

AMERICAN GODS



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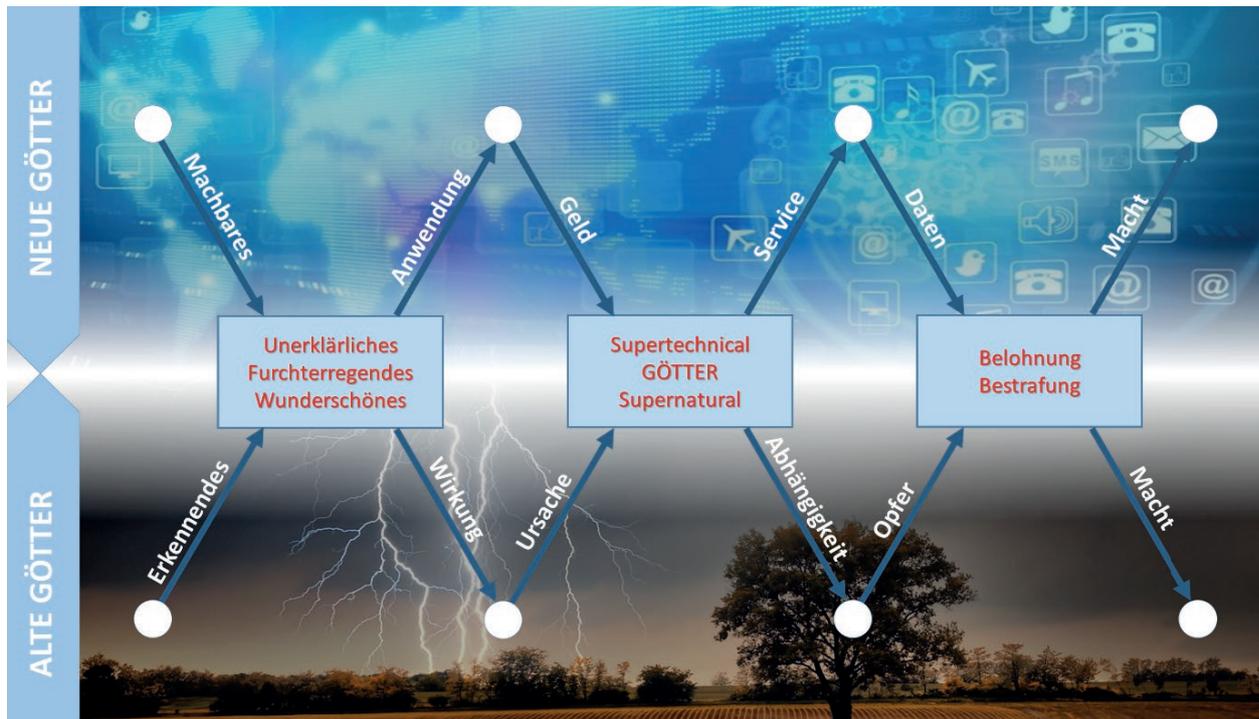
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Prolog

The old American cultures have fallen victim to colonialization. In South America a fundamental Christianity has eliminated the intellectually high civilizations. Similarly in North America, the natives were nearly eradicated. However, not by a single hostile culture, but by several. Neil Gaiman has taken up the multicultural heritage of the USA in this novel. With the arrival of the ancient gods in America are the emigrants who have brought their own culture, represented by gods. Gods are fictional constructions that arise when cultures face unexplained phenomena. Natural religions, for example, were created by interlacing lightning with the Thunder God. So a natural god „Anansi“ has imported America at the same time with the African slaves. The resulting black - and - white problem, in connection with the Vulcane wartcracker and the war god Wotan, has created the „American Way“. The industrial age was characterized by calculable mechanics. You could monitor, command, and control everything, much

like a lady. This is also the favorite occupation of the old industrial god Czernobog. His pastime because he is no longer needed in the meantime. New gods emerge. The techno boy first mechanized the industry, then automated it and now also made it intelligent. With Media and Mr. World, the digital trinity is already complete. The old gods are afraid that they will disappear into insignificance. God Odin, represented by Mr. Wednesday, is now trying to prepare the ancient gods for an argument. This is obviously more difficult than it seems. Some ancient gods have already arranged themselves with the new world. Thus, the goddess of fertility „Bilquis“ has been given a smartphone by the new god „Techno Boy“. This makes her dates much more efficient than standing on the road. Mr Wednesday is looking for a human companion, a prototype of an American, which he finds with Shadow Moon. Moon is now experiencing the shift from the Old Economy to the New Economy and the associated cultural clash.

American Gods 1.1



The bones – And suddenly they are back -
The gods!

Thinking beings, so also the human being, deal with their environment because they have to do it or because it is beautiful. We have to survive this and we also like to do it for pleasure and for love. At the very least, we sometimes get the impression that something bigger, inexplicable and powerful must be behind this experience. In the beginnings of the history of mankind this was animated nature. Soon, gods emerged, which in antiquity usually appeared as a community. Thus we know the Greek and Roman pantheon. Less known is the Nordic world with the godfather Wotan, an inquisitive, cunning war god. This starts the first episode in American Gods.

