

What Would You Stand in Line For?

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Every so often *Apple Corporation* releases a new leading-edge product. Leading up to this event there is much hype and suspense as to what new gadget will emerge to entertain our fancies. The computer talk shows are abuzz with intrigue and the geek world becomes intensified as the exciting news begins to take shape. Eventually there is a big announcement and a release date is set for the calendar.

Then the insanity begins. Hoards of addicted "*techno-geeks*" will wait in line for hours or even days to get their hands on this newest revelation. Rain, cold and snow do not hold back these eager throngs of enthusiastic souls. It would seem that life will not go on if they do not have their new "*techno-toy*." Fights might even break out as long lines and weary hours of waiting take their toll. Once the doors open these exuberant shoppers now can push themselves into the store and purchase their new gadgets.

One certainly has to admire the passion that these fans have for their technology. Having to spend long hours in lines just to buy a new device that will be obsolete in a very short time is certainly admirable. It seems that they know what is important to them and are willing to endure some hardships to achieve their goals.

The question one might ask is, "*What are you willing to stand in line for?*" I once stood in a very long line to see the opening of the first *Star Wars* movie. Could I have waited another week when the lines died down? Sure I could have. Could I have gone to a matinee where there would be a smaller crowd? Most certainly. But I waited in a long line to see a movie on a Friday night when the movie first opened because I was passionate about being cool and being "in the know."

Here is the absurdity. We are living in a culture that is willing to stand in line for some of the most ridiculous causes. How many people line up outside the mall just before Christmas to get that special sales offer? How many people rush to the mall and stand in line to be the first ones in the door on *Black Friday*, the day after *Thanksgiving*, where prices are significantly marked down?

The latest designer doll often creates a flurry of activity and long lines of enthusiastic parents eager to get their hands on one of these cherished dolls for their child. The latest edition of some of the most violent video games often create long lines of "gamers" who are eager to break out the controls and kill and maim more imaginary prostitutes, villains and enemies on their video screens.

How many "trekkies" might show up and wait in a long line for the latest *Star Trek* sequel? These loyal fans can be seen year after year

spending their precious time standing in line to be the first to see the latest rendition of the classic space thriller series.

Look at the causes we have become passionate about—dolls, video games, cell phones and space thriller movies. There once was a time when we were passionate about social reform and taming the *Military Industrial Complex System*. Anti-war movements and ending hunger were at the top of our agendas. There was a time when college campuses were the lightning rod for social activism and where passion for a cause shined through. We were willing to wait in long lines and rallied for *Civil Rights* and against discrimination. Now those young people are too busy propped up against the walls of the *Apple* store waiting for their newest gadgets to be released.

Is it me or have the "*powers that be*" won the war on taming the masses? Karl Marx once said that "*religion is the opiate of the masses.*" Gadgets, computers, videos and fantasy movies have taken over the passionate spirit of the masses and have "dumbed us down." The only thing worse than an uniformed electorate is an apathetic population.

How many people are willing to stand in line to remove all members of *Congress*. The *United States Congress* has an approval rating of only *fourteen* percent as of August 2013. Where are the throngs of impassioned folks willing to stand in line to revolt against political corruption.

Wall Street reform was nearly non-existent after the recession. In fact, most on Wall Street were rewarded for their bad behavior causing many others to suffer. A short-lived sit-in campaign ensued but did not take hold. Why? Most people were too busy waiting for the *Apple* store to open its doors.

The threat of global warming looms over us. Hunger across the globe is still at an all-time high. Over-population, multiple wars and a financial deficit of nearly *seventeen trillion dollars* do not seem to matter. Monsanto is secretly taking over the world's seed banks and the world's food supply. Corporations are insidiously infiltrating themselves into government positions and quietly creating a "*government of the corporation.*" Union-inspired pensions are bankrupting many cities and states. Health care costs continue to skyrocket. Much of the world's population still is unable to enjoy clean drinking water and adequate sanitation.

Where are all of the long lines for social change and revolution? Where are the passionate minds and hearts of those who can make real change in the world? Look no further than the cafeterias of *Google*, the hallways of *Facebook* and the parking lots of *Microsoft*. Look no further than the lines outside an *Apple* store to understand where our culture is and what is really important. Sad but true, an *i-phone* is really a microcosm of a whole world order. God help us when the power goes out. Then you will really see revolution.