



**Freedom  
Cartoonists  
Foundation**  
DESSINS POUR LA LIBERTÉ

**Dmitry Muratov, 03.05.2022, Geneva, Switzerland**

How is it that, for the first time in the history of mankind, his life and the life on earth Earth depend on the plans of one man, the President of Russia, who has a nuclear button somewhere in his pocket?

How did we arrive at a broken future, cities demolished, 12 million refugees and endless exhumations of the bodies of Ukrainian civilians?

Now there seems to be an almost complete answer to that question.

Probably the path is the following :

First the repression of political opponents.

Then the destruction of the state-independent media.

And finally and most importantly: total propaganda.

An entire nation in the 21st century has been subjected to a successful experiment to be irradiated by propaganda, like radiation from TV screens.

In the absence of free media, propaganda always prepares for war.

It is itself... a war.

First there is the militarisation of national holidays.

The news is replaced by propaganda shows. Then comes the thesis: the truth, is what the state needs. If you love your motherland, you love the authorities.

The church gets involved, claiming that "all power comes from God,

The pinnacle: constant reports of a new kind of weapons, the whole world in awe.

In this way, the people are accustomed to the security, the comfort of war.

And, now the peak.

Gradually becoming accustomed to the fact that nuclear weapon

is not so bad. One might occasionally consider its applied utility.

I'm afraid there's already a lot of people willing to host a television talk show where the winner gets to push the red button with a happy face...

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Propaganda has made Russia and Ukraine hostile for decades.

Russia - and a huge part of the world.

It is a tragedy.

Its peculiarity is that this war has been captured in digital

format. It means it will never be forgotten. So it will always stay, until the possible end of humanity. Search engines will give you terrible images if you type in the names of Ukraine's

ruined cities.

What to do?

What to do when you feel powerless?

Help those who are worse off. Refugees, the elderly, children.

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I want to announce that in June there will be an auction in which Novaya Gazeta and I are auctioning off the 2021 Nobel Peace Prize gold medal. With the full support of the Nobel Committee and the Heritage auction house.

All proceeds will go to refugees, their children, whatever country they find themselves in.

The past has been taken away from these people.

We need to help them have a future.

Everyone can participate in this auction, for the sake of the future. It is, I repeat, being run by Heritage with the support of UNICEF.

And remember, without free media, there is no future.

That's why World Press Freedom Day is no longer a professional or a corporate holiday. It is a day for the whole of humanity.

If it still wants to live, of course.