The Vikings land 813 AD. Somewhere in North America and are hostile to its inhabitants. A volley-arrow struck down the first brave. She'd never seen such weapons-something unexplainable. Every time, the person needs God's help, if he is thus placed on his own and what is unexplainable happens. From this situation, the Vikings are taking drastic measures and intersecting each other an eye. Wotan also did this and gave one of his eyes as a prize for a drink from „Well of Wisdom“. They want to draw their God's attention to them. Wotan is in the far north of Norway and probably will not see her, so her guess. Correct; This measure has helped little. Now they begin to kill

each other because their god is a god of war. That finally helped, the wind came back and she could set the sails and start the ride with the vow „Never again to return“. What they leave behind is a war god - the coming world power USA.

We know more or less of past worlds of gods. It almost exclusively depends on which medium people used to communicate with the other world. In the case of the Egyptians, Greeks and Romans, it was symbols carved in stone so as to survive the millennium. The industrial culture, probably the oldest high culture, has already used HighTech in the form of burnt mud bricks. They are all rotten. None of them is there anymore and their gods have disappeared. They will not resurrect in American Gods either. One of the new gods „The Technical Boy“ writes his information in silicone and uses a very simple symbolism, the zero and one.

„The Technical Boy“ is the first self-created God of the USA. He was born in a garage, outside San Francisco, in poor and distressed conditions. At the time of the birth, there were some politicians who took care of their flocks but did not understand why angels were cheering. Only sixty years later the digital god is a global and even in the northern lands. Until the end of the Cold War, around the 1980s, Wotan was the only and omnipotent God in the US. Especially his two ravens Hugin (CIA) and Munin (NSA) have always supported his war loss. A God does not need to be justified. But the faithful have always told us that the Vietnam, Iraq and Afghanistan wars were all for our benefit only. In the course of time, Wotan has served more and more of the digital services and did not know that he was helping a new god into power.

Now that Wotan realizes that the Technical Boy might be pursuing his own interests and become too powerful, he sets up a counter-attack and follows the old gods.

So he travels through the country as Wednesday and tries to find allies for his project. He is still very, very powerful and can still choose his followers. Although, in choosing for his bodyguard, it takes some persuasion. Shadowmoon represents the American who exactly knows what he wants - takes for it also opposites, falls even and comes into the construction. But also take advantage of this opportunity to get physically and spiritually to a higher level. He reads 813 books - that is, a large part of a thousand books, which anybody should have read anyway. He also learns coin tricks, simply without knowing what for.

Also something should make today's performance man - something useless with which one can have a joy. In his dreams he sees himself walking through an orchard, whose trees were made of bones and their fruits were skull bones. He recognizes that something terrible, absurd and unknown would come. All situations in which the presence of gods is to be expected.

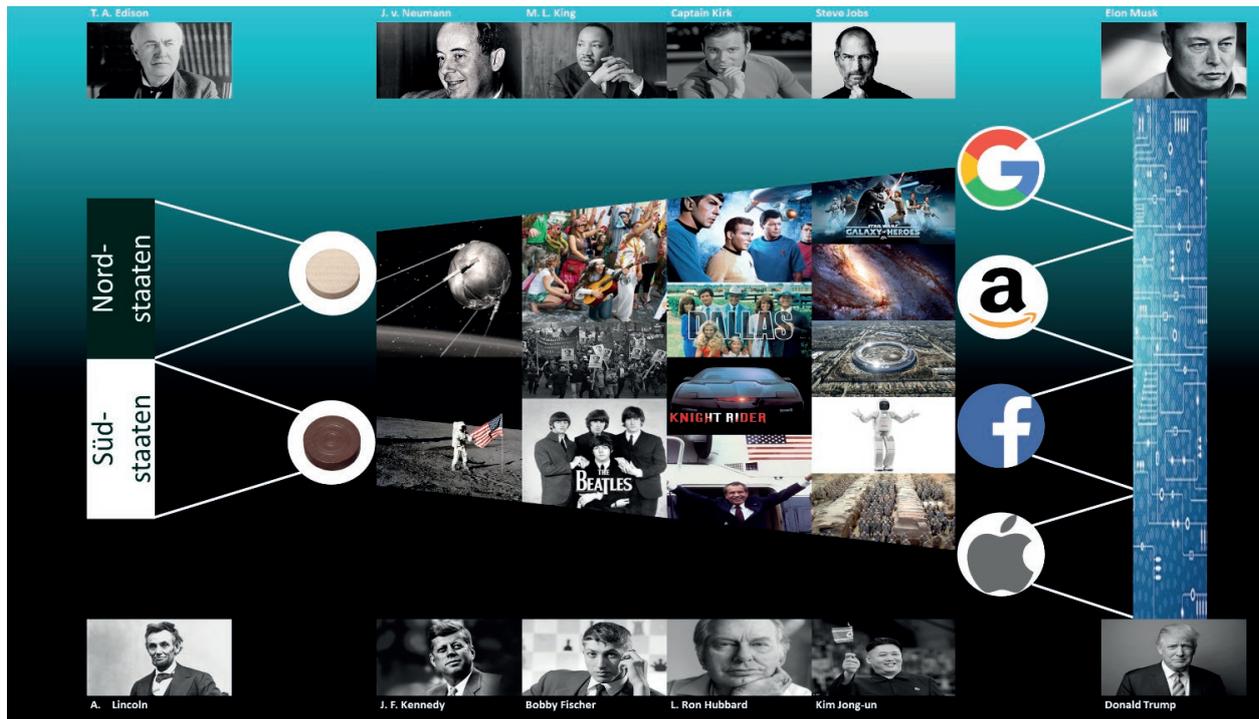
Gods receive their power insofar as they were attributed to them by humans for the causality of the unexplainable. Thus, thunder and creation gods can be explained. But what if the unexplained passes by? From the thunder a lightning-induced sound wave and from the Creation Turtle becomes a big bang? Then Gods still have to care for their power. To this end, they develop human social and physical abilities that exceed humanity. Something like Posthuman in a pre-rational world. There are god messengers, who become e-mails and love goddesses, who become sex robots. Sexuality is the most effective power tool in all religions and cultures because every person depends on it. So there are the most diverse love goddesses.

