

Note: This is a modelling, done based upon analysis of existing facts and evolving reasoning, as to how the 'Government' and 'Constituents of Governance' are likely to behave and function 'influenced by normal human attributes' under different 'probable conditions' and does not imply projection or criticism of 'any particular government system in the world'. Any explanation in this 'coinciding with any working Government system' shall be an unintentional coincidence only.

FAME GAME

As described in other chapter, a political leader PL and subsequently transformed into a GPP, would have a tendency to remain in lime light to get continuous attention from people. These PL gets transformed to GPP, after election and becomes part of government, owner of massive powers and resources. But the person is same and would keep behaving in the same manner, responsible or irresponsible, intelligent or non-intelligent, honest or dishonest etc. This character and identity shall be denoted as GPL. No GPL shall, however, wish that even if it possesses the attributes of irresponsible, non-intelligent, dis-honest etc, it should not become known to the outside world.

As a political leader GPL, as PL their survival is linked with the publicity, hype, contact direct or through the workers to give uninterrupted impression to the people that GPL/PL is with them. **If political party keeps a DAVM agenda regarding whatever objectives they are proceeding with, publicize the DAVM goals and also furnish feedback/information to the people regularly, the GPL will not be required to depend upon 'hype' for its image and name.** However, having DAVM objectives and goals and notifying to people, is an act of 'responsibility' and 'accountability' which would require a person with high knowledge, goals related confidence (**not ego based confidence**), devotion and perseverance to achieve goals. However, very few GPL would possess these if the GPL are emerging from masses with average or low intelligence profile. It has been explained in 'other chapter' that the 'negative mentality' and MUBISM would spread much faster and therefore, **those who are intelligent would also have incentives to act as a MUBI and 'low intelligent' person.**

There would be an argument that the GPL can also benefit the society without having DAVM goals and without notifying it. May be for time being we proceed with this to be correct. But this action is not transparent and visible to the nation. This would not ascertain that the GPL has benefitted the people without any discrimination and without linking its 'selfish interests'. Also there would be 'ghost beneficiaries', the non-existent people, who would have been projected by GPL to have been benefitted but since the people do not exist, the resources and benefits shall be captured by GPL for its selfish use. Therefore, this would not be 'ethical' and 'honest' approach. **The GPL would invariably notify the DAVM objectives and goals if intention is fair and actions are honest. Why a GPL would try to defy the transparency? Why GPL shall defy verification of benefits by those whom the government exists for? What could be a reason other than to extract self-gains by GPL.**

So the GPL would pretend or act as 'low intelligence' person and thus under all probabilities, **avoid to notify** DAVM goals and objectives, and project itself based upon Non-DAVM achievements, just having spoken by HOG, MOG, OIG or PL. What it would do otherwise. In fact having **DAVM objective/goals and achieving those, is the only 'ethical action plan' as this would confirm to yield direct benefits to the society.**

But this happens to be a tough course for GPL as it would need transparency, devotion/commitment, becoming service person to citizen in real sense. GPL in the state of masterism, shall not adopt it. And there is other simpler course available.

The other course of action is much simpler, but have mix of 'dishonesty and insincerity'. Made up Publicity, hype, image building etc. Having 'media' aligned and

'projecting GPL as a 'super-person' and not as 'service provider'. The projection will have to be stepped up at regular intervals for projection of 'GPL as a person' adding more and more of 'made up stuff' to have continuous attention of the people. And there will be a time soon that the GPL shall be projected as 'super person' doing something which no one could do earlier. The ordinary statements shall be presented as 'miraculous' and media shall be advised to use best 'adjectives' and 'adverbs' with the GPL coverage. If we talk of hindi language, the words like MAHA, SUPREME, ANOKHA/miracle, PAHELA/first ever, BIG, MAJOR, GREAT shall be used with ordinary actions of the GPL.

And worst happens that once this becomes common practice by a GPL in government or political party, the next GPL in government would have to invariably adopt the same practice of continuing with 'falseness' and even using 'higher level of 'adverbs' and 'adjectives' making it more 'illogical' and 'ridiculous'.

This characteristics and behaviour shall be 'termed as 'FAME GAME' in which the PL and GPP would not perform transparently in terms of DAVM objectives/achievements with direct communication with the people from government public domain and the accredited/notified official platform and rather make the media 'farcical and purposeless' and use the same for presenting 'unnatural hyped and built up' messages, speech, reporting, coverage.

