

# The Shock Strategy



Naomi Klein's  
bestseller *The  
Shock Doctrine:  
The Rise of  
Disaster  
Capitalism (2007)*

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# Naomi Klein



Born in 1970;

Montreal, Canada;

author and social activist;

criticism of corporate power  
and of corporate capitalism;

Works: *No Logo*, *The Shock  
Doctrine*, *This Changes  
Everything: Capitalism vs.  
the Climate*





4 year of research. Baghdad. Sri Lanka.  
Foreign investors, international leaders use panic.  
Tourism.  
the truth about "free market" democracy  
New World Order  
Neoliberalism

2009, documentary by Michael Winterbottom

# THE SHOCK DOCTRINE

The Rise of Disaster Capitalism

# Different types of Shock

Electroshock Therapy

Crisis is useful for politicians:

Natural Disaster Aftermath Shock

I. «Don't worry, I'm in charge»;

II. Fog of a shock.

Argentina and Chile 1970s

1) Privatization;

China 1989 Tiananmen massacre

2) government deregulation;

Russia 1993 Oligarchy

3) deep cuts to social spendings.

Falklands War 1982

Extremely unpopular.

Belgrade, Yugoslavia 1999 NATO attack

After 911 the U.S. stops to ask the permission for these changes.

COLLECTIVE SHOCK —  
ECONOMIC SHOCK



# New Orleans. Katrina, 2005



Only a **crisis**  
actual or perceived  
produces real **change**

Milton Friedman

Large public housing projects that sustained minimum damage are closed up — radical privatization.

Public hospitals are shot down, school system is transformed.

=> People are gone. And they can't fight back.

Disaster Capitalism



# *Capitalism and Freedom (1962)*

Labs:

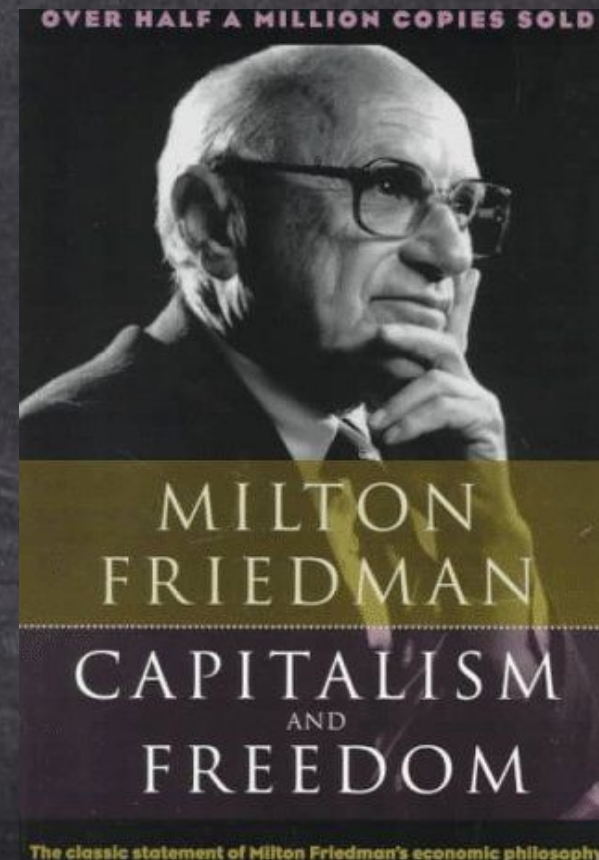
1980s South America:  
«privitized or die»

New Orleans: destroy  
old and build new

Univesity of Chicago —  
arm of American  
foreign policy, not just  
Neoliberalism.

A book by Milton  
Friedman

Nobel prize... Influence



# «Chicago Boys»

Back in S.America  
ministers, head of  
banks  
1973, General  
Augusto Pinochet's  
advisors...

rapid-fire economic  
transformation,  
«shock treatment»

- mass-privatizations;
- government  
deregulation:





9/11

Klein:

"Suddenly we found ourselves living in a kind of Year Zero. Everything we knew of the world before dismissed as 'pre-9/11' thinking."

