

PROBLEM-REACTION-SOLUTION THESIS AND COVID-19: THE IMPACT OF PUBLIC OPINION FORMATION ON GLOBAL POWER, ECONOMIC AND EMPLOYMENT RELATIONS

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ABSTRACT

This paper sought to discuss the power of the economically dominant societies, who create and impose public opinion (dominant ideology), and who are also in control of information dissemination on a global level on the rest of the world. Using Icke's (2007) Problem-Reaction-Solution thesis as an analytical method, the classic way in which the ruling few (also known as the one percent) exercise control over the world systems with the use of public opinion formation was deduced. The Coronavirus 2019 was analyzed to reflect the Problem-Solution-Reaction thesis, and how the unfoldment of events is the expected reactions of the situation. The paper also discussed the impact of the public opinion formed by the advanced economies on global power, economic and employment relations. This paper concludes that with the much information that the one percent of the world population (the dominant class) hold, they would rule the world and only their ideas would matter with consequences on global power, economic and employment relations.

KEYWORDS: *Problem-Reaction-Solution, Covid-19, Ruling Minority, Employment Relations, Power Relations, Economic Relations*