In American Gods it is Bilquis, an incarnation of the „Queen of the South“. It gives man infinite pleasure. The customer of Bilquis had never had such a sexual experience in his life as with her. It was, however, his last. Gods are asking for sacrifices. No sex before marriage, no meat during menstruation, circumcision, and much more. Bilquis consumes the men, pulls them into their vagina and lives on their energy and rejuvenates themselves. The sacrifice of men against their gods is used by the world's powerful people for their own benefit. Whether they were building pyramids, sending believers to crusades, or advancing colonialization with Christ's help-always gods were commissioned to do so.

People can only think with their brains, which corresponds to a sensory input. These are seeing, hearing, feeling, etc. God can only be represented in this way. In Judaism, „the punishing bearded man“, among the Christians, „the Jesus walking on the water“ and among the Greeks „a flying messenger“. Islam makes a distinction in that „do not make a picture of God“, which is too great for it. Instead, there are the 99 most beautiful words for God, with which, in turn, its qualities are sensually described. Also in Hinduism, a monotheistic religion with God Brahman, there are millions of gods.

For the sake of God, it needs figures. Neil Gaiman uses the legends and figures from different pantheons to show the intellectual development of the US. He does not allow real men and organizations to compete against each other, but gods who represent them.

American Gods 1.2



The Secret of the Spoons – They are Playing - The Gods!

One of the ancient gods, like the African Anansi, was brought into the country by the Americans. Not like Wotan himself had come. Anansi belongs to the category of creator gods. He has created the African world, sun, moon and man. What he can do very well is telling and playing stories. According to the myth, Anansi was in search of the wisdom of mankind. He gathered everything, and when he had it, he came to realize that he lacked wisdom. So the US has imported a trickster, player and data collector. Symbolically, Anansi has two forms. On the other hand, he is a spider, makes a web and on the other hand he is Mr. Nancy the Gambler. Although Anansi belongs to the ancient gods, the new digitals could learn a lot from him.

With Anansi the „black“ came into the country. The whites were already there and came of their own accord. The black-and-white thinking is a basic principle of the ancient gods. Where black - dark the evil side and white - bright the good side represents. Apparently StarWars was still constructed by the ancient gods. To act according to this „either - or“ makes life clear. One belongs to the rich or to the poor, the beautiful or the ugly, one wins or loses, etc.

The old gods see life as a game that consists only of winning or losing. From boredom or because it makes sense for them, play the ancient gods. They play against each other and sometimes with the people. Chernobog the old Slavic god also counts himself to the „blacks“ and is a player.

On their journey to the ancient gods, Shadow and Wednesday visit the Zorya Sisters, also from the Slavic Pantheon. There they meet Chernobog - the god of the „heavy industry“. Equipped with a heavy hammer, he is responsible for the coarse. Without consideration, he takes what he needs - land, energy, slaves, etc. This is the time of the first and second industrial revolution. „Yes, then“, recalls Chernobog, people have worshiped me. Now you do not need a hammer, but a bolt gun is enough. The rise of automation (industry 3.0) is the beginning of the end of the god Chernobog. He also recognized it himself. That's why the game is only the game - the game of dames. It is simple, consists only of black and white figures, even fields, all stones are equivalent and there is only gain or lose. A game with clear rules, defined playing field and clearly regulated beginning and end; A „finite game“. In a complex time many people wish the ancient god Chernobog back.

So it is not unexpected that Shadow was invited to a game and the agreed price was high. Divine games all have a very high price. If you are less risky and still want to play, visit the sacred cities of the players - for example, Las Vegas. The decay of the ancient gods can be observed in an analogy to the development of Vegas. The new gods no longer need such temples - they are omnipresent. The development of the Zorya sisters also points to a more than „black and white“. In mythology they were two. The evening star and the morning star determined very clearly the states of what was at night and what belongs to the day. Now they are three and have got a „night nurse“. At the latest with the serial production of the 19th century the transition blurred. In the night work is

now being done and also played. With the night's peace, it is over. The new gods have introduced globalization and there is always day and night at the same time.