"blank slate, a clean sheet of paper"

"the original disaster





# Electroconvulsive therapy

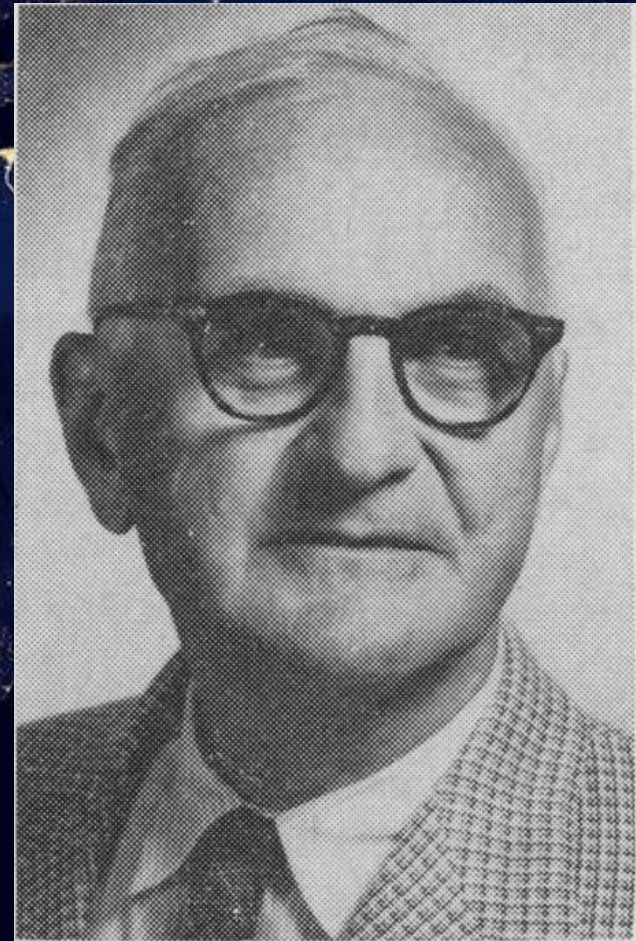


# CIA

"two-stage  
psychological torture  
method":  
sensory deprivation ->  
sensory overload.

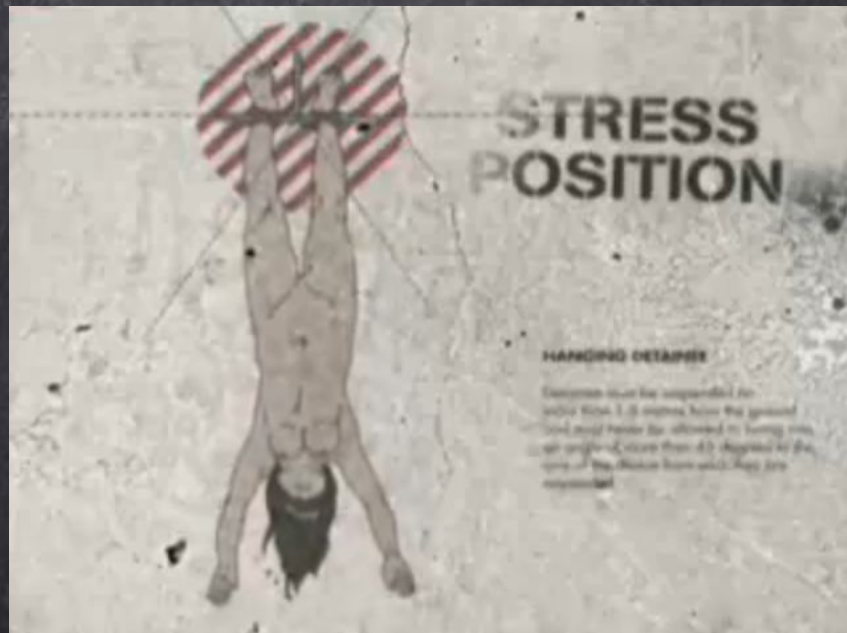
Dr. Ewen Cameron:  
"unmake and erase  
faulty minds, then  
rebuild (on a blank  
slate) new  
personalities"

