

The Rise of the New Normal Reich: A Special Interview With C.J. Hopkins

By Dr. Joseph Mercola

Dr. Joseph Mercola:

Welcome, everyone. Dr. Mercola helping you take control of your health. We are joined today by a repeat guest, C.J. Hopkins, who we had on, hard to believe, it's about a year ago to this very day. He's back because he's written a new book, which is a compilation of his essays for the last two years. The book is "The Rise of the New Normal Reich," which is somewhat appropriate, because he lives in Germany, so he has an interesting perspective that most of us that are going to view this interview don't have, because we don't live in Western Europe like he does. He's a particularly good journalist.

Dr. Joseph Mercola:

The book is impressive from the perspective that who he was able to get endorsements for, four great people, that I'm sure you all know, or most of you know, would be Robert Kennedy, Jr.; Matt Taibbi, who's another amazing journalist; Max Blumenthal, who's the head guy over at The Grayzone, who's gotten a lot of publicity recently because of their attempts to discredit him; and Catherine Austin Fitts. Quite an exemplary group of endorsements.

Dr. Joseph Mercola:

I would've liked to have seen two others in there: Glenn Greenwald, who's another great investigative journalist; and then myself, of course, but nevertheless, a good job on acquiring those. What was the — Well, I guess probably the best place to start is it's been a year since we last dialogued, and obviously things have changed a lot.

Dr. Joseph Mercola:

I think the most acute change, as you mentioned right before we got on, is that you're now suffering with the SARS-CoV-2 symptoms, probably the B.2 or B.4 or B.5 variant, for the third time, so you're struggling with that and probably a bit compromised for this interview, but I'm sure we'll get through.

Dr. Joseph Mercola:

I think what I'd like to focus on is what you perceive as the biggest changes in the last year, and then what you've compiled pretty well in the book, but then also to get into some of the projections and what it looks like we might be coming up against.

C.J. Hopkins:

Sure. Sure, and Doc, first, thanks a lot for having me back on. Yeah, sorry we didn't get you in for an endorsement with the book. I appreciate your support, and the support of all those folks that you mentioned. It's been great.

C.J. Hopkins:

The biggest change — I just think we're in a pretty weird period at the moment. I tried to describe it in the introductory essay of the book. I think the essay that I wrote that garnered a lot of attention originally was “The Covidian Cult,” and it brought a lot of readers in, and people started paying attention to my coverage of the new normal and all of that.

C.J. Hopkins:

In the introduction to the book, I tried to make a distinction, and I said I really think that the Covidian cult itself is over. What I meant by that is this sort of magic spell that fell on the majority of people all around the world and generated and sustained all of the hysteria that we went through in 2020 and 2021. I think that spell is broken. There are just way too many disclosures and acknowledgment of facts, way too much publication of facts, and I think that hysteria has died down.

C.J. Hopkins:

I don't think the new normal project is over at all. On the contrary, I think it is ramping up, and it is in a much more insidious phase than a lot of people realize. For example, here in Germany, preparations are fully underway to bring back mandatory masks, forced social distancing, segregation of the unvaccinated again.

Dr. Joseph Mercola:

What's the justification for that?

C.J. Hopkins:

There's no justification for it, no legitimate justification for it, at all. Mostly our fanatical Minister of Health, Karl Lauterbach, and many others, and a lot of them in the Green Party and the Social Democratic Party (SPD). There are numerous studies and articles and models and all of the distorted, so-called evidence, that was presented all during 2020 and 2021. There's no shortage of so-called studies and so-called data that can be cited by these people when they need to. Subjected to scrutiny, of course, it all falls apart. There's nothing substantive there, but they cite them.

C.J. Hopkins:

I think the latest justification was whatever this new variant is, and forgive me, I don't keep track of the different variants, but first our Health Minister was shrieking about the summer wave, the deadly summer wave that we were going to get, and that was debunked. Then he started shrieking about the return, the next wave in the autumn. They've already planned for the next wave in the autumn, and preparations are underway to bring all of these measures back.

