



Realise A Better World



Newsletter Issue #012

June 2007

Features in this Edition

Welcome Note

Media and Advertising

The Better World Movement

Towards a Better World

A Book of Intentions

WELCOME NOTE

Welcome to the June 2007 edition of the Realise A Better World Newsletter.

The purpose of media is to capture people's attention. That includes this newsletter. Some media is meant to gain exposure for businesses and products that are available in the community.

After noticing the people around me entrapped in despair about the state of the world I felt it was necessary to raise awareness to the hope that there is. The purpose of this newsletter is to gain attention for those things that are an inspiration in the world.

It attempts to look at both positive and negative aspects of the world with a view to place it in a context where the information can be useful. As in other sources of media, it discusses the facts. Articles then consider how the event contributes to (or inhibits) progress to a better world, and what a readers may do about it.

The main aim of this newsletter is to provide a source of media that contributes effectively to improving the world for all.

MEDIA AND ADVERTISING

In today's world media is a valuable tool of communication. Individuals rely on it to stay in touch with what is happening in the world and to be entertained. Maintaining this system depends on funding from businesses to advertise their product. There have been many technological advances in media based on the success of this system.

The diagram below attempts to reflect the current system between individuals and the media.

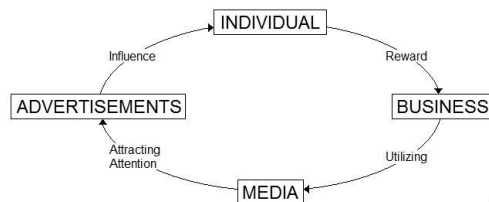


Diagram: Current system of media and individuals.

When businesses have a product to sell they approach media, such as newspapers, magazines, radio and television stations. The role of media is to attract the attention of people so that products are promoted to a particular audience. Advertisements use psychological principles (or 'marketing

techniques') in an attempt to influence individuals' choices. Business is then rewarded on occasions when individuals purchase their product.

When this system is working at its potential for a better world, a number of conditions should exist; The media should be a source of information about how individuals may make a positive difference in the world, businesses should be supplying products that contribute to a better world, advertisements inform individuals about these products, and individuals are influenced to purchase products that contribute to a better world.

It is the potential of this system to promote a better world. Education at all stages is required for this process to reach its potential as the diagram below suggests.

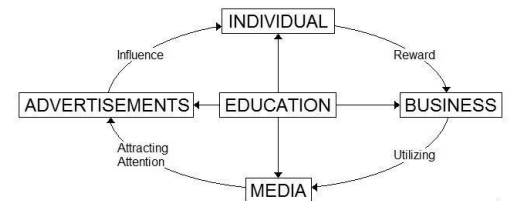


Diagram: System of media and individuals at its potential.

Education is a way to raise awareness to individuals about how their choices can affect the world. Aware people are more likely to choose products which contribute to a better world. An aware business is more likely to supply a product that enables a better world. An aware source of media is more likely to entertain and keep their audience informed about what is happening in the world in a way that educates what they can do to make a difference. Each time this revolution occurs, society moves towards reaching its potential.

Marketing and advertisements are an example of the potential of education. It suggests that an effective use of psychological techniques could influence individuals to make healthy choices and maintain healthy lifestyles. If people can be convinced of the benefits of fast food and soft drink then it should be elementary to use the same principles to convince them of the benefits of a better world.

THE BETTER WORLD MOVEMENT

The Better World Movement is sometimes explained as progressive change towards a just, healthy and sustainable world for all. Most commentary on the subject proposes

CONTACT DETAILS

website:
www.geocities.com/realiseabetterworld

email:
realiseabetterworld@yahoo.com.au

editor:
Steve York
c/ 16 Victoria St.
Windsor Q 4030

a holistic systems approach; meaning that all the problems can be solved by the way each person sees the world.

The movement considers how each person thinks and acts in its broad aim to improve the whole of society, confusion seems to form about what the movement's goals actually are. It isn't aligned with any religion or political views and most would agree that a just, healthy and sustainable world for all would be a benefit to everyone. In fact the only resistance to these aims can be attributable to this confusion or to fear of change.

Without a unifying ideology, recognisable leaders or a defined opposition, *"some question if it can be called a movement at all."* (Kate Davies, 2007).

Despite the confusion, we can be assured that it is a growing movement of the likes humankind has not seen, *"it just hasn't been recognised by the mainstream yet."* (The Better World Project). Kate Davies adds that *"the new movement has been gaining strength outside the spotlight of media attention."*

The possibilities of a better world would be difficult for most to imagine, as it will emerge from a new way of thinking. The Better World Movement will attempt to *"elevate humans to their highest potential."* (Jacque Fresco, 2006).

This new way of thinking opens the way to a vastly unexplored territory for the potential of humankind. Those who have considered what this 'better world' might be like are currently like islands in the process of coming together, building bridges to create the corridors for new ideas.



'Future By Design' by Jacque Fresco.

Many who are involved with the movement suggest that a Better World Movement requires a realistically optimistic view. For now, the movement seems to focus on providing hope, inspiration and encouragement of those who are doing their best to improve the health of the world. If one thing is for certain, aware individuals who are making decisions and actions for a better world are at the fore of the movement. Their combined efforts may one day unite them. The circumstances for people to participate are developing.

This is the current state of the

Better World Movement.

References:

Move to build a better world gets its start in Seattle - http://seattlepi.nwsource.com/opinion/318746_davies07.html
The Better World Project - <http://betterworld.net>
The 'Future By Design' Film trailer, Jacque Fresco - <http://www.youtube.com/watch?v=hc7x79kJ1S0>

TOWARDS A BETTER WORLD

"The best time to plant a tree was twenty years ago. The second best time is now." (Anonymous)...And even if you did plant a tree 20 years ago it's still a good time to plant another one.

This quote is a reminder that regardless of what should have happened, we are left with what we have in the present. If a brighter future will ever surface then it depends on what we do now.

Perhaps more profoundly, this situation concerns the difference between what is controllable and uncontrollable. If we concentrate on the things we have no control over, such as the past or what other people do, then we can become frustrated which leads to very little.

By concentrating on the controllable, or one's own thoughts and actions, then we are focused on the most effective way one can make a difference. You may then influence others or influence the future. The most important point is that you gain personal satisfaction from doing your best in any given situation.

A BOOK OF INTENTIONS

A book to clarify some of the finer points about a better world is in the process of being written. It will describe what a better world might look like and how we can move towards it.

This book of intentions seeks to expose the ideas of the Better World Movement among as many people as possible. It aims to guide aware individuals towards the most efficient ways to produce a better world.

The author and founder of Realise A Better World, Steve York, is hoping the book will open up opportunities to connect with others who have similar ideas and aspirations. He is optimistic that it may spark an interest in the many different ways that people can participate in the Better World Movement.

It will be made available this year (2007) and publicised through this news letter. Stay tuned.

REALISE A BETTER WORLD

To receive these free monthly newsletters send a blank email to: realiseabetterworld@yahoo.com.au

CONTACT DETAILS

website:
www.geocities.com/realiseabetterworld

email:
realiseabetterworld@yahoo.com.au

editor:
Steve York
c/ 16 Victoria St.
Windsor Q 4030