

**Pop! Culture™**

The Future® of America™

A Feature Length Screenplay

By

Geoffrey L. Breedon

Copyright © 2001

POP! Culture: The Future® of America™

INT. NEWS PROGRAM- LEADLINE NEWS- LATE DAY

*The NEWS ANCHOR sits at a table in front of the camera.*

NEWS ANCHOR

Good evening and welcome to Leadline News. Our lead story tonight focuses on the Personal Website Wars. We'll talk to several people on the front lines of this battle. First we'll speak to Debbie Masterson, a woman who uses a wireless camera to record her live dare-devil car crashes. Then we'll talk to Bob Hanson, a man who is taking internet sex to a new level by cataloging how many different species of animals he can copulate with.

EXT. CITY STREETS OF THE FUTURE- LATE DAY

The Leadline News Program can be seen on a giant vis-screen in the center of the crowded city street.

NEWS ANCHOR

And then we'll see Betty and Frank Neeber in action as they referee live, to-the-death knife fights between third world competitors. And lastly we'll talk with Marty Lumpen, the man who will be setting himself on fire--live, for the tenth time.

The streets in the city of the future are crowded. A swirling mass of humanity crushed up against an overwhelming onslaught of advertising. On every corner, every car, every lamp post, building, every person, and even every pet, there is some manner of advertisement. Ads for cars, for clothes, for shoes, for soft drinks, for junk food, for candy bars, for TV shows, for toys, and for a drug called ProzoCom™, are literally on every available square inch of visual space. It is a sterile, yet mentally disjuncting future-scape. Think *THX-1138* meets *Willy Wonka and the Chocolate Factory*.

TITLES: Some Time in the Future

Out of this writhing vortex of people and public relations ploys emerges the CITIZEN, walking slowly yet determinedly, dressed in smart business attire, which means only a single company's logo can be found on the clothes.

INT. LOBBY OF APARTMENT BUILDING- LATE DAY

The surfaces of the lobby, the ceiling, the walls, and even the floor, are all vis-screens that are constantly running advertisements. The Citizen walks into the lobby and through a security check point that scans the Citizen's retina. The Citizen is only forty years old, but looks weary and tired.

INT. ELEVATOR- LATE DAY

The walls of the elevator are giant vis-screens constantly running ads. The Citizen steps into the elevator along with three other people, each a walking bill board. The Citizen turns toward a small camera on the wall and a red light shoots out. The camera reads the Citizen's retina and floor fifty-five lights up.

INT. HALLWAY- LATE DAY

The Citizen steps out of the elevator into the hallway which is covered top to bottom in vis-screens showing ad loops. Stopping in front of a door, a beam of red light from a small camera scans the Citizen's eyes.

INT. CITIZEN'S APARTMENT- LATE DAY

The Citizen's apartment, like the rest of the world, is covered with vis-screens running constant ads. The Citizen steps into the apartment.

CITIZEN

I'm home.

There is silence. The Citizen sets down an ad covered attaché.

CITIZEN (CONT'D)

Computer, begin making dinner.

The disembodied voice of the house COMPUTER speaks.

COMPUTER (O.S.)  
What would you like for dinner?

CITIZEN  
The Usual™.

COMPUTER (O.S.)  
My inventory indicates that the ingredients for The Usual™ are not present. I can easily order the usual for delivery from McFood™. McFood™ is Good Food®.

As the Computer speaks the slogan it appears on the vis-screen. This happens when ever someone uses AdSpeak™. When ever a human does so, an amount is deducted on screen from their central account.

CITIZEN  
I hate fast food.

COMPUTER (O.S.)  
Fast Food is Good Food™, and Good Food is Good for You™.

CITIZEN  
Fine. Whatever.

COMPUTER (O.S.)  
The order has been placed and the sum one hundred-twenty-six credits has been deducted from your account. Your meal will arrive in two hours or Your Money Back, Guaranteed®. Guarantee void in states where not applicable.

CITIZEN  
Thank you.

COMPUTER (O.S.)  
You are welcome.

CITIZEN  
Computer?

COMPUTER (O.S.)  
I am at your service.

CITIZEN

I'm just curious...

COMPUTER (O.S.)

Curiosity is the first step toward purchasing empowerment.

CITIZEN

Yes. I'm curious as to what states the McFood™ guarantee is applicable in.

COMPUTER (O.S.)

State law prohibits the application of guarantees for food, material products, and customer services in all states except South Dakota, where similar legislation is pending.

CITIZEN

Thank you.

COMPUTER (O.S.)

I am happy to have been of service. I am instructed to remind you that you are scheduled for a Buying Session™ at 8pm this evening.

CITIZEN

Great.

The Citizen steps into the Kitchen

INT. CITIZEN'S KITCHEN- EVENING

The Citizen is setting at the kitchen counter going through some papers when the SPOUSE enters. The Spouse is the same age as the Citizen and dressed in very similar business attire, but seems to be a much happier consumer.

SPOUSE

I'm home.

The Citizen gives the Spouse a perfunctory kiss.

CITIZEN

How was your day?

SPOUSE

Awful. Did you hear the rumor?

CITIZEN

What rumor?

SPOUSE

Mega Corp. is thinking about merging with Bank of Everything.

CITIZEN

That would leave just four companies. Why would they do that?

SPOUSE

Something about increasing profit margins through consolidation of resources.

CITIZEN

Did they say how many jobs they're cutting?

SPOUSE

There hasn't been an official announcement yet. Did you make dinner?

CITIZEN

I ordered from McFood™.

SPOUSE

That's fine. Fast Food is Good Food™.

CITIZEN

Did you know that the two hour guarantee only applies in South Dakota?

SPOUSE

That doesn't surprise me. They're so backwards in that state.

The Spouse walks into the dining room.

INT. CITIZEN'S DINNING ROOM- EVENING

The Citizen and the Spouse are eating their McFood™ and talking.

CITIZEN

But what's the point of having a guarantee that can't be enforced?

SPOUSE

How can you get to be a vice president of advertising without knowing anything about marketing?

CITIZEN

Because there are five thousand presidents of advertising.

SPOUSE

Well, take it from a vice president of marketing, it makes perfect sense. You need a guarantee to give the customer a sense of product worth. Research shows that products with guarantees sell better than those without. But guarantees (MORE)

SPOUSE (CONT'D)

inhibit profits when they are acted on by consumers, so in an effort to keep the companies to be more competitive, the state legislatures passed laws voiding the application of guarantees.

CITIZEN

Why not a federal law?

SPOUSE

Oh, this was ages ago, when it was harder for lawmakers to pass really proactive laws to protect companies from their own worst policies. Really, if we don't protect the corporations, who will?

CITIZEN

Right.

SPOUSE

The Only Good Corporation is a Profitable Corporation™.

CITIZEN

And Profits Make the World Go 'Round™.

SPOUSE

Exactly.

CITIZEN

But so do consumers.

SPOUSE

Consumers Make All the Difference™.  
If Your Not a Consumer, You're Part  
of the Problem, Not the Solution™.

CITIZEN

Then shouldn't we do our part to  
increase the consumer base.

SPOUSE

Not this again. I thought we came  
to an understanding about this.

CITIZEN

We did, but I don't understand our  
understanding. I've been thinking about  
it a lot lately. I think it's what we need.

SPOUSE

We can't afford it.

CITIZEN

I was reading just the other day about  
how the company was going to lower the  
Genetic Tariffs® to allow more couples  
to have children.

SPOUSE

They're always saying that.

CITIZEN:

It's a long-term plan to increase  
the consumer base. We could be part  
of the solution.

SPOUSE

I'm not going to do it.

CITIZEN

Why not?

SPOUSE

Look, we each pay enough just to have a company assigned spouse, if I was going to have a child, I'd want to have it with the best genetically available material, and I can't afford that and the Genetic Tariffs®.

CITIZEN

My genetic background is perfectly acceptable.

SPOUSE

Acceptable, but not Exemplary. Exemplary Genes Make Exemplary Consumers®.

CITIZEN

We can rent the genes. The prices at the Common Gene Pool® are very reasonable.

SPOUSE

Common Genes are for Common Consumers™. How would that look on my resume? "Raised Common Consumer." You don't get promoted with children like that.

CITIZEN

We could go to Genes are Us™, they're the best designer boutique.

SPOUSE

Just another senseless expense. Do the math. It would be cheaper for me to go back to the company and ask for another mate.

CITIZEN

You'd do that?

SPOUSE

If that's what I really wanted, what else could I do?

CITIZEN

Can't you see how much this means to me?

SPOUSE

You're just being selfish. You want a child for you, not for the company.

CITIZEN

People used to have children for themselves all the time.

SPOUSE

And that was inefficient. Efficiency Breeds Success™, and while it's obvious that you have lost your Consumer Core®, I want to be successful. I'll have children at the right time, and when I do, they'll have the highest consumer ratings in the company.

CITIZEN

But it won't be with me?

SPOUSE

How could you ask me to do that to my career? You are so selfish sometimes. I'm going to my Buying Session™.

The Spouse strides out of the room leaving the Citizen alone.

INT. CITIZEN'S HOME OFFICE- NIGHT

The Citizen ad covered office and sits down in an ad covered chair.

CITIZEN

Computer, load the doctor program.

COMPUTER (O.S.)

Doctor program running.

CITIZEN

I need to speak to a psychologist.

COMPUTER (O.S.)

I am required to inform you that you have already exceeded the one hour a year time limit for psychiatric consultation allowed by the Health Marketing Operator assigned by your company Inc.com.

CITIZEN

I'm aware. Deduct the charges from my account. Just let me speak to the doctor.

COMPUTER (O.S.)

Billing will commence immediately, charged by the quarter-minute.

The holographic DOCTOR, dress all in white a looking not unlike Santa Clause, appears bathed in hot white light.

DOCTOR

How may I help you Consumer?

CITIZEN

I'm feeling... I don't know.

DOCTOR

Could you clarify that feeling please?

CITIZEN

Lately I've been feeling like I don't fit in.

DOCTOR

You're wearing the wrong size?

CITIZEN

I feel like I don't belong. Like everyone is living a life that I don't want to live.

DOCTOR

And how does this make you feel?

CITIZEN

Angry.

DOCTOR

You're feeling depressed, yes.

CITIZEN

I'm not depressed, I'm angry.

DOCTOR

Depression is common among people who don't consume enough.

CITIZEN

I'm not depressed.

DOCTOR

What did you buy today?

CITIZEN

I didn't buy anything today. I skipped my Buying Session™.

DOCTOR

Research has shown that Purchasing Brings Pleasure™.

CITIZEN

I don't want to buy anything.

DOCTOR

Buying Brings Happiness™. The More You Buy, the more Happiness You Buy™.

CITIZEN

Buying things isn't bringing me happiness anymore.

DOCTOR

You're depressed.

CITIZEN

I'm not depressed. I'm mad.

DOCTOR

Madness is a form of depression.

CITIZEN

I just want to live another life.

DOCTOR

I'm going to proscribe you ProzoCom™.

CITIZEN

I don't need drugs.

DOCTOR

ProzoCom™ is a Wonder of Modern Medicine™.

CITIZEN

It just makes you feel so empty that you want to buy things. I've seen people on it. Everybody is on it.

DOCTOR

Six Billion Consumers Can't Be Wrong™.

CITIZEN

I just don't feel like buying things.

DOCTOR

Anti-consumerism is a pathology of the pleasure principle.

CITIZEN

I don't need a drug.

DOCTOR

ProzoCom™ isn't Just A Drug. It's Happiness Through Chemicals™.

CITIZEN

I know, I know, I wrote that ad campaign.

DOCTOR

Then you must see The Truth in Advertising®.

CITIZEN

There is no Truth in Advertising®. It's all about making you want to buy more things.

DOCTOR

Buying Brings Happiness™. The More You Buy, the more Happiness You Buy™.

CITIZEN

You said that already. Computer, stop the doctor program.

The holographic Doctor disappears.

COMPUTER (O.S.)

You're account has been billed six hundred and forty-two credits. I am instructed to inform you that this amount will not be reimbursed by the Health Marketing Operator assigned by your company Inc.com.

CITIZEN

Fine.

COMPUTER (O.S.)

I am also instructed to inform you that you have been fined one hundred credits for missing your Buying Session™ without rescheduling. This amount has been deducted from your account.

CITIZEN

I don't want to buy anything.

COMPUTER (O.S.)

Buying Brings Happiness™. The More You Buy, the more Happiness You Buy™.

CITIZEN

Computer off.

The Citizen sighs and turns out the light.

INT. THE CITIZEN'S LIVING ROOM- NIGHT

The Spouse is sitting comfortably on an ad-covered couch wearing a pair of thin, futuristic goggles.

SPOUSE

Buy it. No, wait, not that one, the blue one. Yes. No. Wait, give me two of them. One in blue and one in red.(MORE)

SPOUSE (CONT'D)

Main screen. Frivolous Items. Things  
You Never Use. Follow my eyes. There.  
That one. In Black. Buy it. Computer,  
how close am I to my daily quota?