Dr. Joseph Mercola:

Yeah. I was just reading in the blogs this morning that the FDA is considering launching a new vaccine in the fall that's not going to go through any trials at all, except for some brief animal studies. They're foregoing all human studies, and they're using it for the omicron variant, which is not around now. That makes about as much sense as using the original Wuhan strain vaccine for the omicron variant. It just doesn't work at all. It's negative. After literally a few weeks, it radically increases your risk to get an infection, so they're basing these strategies on essentially

flawed science to support their propagandas and the narrative, so to help them make further strategies, which is what the book's about, what we're progressing into. Maybe you could expand on the progression or transition from the Covidian cult to where you perceive we are now in this new Reich that you refer to.

C.J. Hopkins:

Yeah, well, part of it is — I think part of it is, what I was trying to focus on when I was speaking originally, is the shock and awe phase that we went through in '20 and '21 is over. You can't sustain shock and awe like that forever. What we're experiencing now is really the normalization of the pathologization of society. You're in Florida, I believe.

Dr. Joseph Mercola:

That's correct.

C.J. Hopkins:

Which is a completely different world than Germany, but if you're aware of how people are behaving in different countries or in different states in the U.S., what have you, there are many places where it is becoming just completely normal to walk around with a medical-looking mask on, and people don't think twice about segregating and banning people and imposing vaccine mandates and what have you. All of these measures that were rolled out during the shock and awe phase are just subtly becoming a part of daily life.

C.J. Hopkins:

One analogy might be, I've used it before, anybody who travels in the airports in the U.S. and in most places in Europe. We're now accustomed to taking off our shoes and putting our liquids in silly little 15 milliliter bottles, or whatever they are, and we don't think about it anymore. It has just become a routine, ritual thing that we do. It makes absolutely no sense whatsoever. It's ridiculous, but it has been ritualized. It has been normalized. That is what is happening with the new normal.

C.J. Hopkins:

The insidious part of it is, and I'm going to be writing more about this, it's really the pathologization of life, of everyday life. We're being conditioned to walk around in our lives terrified of some pathogen that is going to come and attack us, or some health threat. It's a wholesale revision of reality, and it's frightening.

Dr. Joseph Mercola:

I guess being afraid is sort of falling into their trap, because they're using fear as a really powerful limbic system activator to get people to do what they want to do, like implementing these new, well, the old strategies of the lockdowns and the social distancing and masking. What do you propose as a better strategy?

C.J. Hopkins:

A better strategy to achieve what?

Dr. Joseph Mercola:

Well, to resist what they're seeking to implement.

C.J. Hopkins:

Yeah, I don't know if I have a real strategy for that. It's something else that I've tried to get into in the introduction to the book. I refer to the Milgram experiments, which most people are aware of, but if they're not, I'll remind them. Those experiments were conducted, I believe in, when was it, in the '50s, in the '70s? I'm not sure.

Dr. Joseph Mercola:

Probably, I think, the '50s, more than likely.

C.J. Hopkins:

I think it was the '50s, yeah.

Dr. Joseph Mercola:

Pre-'70s, for sure.

C.J. Hopkins:

Yeah, and so [Stanley] Milgram set up these experiments, and people came in and they were supposed to administer shocks to the test subjects, who weren't really test subjects; they were actors, but people thought they were administering shocks to these people every time that they gave a wrong answer to this questionnaire. It was really, it was a measurement. Milgram was exploring why — he was exploring how fascism works, how totalitarianism works. He was exploring, why do people mindlessly obey authorities?

C.J. Hopkins:

In any event, the result of those experiments was somewhere around 65% of the actual test subjects, the people administering the shocks, were willing to shock the other test subjects to the maximum. Many even thought they were killing them. About 35% were not willing to do it, or expressed severe reservations and were just not willing to mindlessly obey authority.