The clothing of the new gods is the simultaneous, colorful and regular. Sequential, black-and-white and rule-oriented gods (humans) do so very hard.

The Zorya sisters had only one task, namely to watch „Simargl“ a dog chained to the small car. Monitor, control and command are abilities of the ancient gods. They have built and preserved their power over a thousand years. How will the new gods build their power?

We get a little hint in the supermarket, as Shadow goes for Mr. Wednesday shopping.

Shadow goes in the electronics department between rows of televisions and screens. Everywhere colorful, moving and fast pictures. All this does not appeal to him at all; He has to buy for Wednesday „old junk“ - maps, books, etc.

What old gods need. His attention is his job. But there is a new God - the Media. It does not need worship or time. What they want from people is attention and time. This is why she speaks to everyone personally. In the early days of her deity, she used broadcasting through television. With this she gained quite a lot of attention.

Now with social media, she addresses every person individually. So also Shadow, when he is suddenly addressed by „Lucy Ricardo“ from a screen. She says, „I am the one who must bring them sacrifices“. She wants all attention and suggests to Shadow to work for her right away. But because he refuses, she counters: „Do not fight against the power of gravity.“ Even the biggest digitization

opponents use smartphones in the meantime.

The digital world, of which Wednesday says: „The goddamn information age leads to unavoidable developments.“ (See the book by Kevin Kelly „The Inevitable“). Wednesday when they drive to Chicago in the car, not on the highway, of course: „These are expressions of a new language - a new vocabulary is built up“. By this he means the language of the new gods. His aversion reveals the moment he gets a mobile phone from Shadow, which he immediately throws out of the driving car. We do not need anything like that!

From the linear black and white world of the ancient gods, a colorful, complex world is now developing. Everything has secondary, remote, time-delayed effects and developments exponentially expire. The old gods had to be pledged to spend as much money on consumption as possible - cars with lots of horsepower, work up to burnout and much more.

The new gods demand our identity. We must sacrifice a part of ourselves. Similar to Bilquis, who devoured her victims to have energy for her life. The new gods arise from a transcendence. Give a part of yourself for something bigger, unknown whole.

American Gods 1.3



Snow in the brain - are gods reality or fiction

In episode 3, the Egyptian gods are on the stage. Anubis the god of death, represented by Mr. Jacquel, had a great significance in the ancient pantheon. Death is the only safe reality for man. This is because he is also aware of this. Thus it can be concluded that death is also an approach to consciousness and that this may endure dying. People thus live in two worlds simultaneously. In the physical, which is calculated by our brain and is fed by the sensory systems and is reproducible. As well as in a fictional, founded on faith, infinite and hypothetical.

Mr. Wednesday to Shadow: „They believe in nothing - therefore they have nothing“. We know how strong a vision, a dream and a belief can be. „Only the faith in the gods keeps you alive,“ says Wednesday. He thinks that he will be more afraid of forgetting than before the new gods.

The death cult of ancient Egypt is known. The people have worked a whole life for their tombs, which should allow a further life in the hereafter. For the terrestrial gods (pharaohs), hundreds of thousands of people have slaved the pyramids and the king's tombs, and many of them died themselves. The business of death is to be found in every religion in different ways. In Christianity, people believed in a physical resurrection up to the late Middle Ages. Also the „billing“ is known at the threshold of death - the recent court. Anubis - Mr. Jacquel - leads a recently deceased Muslim woman to a scale, in which her heart (good / bad) is weighed against a feather. After that,

her destiny is determined, and she is allowed to choose one of five doors for her eternal life. All these myths are more and more forgotten. In a secular society, as in the EU, USA, China, hardly anybody really believes in a further life after death. Although the longing for it, still exists. Out of this need, with technological solutions and science fiction, transhumanism arose. This is understood as a life setting, which accepts technology as a life extension up to immortality. The beginning of this intellectual attitude can be found in Friedrich Nietzsche. In Nietzsche's „Übermensch“ there are already approaches to this. Many thinkers today are convinced that radical life prolongations through genetic engineering, nanotechnology and medicine become possible. The gods in white, so doctors are now called, would be a precursor of the „New Gods“. In the previous episodes, the new ones have not yet appeared, but they are working in the background.

The human genome is already decrypted. The Egyptian death cult was also a high technology. Preparing a corpse for thousands of years is an enormous achievement. The new gods will also use the technology, but combine a completely different spirituality with it. In the end, however, both gods are concerned about the power over man. That God, who is better able to control death and who can also market well, will become the mighty new.

Shadowmoon is a realist. He only believes that he sees and understands. Wednesday, however, as God knows that this is only an extremely small, limited section. Although Shadow has already experienced all sorts of impossible things, he does

not believe in any fiction. Even his dead, living wife Laura still considers him a dream. Wednesday needs an unusual context for his bankroll.

Snowfall at this time would attract attention and distract attention from its action. So he instructs Shadow to focus on snow on a mental level, and it actually begins to snow. Shadow notes the first time that he is the cause of an unnatural effect. Slowly he begins to believe in fictions.

