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## **Cocaine mummies and the pre-frontal reality**

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The scientific community frames its world with facts – facts which have been subjected to tests and apparently proven themselves and are therefore proffered by scientists to mankind as things upon which it can rely to steer it safely through life.

However, facts are a moveable feast. Time and fresh minds often prove scientific “facts” wrong. The cocaine mummies seem to indicate that 2000 years ago the Ancient Egyptians had access to both tobacco and cocaine – something previously believed impossible.

One part of the German and British scientific community has proven in laboratory tests that the mummies are telling the truth. The rest of the scientific community disputes that “truth”. But if the laboratory tests are right... then humanity has to rewrite its entire history.

Nuclear communicators have very little credibility with the general public because they represent scientists, who not only are often proven wrong by time but also cannot agree on the truth.

At the same time, there are fundamental facts about the human condition that nuclear communicators ignore – to the detriment of their message.

Fact: thinking is a learned skill, not an instinct. Fact: language is a learned skill, not an instinct. For humans to follow the positive nuclear argument they must both think and also understand language. But thinking is not the brain’s first choice of operation.

Fact: the pre-frontal lobe of the brain is the seat of mankind’s primitive emotions, including the instinct of fear and the instinct for life. The pre-frontal lobe dominates the way man thinks and speaks.

Therefore, nuclear communicators have to learn the skill of mapping their messages to the pre-frontal human reality.

This presentation provides practical points for that learning and message mapping exercise.