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# MAGAZINE

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THE ULTIMATE MASTER OF

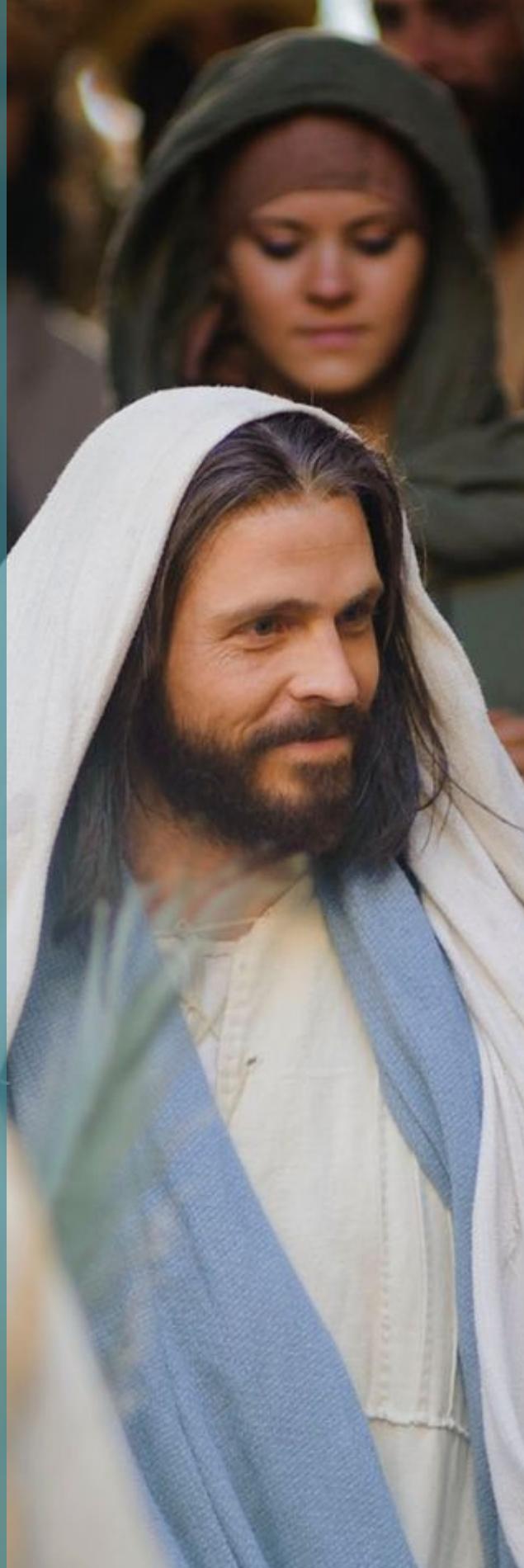
# PUBLIC RELATIONS

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By Joseph Jones  
Comms 101 Section 003  
Written in the satirical voice of an  
editorial from the era of Christ

Children of Jerusalem, Jesus of Nazareth may be the most influential Public Relations expert of whom we know, Jesus setting alight a flame of mass hysteria which has convinced many of the tribe of Israel that He is the Messiah. In this editorial we will lay out just what Jesus of Nazareth preaches, the secret to the rapid growth of His disciples, and what the future holds for this daring symbol of hope, Jesus Christ.

"Love God", says Jesus. With a seeming infinite knowledge of His audience, Jesus uses strategic communications to persuade His followers to love God with all their might, mind and strength, as then do unto their neighbor likewise. His intimate teaching style encourages an active two-way symmetrical model of dialogue between the religious leaders and the adherents. What this does is enable the people themselves to understand the scriptures and follow the true commandments of God rather than the guidelines of men.



Triumphal entry into Jerusalem

What have we to gain from such a Messiah? The Roman stink lies heavy over our homeland, and this man does little to free us from our oppressors. He poses little threat to anyone. Jesus uses no coercion or implied danger to compel people to change, rather allowing his listeners to come to the conclusion themselves: that acting kindly towards Roman rule is the best course of action.

Despite this, mighty powers in Jerusalem such as the Pharisees seek to crush this humble man with careful traps. You may quake in fear at the political intrigues of the magistrates, but Jesus goes beyond all such machinations, allowing the truth and a powerful rhetoric to persuade his listeners through parables, foiling even armed guards in the Temple grounds itself. The use of parables allows them to use their intellect, logos, to unravel teachings such as the higher law, loving even your enemies. Jesus also makes use of emotional resonance, pathos, as He explains of the prodigal son returning home to a welcoming father. Now you may wonder at why this single man has shaken Jerusalem to her foundations. Hear this, Jesus hints at being the very son of God himself. He appeals with ethos, and should He indeed be the son of God, His credibility would be assured in the eyes of His people.

Naturally this effect is compounded by the triumphant entrance of Jesus into Jerusalem earlier this week caused all of Jerusalem to talk, the disciples of Jesus heralding Jesus as a King returning to His rightful residence. Jesus makes excellent use of 'earned media' which costs nothing but creates a favorable impression of His character.

At times it even seems that Jesus does not wish this attention, such as when he healed a leper of his impurity and forbade him tell others of the miracle. Jesus also turned water into wine, an impressive feat. Most astounding of all is when He forgives sins. This creates enormous press agency, or the action of feats intended to attract attention. And there is no shortage of that. He attracts gossip and spreads news of His great power and mercy throughout all of Judea with His amazing miracles. Throng of people flock to Him in search of cures. Notwithstanding the efforts Jesus makes to stay under the radar of threats in Jerusalem, the coming days look uncertain for our Prince of Peace.

Should you have a desire to seek God, seek out Jesus and see for yourself whether he truly is the foretold Messiah. His actions and teachings allow for an intimate relation with what was previously only available through prayer.

Shalom, Joseph Jones



Joseph Jones  
Comms 101 Section 003  
Written to show improper  
use of communication  
techniques



# Hell Fire Awaits You

Heaven and Hell, two hot topics in a city blessed by God himself. We framed our message with crafty intent: with the Passover in full swing, everyone has been wondering just how we can get closer to God. In this article, we will tell you in five simple ways just how easily you can stay away from everlasting torment and transmit the cultural traditions of Palestine in the process.

First, frame the message in your mind; picture the commandments of Moses as the only thing saving you from a pain so excruciating that only God could feel it. Repeat this over and over until you have enough motivation to follow God's commandments.

Second, share this message with everyone you come in contact with. We don't need them to respond, the best part about mass communication is that we don't have to do anything. Let your friends and neighbors take it upon themselves to kneel before God.

Third, don't worry about our biases. Even



This article is fictional and in no way represents the views of the author, instead pointing out different aspects of the media warped by bias set in a biblical time period.

though this magazine is paid for by the gladucees, you can be sure that any information inside is entirely trustworthy. Because of this, you should know that this Jesus is no Christ. Pay no attention to Him and come to our synagogue instead.

Fourth, spend some time thinking about the semiotics in the phrase fire and brimstone. What do these words connote to you? We hope you haven't forgotten the torment after this life if you don't do what God commands you.

Fifth, be open to different types of convergence of this message we are giving you. If after reading this you have bad dreams, that is just God trying to communicate how awful it would be if you don't follow His word. When two different forms of medium such as the hieroglyphics in this clay slab or what God tells you in a dream begin to converge, that means that the lines between different media are blurring.

Be obedient or else, Joseph Jones



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