

## Why Entertainers are More Appealing to the Masses than Scholars

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Stop making stupid people famous. Such goes the saying. Everybody has heard of it. Everybody knows what it implies, yet, that very everybody, or at least, almost everybody, never thinks twice before “making stupid people famous”. Hence, I have said in my book “Mission Reality” - “Stupid people make stupid people famous” [1]. But why? Is there a deeper reason behind such a primitive act? Is there something more than mere stupidity? Is this stupidity really that stupid or does it have some incomprehensible value which can only be discovered if we see past the surface of such behavior!

If we speak empirically, then there is no such thing as stupid or wise in the kingdom of nature, for the kingdom of nature is governed by only one quality, and that is survival potential. If a behavior exists, it does so, because it has some sort of survival potential attached to it. And this is the reason why scholars, such as scientists and philosophers are way less appealing to the masses in comparison to entertainers such as filmstars, singers or sportspersons.

Scholars (including scientists, philosophers, doctors, teachers, innovators and many more, involved in the practice of science, technology and philosophy) make the greatest physical contribution in the life of the human species, take away scholars and all progress will come to a standstill, yet most of them spend their life in anonymity outside the tiny circle of their distinct field. On the other hand, entertainers are seen by people from all walks of life as some form of all-knowing prophet - if they say, a certain health drink is good, the masses would most naively embrace that health drink in their life - if they say, a certain watch or perfume or handbag is the symbol of elegance, the masses would most blindly run after it - and if they run for office, the masses would most stupidly vote [2] for them, without actually knowing their psychological capacity to run a people.

Here, I beg you not to think of all entertainers to be stupid, rather what I am pointing out is that, the expertise of an entertainer is in entertaining, so you should give them as much reverence as they deserve, not more than that. They are not expert in medical issues - they are not expert in running a people - they are not expert in anything except their work in entertainment - just like, I am not an expert in Chemistry or Physics or Mathematics - I am a Biologist and that's where all my attention is placed. So, if you have a question about Quantum Physics, you must not ask me, rather you must ask a Physicist. And the same is true for every other expert in the world - be it an expert of science, mathematics or arts. For example, my favorite actors are Cary Grant and Jimmy Stewart, and I enjoy their work immensely, but I don't expect them to have a deep insight into human nature, just because they were and still remain quite famous - that's my job, just like their job was to hold up a mirror in front of the society through their acting.

Now the big question is, why do people fall prey to the charm of celebrities and confuse their charisma to be the sign of wisdom, in most cases quite subconsciously? This behavior goes back millions of years. When our ancestors lived in the jungle amidst other animals, the chances of survival of the tribe increased in proportion to their blind loyalty to the alpha, a character with leadership characteristics,

which mostly consisted of an absurd amount of confidence and charm [1]. And this evolutionary instinct of attraction to confidence and charm still remains rather dominant in the common human psyche, which makes them vulnerable to the spell of charisma, even if that charisma has no content of character or wisdom underneath it.

In everyday life of the common human, reason takes a back seat and emotions dictate all significant behavior [3]. “Erase the emotions and you would erase the most important part of what it’s like to be human” (as said in Mission Reality) [1]. In short, no matter what you say, if you can say it with such a confidence that it touches people at an emotional level, then you can make them believe in anything - you can make think anything - you make them do anything.

In the human society, being famous is not the same as being right. Because people who make individuals famous, do not care about right or wrong - they don’t care about truth and reasoning - they are subconsciously driven by their instinct for survival, towards confidence, charm and charisma, just like moths are drawn towards a burning candle to face their inevitable demise.

I’m afraid, if the humans do not learn to make conscious and conscientious efforts to place their attention on character and wisdom, instead of on charm and charisma, then the demise of humankind is inevitable. Here, one may wonder, how can an entire society of humans change their behavior overnight! And the reality is, such a transformation or change cannot take place overnight, moreover, it won’t happen all at once. All change begins with the individual. When we change, the world will change [4].

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