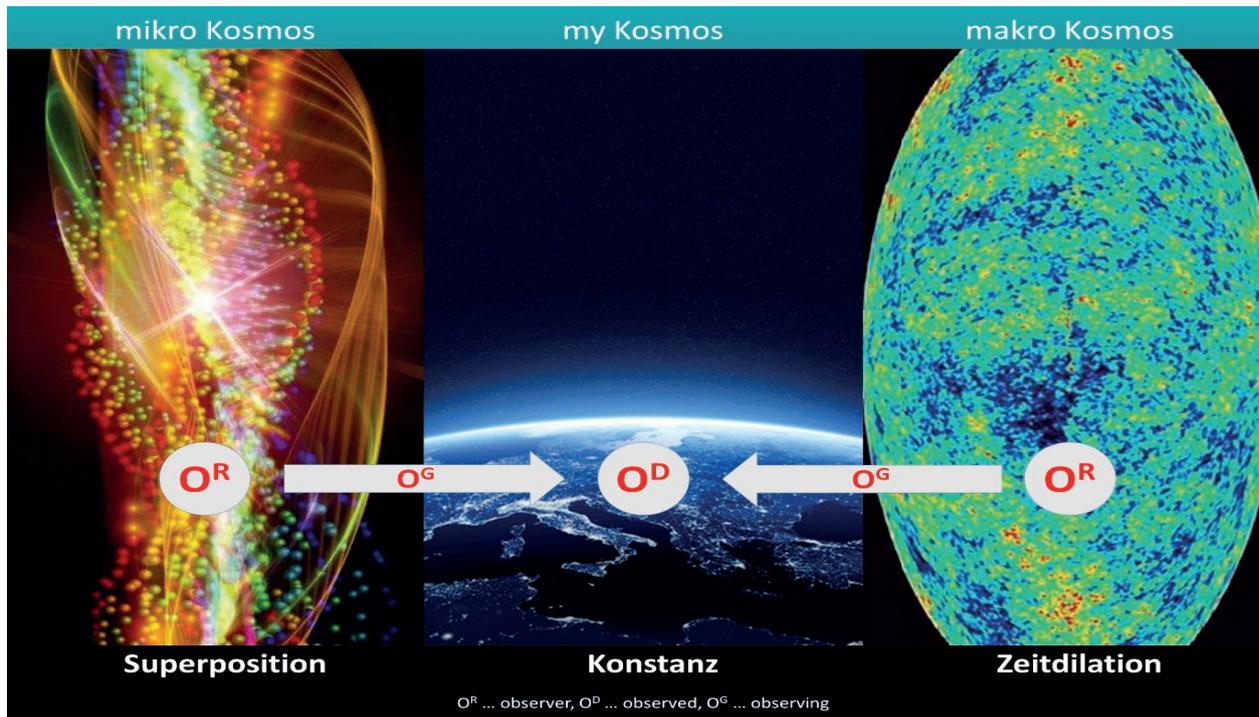
In the conversation with the youngest of the Zorya siblings, a fiction becomes real again. She takes the moon from heaven and transforms it into a silver coin. Zorya: „Do not lose it, you already have the sun“, meaning the gold coin and more his wife. The ancient gods provided people with fictions like a life after death, peace to all people, maidens in paradise, etc. The latter is an example from the Islamic tradition.

Islam is currently the religion that employs the „sexual“ as the control instrument. Sex before marriage is unthinkable. Traffic with the same sex leads to immediate execution. Neil Gaiman assigned this problem to the ancient gods. A young Arab from Oman should sell „junk“ in the US for his brother-in-law - no one wants to have. In doing so, he gets to know the taxi driver, a „jinn“. According to Koran, this is the third creature, next to angels and human beings who has created Allah. Djinn are beings that can not be defeated with conventional weapons. This requires magical powers. Both come near by a taxi ride and then spend a love night at the hotel. A scene of a homosexual act, as can hardly be seen on the TV. For Muslims is very repulsive and is also the signal that news is new. Each of the old American gods has something else to fear in terms of social and cultural development. All together have the Technical Boy and the Media as a threat.

The technical development in the last 100 years, up to the Internet, was scientific work. There was no alchemy, magic, or fiction. Hypotheses, experiments and measurements led to natural laws. Without electromagnetic field and quantum mechanics no smartphones. These developments needed exactly that, not what the ancient gods did so strongly - fictions. Although these are an enormous force such as pyramids, crusades, terracotta, and much more to prove. In addition to science, the new gods of America will also use their divine powers to win the people for themselves.

In no country, except the USA, are there so many cultures - gods. Their behavior has fused over the centuries. Czernobog, Wotan, Anubis, Anansi, Zorya, Jinn, Siri, etc. all have dominated the people. The new gods also want that. For this they will have to give man a fiction again; which? Until that is settled, the old gods continue to play. Shadow has persuaded Czernobog to another party and won it.

American Gods 1.4



GitGone - The observer decides on old and new

In this episode, no new „old gods“ come to America. Mainly, the causes of Shadow's stay in prison are dealt with here.

It must be at least three years ago when Shadow visited a casino and tried to cheat the croupier with a little professional trick.

This was a young lady, not by chance Laura. She is looking through this, but does not give it price. So they get to know each other.