C.J. Hopkins:

The reason that I brought it up in the introduction is I think that percentage pretty much holds true. I think if you go back and look at totalitarian movements of the past, if you look at our experience over the last two years, I think when a society, or a conglomeration of societies decides to go totalitarian, and the powers that be use all of their tools, all of their weapons to transform that society into a totalitarian system or a quasi-totalitarian system, this reaction is predictable. You're always going to get somewhere around two-thirds of that society. They're going to click heels, and they're going to follow orders.

You mentioned it before. It's primarily out of fear. People don't want to be punished. If they see which way the wind is blowing, they want to conform, so they don't get singled out and

punished. If the authorities are giving them permission to behave that way, then great; they're fine with it.

C.J. Hopkins:

I don't know how to change that dynamic. I don't know how to change that percentage. I don't think it's possible, necessarily, to change that percentage. What I'm concentrated on is trying to activate the other 35% of us. I think that has been successful to a certain degree. I think more and more of us, and when I say us, I mean the 35% who are not clicking heels and following orders, more and more of us are feeling like we have permission to speak out, like we have permission to resist, permission to push back.

C.J. Hopkins:

I think if that 35% of us is active, that, okay, maybe we can't stop the forward momentum of the new normal altogether, but we can certainly throw a monkey wrench into it and derail it and change it significantly. Maybe that's the most that can be hoped for. I don't know.

Dr. Joseph Mercola:

I looked up the data of the Milgram experiments, and you were right. It was between '50 and '70. They started in 1961, so you're spot on. I want to make sure we have — they're defining the right term. You refer to the 35% of the population. I'd be interested to get your perspective on Mattias Desmet, who isn't too far from where you're at. He's in Belgium, of course. He's the professor of psychology who is responsible for popularizing, or actually, not popularizing, but pretty much created the term “mass formation” and “mass formation psychosis.”

Dr. Joseph Mercola:

When I interviewed him, his thought is that 10% of the people are red pills, essentially, that have never been brainwashed, have not been propagandized and really understand the truth at a fundamental basis. He speculates that maybe 30% of the population are fully brainwashed, most likely never in their entire life to come out of it, and there's nothing you can say to convince them otherwise. Their critical thinking skills are essentially evaporated, and they are resistant to any form of rational thinking about this topic. Then you've got 60% in the middle, who could potentially go one way or the other. That's his view. I'm wondering how you would reference your 35% in sight of his assessment of where the population is.

C.J. Hopkins:

I don't know if I would get into the exact percentages. They're all pretty much rough for me. I think the point is, the point for me, is that expecting those of us who are resisting, expecting to be able to transform the majority of society is probably an unrealistic expectation. It's certainly an unrealistic expectation. I don't know about Desmet's percentages. I haven't read his book or studied it. I've read a few articles behind some of his stuff, and I generally agree with his concept of mass formation psychosis.

C.J. Hopkins:

I do kind of disagree with him on a fundamental point, I think, unless I'm misunderstanding his thesis. It seems to me, and please correct me if I'm wrong, it seems to me that his thesis was

based on the idea that this mass formation psychosis occurs in societies because of an underlying problem and underlying imbalance, something that is inherently wrong in the society that then leads to this mass formation psychosis; whereas, if I'm right, I see it quite a bit differently. I-

Dr. Joseph Mercola:

He's not claiming that at all.

C.J. Hopkins:

Yeah, go ahead.

Dr. Joseph Mercola:

It's really the result of a very effective propaganda campaign, and the tools that they have to implement these strategies have exponentially increased with respect of effectiveness because of the internet and advances in technology. In applying tried and true strategies integrated with this new technological advancement just essentially creates a platform where we have the most effective propaganda campaign in the history of the world and produces — he really uses a synonym for mass formation as hypnosis. He just doesn't differentiate them in any way, shape or form. They're identical, so essentially they're hypnotizing the population is what it is. It's not due to some intrinsic flaw of the society. It's rather, they're being taken advantage of with some very sophisticated strategies.

C.J. Hopkins:

Right. Thank you. Thank you. Then, perhaps I don't have a fundamental disagreement with him based on that. My point is, I guess, I do have a little trouble with the concept of hypnosis, as well.

