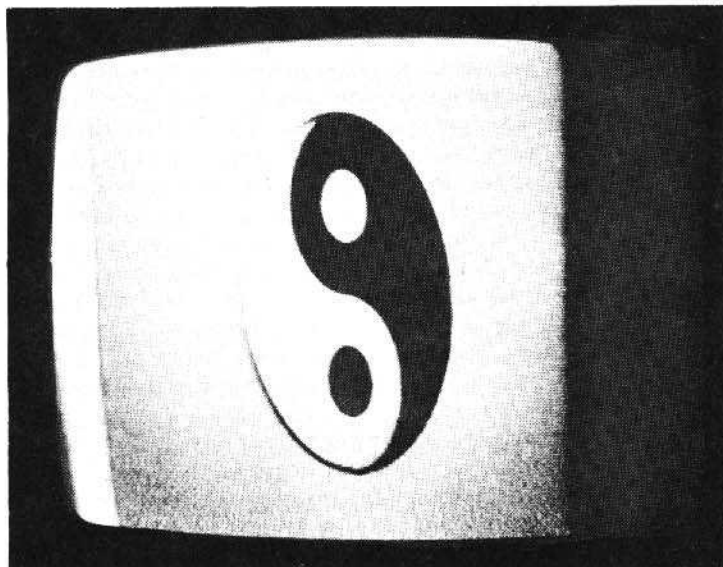


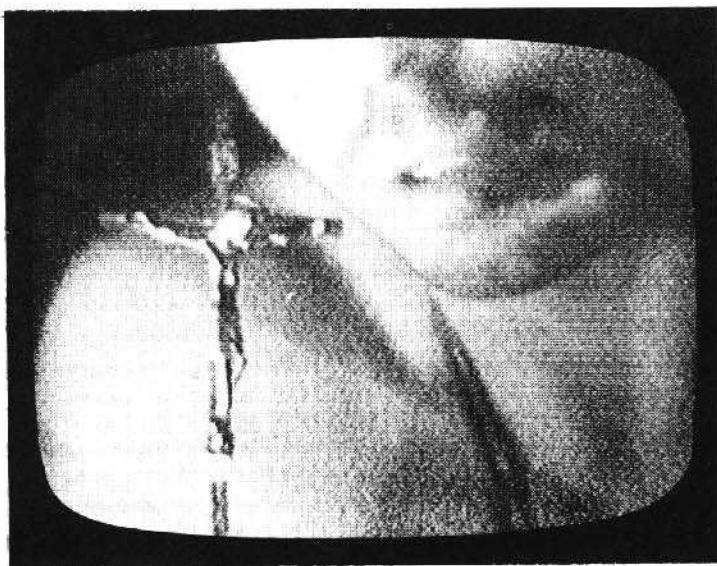
coming years and decades in coping with their problems than many of the developed countries. But to do that you must come to grips with the fact that the only technology really able to help is the most advanced technology; if you are going to feed, clothe and shelter your people it will be done on the basis of skipping stages of growth at the technological level, and allowing people to develop their culture, not under compulsion, but in terms of having the necessary resources to continue to rethink and to discover a viable culture for themselves.

To me the alternative to the green revolution, which I believe to be profoundly dangerous and probably infeasible, is to use very high-level technology involving nuclear reactors, desalination where it is necessary and chemical green houses to create a resource where there is none at the moment, rather than trying to restructure land use which is a process which has inevitably torn cultures apart.



It is not necessary that you see yourselves as backward, behind the abundant countries, fated to pick up the crumbs and pieces that fall from their tables. I believe that in the United States where I am presently working, it is states like Arizona, which have not been successful in the industrial era which can lead the communications era. In much the same way, areas of the world which are not hung up with the present path and are open to rethinking could lead the communications era. This will only be true if they resolve to solve their problems for themselves and to stop believing that outside experts have some magic panacea, that if only they will listen for long enough and closely enough, somehow the answers will be found. The process of meshing your culture with the future culture cannot be done by anyone else but yourselves and I think it is now clear that there is no way that you can deny your previous culture and still create a viable new one. As Conrad Arronsberg has put it:

*there is no possible way to create a revolution, the only hope that one has is to undergo an evolutionary process of change, which can lead to a fundamental change in conditions.*



**\*\*"Communication and Change" was published in the New World Mailing Service. This has since been transmuted into Futures Conditional—a different form of communications. Futures Conditional starts from the assumption that we are engaged in a massive transformation from the industrial era to the communications era and this transformation is forcing us to re-examine our basic assumptions about ourselves and the nature of our society.**

**Futures Conditional will aim to share the excitement of those who have come to believe that modern technology and knowledge have made possible the better world of which we have dreamed so long.**

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