

## The curse of TINA

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[Adam Curtis wrote this recently on his BBC blog](#) under the above title:

*The guiding idea at the heart of today's political system is freedom of choice. The belief that if you apply the ideals of the free market to all sorts of areas in society, people will be liberated from the dead hand of government. The wants and desires of individuals then become the primary motor of society.*

*But this has led to a very peculiar paradox. In politics today we have no choice at all. Quite simply There Is No Alternative.*

*That was fine when the system was working well. But since 2008 there has been a rolling economic crisis, and the system increasingly seems unable to rescue itself. You would expect that in response to such a crisis new, alternative ideas would emerge. But this hasn't happened.*

*Nobody - not just from the left, but from anywhere - has come forward and tried to grab the public imagination with a vision of a different way to organise and manage society.*

*It's a bit odd - and I thought I would tell a number of stories about why we find it impossible to imagine any alternative.*

I suggest he slightly overstates the case (but only very slightly) and what follows shows how the right set out to create the myth of free markets - a myth not matched by any reality.

It's well worth reading.

This is a story of the most audacious takeover of thought ever attempted - and how it has been so successful.

Some of us stand up against the corruption inherent in that thinking. I'm delighted to be one of them.