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ARTISTIC PRESENTATION

For some time in some quarters in Scientology we have had a problem with regard to presentation.

Magazines are sometimes badly proofed, books are often shabbily done, tapes are played to the public on Woolworth recorders, etc. In some quarters we do very well, but in many we don't.

I have been looking this over for some time and have just realized what it is all about.

We live in a machine world. The whole yap of TV and newspapers is directed toward reducing effort. The primary goal of the civilization in which we live, it seems, is to reduce all personal effort to zero.

The less effort a being can confront, the more effect of effort he becomes.

If you reduce a man's effort output to zero you will also collapse his bank on him.

The modern trend of "don't do" accompanies the modern trend of an increased percentage of the insane in the society.

The crazier a person is, the less he accomplishes or does.

So we live in a world which is oriented to drive men mad.

But, more pertinent to us, we suffer from the continuous bait—"do it the easy way." "Do it in the way that will demand the least effort."

We see this in manufacturing particularly—the easiest way is the cheapest way is the most profitable way.

So we get into a "do it the easy way."

Well, that may apply to making spoons for profit, but it does not apply to presentation.

The whole world of the arts is directly opposed to the philosophy of the business man or manufacturer.

Art seeks to create an effect. An effect is not always created the easy way. Indeed, the better effects are quite difficult to achieve.

One can fall into creating easy effects to such a degree that one fails completely.

For instance, a dozen cakes are in competition at a county fair. The one that wins is not the easiest cake to make. True, the cook that made the winner may have some easy ways to short cut cake baking. But the winning cook actually takes that extra bit of care to make it all just right.

It isn't magic or luck that makes the professional. It's hard won know-how carefully applied.

A true professional may do things pretty easily from all appearances, but he is actually taking care with each little bit that it is just right.

The winner has it instinctively. The loser rarely even grasps the concept of "do it right".

Artistic presentation always succeeds to the degree that it is done well. How easily it is done is entirely secondary.

To the world of presentation, of putting up mock ups, the only guide is take the care necessary to do a good job.

To the world of the business man, the manufacturer, the primary guide is "how can we do it easily".

These two philosophies clash.

We are taught daily in advertisements, by union leaders, by socialists that DO IT WITH THE SMALLEST EFFORT is the greatest goal in life. Do the least work for the most pay. Buy the automatic machine that chews up the most clothes in the least time. Use the roofing paper that goes on quickest and keeps out the least rain. Vote for Jim X who will make all the world eat without working. Do nothing yourself. Shove it off on the Mix Up Accounting Company—or the man at the next desk.

That all this leads to total dependence on gadgets, total enslavement to mounting economic puzzles, even to total enslavement to a Commissar Krushtoad in the next generation is neglected utterly. That less than two centuries ago we lived quite well and built more strongly and were a lot saner without all these ads, tools and commissars is never mentioned.

Man is solving himself to extinction. And all on the slogan "Don't exert yourself".

It's gotten so bad that people are shrugging off all responsibility for the state, for their friends, for anything and everything. "Nothing has anything to do with anybody" is the epitaph that nobody will take the trouble to write on the tombstone of this civilization.

Now this is no rant against automation or gadgets or self-sterilizing cat petters.

Use all the gadgets you can lay your hands on—if they really do work in your hands and don't absorb all your time in earning their price or repairing their faults.

No, my thought here is only this—keep your action level above your gadget level.

Keep ahead of automation. Keep ahead of do-it-for-you. Don't disenfranchise yourself by giving all your work away—to a machine, to a fellow worker.

If you've got equipment do one of two things (a) Use it to increase your production of effects or (b) Get rid of it.

But first and foremost realize that in presenting something, in trying to put up mock ups, that the best way isn't always the easy way. The best way is only the more effective way.

Work out first what effect you are trying to produce. Then when you've got that all taped, only then consider the easiest way to do it. And never consider the easier way at all if it is less effective.

Art takes that extra bit, that extra care, that bit more push for it to be effective art.

There is no totally easy way to produce a desirable effect.

And the day you drop some of your ideas of the effect you want to produce is the day you get a little older, a little weaker, a little less sane.

So don't buy the easy way. Buy only the effective way. If some of its points can then be made easy, good. If not, do it the hard way.

And only if you realize this can you escape the gargantuan trap of a society with the mass goal of "Nothing should ever be done by anything but a machine or somebody else".

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