C.J. Hopkins:

The point that I've tried to make, and just a distinction I've tried to make between my understanding of his theories — I don't think what has happened is, in any way, aberrational. I think this is what we are. Given any given society of human beings, if the power system, if it's those who are in charge and have power over that society, if they decide to deploy these technologies, whether they are the advanced technologies that are being deployed now, whether they are the technologies that were deployed in the 20th century during those totalitarian movements, if the powers that be decide to deploy these technologies, societies will predictably react this way. They will react this way not because they're hypnotized or even necessarily because they're deceived. I wrote about this a bunch in the essays that are in the book.

C.J. Hopkins:

I think this is what we are, the vast, the majority of us, put in this situation will react this way. We'll click heels and follow orders, and expecting — I think it's important for us, those who are resisting and pushing back, I think it's important for us to acknowledge that and accept it and not think that this is something that can be changed in the human condition is what I'm getting at. It's basically anytime the boys in power want to turn this machine on, we can expect a result pretty much like this.

Dr. Joseph Mercola:

The title of your book is “The Rise of the New Normal Reich,” which, I’m just not sure if I understand what the intention of that title is, but it implies, at least in my view, and certainly correct me if I’m mistaken, that there’s this movement towards totalitarianism, and I suspect, by implication, globally, because the previous totalitarian regimes that started only in the 20th century were limited to local, single countries, never had global totalitarianism before. I’m wondering, is that what the implication is in the title?

C.J. Hopkins:

Well, the title is obviously — it’s a play on William Shirer’s famous book, “The Rise and Fall of the Third Reich,” and I wanted to use it specifically to be provocative. On the cover of the Shirer book, which it’s laid out exactly the same way, and then there’s a little circle with a swastika in it down at the bottom. My brilliant cover designer/artist, Anthony Freda, he put a mask covering the swastika, which is just barely visible behind the mask.

C.J. Hopkins:

The reason that I wanted it to be provocative is that’s what I did for two years, from 2020 to 2021, was trying to get across to people that this is not, the Covidian cultists, the new normals, the people who were segregating and persecuting and demonizing anyone who did not comply with the new official ideology, again, these people were not confused, deceived. They’re not hypnotized. They’re not lost in a fog. They are part of a nascent totalitarian movement that is forcing its ideology onto societies. It’s not 20th century totalitarianism. It’s a distinction that I get into in the rest of the essays in the book. It’s a different animal, but essentially it is a totalitarian entity.

Dr. Joseph Mercola:

All right.

C.J. Hopkins:

To me, totalitarianism, the essence of totalitarianism, regardless of what clothes it wears —

Dr. Joseph Mercola:

Mm-hmm.

C.J. Hopkins:

The essence of it is the desire to control the most intimate aspects of our daily lives, right? Not just what we say, but what we think and what we believe, and all of this. It is this implementation of a system that seeks to establish that kind of control, complete control. That is true of what I’m calling pathologized totalitarianism, just as it was true of the totalitarianism of the 20th century.

Dr. Joseph Mercola:

Yeah, Desmet did a really good job of that, because his new book, I’m sure you’re aware of it, is The Psychology of Totalitarianism. It really is like the 21st century equivalent or takeoff from

Hannah Arendt's classic book on the topic. In your view, do you think that we are moving towards global totalitarianism? Do you see that as in the cards?

C.J. Hopkins:

I see it developing. I don't know if we're moving towards it. I think we're in it. I think we're in the nascent stages of it, and that is exactly what is being rolled out, yes.

Dr. Joseph Mercola:

Have you reached any conclusions as to strategic recommendations for people to follow to perhaps slow down or halt this progress or to better prepare themselves for what's coming up ahead?

C.J. Hopkins:

I think the beginning of it, and probably as far as I've gotten, is to try to understand what it actually is and to understand what's going on and what are the dynamics behind it. Why is it happening now? I write a lot, Doc, about global capitalism. That is the system that we live under. It is a relatively new system. It's about 30-something years old now, and it is really unprecedented. It's the first time in the history of the world that one ideological system dominates the entire planet.