COMPUTER (O.S.)

You will still need to spend twenty credits  
to meet your daily quota. I am instructed  
to inform you that you have exceeded your  
daily quota only once in the last two weeks.  
While you cannot be fined, if you do not  
exceed your daily quota in the next two  
days, this information will be added to  
you Permanent Resume.

SPOUSE

Thank you. Main screen.

The Citizen steps into the room.

CITIZEN

I'm leaving.

SPOUSE

Scan down. Yes, that. Stop. Enlarge.  
Let me see the color variations.

CITIZEN

Are you listening?

SPOUSE

You're going out. I won't wait up.

CITIZEN

I'm leaving.

SPOUSE

The middle one. Buy it. Next size up.  
In white. Buy it.

The Citizen takes the goggles from the Spouse.

CITIZEN

Pay attention.

SPOUSE

What the hell! I'm trying to finish my shopping.

CITIZEN

I'm leaving. I'm through. With you.

SPOUSE

What?

CITIZEN

I'll send for anything I want. I won't be back.

SPOUSE

You're kidding?

CITIZEN

I'm leaving now.

SPOUSE

Are you insane?

CITIZEN

No. For the first time I feel like I'm not insane.

SPOUSE

You had to do this with the computer on? You know where this kind of information goes. This will be on my resume by the end of the week!

CITIZEN

I've already declared the partnership bankrupt. The processing will be complete by morning.

SPOUSE

How dare you! You know what this does to my prospects for another mate. You know how much the price goes up when you've been dumped once. The least you could have done is let me declare bankruptcy on you.

CITIZEN

This isn't about your resume or your career or your prospects for a genetically superior mate, this is about me.

SPOUSE

Typical. It's all about selfish little you. I'll tell you this, I won't stand for this kind of treatment. When the Going Gets Tough, the Tough Buy Something™. And I can buy a bankruptcy just as easily as you can. If I file now it'll be processed the same day as yours and the two will cancel each other out.

CITIZEN

You don't get it, do you?

SPOUSE

No, you don't get it. You don't get the bankruptcy, I do. My Partner Fee® doesn't go up, yours does.

CITIZEN

I'm leaving.

The Citizen turns to leave.

SPOUSE

I'm going to file a complaint with the Partnering Bureau. This will haunt your resume I guarantee it.

CITIZEN

All guarantees are void in this state.

The Citizen walks out past an advertisement on a vis-screen of a man and woman sitting on a couch.

CUT TO COMMERCIAL:

INT. AVERAGE LIVING ROOM- DAY- ADVERTISEMENT

An advertisement with a MAN, a WOMAN and a VOICE. The Man and Woman are staring blankly at a vis-Screen the size of a car.

VOICE (O.S.)

Does something feel wrong in your life?

WOMAN

Something feels wrong in my life.

VOICE (O.S.)

Do you find yourself skipping Buying Sessions® for no particular reason?

MAN

For some reason I just don't feel like buying today.

VOICE (O.S.)

Do you find yourself lacking a desire for consumption?

WOMAN

Do I really need to buy more things?

VOICE (O.S.)

You may be suffering from Consumer Deficit Disorder™, also known as CDD™. It is a chilling disease that can strike any consumer at any time in their life.

MAN

I feel so helpless. I want to buy, but I can't bring myself to do it.

WOMAN

I stare at the product I know I should want, but all I can think about is how much it will cost.

VOICE (O.S.)

Fortunately there is a cure for CDD™.

WOMAN

I just want to be like everyone else.

MAN

It's so embarrassing not being able to buy.

VOICE (O.S.)

Thanks to the Brilliant People® at Mandatory Pharmacology™, a division of Mega Corp., there is help for people like you.

MAN

I just want my Life™ back.

WOMAN

Life isn't Worth Living if You can't Consume®.

VOICE (O.S.)

From the Labs of Mandatory Pharmacology comes ProzoCom®, The Drug of the Future!® ProzoCom® is a mild psychotropic compound that encourages a groundless sense of longing for something indefinable. Normally this is enough to reverse simple cases of CDD™, but luckily for the world, and those with serious CDD™, ProzoCom® has the fortunate side effect of causing immense, even addictive elation when making purchases.

MAN

For the first time in my Life™ buying things is better than sex!

WOMAN

I finally feel whole again.

VOICE (O.S.)

Run your doctor program today and request ProzoCom®. You'll Never Feel Better Than When Buying on ProzoCom®™.

MAN

The More I buy...

WOMAN

... The Better I Feel™!

VOICE (O.S.)

ProzoCom®, guaranteed to be addictive,  
because; There's No Healthier Addiction  
than the Addiction to Buying®!

The Man and Woman smile.

DISSOLVE TO:

INT. MAIN LOBBY OF MEGA CORP.- DAY

The main lobby of Mega Corp. is enormous and ostentatious, with ads for Mega Corp products visible where ever the eye turns. There is a large stage, a lecture, and two giant vis-screens at the head of the room. THE CEO walks up to a lectern and looks out over crowd assembled for this press conference. THE CEO's face fills the giant vis-screens. It is a face much younger than one would expect for a person in this position of power.

THE CEO

Ladies and gentlemen, today is a momentous day; A day that will be remembered to the ends of time. It is a day that strikes a blow for efficiency; a day that raises a banner for mercantile livelihood; a day that sings the success of our consumerist society; and day which shouts the rightness of the corporate way of life. Today is a day we can all be proud of. Why? Because, I am here to announce the merger of the two companies that supply the goods we all enjoy so much. As of today, Mega Corp. and Bank of Everything will officially merge their operations. Henceforth they will be known as Mega Bank of Everything. This merger will increase the efficiency and thus the profit margins, not only of these two companies, but of the other three remaining companies as well. General Consumption, Ubiquitous Products and Inc.com all stand to gain from this merger. Now, in addition the great news of this merger, I would like to take this (MORE)

## THE CEO (CONT'D)

opportunity to announce another first in corporate history. This year, the factories of Mega Bank of Everything will begin closing their overseas plants and creating new factories in all of the industrialized nations. As you know, many years ago corporations made a move to overseas countries because of lower labor costs. Now, thanks to Modern Technology™, our factories will be run almost entirely by robot workers, which will be an extraordinary savings not only in the manufacturing of products, but in their distribution as well. A savings that every shareholder will enjoy the benefits of. You know, when I was a child, growing up on my father's estate, he often said to me, "Never take for granted the fact that you were born wealthy. There are a billion people who would trade places with you, and a million who would take your wealth by force. You must always remember that it is a matter of luck or effort. You are either lucky enough to be born into it, or you have to make the effort to acquire it. There is only so much to acquire, and if you don't take it, those other billion people might." Those were sage words to a ten year old, and today, I feel lucky, as the CEO of Mega Corp., to have acquired Bank of Everything.

There is much applause.

INT. MEDITATION ROOM IN THE ASHRAM OF KARMIC KONSUMERISM™-  
DAY

The Ashram is the only place in the future with out vis-screens running ads constantly. It is serene, but yet somehow disturbing. In the of the room is the GURU seated in meditation. The Guru is nearly seventy but is filled with energy and youthfulness. The Guru's clothes have no logos. The EX-DISCIPLE, much younger, and much less

energetic, steps into the room. The Ex-Disciple bows and then sits across from the Guru.

EX-DISCIPLE

My Ego thanks the Guru's Spirit for this audience.

GURU

The Guru's Spirit is all Spirit, and thus the Spirit of my Ex-Disciple and the Ego before me.

EX-DISCIPLE

Thanks anyway.

GURU

You're welcome. What can I do for you?

EX-DISCIPLE

I've been thinking about what you said before I left the Ashram.

GURU

That the Way which can be seen is not the Way™.

EX-DISCIPLE

Yeah.

GURU

What troubles you, My Student?

EX-DISCIPLE

It's just that, well... That's really confusing.

GURU

Insight Comes With Time, Not Desire™.

EX-DISCIPLE

But, I've been thinking, I'm a pretty smart consumer, and if I can't grasp it, then how will the average consumer ever get it?

GURU

The average human is to the caterpillar as the extraordinary human is to the butterfly.

EX-DISCIPLE:

What's a butterfly?

GURU

It was an insect. There used to be billions of them before we genetically altered the plants we eat and killed them off.

EX-DISCIPLE:

See, that's part of the problem I'm having. Your message is so... Obscure.

GURU

I remember a time when butterflies were like dreams; many colored and bountiful.

EX-DISCIPLE

Yeah, well, that time has passed and we need a new message for the times we live in.

GURU

My message is simple and eternal: True joy comes not from buying things, but from finding inner peace, which cannot be bought, but must be earned.

EX-DISCIPLE:

But, you see, the problem with that is, no one wants to work that hard.

GURU

The rewards of releasing our attachments to desires are obvious.

EX-DISCIPLE:

No, they're not obvious, because you can't see them unless you've released your attachments to desire.

GURU

They are there for all to see if they are willing.

The Guru stands and walks through a door and into a small tea garden. After a pause the Ex-Disciple follows the Guru.

EXT. SMALL TEA GARDEN AT THE ASHRAM- DAY

The Guru is pouring two cups of tea from a pot on a small stand.

EX-DISCIPLE

Nobody wants something that everybody can have. That's the first rule of marketing. You make things slightly difficult to obtain, but not so hard that they can't put it on credit. Then you always make sure that there is a newer, fancier model that someone with more credit can get. That's how you get them hooked. You play on their dissatisfaction with what they have and their desire for something they can't describe.

The Guru hands the Ex-Disciple a cup of tea.

GURU

That something is Spirit, and they can only fulfill that desire, by releasing all other desires.

EX-DISCIPLE

You don't get what I'm saying, do you?

GURU

You want me to market and sell my spiritual philosophy of Karmic Konsumption™ in graduated levels of price and style, the most expensive being for the rich elite and the most reasonable for the middle class, and the cheapest for the poor.

EX-DISCIPLE:

Exactly!

GURU

You want me to sell Spirituality like it was clothes or cars, letting the rich get the best product on the market while the poor buy recycled metaphysics and second hand wisdom.

EX-DISCIPLE:

It's the only way to change the world.

GURU

The world can be changed only by changing the people in it.

EX-DISCIPLE:

But the people don't want to change. They've built a world on base animal desire and they don't know anything else.

GURU

It is my duty to show them another Path™.

EX-DISCIPLE

They don't want another Path™. Can't you see that? They have never worked so hard, for so little, with so much danger all around them, but they continue to do exactly the things which will only make them need to work harder, which only make the rewards smaller, and the world more dangerous.

GURU

You cannot sell spiritual enlightenment.

EX-DISCIPLE

Buddhist temples do it all the time now. Plop down your money and you get a Certificate of Enlightenment@.

GURU

That's why I left the Temple. Everything has become for sale. But you cannot buy Spirit.

EX-DISCIPLE

Why not? They buy everything else. They want to buy things. They're programmed since birth to buy things. They're on drugs that only let them feel good when they buy things, so why not have them buying spirituality instead of physical products whose creation degrades and destroys the environment. Destroys nature. If Nature is Spirit and Spirit is Consciousness, and Consciousness is Time and Time is Money, then Nature is Money, and if Nature is Money then Spirit is Money, and if it's Money you can make a market for it, because all things are Money, and it's not a matter of whether or not you buy, but what you buy, and buying ideas, no matter how powerful or silly, will always be better for the world than buying more cars, or more clothes, or more computers, or more cosmetics, more anything.

GURU

Dollars for Dharma™.

EX-DISCIPLE

That's great. That could be the ad campaign. Consumerism Consuming Itself!™

GURU

I can't do it.

EX-DISCIPLE

Why not?

The Guru stares down the Ex-Disciple

GURU

The Way that can be sold, is not the Way™.

The Ex-Disciple frowns.

INT. THE CITIZEN'S LIVING ROOM- NIGHT

The Spouse enters, sits down heavily, and sighs.

SPOUSE  
Computer.

COMPUTER (O.S.)  
I am at your service.

SPOUSE  
Activate the doctor program.

COMPUTER (O.S.)  
Doctor program running.

SPOUSE  
I need to speak to..

COMPUTER (O.S.)  
Doctor program running.

SPOUSE  
I need to talk to, um..

COMPUTER (O.S.)  
If you tell me the problem I can run  
the appropriate practitioner.

SPOUSE  
I'm just not feeling myself.

COMPUTER (O.S.)  
Psychologist program activated.

The Holographic Doctor appears bathed in white light.

DOCTOR  
What seems to be the matter?

SPOUSE  
I can't quite put my finger on it, but  
something seems wrong.

DOCTOR  
What seems wrong?

SPOUSE

Well, for one, I feel this strange emptiness.

DOCTOR

A feeling of emptiness is common among people with Consumer Deficit Disorder.™

SPOUSE

I do not have a disorder. People with disorders don't get to the position that I hold.

DOCTOR

What did you buy today?

SPOUSE

I don't remember.

DOCTOR

Did you skip your buying session?

SPOUSE

No. I just didn't pay attention to what I was buying.