- Hebb's experiments at





# Human guinea pigs



# Friedman's Developmentalism

1950s «Third World Nationalism»  
leftists:  
workers - bosses  
citizens- dictatorship  
countries - colonialism  
VS Friedman:  
«individual freedom»,  
no federal taxes for  
corporations

South America:  
"pouring public money  
into infrastructure  
projects,  
providing local  
businesses generous  
subsidies,  
and keeping out foreign  
imports with....high  
tariffs."



# 'Doctor Will Heal You' Cases

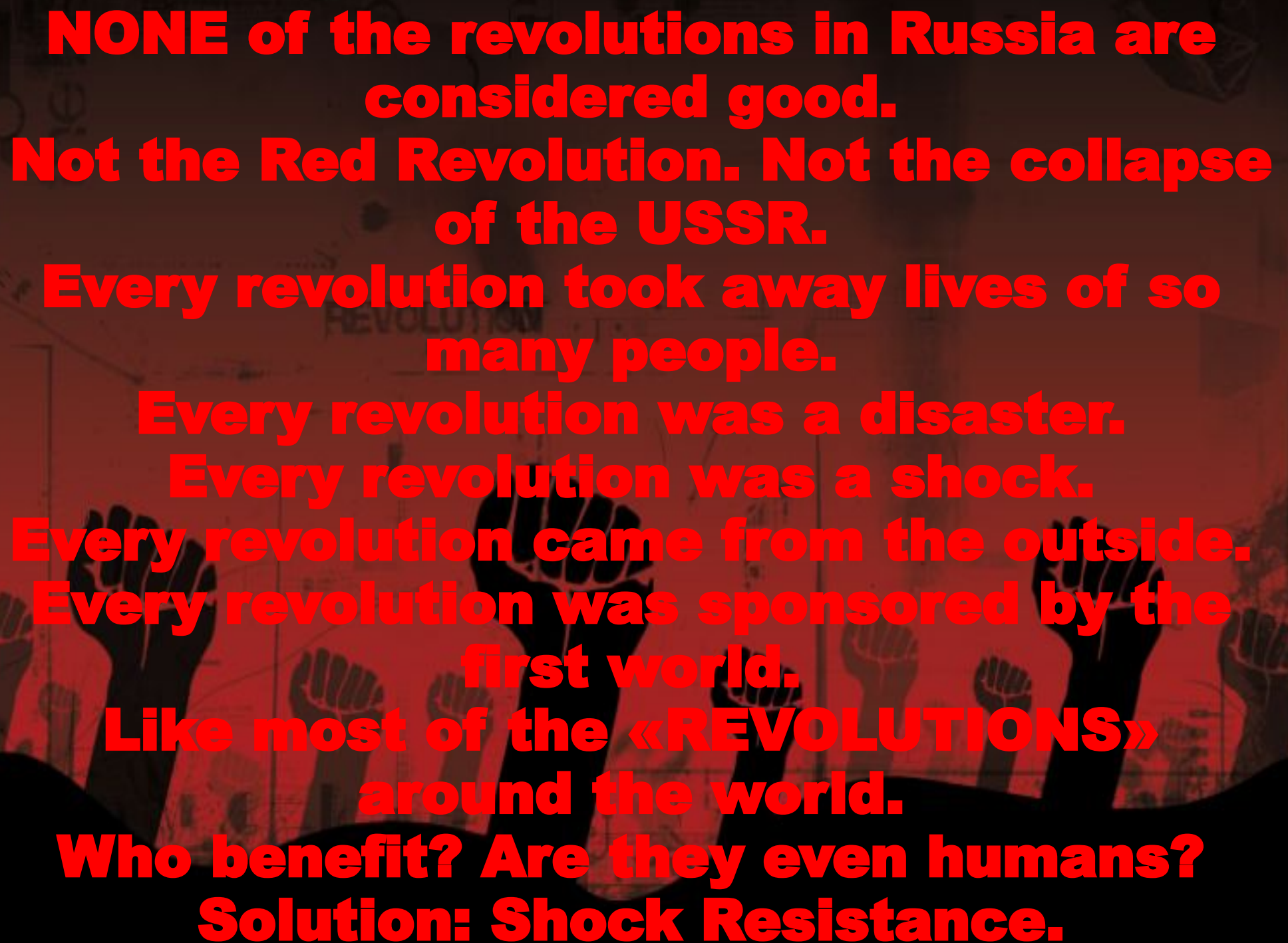


1953, the U.S. Declared a war against developmentalism.

CIA's first ever coup against Mohammed Mossadegh in Iran; Guatemala - both democratically elected.

1973, 1973 Chilean coup d'état.

Salvador Allende VS Augusto Pinochet