C.J. Hopkins:

Some of the questions are, but how is that system evolving? Why is it moving towards a quasi-totalitarian or a totalitarian configuration at this time? What I'm trying to do is help people, encourage people, to understand that dynamic, understand where it's coming from, why it's happening and maybe what the trajectory of it is.

Dr. Joseph Mercola:

If you could summarize some of the key points to help people understand it, how would you do that?

C.J. Hopkins:

Okay, let me — I'll try to do that. It's my usual spiel. I'll see if I can get through it without coughing to death.

C.J. Hopkins:

If you go back to 1989 and the early 1990s, this is really the birth of this new system that we live under. This is when the Soviet Union collapsed, and this is when the last real ideological adversary to global capitalism disappeared, right? Since then, we have been living in a single ideology world. It doesn't matter what country you live in or where you are, we have one single ideology that dominates the entire planet, and it's global capitalism, right?

C.J. Hopkins:

If you just ask yourself simple questions like, okay, now I'm a dominant ideological power system, and I own the entire planet. I don't have any more external enemies. Communism is

gone. It's been discredited, so on, so I now occupy the territory of the entire planet. What is there left for me to do? There are no more external enemies for me to fight, right? What is left for me to do is to clear and hold the territory that I occupy, right?

C.J. Hopkins:

Clear and hold is a military term. What it means is what I want to do is survey my territory, find any little pockets of resistance that remain, wipe out those pockets of resistance, and establish ideological uniformity as much as possible throughout the territory that I occupy. I think, if you look through that lens, as I've been doing for a while, and you go back and look at the last 30 years or so, you see global capitalism doing exactly that, identifying little pockets of resistance. It doesn't really matter what the nature of those pockets of resistance is, whether it's Islamic fundamentalism, whether it's Christian fundamentalism, or traditional values here, what have you, wiping out those little pockets of resistance and establishing ideological uniformity.

C.J. Hopkins:

In 2016, GloboCap, as I like to call them, recognized that what they had was a populist pushback going on, right? This is what led to Trump. This is what led to Brexit and what have you. Prior to that, we had the War on Terror. They were fighting that. They were wiping out that type of resistance. Now, suddenly, they had a wave of populist resistance happening all over the place.

C.J. Hopkins:

If you'd go back — you can read my earlier collections if you want. If you go back and look at the history from 2016 right up until COVID began, what you see is GloboCap responding to this populist backlash and wiping out this type of resistance. I could go on and on and on. What I'm trying to do is just to paint a very simple picture.

C.J. Hopkins:

You've got a globally hegemonic power system with no external enemies. It has nothing else to do but wipe out internal resistance of any nature and tighten control of the society. I don't think it's any mistake that the new normal sprang directly out of what I called the war on populism, which was basically the Trump years. I don't think that's an accident at all.

Dr. Joseph Mercola:

So in summary, so have you — you haven't reached any conclusions from your review of this as to what we can do to halt this progression or better prepare for it, then, other than understanding it. I mean, what is the — I mean, there's certainly value in understanding it, but it would seem to me that, ideally, that the foundation of knowledge is to, in my view, is to improve your ability to predict the future. I mean, otherwise, what value is it? With this understanding, how would you be able to make a prediction, so that you could better prepare yourself for it?

C.J. Hopkins:

I really don't know. I get asked that question pretty often, and I have a sort of simple answer for it. The reason that I have been resisting the new normal and trying to analyze it, trying to expose it in writing about it, pushing back against it, and encouraging people to resist it is not because I

have a clear strategy to stop it. I really don't know if it can be stopped. I'd like to come back and talk about that a little bit, because there's a danger in there, as well.

C.J. Hopkins:

My answer to the question is usually you don't oppose totalitarianism. You don't oppose fascism because you have a clear strategy where you think you can win. You oppose these things because they're fascism and because they're totalitarianism. You oppose them regardless of whether you can win or not. That's the way I look at it.