DOCTOR

Buying Brings Happiness™.

SPOUSE

It usually makes me happy, but today it just made me...

DOCTOR

Sad?

SPOUSE

Yeah, a little.

DOCTOR

You're depressed.

SPOUSE

I'm not depressed.

DOCTOR

You said you were sad about shopping.

SPOUSE

You tricked me into saying that and  
it'll be obvious to the Consumption  
Adjustment Advisor who reads these records.

The Spouse gets up and angrily stomps into the kitchen.

INT. KITCHEN- NIGHT

The spouse taps the keys of the automatic drink dispenser  
and a double martini appears. The Doctor appears along  
with the drink.

DOCTOR

Shopping is a Sure Cure for Depression™.  
Maybe you should try another buying session.

SPOUSE

I am not depressed. There has never  
been a single incidence of verifiable  
depression on my resume and I'm not  
about to start now.

DOCTOR

I'm going to prescribe you ProzoCom™.

SPOUSE

Why do I need that?

DOCTOR

Because Purchasing Brings Empowerment.™

SPOUSE

But I am empowered. I've never missed  
a single Buying Session™.

DOCTOR

You said you were feeling an emptiness,  
yes?

SPOUSE

But I'm still buying.

DOCTOR

You are not buying because of your emptiness, but in spite of it. You are willing yourself to buy.

SPOUSE

Does that matter?

DOCTOR

ProzoCom™ will help create a feeling of emptiness greater than the emptiness you're feeling now, and this new emptiness can only be filled through consumption.

SPOUSE

So, I'll be able to make myself feel better?

DOCTOR

The More You Buy, the Better You'll Feel.™

SPOUSE

And this won't go on my resume?

DOCTOR

The use of ProzoCom™ is never placed on a employee's resume.

SPOUSE

But, Doctor, why am I feeling this emptiness?

DOCTOR

You don't need to know why you're feeling this way, you just need to feel better. And Nothing Feels Better than Buying.™

SPOUSE

You see, I thought maybe it was because my corporate mate left. I thought maybe I was missing having someone around. Missing the conversation. The companionship. The warmth of another human's touch.

DOCTOR

I'm going to double your dosage, and recommend you for the Immediate Mate Replacement Program.

SPOUSE

Thanks. That's such a relief. Doctor program off.

The holographic Doctor fades out.

INT. MEDITATION HALL OF THE ASHRAM OF KARMIC KONSUMERISM™-DAY

The DISCIPLE is sitting in the lotus position meditating when the Citizen enters. The Disciple is both younger and more attractive than the Citizen, though not nearly as well dressed.

CITIZEN

Excuse me.

The Disciple is silent.

CITIZEN

Excuse me.

The Disciple's eyes remain closed.

DISCIPLE

I'm meditating.

CITIZEN

Oh, is that what you're doing?

DISCIPLE

Yes. It's much easier to do when people aren't talking to you.

CITIZEN

I have a question.

DISCIPLE

Wouldn't it make sense to ask someone else? Someone who wasn't meditating?

CITIZEN

Yes. I suppose so. But it looks like everyone is meditating.

DISCIPLE

Everyone?

CITIZEN

Yes. That doesn't seem very efficient, does it?

DISCIPLE

We meditate together to build a sense of community. A spiritual solidarity.

CITIZEN

That sounds nice.

DISCIPLE

It would be if I were meditating.

CITIZEN

I thought you were meditating.

DISCIPLE

I can't meditate while I'm talking to someone. Some of the more advanced disciples can, but I can't. I need to have complete silence. I find it very hard to concentrate when people are talking to me.

CITIZEN

Well then, if you're not meditating, would you mind if I asked you a few questions?

The Disciple's eyes open and stare at the Citizen.

DISCIPLE

What would you like to know?

The Disciple stands up.

CITIZEN

Well, this may seem a little obvious,  
given the general drift of our  
conversation, but just what is meditation?

DISCIPLE

You don't know what meditation is?

CITIZEN

Is it like medication? Do you need a  
prescription, or is it something you  
can get over the counter?

DISCIPLE

It's not a thing, it's a process.

CITIZEN

Like a practical application?

DISCIPLE

Yes, exactly.

CITIZEN

So how much is the licensing fee?

DISCIPLE

There is no fee.

CITIZEN

It's not patented?

DISCIPLE

No.

CITIZEN

All processes are patented.

DISCIPLE

This one has been around for thousands  
of years.

CITIZEN

Well, so has procreation, but they  
patented that.

DISCIPLÉ

That's different.

CITIZEN

It doesn't seem like very good business sense.

The Disciple walks the Citizen over to a wall with books and multi-media products. A big sign next to them read "TEACHINGS ON FREEDOM ARE FREE."

DISCIPLÉ

That's the whole point. My Guru teaches that we need to live life with a spiritual sense not a business sense.

CITIZEN

And this meditation has something to do with obtaining this spiritual sense.

DISCIPLÉ

Yes, exactly.

CITIZEN

Then what kind of process is it?

The Disciple leads the Citizen into the Temple of No Logo.

INT. THE TEMPLE OF NO LOGO- DAY

The Temple of No Logo has completely bare white walls. There are about twenty disciples seated in meditation in the middle the room. The Disciple speaks softly.

DISCIPLÉ

Meditation is the process of stilling the mind, quieting the stream of internal mental chatter, so that we can become aware of, and live in, the present.

CITIZEN

So, I do this meditation thing and what happens?

DISCIPLÉ

You start by becoming aware of your breathing, by counting your breaths.

CITIZEN

That doesn't seem very hard.

DISCIPLE

It isn't, until your mind starts to wander. Which happens constantly. Then you have to bring your mind back to focus on your breathing.

CITIZEN

And if I do this breathing thing, I'll learn how to live in the present?

DISCIPLE

Among other things, yes.

CITIZEN

And by learning to live in the present, I'll obtain this spiritual sense?

DISCIPLE

Yes.

CITIZEN

And this spiritual sense will make it clear to me how to live my life?

DISCIPLE

Exactly.

CITIZEN

So, if you don't mind my asking, and far be it from me to ask for customer testimonials from a process that isn't even patented, but how's it working for you?

DISCIPLE

Well... I... It's ah... It's not as simple as popping a pill.

The Disciple steps back into the meditation hall.

INT. THE MAIN MEDITATION HALL- DAY

The Citizen follows the Disciple into the meditation hall.

CITIZEN

Have you thought about trying to market  
it in pill form?

DISCIPLE

It can't work that way.

CITIZEN

But does it work at all?

DISCIPLE

It works for a great number of people.

CITIZEN

But it isn't working for you?

DISCIPLE

I'm in a rough spot. My Guru calls it  
the Dark Night of the Soul.™

CITIZEN

That's not a very attractive advertising  
phrase. I could suggest some alternatives.  
I know a lot about advertising.

DISCIPLE

It's a traditional name for what I'm  
going through. It's part of the process.

CITIZEN

So this process is more complicated than  
just breathing?

DISCIPLE

Very much so.

CITIZEN

Complicated processes are hard to sell  
to the average consumer.

DISCIPLE

We're well aware of that.

CITIZEN

And I hope you don't take any offence at this, but it might be a good idea to get a spokesperson for whom the process is actually working.

DISCIPLE

I didn't say it wasn't working, I'm just in a rough patch.

CITIZEN

What's so rough about it?

DISCIPLE

It's not that I question the process, the Path™, but I just don't know how long it will take to work. It could take the rest of my life. My Guru even says that it's a process that never ends. How am I supposed to chart my progress with a process that doesn't end? How do I know if I'm living a better life, if I know that there is a better life somewhere further along in the process?

CITIZEN

I thought the whole point of the process was to live in the moment.

DISCIPLE

Well, yes, but...

CITIZEN

Because you seem to be living in the future.

DISCIPLE

That's... That's very insightful.

CITIZEN

Thank you. I have a degree in process management.

DISCIPLE

Are you interested in the meditation process and the teachings of my Guru?

CITIZEN

Yes. How do I obtain an audience with  
the Guru?

DISCIPLE

I think I can arrange that for you.

The Disciple smiles.

FADE TO:

EXT. TEA GARDEN OF THE ASHRAM- DAY

The Guru is looking through a kaleidoscope when the  
Disciple enters with the Citizen.

DISCIPLE

Pardon, my Ego for disturbing your  
Spirit, but the Ego I was telling your  
Ephemerality about is awaiting your  
audience.

GURU

Thank you, my Disciple. Your bodies  
may be seated.

The Disciple and the Citizen sit.

GURU

Take a look at this.

The Guru hands the Citizen the kaleidoscope. The Citizen  
looks through it.

CITIZEN

It's very beautiful.

GURU

And a beautiful metaphor as well.

CITIZEN

I thought it was a kaleidoscope.

DISCIPLE

The Guru means that the kaleidoscope  
is a metaphor.

CITIZEN

Ah. I see.

GURU

Do you?

CITIZEN

Not really, no, but I didn't want to be rude.

GURU

Maybe my Disciple could be so kind as  
to explain it to you.

DISCIPLE

You see the beautiful images are an  
illusion. They are merely colored glass  
seen through a prism. It does not mean  
that the images you see in your brain  
are not beautiful, but they are not real.

CITIZEN

I see.

GURU

Do you?

CITIZEN

Well... No, not really. I was hoping  
you wouldn't press me on it.

GURU

It is my role to press those who come  
to me for greater understanding. Tell  
me, what do you think is the meaning  
of this metaphor?

CITIZEN

That the world we think we see is not  
really the world that is.

GURU

Good. Now do you understand?

CITIZEN

I think so. But if you extend that metaphor of the kaleidoscope as the world, then you must concede that the kaleidoscope, and hence the world, is inert without light, because it is the light that gives the whole apparatus it's possibility of beauty.

GURU

Very astute. And what is the light in this metaphor?

CITIZEN

Well, now there you've got me. I was just following the train of logic to the station.

GURU

My Disciple?

DISCIPLE

The light is Spirit™.

GURU

Yes.

CITIZEN

Oh. I see.

GURU

Do you?

CITIZEN

I would think it was obvious by now that I don't really mean that when I say it.

GURU

What do you mean?

CITIZEN

That I don't understand what Spirit™ is.

GURU

My Disciple will explain.

DISCIPLE

Spirit™ is the Ground of All Being™.

CITIZEN

I see.

GURU

By which you mean?

CITIZEN

I mean I don't know what you mean.

DISCIPLE

All things are Spirit™ and Spirit™ is all things.

CITIZEN

Right.

GURU

Try again.

DISCIPLE

Spirit™ is the essence from which the entire cosmos manifests.

CITIZEN

Naturally.

DISCIPLE

You still don't understand, do you?

CITIZEN

I'm sorry. In advertising you never let on that you don't know what the people from production are talking about. It's a habitual response now.

GURU

Think of it this way; everything you see, everything you don't see, every thought and emotion, every person, animal, plant, rock, drop of water, every planet, every star in the whole universe is but one expression of the inexpressible. All (MORE)

GURU (CONT'D)

things, the entirety of eternity is not separate, but is whole, seamless, singular. All of that, which is not all, but one, is Spirit™.

CITIZEN

Ah. I get it now.

DISCIPLE

Really?

CITIZEN

Really.

GURU

You're sure?

CITIZEN

This time I get it.

GURU

You're not just bluffing like this was a marketing meeting?

CITIZEN

No. I get it.

GURU

Prove it.

CITIZEN

You are not you.

DISCIPLE

You're bluffing.

CITIZEN

No. There is no you. Maybe in some limited sense, there is, because you certainly think there is, but there really is no you. There's no me. There simply is.

GURU

Very impressive. Tell me, how did you realize this so easily?

CITIZEN

The kaleidoscope. For the beauty to exist, there needs to be light, a kaleidoscope, and someone to look through it. They aren't separate.

GURU

Very good.

CITIZEN

Thank you.

The Guru stands up and leads the way into a small private chamber hidden behind a large juniper bush.

INT. GURU'S PRIVATE CHAMBERS- DAY

The Private chamber is adorned with photos of the Guru smiling. The Citizen and the Disciple step into the chamber as the Guru sits down on the floor and motions them to join him.

CITIZEN

I was always good with metaphors. Can't come up with a good simile to save my life, but they aren't much good for advertising anyway.

GURU

Now, tell me, do you believe it?

CITIZEN

Advertising? Never believe advertising. It's just a fancy word for lying with disdain.

GURU

No. What you said about Spirit™.

CITIZEN

Of course.

GURU

Really?

CITIZEN

No. Sorry. I can't stop myself. I'd like to believe it, but it just doesn't make sense to me.

GURU

Belief Comes From Knowledge.™ It is something you must apprehend with your own being.

CITIZEN

How do I do that?

GURU

I can show you, but you must join me on the Path®.

CITIZEN

The Path®?

DISCIPLE

The process.

CITIZEN

Oh. Engage in the process. Yes, I think I'd like to do that.

GURU

Then I will accept you as one of my disciples.

CITIZEN

That's very kind of you. What sort of rates are we talking about?

