.

We knew we should not spray poisons and chemicals anywhere and everywhere – as it all washes into the sea (the great poison and faeces repository).

We wondered if it was right to use dishwashers which used an acid effect to clean dishes as that also goes into the sea eventually and kills the fish.

We knew not to spray our plants with poison as it will poison food and the insects and the birds and us.

Our combined laziness and negligence also caused this state of affairs along with those we chose to lead us or allowed to dictate to us.

We all need to change our ways and fight for our planet and species.

- and we need to speak the truth and search out the truth as false truths can be bought from bogus media these days.

Many of the illegitimate or quasi governments are not focusing on the real problems that face humanity. They are focusing on their own wish to retain power. The spoils of government corruption being the driving force.

The planet has been destroyed under the stewardship of evil or corrupt men. It is the end of all time for planet earth and we have to call them for what they are and stand up to them not just for humanity but for life on earth itself.

Conclusion

This is and should be a time of great opportunity – a time to develop new processes and new techniques. We have come a long way since we crawled out of the swamps. We are a carbon based life form yet we don't seem to be able to deal sensibly with carbon! There should be a world of possibilities. We just need to work it out, develop the science, it cannot be that hard!

On an ethical level – we brought the word 'armageddon' into existence, so we must have known this total destruction of an entire planet was a possibility, a fatal flaw of human nature. It is about time we all grew up –citizens, politicians and dictators alike and find our true potential. That is also within us.

Addendum

So what do the large religions say about Armageddon.

(In the New Testament of the Bible) the last battle between good and evil before the Day of Judgement.

o the place where the Armageddon will be fought.

o a dramatic and catastrophic conflict, especially one seen as likely to destroy the world or the human race.

In Islam, a number of major and minor signs foretell the end of days. There is debate over whether they could occur concurrently or must be at different points in time, although Islamic scholars typically divide them into three major periods.

- 1. Sexual immorality appears among people to such an extent that they commit it openly, except that they will be afflicted by plagues and diseases unknown to their forefathers;
- 2. People cheat in weights and measures (business, trades, etc.) and are stricken with famine, calamity, and oppression as a result:
- 3. They withhold charity and hoard their wealth, and rain is withheld from the sky from them; there is rain only for animals:
- 4. They break their covenant with God and His Messenger and God enables their enemies to overpower them and take some of what is in their hands:
- 5. God causes those who do not live according to His book to fight among themselves.

Reference

(1) www.frontiersin.org

Global snapshot

Floods in Europe







Starvation

(I sincerely apologise for the lack of dignity afforded these unfortunate people. They are included as their plight deserves justice)





Fires in Russia



War













Injustice









Injustice

















Climate Justice