Laura shares her apartment with her cat, which is watching movies on TV during the day. From the initial love relationship, a long-term relationship arises and they marry. Shadow has found the happiness of his life - Laura much less, she is still looking. One morning, after getting up, she comes back to the idea, which Shadow had originally pursued with the visit to the casino, namely to rob it. Laura: „Nothing can happen, is a sure-fire plan“. After many objections, Shadow agrees, they start the coup and as we know they are caught. Shadow takes the entire responsibility out of love for Laura and goes to jail. However, under the promise that she is waiting for him.

The Casino was decorated in the Egyptian look & feel. The interior of the casino, the cat who dies later, and Laura herself, who is dead and alive, might give us a clue to a new goddess in America. In the constellation cat and „dead and alive“ you can quickly get to the Austrian Nobel Prize winner Erwin Schrödinger. Schrödinger, a thought experiment at the beginning of the 20th century, with which

he tried to explain the superposition of quanta. In particular, the relationship between micro- and macro-blight. He construed purely mentally a device in which a decaying radioactive atom is connected to a servo drive via a sensor. As soon as the Geiger counter detects the decay, it activates a hammer that crushes a cyanide bottle and kills the cat. All this in a black box. From outside it is not always possible to say whether the decay has already begun and the cat is already dead or still alive. It assumes a superposition, whereupon both states occur simultaneously with a corresponding probability. Similar to Laura, who is dead and alive at the same time. It may be that Neil Gaiman has introduced the new god „Quantus“. The technical boy and the media cover almost everything, so there is hardly room for other gods. From a spiritual perspective, quantum mechanics provides impulses for a spiritual development.

The „comic“ behavior, like the superposition of quanta, is valid only in the microcosm of the atomic and subatomic realm. Does not apply to our experience. Nor can we imagine the Makrowelt with its time dilation. These two manifestations, however, are the norm in the world of the gods. These beings are often human and God at the same time. Jesus was defined in the Council of Nicaea as „man and God unmixed and undivided“. Obviously, it is the viewpoint from which one looks at the cosmos, which is decisive for experience. From our point of view, quantum elements behave incomprehensibly. If we could move the location to this location, we might understand this world. But this is not purely physical. However, we can penetrate our consciousness into any other world. In another thought experiment, we could now

stand outside our universe and observe ourselves. Probably we would show „comical“ behavior for the observer as well as the quanta. From this point of view, then, at the same time, dead and alive would be normal. As a result, we should cautiously deal with fundamental attitudes about „a life after death“ as well as „after death is everything“.

Not the temporal determines whether gods are old or new, but their observation. This requires an observer who can change his position. The only thing that is capable of this is our consciousness. Out of my cosmos, it can occupy positions inside and outside it. In order to understand the struggle between the old and the new gods, one must enter into them as well as beyond. Laura Moon shows us how to do that.

Laura Moon finds insects obviously disturbing. Are you too?! Using an insect spray of the brand GitGone (Hinfurt), she gets rid of this disturbing annoyance. She meditatively looks at the stunned, falling, and dying flies. This inspires her and tries out in the tube bathtub on herself. This is similar to a Samadhi tank. Warm water, silence, complete darkness and with salt also some weightlessness. In this she is now spraying GitGone and so on the trip to another world. She plays with life - is just a player.

American Gods 1.5



Lemon Scentrin You - The Digital Trinity

The old and the new gods meet for the first time. A small police station in the country receives a fax. This was already an exception, in addition, with a very explosive content. According to the local motel two bank robbers should be descended, which were also, very unusual, also sought by the CIA. It was an easy game to capture the two. So Wednesday and Shadow are sitting in a prison cell for bank robbery. A policewoman suspects behind Wednesday something „very big“ because the CIA is also interested in him.

It is precisely this great thing that takes its course. The first thing Media hangs in.

Shadow: „This is not real - that's reprogrammed reality“. Shortly thereafter, Mr. World walks through the cell door and excuses himself at Wednesday: „I was completely careless - would have had to approach you a long time ago. I saw you too little - should have looked more sharply. „Now they face each other, the old god Odin and the New Mr. World. It comes immediately to a first strength measure and that in a discipline, in which Odin has its absolute strength.

As a god of knowledge, Odin has two ravens Hugin and Munin as spies and news transporters. Mr. World, the new superhero of data and knowledge, also shows his skills. To Shadow: „I know you and know everything.

They dream of a bone garden, have blood group B-positive, eat Swiss cheese, hate it when fork tips touch and your mother had 86 sexual partners. „Yes, everything that happens is saved. Deeply

impressed by this performance Wednesday says: „So you want a truce?“ Mr. World said, „That would mean we were in the war. No, no ceasefire, but a fusion“. Media: „A fusion between potato chips and champagne“. Enemies become partners and shape a new world.

Everyone gets their own ME and their place in the world - and this is so simple:

- **A single product**
- **A company**
- **A global market.**
- **A God**

Wednesday: „And what if the one does not want?“ Then he is simply made tasty and the media can be excellent. Individuals with a strong self are thereby disturbing, like a sand grain in the oyster. The oyster overlays the sturgeon with something soft, shiny. In reality, she wants him out there.