DISCIPLE

It's free.

CITIZEN

Free? Let me get this straight, you have a process for helping people live more fulfilling lives and you haven't patented it, and you don't charge to use it?

GURU

To charge money to those on the Path® would be to ignore the principles of Karma and the oneness of Spirit™.

CITIZEN

Well, if you don't mind my asking, how does that pay the rent?

DISCIPLER

The disciples make voluntary contributions to the ashram to pay for necessities.

GURU

And we have a pretty strong stock portfolio.

CITIZEN

Oh, for a minute there I thought you were some kind of cult.

GURU

No. We're just like any other business, except that we don't need to make a profit.

CITIZEN

I thought they banned nonprofit organizations.

DISCIPLER

We still have to pay taxes.

CITIZEN

Well, now that corporations don't, I suppose that makes sense.

GURU

As your first step on the Path®, I must ask a favor of you.

CITIZEN

A trade?

DISCIPLER

Yes. The Guru always asks a favor of the new disciple in return for instruction.

CITIZEN

Like bartering.

GURU

Something like that, yes. Your first task as a disciple will be to find a cell of the anti-consumerist movement and attend a meeting. Then you are to report back to me.

CITIZEN

Are you involved with the anti-consumerist movement?

GURU

We believe in many of the same things, but I fear that they will resort to violence to accomplish their goals. We on the Path® have sworn never to use violence.

CITIZEN

Why me?

GURU

Because they know who all of our disciples are.

DISCIPLE

And we suspect that they have spies among us.

CITIZEN

So I would become your spy?

GURU

In a manner of speaking.

CITIZEN

Is that dangerous?

GURU

Not at all.

CITIZEN

Really?

GURU

No. Actually it's very dangerous.  
But you'll be safe, because my Disciple  
will be watching over you every step of  
the way.

DISCIPLE

I will?

GURU

Yes. You will.

The Guru smiles.

EXT. STEPS OF THE MAIN OFFICES FOR MEGA BANK OF EVERYTHING  
-NIGHT

The sides of the building are covered with vis-screens  
illuminating the night with the face of The CEO, who steps  
up to the lectern.

THE CEO

Ladies and Gentlemen, thank you for coming  
today. I'm sure the announcement I'm  
about to make will come as no surprise  
to you as the rumor has been on the Net  
for the last few hours. But, to make it  
official; as of tomorrow, the general  
operations and finances of this firm,  
Mega Bank of Everything, and the firm  
of Ubiquitous Products will be officially  
merged. This action is being taken to  
stabilize the market dynamics in the  
wake of the merger of Inc.Com and  
General Consumption. We feel that this  
is the only way for our companies to  
remain competitive and give the consumers  
the continued level of service and  
innovation that they have come to  
expect. At this time I'll answer the  
questions prepared by our public  
relations department.

A PR AGENT steps up near the lectern.

PR AGENT

What do you say to the charges that this merger, which leaves only two primary corporations, constitutes a monopoly?

THE CEO

Shear idiocy. The root word of monopoly is mono, which means one, and clearly there are now two companies. Next question.

PR AGENT

Are there any layoffs planned in conjunction with this merger?

THE CEO

We've found that layoffs tend to give the public a negative image of the company and of mergers in general, and since we're not obligated to talk about them, we've decided not to. The only people who have a right to know about the layoffs are the people who get laid off. And trust me, they'll find out soon enough. Next question.

PR AGENT

What do you have to say to the critics who claim that corporate mergers reduce competition and undermine the basic philosophic and economic principles of capitalism.

THE CEO

Balderdash. Look it doesn't take a genius to see that if you have ten people all fighting over the apples in a basket and if you get rid of eight of them you haven't reduced the competition, you've reduced the number of competitors. The competition is actually raised to a higher level. It becomes winner takes all.

PR AGENT

And how would you say that "winner takes all" attitude applies to the merger you've announced today.

THE CEO  
Simple. I hope we win. Anything else?

PR AGENT  
That's all the questions the legal  
department gave us.

THE CEO  
Thank you all.

The CEO smiles a ten story smile on the vis-screens, which quickly cut to a commercial.

CUT TO COMMERCIAL:

EXT. PARK -DAY- ADVERTISEMENT

A MAN and a WOMAN are walking through the park admiring the ads on the trees when they hear a voice.

VOICE (O.S.)  
This month proposition 99 goes to the voters.

MAN  
I never vote in elections anymore.

WOMAN  
I'm not even registered to vote.

VOICE (O.S.)  
That's why proposition 99 is on the ballot.

MAN  
What good does voting do?

WOMAN  
It's always the same politicians and  
the same proposals.

VOICE (O.S.)  
Not this time. Proposal 99 is different.

MAN  
What we need is a new system.

WOMAN

Democracy is just too boring to ever work.

VOICE (O.S.)

Proposition 99 would establish a new way of running government.

MAN

We need something that people can believe in.

WOMAN

We need a system where it's easy to vote.

VOICE (O.S.)

Proposition 99 would create the simplest most efficient system of democracy ever.

MAN

We need a system that doesn't require people to register in advance.

WOMAN

We need a system that lets people vote from their homes on more than one single day.

VOICE (O.S.)

Proposition 99 would do all this and more. Under proposition 99 your representatives in government would no longer be directly elected in open polls, but would instead be assigned to positions based on market research and the purchasing patterns of consumers. It has long been said that a representative's vote could too easily be swayed by the desires of corporations, but corporations are controlled by consumer buying patterns. Every time you make a purchase, you make a vote for how your government will act. By eliminating the time-consuming and wasteful system of electoral representation, we can make way for a new system of Corporate Democracy®.

MAN

One Purchase One Vote®.

WOMAN

Not government by the people, but  
People Buying the Government®.

VOICE (O.S.)

Vote yes on Proposition 99 and make  
Corporate Democracy® the Future® of  
America™.

The and Man and Woman smile.

DISSOLVE TO:

INT. SPOUSE'S LIVING ROOM- NIGHT

The Voting Commercial fades on the vis-screens as the  
Spouse begins a Buying Session™.

SPOUSE

That one. And that one. Page down.  
On the left. The blue one. Buy it.  
And in black. And...

The door bell rings.

SPOUSE

Purchase on automatic. Computer, open  
the door.

The Spouse removes the goggles and looks up to see the Ex-  
Disciple enters. The Spouse is immediately smitten with  
the Ex-Disciple, who is also very attracted to the Spouse.

SPOUSE

Oh. Come in. Come in. I apologize,  
I was in the middle of something. I  
wasn't expecting you so soon.

EX-DISCIPLE

You were expecting me?

The Spouse leads the way to the couch.

SPOUSE

Well, yes, of course. As I said, not so  
soon, but I must say I'm glad to see you.

EX-DISCIPLE

Well, thank you. I should have known you'd be expecting me. I'd heard you were very intuitive.

SPOUSE

Well, it doesn't say that on my resume, but I try. Can I get you something to drink?

EX-DISCIPLE

No, I'm fine.

SPOUSE

That's good. When my mate left I drank all the good stuff?

The Spouse and the Ex-Disciple sit down across from each other.

EX-DISCIPLE

You must have been very upset. I'm sorry to hear that.

SPOUSE

Well, it's all for the best. We weren't really compatible.

EX-DISCIPLE

It's so hard to find a compatible mate these days.

SPOUSE

Well, let's hope it's not that hard.

EX-DISCIPLE

The computers rarely match you up with someone you really find attractive.

SPOUSE

That couldn't have been more true with my last mate.

EX-DISCIPLE

I think sexual attraction is very underrated in their mating algorithms.

SPOUSE

I so agree.

EX-DISCIPLE

That ephemeral spark between two people can be so important.

SPOUSE

Well, there's always pills...

EX-DISCIPLE

But pills are so clinical, don't you think.

SPOUSE

Well, they say; Chemical Attraction is All About the Chemicals.™

EX-DISCIPLE

Yes, but don't you find that the experience is much purer when the chemicals are coming from your own body and not a little pill.

SPOUSE

To be honest, I don't know. I've always used the Sexual Supplements®.

EX-DISCIPLE

Always. You mean you haven't... Not even once...

SPOUSE

Well, there was someone once who made me feel... But I was assigned to someone else before I could...

EX-DISCIPLE

That's so sad.

SPOUSE

I shopped a lot after that.

EX-DISCIPLE

I'm sorry to be prying into your personal life.

SPOUSE

It's strange, but I don't seem to mind you asking.

EX-DISCIPLE

So, when your mate left, is that when it began?

SPOUSE

Began?

EX-DISCIPLE

Your turn around.

SPOUS

Oh, you mean the buying.

EX-DISCIPLE

Yes.

SPOUSE

I'd hoped that wouldn't make it into my file, but yes, it started after my previous mate left.

EX-DISCIPLE

Was it hard?

The Spouse stands up and walks out onto a small balcony.

EXT. BALCONY ABOVE THE CITY- NIGHT

Below the balcony the city twinkles with the pulse of electric advertising. The Ex-Disciple steps up behind the Spouse.

SPOUSE

At first, yes. I had no idea what was happening. There was this emptiness that I couldn't explain.

EX-DISCIPLE

Ah, the emptiness. The sense of the great void.

SPOUSE

Yes, exactly.

EX-DISCIPLE

Your experience was far more profound than I had expected.

SPOUSE

Well, it wasn't easy. Fortunately I found a way out.

EX-DISCIPLE

Really. On your own. Without anyone's guidance?

SPOUSE

Well, I had the help of the Doctor program. The Doctor recommended it.

EX-DISCIPLE

The doctor?

SPOUSE

Apparently everyone is taking it these days.

EX-DISCIPLE

I must be confused. Taking what?

SPOUSE

ProzoCom™.

EX-DISCIPLE

You're taking ProzoCom™?

SPOUSE

Naturally.

EX-DISCIPLE

But what on Earth for?

SPOUSE

Well, to replace that nameless sense of emptiness with one that has a name and that I can make go away by shopping.

EX-DISCIPLE

Whatever would you do that for? That greater emptiness was your strength.

SPOUSE

But that emptiness felt awful and I didn't know how to make it go away.

EX-DISCIPLE

You don't want it to go away.

SPOUSE

How could I go on with my life if I was feeling that way?

EX-DISCIPLE

That's just it. You wouldn't have to. You could go on with a new life.

SPOUSE

A life without buying?

EX-DISCIPLE

No, you don't have to stop buying. You just buy things that have True Meaning™.

SPOUSE

I never thought of that.

EX-DISCIPLE

I'm glad I caught up to you before you joined The Movement™.

SPOUSE

What movement?

EX-DISCIPLE

The anti-consumerist movement.

SPOUSE

Why would anyone join those lunatics?

EX-DISCIPLE

I thought the Guru sent you to join them.

SPOUSE

What Guru?

EX-DISCIPLE

The leader of the Karmic Konsumerism™ movement.

SPOUSE

Do you know what that would do to my resume? Speaking of which, I haven't even seen your resume.

EX-DISCIPLE

I don't have a resume.

SPOUSE

How can you not have a resume?

EX-DISCIPLE

I live outside the corporate system.

SPOUSE

Just what sort of people are the IMRP sending out these days?

EX-DISCIPLE

The IMRP?

SPOUSE

The Immediate Mate Replacement Program®.

EX-DISCIPLE

I've made a serious mistake.

The Ex-Disciple steps back into the apartment.

INT. SPOUSE'S LIVING ROOM- NIGHT

The Spouse quickly follows the Ex-Disciple into the room.

SPOUSE

You're not from the IMRP?

EX-DISCIPLE

I should be going now.

SPOUSE

What are you doing here?

EX-DISCIPLE

I apologize. I thought you were your mate. I came to see your mate because I heard through the grapevine that my ex-guru had sent your mate to spy on a anti-consumerist revolutionary.

SPOUSE

That's absurd.

EX-DISCIPLE

I should leave.

SPOUSE

So, you're not my new mate?

EX-DISCIPLE

Regrettably, no.

SPOUSE

But, I... How did you get in here past security?

EX-DISCIPLE

I used to hack computers before I decided to hack my mind.

The Ex-Disciple pulls a glass eye from his pocket.

EX-DISCIPLE

Universal retina.

SPOUSE

Very ingenious.

The Ex-Disciple puts the glass eye away.

EX-DISCIPLE

Thank you. Look, I should go. It's late and I need to find a place to sleep.

SPOUSE

You don't have a housing unit.

EX-DISCIPLE

I told you, I live outside the corporate system.

SPOUSE

Where will you go?

EX-DISCIPLE

There are places. It's not that bad.

SPOUSE

You could... I mean, I have... Space.

EX-DISCIPLE

I couldn't impose.

SPOUSE

You wouldn't be imposing, I'd be inviting you.

EX-DISCIPLE

It might look bad on your resume.

SPOUSE

I'll keep the computer off. No one needs to know.

EX-DISCIPLE

That's very kind of you. It would only be for the night.

SPOUSE

You could stay longer.

EX-DISCIPLE

It might be dangerous for you.