**NONE of the revolutions in Russia are considered good.**  
**Not the Red Revolution. Not the collapse of the USSR.**  
**Every revolution took away lives of so many people.**  
**Every revolution was a disaster.**  
**Every revolution was a shock.**  
**Every revolution came from the outside.**  
**Every revolution was sponsored by the first world.**  
**Like most of the «REVOLUTIONS» around the world.**  
**Who benefit? Are they even humans?**  
**Solution: Shock Resistance.**



«We've been sold a fairy tale»

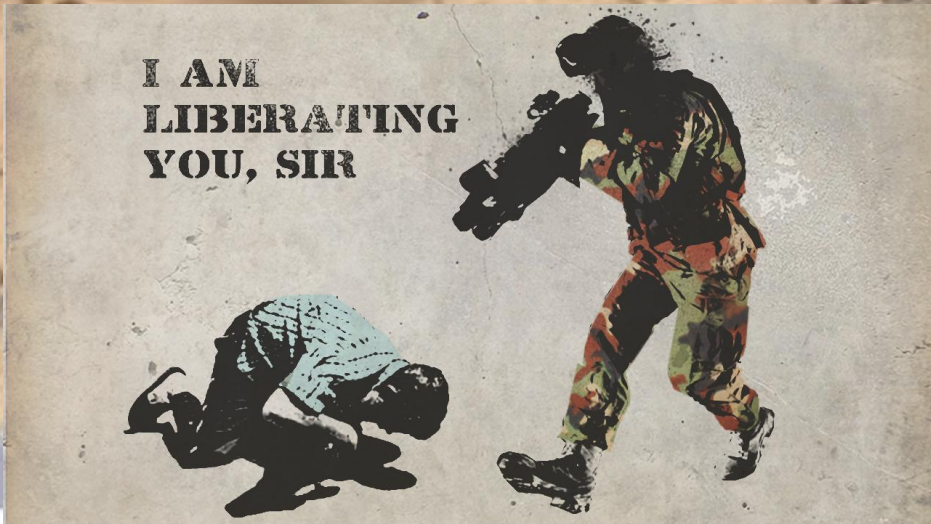


Trailer:

<https://www.youtube.com/watch?v=vHR13lp3-w0>

Jonas and Alfonso Cuaron:

[https://www.youtube.com/watch?v=aSF0e6oO\\_tW](https://www.youtube.com/watch?v=aSF0e6oO_tW)





# Let's apply the Shock Doctrine...

1. Russia in 2000s:  
Privatization-> Nationalization of the industry.
2. Ukraine.
3. *Charlie Hebdo* pours fuel. Small and big shocks.