The first confrontation ends when Mr. World turns to the Technical Boy: „He (Odin) has more wisdom than you will ever achieve. We need it, we never have to put our partner on a tree again. „The final offer of the new gods was a North Korean intercontinental rocket with 24.9 million warheads. All with the name ODIN. Best advertising for Wednesday but he does not understand.

The new gods represent a trinity. The Technical Boy is the silicon part. So the hardware, all smart devices, IoT's, Nano`s etc. The media is the intellectual part and is mainly the goddess of communication. It is the oyster, the paradise that makes everything comfortable, light and shiny.

Media gives us a mixed reality, which hardly seems to obey any physical laws. The price is not high - just give a bit of your identity (data) and spend a lot of your time with media. The ancient gods gave meaning to humanity, and the new gods gave them time. Many people spend more time with Facebook than with television. With Mr. World, the spiritual part, the Trinity is complete. What does Mr. World represent?

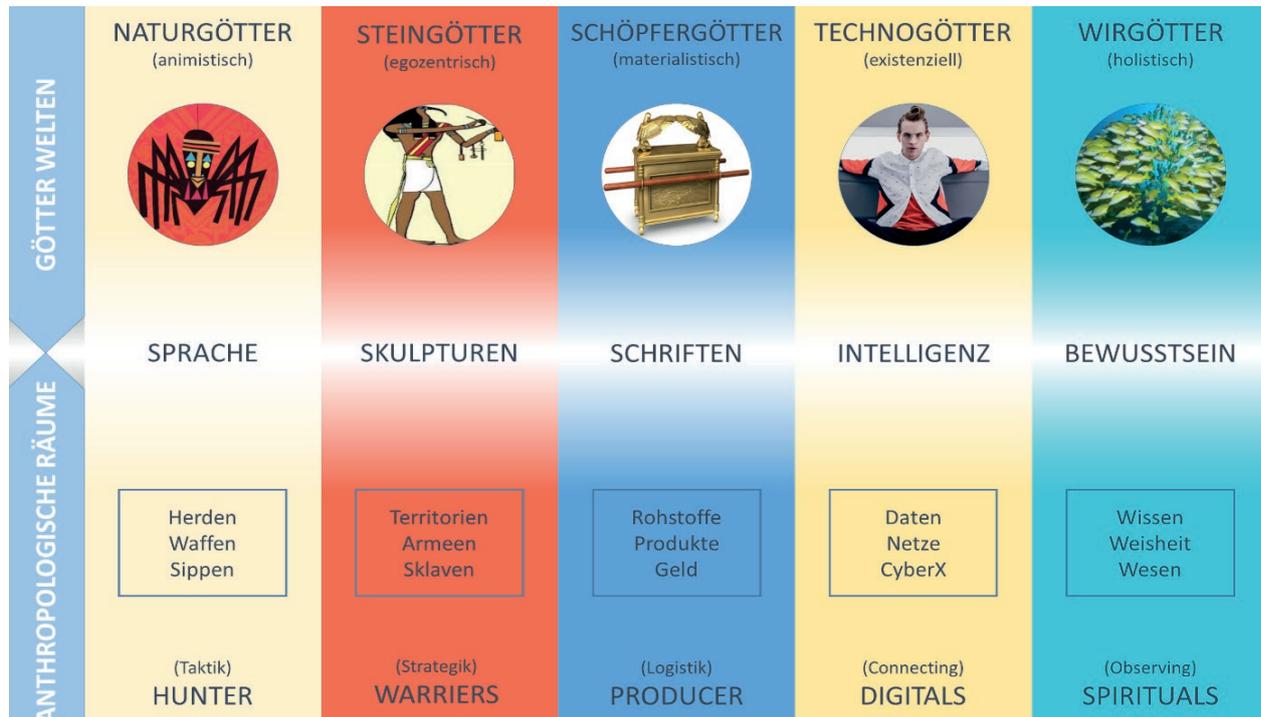
Mr. World could be the complete digitization of the economy. A product, a company in a global market. The latter can be said to exist already. The core element, the global data network, makes such a market model possible. The dominant companies can count on ten fingers even today. In the Internet sector, there are only five more; The GAFAM and other concentrations are to be expected. This is clearly visible in the automotive segment.

Only the brand has the value, if all cars work the same way anyway - themselves drive. Similar to smartphones, two or three global producers will remain in cars. Mr. World describes himself as the one who „integrates the systems.“ Perhaps imagine how the platform economy, already known today, is the best example Amazon.

The trinity of Technical Boy, Media, and Mr. World is the digital divinity that gives promise of salvation and demands sacrifices. The digital God promises us many healthy years, the right partner, success, etc. and all this almost free of charge. Everything is at your disposal - you have access rights. The sacrifices that are required are much smaller than those of the ancient gods. You do not need fasting, meditating for hours or donating for beneficial purposes, but only have time for the media, react to PopUps, keep all data in the cloud and buy products at your own company.

The products are very cheap, produced by robots (children), and are also sold very cheaply (market pressure). In order to earn a lot of money, it needs billions and buyers - so believers. Where the money flows, we know - to the company. Who, however, has the global power, we do not really know. With American Gods it is getting clearer. Power is no longer in the hands of individuals or businesses, but in an emergence that we could call the digital trinity.