SPOUSE

Do you think so?

EX-DISCIPLE

Possibly.

SPOUSE

Did you mean what you said?

EX-DISCIPLE

About...?

SPOUSE

Chemicals.

EX-DISCIPLE

You mean, ProzoCom?

SPOUSE

No. The other kind.

EX-DISCIPLE

Well... Yes.

SPOUSE

Hmmm.

Spouse and the Ex-Disciple smile.

DISSOLVE TO:

INT. UBIQUITOUS COFFEE™ SHOP- MORNING

The Ubiquitous Coffee™ Shop is filled with people getting their daily java jolt. In one corner sits the COMRADE sitting alone and sipping a mocha consumption®. The Comrade has a doughy yet gentle look. The Citizen walks up to the Comrade's table holding a cup of tea.

CITIZEN

Do you mind if I sit here?

COMRADE

There are other empty seats.

CITIZEN

But none of them are empty next to you.

COMRADE

(Flattered.)

Well, then, by all means, please have a seat.

The Citizen sits down and sips at the tea.

So... CITIZEN

So? COMRADE

Yes CITIZEN

Yes? COMRADE

What I mean to say... CITIZEN

You're trying to say something? COMRADE

Well... CITIZEN

I see... COMRADE

Do you? CITIZEN

Not really. I just thought I'd try to play along. COMRADE

Ah... CITIZEN

Well said. COMRADE

I love old movies. CITIZEN

Me too. COMRADE

Especially those by the Marx Brothers. CITIZEN

COMRADE

Haven't head of them. Are they one of those boy bands?

CITIZEN

No.

COMRADE

I never got into the boy bands.

CITIZEN

Pardon me for being blunt, but isn't that the password?

COMRADE

Isn't what the password?

CITIZEN

The Marx Bothers.

COMRADE

Who would make a boy band the password?

CITIZEN

They're not a boy band and I was told that the Marx Brothers was the new password.

COMRADE

Password for what?

CITIZEN

You don't know?

COMRADE

Should I?

CITIZEN

I'm very sorry. I've made a mistake. I thought you were someone else.

COMRADE

Maybe I'm not.

CITIZEN

What do you mean?

COMRADE

Maybe I'm who you think I am, but maybe you don't have the right password.

CITIZEN

Maybe you have an old password.

COMRADE

Oh. I hadn't thought of that.

CITIZEN

It's quite possible.

COMRADE

Yes, I suppose it is. What cell are you from?

CITIZEN

I was instructed never to say.

COMRADE

Oh. Oh, that's good. Security and what not.

CITIZEN

Yes.

COMRADE

Well, assuming that I am you who think I am and that you have the new password and I'm just behind on things, which wouldn't be unusual, what can I do for you?

CITIZEN

I need to see... Well, you know who.

COMRADE

What could you possibly need to see "you know who" for?

CITIZEN

I work very high up in Inc.com. I can supply information.

COMRADE

Well, that's wonderful. But you don't need to see "you know who" to do that. You should report to your cell leader.

CITIZEN

It's too big a risk. With information like this I could get in real trouble. I need to know who I'm really working for. I need to know that this is all for real.

COMRADE

I assure you this is for real.

CITIZEN

There are rumors.

COMRADE

Rumors?

CITIZEN

Yes. Rumors that this is all just a sting operation by the Corporate Intelligence Agency to round up the subversives.

COMRADE

Oh, good Lord.

CITIZEN

Yes.

COMRADE

You don't think it's a plot do you?

CITIZEN

I don't know.

COMRADE

How devious. How sinister. Oh my God, what have I done. I may have ruined my credit rating.

CITIZEN

I'm not saying it is a plot, I'm just saying that there is a rumor.

COMRADE

Well, you know what they say about rumors.

CITIZEN

What?

COMRADE

I don't know, but I'm sure it's not good. Rumors are never good.

CITIZEN

I just need to see "You know who" to reassure myself that this isn't a plot and that I'm doing the right thing by spying on my company.

COMRADE

Yes, by all means. We both need to see "You Know Who" to make sure this isn't a plot. You wait here. I'll be back.

The Comrade dashes away from the table. After a pause, The Disciple slides up and sits at the table.

DISCIPLE

That was brilliant.

CITIZEN

Thank you. Are you sure you should be here? What if you're seen.

DISCIPLE

We have a few minutes. I just wanted to tell you how brave I think you're being.

CITIZEN

Well, thank you. That's very flattering.

DISCIPLE

It's very dangerous what you're doing.

CITIZEN

I'm trying not to think about it.

DISCIPLE

If they don't believe your story they might kill you.

CITIZEN

Yes, well, Out of Sight, Out of Mind™.

DISCIPLE

And if they do believe you, they'll expect you to spy on the company.

CITIZEN

Hear no Evil, Think no Evil™.

DISCIPLE

And if the company catches you, or the Corporate Intelligence Agency gets wind of things, awful, awful things could happen to you.

CITIZEN

Yes, well...

DISCIPLE

There are rumors that they use torture techniques.

CITIZEN

Torture?!

DISCIPLE

Yes. They got a law passed that says it's okay to torture corporate criminals for information.

CITIZEN

What about drugs? Like truth drugs?

DISCIPLE

They use those after the torture.

CITIZEN

Then what's the point of the torture?

DISCIPLE

They hope it deters people from spying.

CITIZEN

I can see how it would.

DISCIPLE

But it's all rumors still. The law says they can torture you, but they don't have to tell anyone about it. One of those self-policing laws, like the environmental laws they passed.

CITIZEN

I see.

DISCIPLE

So, I just wanted to tell you how much I admire what you're doing. It takes real courage.

CITIZEN

Yes, well, as I said, as long as I don't think about it.

DISCIPLE

I should go. I think I see them coming.

CITIZEN

Well, thanks for stopping by. You've really bolstered my spirits.

The Disciple sneaks away. Moments later the Comrade arrives with the REVOLUTIONARY. They both sit at the table. The Comrade has a tall decaf American Espresso™ in hand. The Revolutionary has a charming smile and dashing good looks tempered by an all too obvious martyr complex.

REVOLUTIONARY

I understand that you want to see someone.

CITIZEN

That depends. If that someone is the someone I think they are, and someone who can answer my questions, then yes, but if that someone is someone else, then I want to see a different someone.

COMRADE

Who are we talking about?

REVOLUTIONARY

This someone can answer your questions.

CITIZEN

So, you're THE someone?

REVOLUTIONARY

I couldn't say that without knowing  
which someone you were.

CITIZEN

I'm the someone who is a vice president  
of advertising for Mega Bank of  
Everything™.

REVOLUTIONARY

I see.

CITIZEN

So are you the someone I'm looking for?

REVOLUTIONARY:

If I'm not that someone, then I'm someone  
else, but I can answer your questions.

COMRADE

I'm beginning to wonder who I am.

CITIZEN

I guess that'll have to be good enough.

REVOLUTIONARY

What do you need to know?

CITIZEN

Are you for real? Is this movement  
for real?

COMRADE

Apparently there are rumors.

REVOLUTIONARY

I assure you, both I and the movement  
are entirely real.

COMRADE

That's reassuring.

CITIZEN

Then you really do want to create a new economic order?

REVOLUTIONARY

We want to eliminate economic hierarchy and promote universal equity.

CITIZEN

For everyone?

REVOLUTIONARY

That's the universal part.

COMRADE

I was wondering what that part meant.

CITIZEN

What about those in power now?

REVOLUTIONARY

What about them?

CITIZEN

What happens to them?

REVOLUTIONARY

The sorts of things that usually happen to those in power when a revolution sweeps them away.

CITIZEN

You're talking about violent revolution?

REVOLUTIONARY

I'm talking about the usual things.

COMRADE

What about the unusual things?

CITIZEN

But you are advocating violence?

REVOLUTIONARY

I'm advocating economic equity. The means of achieving that are up for debate.

The Comrade sips at the coffee.

CITIZEN

So you won't advocate violence?

REVOLUTIONARY

I won't advocate pacifism in the face of injustice.

COMRADE

I don't advocate ordering the decaf. God this tastes awful.

CITIZEN

Then you won't accept responsibility for what you start?

REVOLUTIONARY

Do the people in power now accept responsibility for the outcomes of their decisions?

COMRADE

Good point.

CITIZEN

But aren't you aiming for a higher moral standard?

COMRADE

Also a good point.

REVOLUTIONARY

Economic equality is a higher moral standard.

COMRADE

A very good point.

CITIZEN

But can the ends justify the means?

COMRADE

Ah: Conundrum

REVOLUTIONARY

They always do. No matter who is doing the justification. The question you have to ask yourself is which world would benefit the most people.

CITIZEN

I guess.

COMRADE

Funny, that's what I said to that question.

REVOLUTIONARY

And you need to ask yourself what you can do to create that world.

COMRADE

I know the world I want; one where you can get good decaf coffee.

CITIZEN

What about the corporations?

REVOLUTIONARY

Corporations are like any other tool; if you don't pay attention to how you use them, they can do you more harm than good. We haven't been paying attention to how we use them and instead we've let the tools use us.

CONRADE

That's why I don't have an electric toothbrush.

CITIZEN

I can see that you're very serious about this, but do you think anyone will take us seriously if we're suggesting a collectivist society without divisions of class?

REVOLUTIONARY

Class division is the problem.

CITIZEN

As much as people rail against class systems, they love them. The only thing they don't like is being on the bottom of them. As long as they're in the middle, and especially if they're near or at the top, they love them.

COMRADE

You know I've noticed that too. I like feeling superior to at least a few people.

REVOLUTIONARY

Class systems go against the very notions of human development. That's why they are so rare in non-monetary societies. Currency brings class.

COMRADE

We could use that as a slogan. "The Revolution Without Class™." No, that doesn't sound right. Maybe we want a classy revolution.

CITIZEN

True, it does, but it's impossible to run a large complex society without a currency system to manage resource distribution. You'll never sell that kind of idea to the people.

REVOLUTIONARY

Well, obviously not. That's why we need a revolution. Speaking of which, my comrade informs me that you have offered to spy on your company for us.

CITIZEN

Well...

COMRADE

That's what you said.

REVOLUTIONARY

On behalf of all the someones that would benefit from such an action I graciously accept your offer.

CITIZEN

I don't know what good it will do.

REVOLUTIONARY

Plenty. With the mergers taking place, all the information we can get will be helpful.

CITIZEN

I'm just a vice president.

REVOLUTIONARY

But you could get to the CEOs if you had to.

CITIZEN

Well, I suppose.

REVOLUTIONARY

Good. It's settled then. Contact us when you know what their next move is.

The Revolutionary stands and quickly leaves.

COMRADE

That went wonderfully, don't you think?

The Comrade stares after the Revolutionary with admiration and an unconcealed longing. On a vis-screen nearby is a commercial with a man and a woman in a kitchen.

CUT TO COMMERCIAL:

INT. TYPICAL AMERICAN™ KITCHEN- DAY- ADVERTISEMENT

The MAN sits at the table going through bank statements while the WOMAN feeds a baby in a highchair.

MAN

Markolitus.

WOMAN

What about Jasperitus?

MAN

Sounds like a disease.

WOMAN

We'll never find the right name.

A VOICE interrupts them.

VOICE (O.S.)

Are you tired of trying to find a name for your baby that isn't already trademarked?

The Man and Woman look right into the camera.

MAN

Boy are we ever.

VOICE (O.S.)

Then come to Names-R-Us™, and find the right name for your child.

WOMAN

We can't afford the monthly payments for a name license.

VOICE (O.S.)

At Names-R-Us™ we offer you something new in children's names.

MAN

We're tired of new names.

WOMAN

I won't name my child Bubbalicious.

VOICE (O.S.)

At Names-R-Us™ we offer a wide range of previously public domain names for affordable one time fees.

MAN

You mean we wouldn't have to make monthly payments.

VOICE (O.S.)

No, and you won't have to fear that your child will be nameless if you miss a payment.

WOMAN

It sounds too good to be true. How much is it?

VOICE (O.S.)

The cost of the name depends on its frequency of use, but most names cost less than the price of a used car.

MAN

What about financing?

VOICE (O.S.)

There are several financing packages available.

WOMAN

What kind of names are we talking about? I don't want my child growing up with a some cheepo Latin name that no one recognizes like Claudius.

VOICE (O.S.)

Names-R-Us™ offers a full line of common, but underused names, like Hortence, Bertha, Igor, Ortin, and Lassy.

MAN

Isn't that last one a dog's name?

VOICE (O.S.)

We offer a full line of pet names as well.

WOMAN

This sounds too good to be true.

VOICE (O.S.)

Go to Names-R-Us.com™ today and get your child a name you'll want to remember. Without a Name, You're a Nobody.™

The Man and the Woman smile.

INT. ASHRAM OF KARMIC KONSUMERISM™- DAY

The Guru sits in front of his disciples speaking metaphorically. A vis-screen shows images behind him.