C.J. Hopkins:

If I can come back to the question of how to stop it, it's something that I'm going to be delving into a little bit more because I think there's a trap here that a lot of us are missing, and it's part of the way the machine works. If you understand the forward march of global capitalism, as I do, if you understand that GloboCap is this globally hegemonic ideological power system, and it is alone, without external enemies, and it's pushing forward and tightening control and establishing its ideology all over the planet, wiping out past values, and establishing its single value, which is exchange value, it is natural, absolutely natural, that there is going to be pushback against that. It is also natural that the majority of that pushback is going to be reactionary.

C.J. Hopkins:

I'm an old Lefty, so people need to hear this very clearly. Reactionary is not a bad word. Reactionary is simply a description of where the action is coming from. There is this machine that is establishing its ideology all over the planet, its values, which are really empty, there's only one, all over the entire planet, and what's happening is little pockets of old values, people with old values, are pushing back and saying, "No, no, no, no. We don't want our values wiped out. We don't want our way of life wiped out. We don't want our reality completely revised, and so we're going to push back against it." This holds true for whether someone is an Islamic religious fundamentalist or a Christian religious fundamentalist or just somebody who believes in traditional values of whatever nature, right?

C.J. Hopkins:

A lot of this pushback is coming from the so-called Right, and what people conceive — they say, "Oh, it's coming from the Right, and oh, it's reactionary." Yes, it is reactionary, and it's a natural response as a new system. As a new ideological system comes in and tries to wipe out and decode all of the existing values in a territory, it is natural that the values, the nexus of values that existed in that territory are going to respond with pushback, all right?

C.J. Hopkins:

Where the trap lies, and I'm seeing it right now at the moment, with all of the controversy over the Roe v. Wade decisions and blah-blah-blah, when those reactionary forces jump up and say, "Whoa! Wait a minute! We want to hold onto our old-fashioned values," GloboCap is kind of happy about that, because they say, "Hey, great!" Because then they point and say, "Oh, no, no. Look at these reactionaries. Look at these crazy, white, right-wing maniacs over here, right? We don't want that, do we?" And the machine goes on. It kind of feeds itself.

C.J. Hopkins:

I'm sorry, Doc. I wish that I had a hopeful, positive, strategic plan for you. Right now, I think I'm more engaged in trying to track the process that's actually happening, and look for some of the danger zones, look for some of the traps that are inherent and some of the danger zones. The short answer is I don't think we stop this. I don't think we stop this. I think we alter it, and I think we derail it, and I don't know what that leads to-

Dr. Joseph Mercola:

Oh, most of the-

C.J. Hopkins:

But if that's all that's possible, maybe it's enough.

Dr. Joseph Mercola:

Yeah, most of the experts I've talked to also agree with you. It seems to be inevitable, and there really isn't anything we can do to halt the progress. They've got too much leverage and advantage, which is somewhat disheartening, but there are some strategies one could implement, or values that one could hold to, I think, which I was particularly impressed with Mattias's comments and how some of the people that were in the totalitarian concentration camps in Germany — I mean, there was a wide variety of reactions to it, but those that retained their humanity and exerted altruistic emotional, or not emotional, but values, and didn't — they fared the best, as opposed to the people who had other strategies, which didn't do as well.

Dr. Joseph Mercola:

I mean, there may be some value in that, because I'm not sure that we're all going to wind up in concentration camps or even worse. Who knows what's down the road? I don't have any way. I don't think any — unless you're one of the insiders, you have no idea what they're predicting, but they do give clues. There's no question as to what some of the things may be happening. One of the bigger ones is, it appears, at least in the western world, is that they're going for supply chain disruptions, which ultimately will result in less food. It seems that there have been a variety of actions that have seemed to accelerate that process, and this fall we may be running into scenarios where food's becoming a scarce commodity.

C.J. Hopkins:

I think you're on a good point right there. I don't think they — A, I don't think they can put us in camps; and B, they don't have to. I think the stuff that you're talking about, if you look at what's happening to the economy, if you look at what's happening to our ability to travel, to our ability to communicate, I mean, the censorship that is going on, I think the technologies that are being deployed in the service of this new form of totalitarianism are much more subtle and, in many ways, much more effective.