Above it was mentioned that the 'media' shall be used in this manner to project GPL as a person and not as 'service provider. The explanation is very simple. If GPL presents itself as 'service provider' rather than 'individual person', it would deliver selfless service to the people and the society and leave the 'image building' to the people/citizen. These two are just 'different and opposite approach 'and ' once the GPL starts feeling comfortable with the 'Fame Game' it would not revert to the 'service provider'.

Fame game has prominent and evident consequences. The one GPL, placed at the most conspicuous and powerful position would 'set aside' the 'team working'. Every action of the government shall appear to be originating from it, virtually every government GOSIP shall be presented and announced by him/her, virtually the credit of every government GOSIP and decision shall be accrued to his/her leadership etc. Team working shall fade out in which all GPL holding different portfolios/departments/ministry shall not be presenting the GOSIP and decisions pertaining to his/her portfolio/ministry/department but only one and selected few shall have the privilege. This would lead to 'authoritarian' approach of 'one or selected few' but presented as the 'thought line' of the government or the political party so that no one would react.

And further there will be no place for 'addressing' the failures of GPL, because madiak would have presented it as a 'miracle person', so failures would not be discussed. It is brought out in Madiak chapter that the 'important' role of madiak is to 'bring up' the failures of the government, examine and analyse failures and advise the 'remedies'.

Fame Game would lead to 'authoritarian' control by few on all others.

The other important outcome is very significant and noticeable. A GPL is having control over enormous and all 'government resources'. It has intention of 'projecting' his actions to entire population of the nation, and needs exorbitant amount of money and resources in doing so. GPL also would be driven by a misconception that because he/she has been holding government or party position and by virtue of which he/she has authority to use government money and resources for his/her own image building. It is incorrect. **If the projection has the name, driven abbreviation, nick name, photo of the GPL, it would have been incorporated with the intention of taking credit for the GOSIP by the 'individual' occupying that position. Cost of any such projection, publicity, propaganda,**

advertisement, public information notice etc must be paid by the GPL personally from his/her genuine earnings.

There may be an argument that use of term 'government' by all GPP would keep the actions of a particular GPP hidden. This is a lame argument as all orders/ decisions shall be presented /notified by the government as its identity as 'Government' only. For example, in country say ABC, the government orders/announcements/declarations shall be signed by GPP (Name)...GPP/Government of ...ABC. The best way would be to designate the GPP in terms of its hierarchy position.

If it is communication from the government to citizen, the first channel should be government public domain and any other projection, publicity, advertisement, public information must only mention 'government' and the government position, say Health Minister, Government of'

He/she may also argue that it is not his/her individual's image is being projected but it is the 'government position' which is being propelled.

It must be understood very clearly and must be covered under rules and laws that 'government as entity' and 'GPP as individual' are two different units and 'government resources' can only be used for projection of 'Government unit' only. Adding individual or any GPL must restrain the government from using government money and resources.

If there is no restriction by rules/laws and government norms, the GPL shall have great incentive to use 'government resources' for its own name, fame, publicity and any insignificant act of GPL shall be presented to the people as 'outstanding'. The HOG,MOG,OIG would be telling the people to drink water, take medicine or cast vote or celebrate birthday or festival or.... And such endless, irrelevant stuff shall be notified with the name photo of GPL. And precious government resources shall be 'drained out' which would be 'Enormous amount' for such useless notifications.

With 100% transparency by the 'government people' with the 'citizen' and 'open world', their actions and decisions are at once, gets reflected in the lives and behaviour of the citizen. With 100% transparency and 'complete direct communication' with citizen from public domains, public notifications etc and notifying DAVM objectives and goals and achievements of all GOSIP on time line, **Government complying to all these, there would not be any place for any 'self publicity' and/or 'self projections' about actions/ deeds of a 'Government person'.**

If the 'self publicity' and 'self projections' are considered permissible, the government people would have all incentive to do 'much more publicity' than the 'real achievements' as getting photos printed in newspapers or shown in television or getting posters printed in 'self praise' and pasted on walls is 'much simple and much easy' job than executing the GOSIP and realizing its benefits to the millions of people, which does not need any 'self publicity'.

Still if the government people go for 'self publicity' and 'self projection', it is a straight derivation of 'selfish orientation' preferring 'falsified self praise' than the real benefits, DAVM notified' visibly experienced by the citizen. Not only this but if continues, it would hatch unwarranted desire in government people to go 'more for publicity' and 'less for action' which shall make them selfish and corrupt.

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