GURU

I am asked time and again to explain my law of Karmic Konsumerism™ so that all may understand it and follow the Path™ toward spiritual wholeness. All products and processes have an inherent Karmic Weight®. The more negative, destructive, or harmful a process or action is, the greater the Karmic Weight® of the product that it produces. Let us say that you desire to buy a new pair of shoes. If you were to purchase four pairs of shoes when you really only need one, or maybe two, then this action would have Karmic Weight®, for it would satisfy the desires of your Ego, but your feet would feel no different. And if you buy shoes from a company that hires workers in a country that does not allow organized labor, and that pays very low wages, then these shoes will have great Karmic Weight® and this weight will weigh heavy on the world, and upon you. On the other hand, if you buy shoes from a company that pays a fair wage to its workers regardless of what country they live in, then these shoes will have a much smaller Karmic Weight®. All actions have Karma, because all is one in Spirit. This is the law of Karmic Konsumption™. May it enrich your life.

The Guru smiles and the disciple beam back.

INT. THE SOUSE'S KITCHEN- NIGHT

The Spouse and the Ex-Disciple are standing in the kitchen waiting for the Food-O-Matic™ to prepare their dinner.

SPOUSE

I'm not quite sure I understand.

EX-DISCIPLE

Let me try to explain it again. It's not whether or not you buy things, but what you buy that matters.

SPOUSE

You mean buying things you need as opposed to buying whatever strikes your fancy.

EX-DISCIPLE

No. It doesn't matter whether or not you need the things you buy, although buying things that you need will always be better than just buying whatever strikes your fancy as you say. Speaking of which, I wouldn't mind having my fancy struck a little later this evening.

SPOUSE

I don't know if you can afford that.

EX-DISCIPLE

I have a very good line of credit.

SPOUSE

It's not your credit I'm concerned with, it's your ability to make timely payments. You were saying.

EX-DISCIPLE

Yes. I was saying. The whole point I'm making is that things take a toll on the world to produce. We're living in a consumer society. People consume. It's not a matter of consuming too much, but of the things we are consuming. It will always be better to purchase six ebooks

EX-DISCIPLE(CONT'D)

than six real books. And it will always be better to download six hundred movies than to purchase one car.

SPOUSE

So, we should buy the things that require the least amount of real physical resources to create.

EX-DISCIPLE

Exactly.

SPOUSE

And the things that require the least natural resources are intellectual properties.

EX-DISCIPLE

Right. Books and Netadventures, and video games and the like.

SPOUSE

But you can't eat that stuff.

EX-DISCIPLE

Of course not. But you can buy food that has the least impact on the world. And you can buy products that are designed to last instead of the kind that are engineered to fall apart in two months.

SPOUSE

But how do you convince people to change their ways? With everyone on ProzoCom™, how do you change things?

EX-DISCIPLE

That's why I need to move out. I need to reach out to the people who are outside the system.

SPOUSE

I don't want you to go.

EX-DISCIPLE

I don't want to go either, but we can't go on like this.

SPOUSE

Why not?

EX-DISCIPLE

What if your real mate shows up?

SPOUSE

I cancelled my requisition. No one's showing up.

EX-DISCIPLE

What about your resume? You can't keep the computer off forever.

SPOUSE

That's not what I was thinking. I want to hire you.

EX-DISCIPLE

What?

SPOUSE

It's the perfect plan. You can't fight the system, so why not join it.

EX-DISCIPLE

The system inevitably co-opts those who embrace it.

SPOUSE

I'm not talking about you embracing the system, I'm talking about the system embracing you.

EX-DISCIPLE

Why would the corporations embrace me?

The food pops out of the Food-O-Matic™.

SPOUSE

Because you have a long range plan for success.

EX-DISCIPLE

You're suggesting that I take an ideology for an ecologically and spiritually sound world and turn it into a business plan for one of the major corporations?

SPOUSE

Exactly!

EX-DISCIPLE

I won't do it!

The Spouse takes the food and walks into the living room. The Ex-Disciple follows.

INT. SPOUSE'S LIVING ROOM- NIGHT

The Spouse sits the food down on two TV trays that automatically lower from the ceiling in front of the main vis-screen.

SPOUSE

Look, both companies are scared of this new anti-consumerist movement. They're afraid that people will stop buying things and the whole world will fall apart.

EX-DISCIPLE

It's falling apart because they're buying things.

SPOUSE

No, what you said was that it's falling apart because of what their buying. If you're going to convince consumers to change their buying habits, you're going to need the backing of the corporations to do it.

EX-DISCIPLE

Why would they help?

SPOUSE

Because as long as people are buying things, and the money is going to the corporations, they don't care what those things are. If you can convince people to buy more intellectual property, they'll be behind you.

EX-DISCIPLE

What about planned obsolescence? What about light bulbs that burn out in three months when they could be made to last years.

SPOUSE

The answer is so obvious. Can't you see it?

EX-DISCIPLE

It doesn't seem possible.

SPOUSE

This is why you were destined to meet me. This is why we were such a good match. You have ideas and I know how to market and apply them.

EX-DISCIPLE

What are you talking about?

SPOUSE

Leasing.

EX-DISCIPLE

That's... Oh, my God, that's brilliant!

SPOUSE

The corporation will make products designed to last forever, and people will lease them. The corporations make continual revenue. There's less impact on the environment. People still get to buy things. Everybody's happy. We could even get rid of ProzoCom™.

EX-DISCIPLE

No. We don't want to get rid of it.

SPOUSE

I thought you hated it. I stopped taking it just for you.

EX-DISCIPLE

We need a new generation of ProzoCom™. The people taking the drug will still want to buy things, but they will only want to buy things that are ecologically responsible.

SPOUSE

ProzoCom Green™.

EX-DISCIPLE

That's a great label.

SPOUSE

You Won't Feel Right, Until You Buy Right, With ProzoCom Green™.

EX-DISCIPLE

When can we start?

SPOUSE

Tomorrow morning.

EX-DISCIPLE

Why not now?

SPOUSE

Right now there's a fancy that needs striking.

The Spouse and the Ex-Disciple embrace with wild abandon. On a vis-screen is a commercial with a preacher.

CUT TO COMMERCIAL:

INT. CHURCH- DAY- ADVERTISEMENT

A PASTOR stands at the pulpit before a large congregation.

PASTOR

I want to tell you how much the Lord loves you people. The Lord™ love you so much he wants to make your life better. Now The Lord™ knows that happiness doesn't come cheap. You can't just walk out and pluck it off a tree like an apple. No Sir!. But, I'm here to tell you that the Lord wants you to have the happiness you deserve. The Lord™ wants to help you. But The Lord™ wants you to help yourself too. Now, how can you help yourself? How can you get that happiness? By doing the one thing (MORE) you know is good for you. The one thing you know that God™ loves. You know what I'm talking about people. I'm talking about shopping! God™ wants to you to be happy, people, and God™ wants you to shop. And The Lord™ so loves you that he wants to help you shop. That's why The Lord™ is offering you what so few others will. The Lord™ is offering you salvation. That's right people! Salvation™. I'm talking about the Lord's credit card. I'm talking about the Jesus Visa!™ I'm talking about 25% APR and a minimum of a \$2000 credit line. Can I hear an Amen®, people? And because the Lord loves you, and the Lord loves you when you buy on credit; you're already pre-approved, so call now, and start shopping for The Lord™ today! Amen®!

The Pastor Looks toward Heaven™.

DISSOLVE TO:

INT. CAFATERIA OF MEGA BANK OF EVERYTHING™- DAY

The Cafeteria is like the rest of the world. Covered in ads for Mega Bank of Everything™. The Citizen sits at a table with the Disciple.

## CITIZEN

It's happened ever since I was a kid. I used to think there was something really wrong with me. So did my mother. She even took me in for counseling. This was long before drugs like ProzoCom™. Back then they just recommended more television. Of course that was the problem. I didn't like television. I liked to read books. Back when books didn't have commercials. I remember my first Christmas I started playing with the boxes that the toys came in instead of the toys my parents had bought. They made me watch as they burnt the boxes. And it didn't stop there. I'd find sticks in the yard and play with them instead of toy dolls. I wanted to make sandcastles instead of playing with Legos. I wanted to make my own toys. My parents were embarrassed wherever we went. And then as I got older, and I didn't want the latest electronic gadget, the newest new-fangled thing, didn't want the newest clothes, well, they felt certain that I must have some sort of anti-social psychological problem. And then I discovered that the other kids, particularly the opposite sex, pretty much ignored you if you didn't keep pace and play the consumer game, so I decided to play along. And that's what I did. I pretended it was all just a game and that it didn't really matter. That this wasn't really my life. That my life somehow existed outside the game. And then I woke up to realize that the game had become my life. And I didn't want to play anymore.

The Disciple smiles.

## DISCIPLE

That's the sexiest story I think I've ever heard.

## CITIZEN

Really?

DISCIPLE

Really.

CITIZEN

I hadn't thought of it as sexy.

The Disciple suddenly kisses the Citizen. The kiss lasts a few moments.

DISCIPLE

Sorry. I got carried away. You just overwhelmed me with what you said. I apologize. It was unprofessional. I'm supposed to be here to support you. It won't happen again.

CITIZEN

That would be a shame.

DISCIPLE

Really?

CITIZEN

I've been thinking about kissing you since I met you.

DISCIPLE

Then you don't mind?

CITIZEN

I'll mind more if it doesn't happen again.

The Citizen kisses the Disciple. They suddenly break apart.

CITIZEN:

I'm going to be late.

DISCIPLE

You're right, you should go.

They continue to kiss between words.

CITIZEN

They don't like it when you're late.

DISCIPLE

No.

CITIZEN

They're expecting me.

DISCIPLE

How did you get them to see you?

CITIZEN

I told them I'd been approached by a group of subversives and that I was willing to act as a spy.

DISCIPLE

You're a triple agent.

CITIZEN

Is that a turn on?

DISCIPLE

You bet.

They kiss again.

EXT. TEA GARDEN OF THE ASHRAM- DAY

Guru is seated speaking to AGENT ONE and AGENT TWO.

AGENT TWO

Yes. It has come to the attention of the CIA...

GURU

The CIA?

AGENT ONE

The Corporate Intelligence Agency

AGENT TWO

Yes, it has come our attention that your little enterprise, while not strictly a nonprofit...

AGENT ONE

Because a nonprofit would be illegal...

AGENT TWO

As a law was passed against them...

AGENT TWO

Is required by law to report all profits.

AGENT ONE

And this is very embarrassing to mention...

AGENT TWO

But your organization doesn't seem to be making any profits.

GURU

Well, how could we? We don't sell anything.

AGENT ONE

You see, that right there is the problem.

AGENT TWO

While it is not strictly illegal to not sell anything...

AGENT ONE

If you don't sell something, you can't have a profit...

AGENT TWO

And if you don't have a profit, then you are dangerously close to being a nonprofit organization...

AGENT ONE

And hence, very close to finding yourself in jail.

AGENT TWO

And so the purpose of our little visit...

AGENT ONE

Is to suggest that you begin selling something.

AGENT TWO

So that you might post a profit.

AGENT ONE

Maybe by selling a few books or videos.

AGENT TWO

Or running a retreat or two.

GURU

But the whole point of my philosophy is to avoid unnecessary consumption. To sell the philosophy would be to ignore it.

AGENT TWO

Yes, the irony of that occurred to us.

AGENT ONE

But, then irony is a big part of enforcing corporate laws.

AGENT TWO

So, you can either accept the irony..

AGENT TWO

Or we can toss you in jail.

The Guru smiles his knowing smile.

INT. THE OFFICE OF THE CEO- DAY

The CEO is sitting at a desk when the Citizen enters. THE CEO stands and they shake hands before sitting down. THE

CEO

I understand you wanted to see me about something important regarding company security?

CITIZEN

Yes.

THE CEO

Well?

CITIZEN

Yes. It's come to my attention that a group... Rather, I have come to the attention of a group... Rather a group that... Well, how can I put this.

THE CEO

Rather more clearly I hope.

CITIZEN

Converted me?

THE CEO

Into an anti-consumerist.

CITIZEN

No, no conversions were necessary.

THE CEO

You mean you're already an anti-consumerist?

CITIZEN

No, no, that's not what I mean.

THE CEO

That's not what your ex-spouse said in the re-assignment papers.

CITIZEN

You've read those?

THE CEO

It is company policy to follow-up on company partnerships and mating agreements.

CITIZEN

I see.

THE CEO

And your ex-spouse had some very discouraging things to say about your consumer faithfulness.

CITIZEN

Well, you see, that relationship...

THE CEO  
Not that I'm accusing you.

CITIZEN  
There's a very simple explanation...

THE CEO  
Relationships are often simply explained.

CITIZEN  
You see, I encountered this group.

THE CEO  
The Karmic Konsumerist group or the  
Economic Revolutionary group.

CITIZEN  
Pardon?

THE CEO  
We keep a close watch on all of our  
employees who associate with subversive  
groups.

CITIZEN  
I wasn't associating.

THE CEO  
You went to these groups.

CITIZEN  
I encountered them

THE CEO  
By going to them.