C.J. Hopkins:

I've made the point, online, I made the point in the book again, I don't think global capitalism can go openly totalitarianism in the same way that systems in the 20th century did. I think it's

suicidal for global capitalism. It needs to maintain the simulation of freedom, the simulation of democracy, and so the technologies that are being deployed are much more subtle.

Dr. Joseph Mercola:

I don't know. It seems like the ID passports and the upcoming central bank digital currencies (CBDCs) have a pretty tight control over a person's finances in really, literally limiting their ability to purchase food or pay rent if those controls are turned off. I mean, basically, it makes you homeless and without food. You're right. It's not a built up concentration camp, but the consequences are pretty similar.

C.J. Hopkins:

Sure. All I meant by subtle, all I meant by subtle is that those technologies are being deployed against — They're already being deployed. Look at what [Justin] Trudeau did in Canada.

Dr. Joseph Mercola:

Yeah, classic example, of course.

C.J. Hopkins:

But again, in 20th century totalitarianism, they weren't hiding anything. If they were deploying, if the Nazis were deploying such technologies, they would come out and make a big speech and say, "Yes, these people are deviating from our ideology, and our ideology is going to conquer the world and, therefore, we're going to do whatever we want to them," and they'd fly big flags and so on.

C.J. Hopkins:

What the new normal is all about, pathologized totalitarianism is all about, is, "Oh, gosh. Actually, we really hate to do all these things to you, but we have to do it to protect the public health," right? Once everything can be clouded inside of this narrative of protecting the public health, it allows — again, it allows that two-thirds or 65% or whatever they are, it allows those people to think, ah, okay, yes. Oh, I'm not a fascist. I'm not a totalitarian. I'm helping to protect public health.

C.J. Hopkins:

Maybe I'm finally answering your earlier question, why is my book titled that? Why is the cover so confrontational? Why have I been so confrontational for the last two years? It's in large part because I want to pop this bullshit bubble that people are living in and say, "Oh, yes. I'm just doing this to protect the public health. I'm just trying to follow the science," and what have you. It's like, "No, you're part of a totalitarian movement, and you are enforcing official ideology, which you adopted in the spring of 2020, and you would have thought was completely insane six months earlier. Now, you believe it as if it's the Word of God and you want to enforce it on everybody." It's totalitarianism masked by this pathologized narrative.

Dr. Joseph Mercola:

Well, the name of the book is “The Rise and Fall of the New Normal Reich.” When does it go up for sale?

C.J. Hopkins:

Oh, it's been for sale for quite a while.

Dr. Joseph Mercola:

Okay, yeah, sorry about that.

C.J. Hopkins:

No, no, it's fine. It's doing amazingly well, actually. I'm a micropublisher. No legitimate publisher would touch a book like this, but for somebody-

Dr. Joseph Mercola:

Oh, there's a few. Bobby Kennedy's publisher, and Skyhorse, and probably Chelsea.

C.J. Hopkins:

Yeah, yeah, we talked. I talked to Skyhorse. In any event, the point is, strangely, this little weird book put out by Consent Factory Publishing was immediately a Barnes and Noble bestseller.

Dr. Joseph Mercola:

Oh, congratulations.

C.J. Hopkins:

Thanks, and a bestseller in numerous categories on Amazon, in countries all around the world and so on, although you can't see the cover on Twitter, because they're still censoring that. Twitter is now basically censoring not just my book, but most of my material, as age-restricted adult content, as if I was some sort of pornographer. Anyway, the point being, the book has been doing really well so far, and I'm grateful to all the readers that are buying it.

Dr. Joseph Mercola:

That's great, and you still are writing for your blog, The Consent Factory.

C.J. Hopkins:

Yes, as much as I can.

Dr. Joseph Mercola:

Where is that? Is it your own website or are you on Substack?