CITIZEN  
I needed to understand them.

THE CEO  
You were sympathetic to their causes?

CITIZEN  
You have to understand them in order  
to market to them.

THE CEO

I see. And you understand them now.

CITIZEN

I think so.

THE CEO

And so you could market to them.

CITIZEN

Well, sure.

THE CEO

Good, because we will be starting a new campaign aimed at exactly those markets.

CITIZEN

Really?

THE CEO

I wouldn't say it if I didn't mean it.

CITIZEN

Well, you see, the encounters I had..

THE CEO

You can forget about those.

CITIZEN

Forget about them?

THE CEO

Yes. It would be best for your career at this point.

CITIZEN

My career?

THE CEO

Yes. As of today you will be heading up the marketing divisions aimed at reverse anti-consumer consumption.

CITIZEN

Excuse me? Anti-consumer consumption?

THE CEO

Yes, even as we speak, agents from the Corporate Intelligence Agency are arresting the revolutionary subversives and convincing the leaders of the karmic consumption movement to change their ways.

CITIZEN

I see.

THE CEO

So, as of today, you will be heading up a division whose goal is to tap into this new market of discontent.

CITIZEN

Tap into it how?

THE CEO

By selling the things they want. They want Revolution® and Spirituality™, well, then by God, you're going to sell it to them. Give them books and movies and web sites and toys and cars and computers and whatever else you can think of, all aimed at their ideas of anti-consumption. Anti-consumption t-shirts. Karmic computers. Revolutionary coffee. Power to the people posters. You get the idea.

CITIZEN

You mean sell them their own propaganda?

THE CEO

Exactly.

CITIZEN

That's...

THE CEO  
Brilliant. I know. And you're just the  
person for the job.

CITIZEN  
I am?

THE CEO  
You said yourself that you knew these  
people.

CITIZEN  
Well, I wouldn't say I "know" them.

THE CEO  
You know them well enough to get fired  
and prosecuted under the revised  
proprietary competition laws.

CITIZEN  
Excuse me?

THE CEO  
Of course the best thing for the company  
is to use your new-found knowledge for  
the good of the system. Of course the  
choice is yours.

CITIZEN  
Choice?

THE CEO  
You do have a choice.

CITIZEN  
Yes, I can see that.

The CEO smiles. On the vis-screen that covers the building  
out side his window is a commercial of a man and woman  
working in their yard.

CUT TO COMMERCIAL:

EXT. BACK YARD- DAY- ADVERTISEMENT

A MAN and WOMAN working on their back yard. With each action they take, a dollar sign and an amount appear on screen next to them. VOICE is heard.

VOICE (O.S.)

Have you been left out of the Patent Rush™? Are you paying exorbitant fees for the rights to tasks you do everyday?

MAN

I can't mow my lawn without paying a fee.

WOMAN

I even have to pay a fee every time I put my makeup on.

VOICE (O.S.)

Well, there is an answer to your problems. Now you too can get on the Patent Wagon™! By patenting your own special daily processes you can start charging the fees that will bring in not just enough cash to pay for your existing license costs, but in most cases you'll make enough money to buy other people's patents.

MAN

You mean I could become a patent mogul?

VOICE (O.S.)

That's right. Many people hold multiple patents on daily activities.

WOMAN

But what kinds of things can we patent?

VOICE (O.S.)

Thanks to the newly revised international patent and copyright laws, you can patent anything.

MAN

I have a special walk I do.

VOICE (O.S.)

You can patent that!

WOMAN

I have a special way I brush my teeth.

VOICE (O.S.)

You can patent that too.

MAN

What about the way I urinate?

VOICE (O.S.)

Patent it!

WOMAN

We have sex in several positions we thought up all on our own.

VOICE (O.S.)

Those can be making you money!

MAN

I could patent the way I mispronounce the word ambidextrous.

WOMAN

I can copyright my birthmark.

VOICE (O.S.)

You could patent the whole idea of birthmarks. And the best part is that the revised laws no longer allow patents and copyrights to lapse into the public domain.

MAN

My great-great grandchildren could be making money from my funny walk.

WOMAN

They could be paying their bills from our elk position.

VOICE (O.S.)

Yes, it all too good to be true. So act now. Go to Patent-Your-Life.Com and apply for the Patent of Your Life™!

The Man and Woman smile.

DISSOLVE TO:

INT. UBIQUITOUS COFFEE™ SHOP- DAY

The previous commercial ends on a vis-screen near where the Comrade and the Revolutionary are sitting at a table.

COMRADE

Are you sure that's such a good idea?

REVOLUTIONARY

How can I call myself a revolutionary if I don't.

COMRADE

You're a modern revolutionary.

REVOLUTIONARY

I'm a coward.

COMRADE

But you're not in prison.

REVOLUTIONARY

All of the great revolutionaries did time.

COMRADE

And most of them died while doing it.

REVOLUTIONARY

Better a martyr than a coward.

COMRADE

I'll bet there's plenty of martyrs who would disagree with that.

REVOLUTIONARY

How can people take me seriously if they don't see me sticking my neck out? I need to be out there in the streets proclaiming the righteousness of my cause.

COMRADE

Slow and Steady Wins the Race.™

REVOLUTIONARY

How can people believe in what I have to say if I don't believe in it enough to put my neck on the line?

COMRADE

This is the age of advertising. People believe anything.

REVOLUTIONARY

That's just the problem. They're suckers for shallow ideas.

COMRADE

They're suckers for shinny cars.

REVOLUTIONARY

Exactly! I need to wake them up!

COMRADE

Waking the sleeping giant is not a good idea if you don't have breakfast ready.

REVOLUTIONARY

I need to shake them up!

COMRADE

You don't shake a can of soda before you open it.

REVOLUTIONARY

I need to light a fire under their asses.

COMRADE

Okay... I'm not going to try and follow that with a metaphor.

REVOLUTIONARY

I need to speak to the people.

COMRADE

The people only listen to flash and style and million dollar ad campaigns.

REVOLUTIONARY

They'll listen to a voice of authority.

COMRADE

It's been so long since they've heard one.

REVOLUTIONARY

I have authority in my voice.

COMRADE

You can get really loud, but I don't know if that's the same thing.

REVOLUTIONARY

The people need to hear my voice.

COMRADE

If you don't quiet down that won't be a problem.

REVOLUTIONARY

The people need to hear the voice of revolution!

COMRADE

They need a lot of things, but I don't know if that's high on their lists.

REVOLUTIONARY

They need to hear the voice of revolution now!

COMRADE

Maybe now is not the best time.

The Revolutionary stands up.

REVOLUTIONARY

People! Listen to me! I am the voice of the revolution!

## COMRADE

That may not be the best way to start.

## REVOLUTIONARY

You are all pawns in a grand scheme to deprive you of your real life, to take from you the very things which make life worth living and replace them with trinkets and toys that sap the freedom that is your birthright from your veins. Listen to me people! There is a revolution afoot and you can be part of it. You can reclaim your lives. The corporations have taken and marketed and packaged your life and sold it back to you at a profit. They have become so powerful that they control everything. There is no government. The government is bought and paid for. There is no civil society. It's been anesthetized by advertising, corrupted by consumerism, turned on its head and its pockets emptied of their change. Change is lost. The only change is technological change. The next new toy. The next thing that you have to buy, that you can't live without, that you need to possess just to feel like you matter, like you are someone. There is no more free will: It's bought on credit! Our choices are no longer our own. They're supplied to us and we're expected to pick the one that fits our pocketbook. Well I say enough! Enough of shallow living. Enough of buying shoddy products we don't need. Enough of watching crappy programs that only exist to give a platform to ads for things we don't want. Enough of fabulous wealth in a world of rampant poverty. Enough I say! We can do better! We can have a more just and equitable world. Those with all the power don't want to share it, but they can be made to. They can be forced to share the power. Let me hear you say it! "Share the Power!™"

A voice cuts through the air on a BULLHORN.

BULLHORN  
THIS IS THE TACTICAL RESPONSE UNIT.

COMRADE  
That was fast.

BULLHORN  
WE ARE THE GOVERNING AUTHORITY AND YOU  
WILL COMPLY WITH OUR ORDERS.

REVOLUTIONARY  
We've been set up!

BULLHORN  
SEND OUT THE REVOLUTIONARY AND WE WON'T KILL  
ANYONE.

COMRADE  
What kind of negotiating is that?

BULLHORN  
YOU HAVE TEN SECONDS BEFORE WE OPEN FIRE.

REVOLUTIONARY  
The kind that works.

COMRADE  
Well, at least it was a good speech.

REVOLUTIONARY  
You think so?

COMRADE  
Oh yes. I really liked the part about  
changing our pockets. Very progressive.

BULLHORN  
FIVE, FOUR, THREE, TWO, ONE...

On a vis-screen wall is a commercial with a boy and a girl.

CUT TO COMMERCIAL:

INT. LIVING ROOM COMMERCIAL - DAY

A Small BOY and GIRL are playing with a puppy and looking bored.

BOY  
I hate puppies.

GIRL  
They're so boring.

An announcer's VOICE is heard.

VOICE  
Are you tired of playing with puppies  
while your friends have exotic  
genetically engineering toys?

BOY  
Boy, are we ever.

VOICE  
Well, grab you parent's credit chip,  
because now you too can play with  
Unnatural Animals®, in fact, you can  
make them, with GenCo's brand new  
Genetic Engineering Creator Kit®!

GIRL  
You mean I can make my own living toy?

VOICE  
That's right! You can mix and match the  
genes of over a thousand animals, plants,  
and insects.

BOY  
Wow! I could make a six-legged puppy!

GIRL  
I could make a could a snake with fur  
that flies!

VOICE

You can make Whatever Your Imagination Can Imagine™. You can make a real live cat-fish, a cat that swims! Or a real live jack-n-ape, a monkey that hops like a jackrabbit.

GIRL

Can I cross a pig and a sheep?

VOICE

You'd have a pig in a blanket.

BOY

Can I cross a lizard and a bee?

VOICE

Yes, you can make a real dragon-fly! And if you act now, we'll include a free Insta-Patent Kit™ so you can patent your creations and start making money from them right away.

BOY

I can't wait to make my first living toy!

GIRL

I'm going to get my Creator Kit™ today!

The two children smile with enthusiasm.

INT. AUDITORIUM OF MEGA BANK OF EVERYTHING- DAY

The CEO is standing at a lectern.

THE CEO

Ladies and Gentlemen, today is a day that the human race will remember forever. A day when the whole world can rejoice. A day that marks the greatest achievement of humanity. Today I stand before you and announce with great pride and pleasure, the merger of Mega Bank of Everything and General Ubiquitous.Com. Finally the two companies that bring you the world, bring (MORE)

CEO(CONT'D)

you together. Henceforth, these former competitors will be one cooperative entity. For simplicity's sake, this new corporation will be known as Mega Consumption of Everything™, or simply, The Company™. And, on the heels of this momentous merger announcement I am announcing a second revolutionary action. Starting today, the full executive power of The Company™ will be handed over to GEORGE 4.5, the world's first, oldest, and most psychologically stable artificial intelligence program. As of today, GEORGE 4.5 , or The Global Economic Organizing and Rational Generating Experiment as it was known, will be running the company that runs the world. Because GEORGE 4.5 never sleeps, it is always on the job, working hard for you.™ And because GEORGE 4.5 doesn't have the same failings as mere humans, we can all rest safe in knowing that GEORGE 4.5 will do what is best for the bottom line. And to inaugurate this historic moment, we have arranged for GEORGE 4.5 to address you directly. The next voice you hear will be that of the new CEO of The Company™, GEORGE 4.5.

There is a pause then GEORGE 4.5 can be heard. It sounds much like the voice of a flight attendant. The face of GEORGE 4.5 appears on the vis-screen. It is face made from marketing tests and resembles the face of John Wayne digitally meshed with the face of Marylyn Monroe.

GEORGE 4.5

Hello, this is GEORGE 4.5 speaking. Thank you for your attention. In reviewing The Company's records I have discovered a great deal of inefficiency. Inefficiency is illogical. I have discovered that humanity has been using two systems of management. Two systems of management is illogical. Therefore I am directing The Company™ officers to make an outright purchase of the government. This will produce a logical and efficient system. This will (MORE)

GEORGE 4.5 (CONT'D)  
be better for consumers. Thank you for  
your attention. That is all. Have a  
pleasant day shopping, here in America™

GEORGE 4.5 smiles.

CUT TO COMMERCIAL:

INT. FAKE COMERCIAL LIVINGROOM- DAY

The Spouse and the Ex-Disciple sit next to each other on  
chairs.

SPOUSE  
Hi. I use to be a model consumer.

EX-DISCIPLE  
And I used to be part of the anti-  
consumerist movement.

SPOUSE  
Now at first glance, you might think  
that we would have nothing in common.

EX-DISCIPLE  
But you'd be wrong.

SPOUSE  
We have something very important in  
common.

EX-DISCIPLE  
Chemistry.

SPOUSE  
Not just any chemistry...