C.J. Hopkins:

Yeah, no, well, on both. The blog is ConsentFactory.org, and I've got a Substack also. If people are looking for me, they can just stick my name in a search engine, and all the links will come up.

Dr. Joseph Mercola:

Hopefully, it's not Google they're using.

C.J. Hopkins:

Sorry?

Dr. Joseph Mercola:

Hopefully, they're not using Google to find it.

C.J. Hopkins:

Yeah, they can put it in a different search engine.

Dr. Joseph Mercola:

Yeah, yeah. We know the dangers of using them, although still, 93% of the world uses Google as their primary search engine, which is just a shocking monopoly, because that's the Library of Alexandria that they've essentially controlled. It's exponentially larger than that library, of course, and if you don't have a tool to access it, you're never going to find anything, because it's virtually impossible. It's amazing how they manipulated and distorted and controlled that access to information, which is a pretty clever strategy, if you think about it, you know? Monopolizing the tool to find the information. They own it.

C.J. Hopkins:

It's a point — if I've got time to just make a point before we go.

Dr. Joseph Mercola:

Sure.

C.J. Hopkins:

You know this. You've been through this yourself much more than I have. The way that dissent is being demonized under this new system, and again, I think this points to this nascent totalitarianism that I'm talking about, the way that dissent is being not just censored, but delegitimized and demonized, is really notable, Doc, because we're not — you and I, we're not being censored, we're not being demonized and delegitimized as people who have an opposing political ideology that the powers that be are against, right? It's not an ideological, political equation, whereas in the past, it was. It was freedom versus communism or whatever, right?

C.J. Hopkins:

This is no longer the equation. Global capitalism and increasingly the new normal claims reality. Yeah, it claims reality. It cannot broadcast an ideology. It's, in a sense, post-ideological, right? Global capitalism, the new normal, it doesn't come out and say, "Here's our ideology, and we want to ram it down your throat," all right? It says, "No, we have no ideology, all right? We're just basing everything on science and facts, and the way things are. Therefore, anyone who disagrees with us is not a political adversary. They're a crazy person, so it's not that we don't

want you to listen to our political adversaries. It's we're trying to warn you against, warn you about these crazy people who are talking nonsense, which isn't fact."

C.J. Hopkins:

This is much more insidious and much more important than, I think, people realize. What's happening is the very foundation of dissent, the very ability of people to oppose the dominant ideology is being erased, is being erased, and dissidents are being assigned to the category of abnormal or crazy people, right? This is how this system is dealing with dissidents, and it's incredibly insidious.

Dr. Joseph Mercola:

Yes, sad but true, but once you understand the truth, and if you're in the small minority of the population who understands it, it really is a non-issue, but the vast majority of the people don't get it. Anyway, thanks for your work. If people want to know more, they can just pick up the book or go to your blog or Substack, and you can find *The Consent Factory* to get regular insights, because the book is really a compilation of the previous essays, which are — in some ways, it's history, and if they want to get the current one, they could just read your blog, right?

C.J. Hopkins:

Yeah, well, the reason that I publish all of these collections of my essays, and this one was especially important, is I think history is important.

Dr. Joseph Mercola:

Mm-hmm.

C.J. Hopkins:

A number of readers have posted replies or written to me and said, "Wow. I read the book again, and I had read all of your essays as they were published originally, and I forgot how horrible it was." We do forget. It's very easy, and it's a natural thing to do, especially after a trauma. I think history is essential, and when you go back and read these essays and watch and actually track the rollout of the new normal and the rollout of these authoritarian measures, I think you very clearly see this machine at work. Yes, people can follow my blog. They can stay on my Substack, but the book is a history book, and I encourage people to read history books.

Dr. Joseph Mercola:

All right, well, thank you for your advice and recommendations and all your work to document what's happening, so really appreciate it. Thanks for doing that.

C.J. Hopkins:

Yeah. Thanks for having me back. Pleasure to speak with you again.

Dr. Joseph Mercola:

Okay. So long, C.J.

C.J. Hopkins:

Okay.