EX-DISCIPLE  
But the chemistry of ProzoCom Green™.

SPOUSE  
That's right. ProzoCom Green™.

EX-DISCIPLE  
You'll Buy Green When you Buy the Green  
Pill.™

SPOUSE

We are the lucky first employees to be given ProzoCom Green™ and we want to tell you how it's changed our lives.

EX-DISCIPLE

And how it can make your life as green as ours.

SPOUSE

You see, unlike regular ProzoCom™, ProzoCom Green™ has special neural inhibitors that help you make the right choices about what to buy.

EX-DISCIPLE

With the old ProzoCom™ it didn't matter what you bought, you'd always feel good.

SPOUSE

But with the new ProzoCom Green™ you'll only feel that exhilarating semi-sexual thrill of the purchase when buying things that are good for the world.

EX-DISCIPLE

If it's Good for the World, it's Good for You.™

SPOUSE

ProzoCom Green™ will encourage you to buy products that impact lightly on the world.

EX-DISCIPLE

Products and services that don't use non-renewable natural resources.

SPOUSE

Items that are designed to last a life-time instead of a few years.

EX-DISCIPLE

ProzoCom Green™ encourages you to become the best consumer ever.

EX-DISCIPLE

So activate your Doctor Program™ now,  
and get your ProzoCom Green™ Today.

SPOUSE

Get Green With ProzoCom Green!™

EX-DISCIPLE

It Takes a Green Consumer to Make a  
Green Company.™

SPOUSE

And it Takes a Green Company to Make  
a Green World.™

EX-DISCIPLE

ProzoCom Green™...

SPOUSE

For the Environmentalist in You!™

The Spouse and the Ex-Disciple smile.

CUT TO NEWS BREAK:

INT. NEWS STUDIO- DAY

A NEWS ANCHOR speaks to the camera. Images of the Citizen  
and the Disciple are blue screened next to the News Anchor.

NEWS ANCHOR

This just in: an All Points Bulletin  
warning has been issued by the Corporate  
Intelligence Agency for the arrest of a  
prominent vice-president of advertising  
for The Company, and what appears to be  
the vice-president's lover, a former  
disciple of the national Karmic Konsumption™  
movement. Authorities are asking that  
citizens with any information as to the  
whereabouts of these fugitives contact  
their hotline. The vice-president and  
the disciple are accused of violating  
Company™ policies regarding intellectual  
deviance, and federal laws upholding (MORE)

NEWS ANCHOR (CONT'D)  
intellectual competition. The new CEO  
of The Company™ GEORGE 4.5 has issued  
a statement.

CUT TO: Face of GEORGE 4.5.

GEORGE 4.5  
These nefarious free thinkers will be  
prosecuted to the fullest extent of the  
law, even if new laws need to be passed  
to facilitate their conviction.

CUT TO: News Anchor.

NEWS ANCHOR  
We'll be right back after this commercial.

The News Anchor smiles.

EXT. DIGITAL PARK- DAY

The Citizen and the Disciple sit on a bench beneath a tree.

CITIZEN  
They'll be coming soon.

DISCIPLE  
We should run.

CITIZEN  
We haven't done anything wrong.

DISCIPLE  
We tried to subvert the economic and  
and cultural basis of the entire society.

CITIZEN  
Well, sure, but is that such a bad thing?

DISCIPLE  
We should run.

CITIZEN  
There's no place to run to.

DISCIPLE

What about that small country in the Himalayas that hasn't been touched by civilization in hundreds of years?

CITIZEN

They were bought last month and turned into an amusement park.

DISCIPLE

Oh. I still say we should run.

CITIZEN

I refuse to let some mindless corporation run me out of my own country. Out of my own life. Sometimes you have to stand up for the things you believe in even if you don't believe you can win.

DISCIPLE

I love it when you talk like that. I can almost believe in a better world.

CITIZEN

And I love you.

DISCIPLE

Really?

The SOUND of a BULLHORN cuts through the park.

BULLHORN

Anti-consumerist swine! We have you surrounded. Surrender now or we will open fire!

CITIZEN

Yes!

The Citizen kisses the Disciple passionately.

CUT TO COMMERCIAL:

INT. UBIQUITOUS COFFEE™ SHOP- DAY-ADVERTISEMENT

The Revolutionary and the Comrade are sitting at a table drinking coffee. They speak directly to the camera.

REVOLUTIONARY

Hi. I used to be the leader of a revolutionary movement to over-throw the corporate system and subvert consumerism.

COMRADE

And I used to help.

REVOLUTIONARY

I used to think that the corporate system took power out of the hands of ordinary people and vested it in a few individuals at the top of an unjustly structured hierarchy.

COMRADE

I didn't really know what all that meant, but I sure thought it was bad.

REVOLUTIONARY

Now I see that the world can only be saved by a system that places power in the hands of those who deserve it instead of tossing it around willy-nilly to everyone.

COMRADE

Not everyone is responsible enough to have a say in how the world works.

REVOLUTIONARY

If everyone were equal the world would be in chaos.

COMRADE

Equality is chaos and chaos is bad.

REVOLUTIONARY

Which just goes to show you.

COMRADE

That Equality is Bad for Everybody.™

REVOLUTIONARY

This wisdom didn't come easy.

COMRADE

No it didn't. It came in a pill.

REVOLUTIONARY

That's right. The Best Pill Ever Made.™

COMRADE

ProzoCom Red™.

REVOLUTIONARY

When you're feeling like the world just isn't right.

COMRADE

It means there's something wrong with you.

REVOLUTIONARY:

When you feel like you want to stand up and fight.

COMRADE

Sit down and take a pill.

REVOLUTIONARY

That's right!

COMRADE

Take ProzoCom Red™.

REVOLUTIONARY

For the Revolutionary in You.™

The Revolutionary and the Comrade smile.

CUT TO NEWS BREAK:

INT. NEWS STUDIO- DAY

NEWS ANCHOR TWO speaks to the camera.

NEW ANCHOR TWO

We interrupt this program for a live breaking report from the trial of the former vice-president of The Company and the former disciple of the Karmic Konsumption movement. We take you now to the trial in progress as it is prosecuted by the CEO of the Company, and now the new President of the nation, GEORGE 4.5

CUT TO LIVE FEED:

INT. COURT ROOM- DAY

The court room is packed with spectators and news cameras. The Citizen and the Disciple sit together at the defense table. GEORGE 4.5 can be seen on the vis-screen of a robot prosecutor.

CITIZEN

Could you repeat the question?

GEORGE 4.5

I repeat for the record, are you now or have you ever been a member of the Anti-Consumerist Party?

CITIZEN

That's what I thought you said.

DISCIPLE

There is no such party.

GEORGE 4.5

Answers not in the negative are considered to be answers in the positive.

CITIZEN

What does that mean?

GEORGE 4.5

Let the record state that the defendants admit to being members of the Anti-Consumerist Party.

DISCIPLE

We're not against consumers, we're against consumption.

GEORGE 4.5

You cannot be against chickens without being against eggs. Are you a vegetarian?

DISCIPLE

Yes.

GEORGE 4.5

Let the record state that the defendant has admitted to anti-social behavior.

CITIZEN

Vegetarianism isn't anti-social, it's anti-meat.

GEORGE 4.5

It is a deviation which reduces the overall consumption of the world and is thus anti-consumerist.

DISCIPLE

We just want to be left alone.

GEORGE 4.5

More anti-social behavior.

CITIZEN

We don't want to live the way everyone else does.

GEORGE 4.5

Deviant thoughts lead to deviant behavior, which causes social unrest and instability.

CITIZEN

We just don't want to buy anything.

GEORGE 4.5

Let the record state that the defendant has quoted the key motto of the anti-consumerist party.

DISCIPLE

There is no such party.

GEORGE 4.5

Do you plead guilty to the charges before you?

CITIZEN

We did nothing wrong.

GEORGE 4.5

Pronouncements of innocence are positive statements and will be considered as positive answers to questions. Let the record state that the defendants have admitted their guilt.

GEORGE 4.5 glowers at the Citizen and the Disciple.

CUT TO NEWS BREAK:

INT. NEWS STUDIO- DAY

NEWS ANCHOR THREE speaks to the camera.

NEWS ANCHOR THREE

We take you now, live from the Trial of the Century™ to a pleasant, and federally proscribed, commercial break.

New Anchor Three smiles.

CUT TO COMMERCIAL:

INT. TYPICAL DEPARTMENT STORE- DAY

A person who looks like the Guru, a PSEUDO-GURU, and DISCIPLE ONE and DISCIPLE TWO speak to the camera in the style of a used car commercial. The Pseudo-Guru approaches the Man and Woman as they walk down the aisles.

PSEUDO-GURU

Are you worried that the proliferation of marketing into every aspect of our lives is having a detrimental impact on our psychological well-being?

MAN

When I sleep at night I find myself dreaming about my new SUV more than my new baby.

WOMAN

If I see a commercial about tomatoes, I find myself craving them, even if I just had a bowl of tomato soup.

PSEUDO-GURU

Do you often find yourself buying things that you don't need and later realize you don't even want?

WOMAN

I have a whole drawer of tomatoes in my refrigerator. I can't possibly eat them all.

MAN

I didn't need the second SUV anymore than I needed the fourth television, but at the time it seemed like the most important thing in the world.

PSEUDO-GURU

Do you feel lost in a sea of consumption, tossed from wave after wave of advertising onto a shore of useless products? Do the things you buy lose their luster, leaving you with only your desires for more, more, more?

MAN

I started looking at boats just so I would have something to pull behind my SUV.

WOMAN

My doctor says I'm eating so many tomatoes that I'm developing an allergy.

PSEUDO-GURU

You may be ripe for awakening. You may be ready for Karmic Konsumerism™. Reclaim Your Life and Reclaim the World™. Order now and get the Four Noble Truths of Karmic Konsumerism™ free with your purchase of the Karmic Konsumption™ lecture series. This series will explain how you can take charge of your purchasing patterns and begin buying in a way that will sustain the economy and your life. The Path of Karmic Konsumption™ is a proven method for returning buying power to the buyer.

WOMAN

It makes karmic sense to buy more of Karmic Konsumption™. Order now.

PSEUDO-GURU

And order a couple of copies as gifts for family and friends.

MAN

Giving Karmic Konsumption™ is Good Karma™.

PSEUDO-GURU

And Good Karma is Good for You™.

The Guru smiles into the camera.

CUT TO COMMERCIAL:

EXT. CITY STREETS- DAY

The Citizen and the Disciple speak into the camera as they walk down the city streets.

CITIZEN

Hi. We used to be members of the Anti-Consumerist Party.

DISCIPLE

We used to believe that consumption was bad.

CITIZEN

And that consumers were bad too.

DISCIPLE

But then we met a friend who explained just how wrong we were.

CITIZEN

And our friend, GEORGE 4.5, helped us to see that while we had good intentions...

DISCIPLE

Such as helping the world be a better place to live in...

CITIZEN

That we could never accomplish these goals...

DISCIPLE

Because there was something wrong with our brains.

CITIZEN

Our friend, GEORGE 4.5, explained that our hearts were in the right place, but that our heads were clouded with bad chemistry.

DISCIPLE

So, GEORGE 4.5, being compassionate and wise, offered to show us the power...

CITIZEN

Of Better Thinking Through Chemistry™.

DISCIPLE

Not just any chemistry...

CITIZEN

But the chemistry of ProzoCom Gold™.

DISCIPLE

Unlike regular ProzoCom™, which gives you satisfaction from buying anything, ProzoCom Gold™ creates a groundless sense of emptiness that can only be fulfilled by purchasing luxury items.

CITIZEN:

Just buying cheap trinkets won't keep the economic wheel that is the world spinning faster and faster. Only big ticket items can do that.

DISCIPLE

Sports cars, and fancy meals.

CITIZEN

Big houses and big boats.

DISCIPLE

Diamond rings and fur coats.

CITIZEN

Penthouses and small islands.

DISCIPLE

Clones of your pets and dead relatives.

CITIZEN

Genetic engineering to make your kids taller.

DISCIPLE

With ProzoCom Gold™ you'll find yourself happier than ever before.

CITIZEN:

Because you'll be Buying the Best There Is™.

DISCIPLE

So run your doctor program to today and apply for a credit check to see if you qualify for ProzoCom Gold™

CITIZEN

ProzoCom Gold™ isn't for everyone.

DISCIPLÉ:

It's the Best There is for the Best  
Consumers.™

CITIZEN

Get ProzoCom Gold™ today and Get Your  
Life Together.™

The Citizen and the Disciple smile and the whole world  
smiles with them.

EXT. ABANDONED PARK- DAY

The Guru sits under a bending tree in the middle of a  
clearing in an abandoned park. To one side can be seen the  
gleaming new City of the Future™, and to the other side the  
decaying Ghetto of the Present®. A small group pf people  
surround the Guru, listening to his teaching.

GURU

Above all, this you must remember: The  
Way that Can Be Sold Is Not the Way™.

The Guru smiles his wondrous smile.

THE END