American Gods 1.6



A swarm of gods - the dance on the VULKAN

„What is a God? Can we know that gods exist? „These questions are posed by Wednesday, and the answer is the same: „People believe in things, which means they are there! So what was the first thing - the gods or the people who believed in them?“ In the course of anthropology, people have designed a variety of gods. Yes - God is a special form of constructivism. To the question of the deeper meaning of our life, the many of the Warums, which we can not answer, there remains no other possibility but to arrive at a first cause. There are gods and gods in all times and cultures. Accordingly, the images of God have also changed in the course of human history. An A-theistic worldview is probably the worst of all. And further, very probably, a new image of God will develop through the ongoing upheavals. Today you no longer need to believe in a bearded creator god or the already forgotten gods from the series.

However, there are some, especially in modern times, essential assumptions about God:

- God does not intervene in the world's events (is outside space and time).
- God does not need people - and vice versa.
- God does not change his will - is everything done - man does not know it.
- God has given us the world and given us the responsibility for it
- We have the best of all possible worlds; Vital Zone in the Universe
- Resources are limited and must be used gently

- Peace between all people, nations and traditions is our task
- The world has become a village - relationships independent of space
- Many different forms of life (life sections) are practiced
- Development of (tentative) assured knowledge (empirical spirituality)
- There is no certainty - material wealth does not help (no greed)
- Individual (ICH) goes back - transcendental global consciousness is emerging

These or similar attributions to a higher, transcendent power have led to the establishment of religions. To this, Wednesday also has an opinion: „Religion arouses in those who fear nothing, the fear of God“. Being able to control fear is probably the best way to power. Fear of eternal damnation, of lightning, before the sunset, etc. lead to enormous sacrifice. Only that all these gifts do not belong to the gods, unless they are human beings, but to the power system. The best construction is therefore a human-God unity. Just like in American Gods. The gods there are all characterized by a functionality - they are specialized in a specialized area. Alone the Hindu tradition counts over three million gods. Possibly, the title of the sixth episode - „The Swarm of the Gods“ comes from the multiplicity of the titles.

Shadowmoon recognizes more clearly that the situation in which he is present is rationally not explainable. He asks Wednesday, „Where was all this before we met?“ And he answers: „On the periphery, next door. But there is always a window. People are only afraid to look through. In a prison

cell it is safer. „Even there, however, everything is not safe. There is no security. People have always known uncertainties and gods have helped to reduce these. The God of the dead for life in the hereafter, the love goddess, the god of wisdom, the god of war and much more. These functions have survived cultures and times. Depending on the culture and the weapons, war gods had different manifestations and abilities. At this point Wednesday and Shadow reach the city of Vulcan in Virginia.

They meet there the weapon god - „god of the volcano“. He had been responsible for the production of weapons. For centuries it was the quality of the sword, which decided on victory or defeat.

It was exactly this weapon that the ancient gods had when they came to America. They were thus clearly superior to the armor of the Natives. Of the Weapon God has made America what it is today - the military world power. Until the end of the Cold War, iron and oil were the decisive resources for the weapon god. Vulcan is shown as an iron hut town, from the 1950s. With all their aftermath and memories of Nazi Germany.

The god Vulcan, however, should be very flexible - as far as arms production is concerned. He has changed over time to the production of ammunition. The huge market of private weapon owners had given him a new religion. Wednesday asks how he did it: „I have granted my faith. You are what you worship. God of the volcano - who worships him has the volcano (the weapon) in his hand.“ Wednesday suspects behind these talks a collaboration between Vulcano and the new gods. After all, he has already taken the step into the armaments industry. Why not join the Technical Boy? In fact, the armaments industry is probably the segment that makes the most advanced technical progress. Cyberwar and drones are no longer science fiction, but reality. Today's martial conflicts take place less and less at the battlefield, but are mixed reality with AI support. The action of the American Pentagon allows this conclusion. Earlier, troops were sent to the war zone (Iraq 1und2). Today, there is no combat group in North Korea, although the Americans are more present in digital form than is actually possible at all. Probably they can see all the computers there, know rocket launchers better than high-ranking Korean military, and can experience with Kim Jong-un his daily program.

Digital spies and the AI soldier have nothing in common with traditional weapons - they could also be toys. A droning pilot does not even sit in a bunker, but in a four-star hotel ten thousand kilometers from the battlefield. It is hardly a difference in the operation whether he plays or actually fights. Only the UnDo button does not work in the real Cyberwar. When people are dead, they also remain - usually, so says Moon to his dead living woman Laura. A weapon God does not need anymore, because the Technical Boy does anyway. In the conflict, Wednesday, with the new sword, kills his divine friend Vulcano and throws him into the boiling steel. There is no longer the old God of weapons in America. The traditional military has then only more representative tasks - to make the comparison with North Korea again. The step of the pacing army there is far less dangerous than the Technical Boy (Trump), the digital war plays. In the first episode, he hanged Shadow - just like that. He is a boy and totally unpredictable.

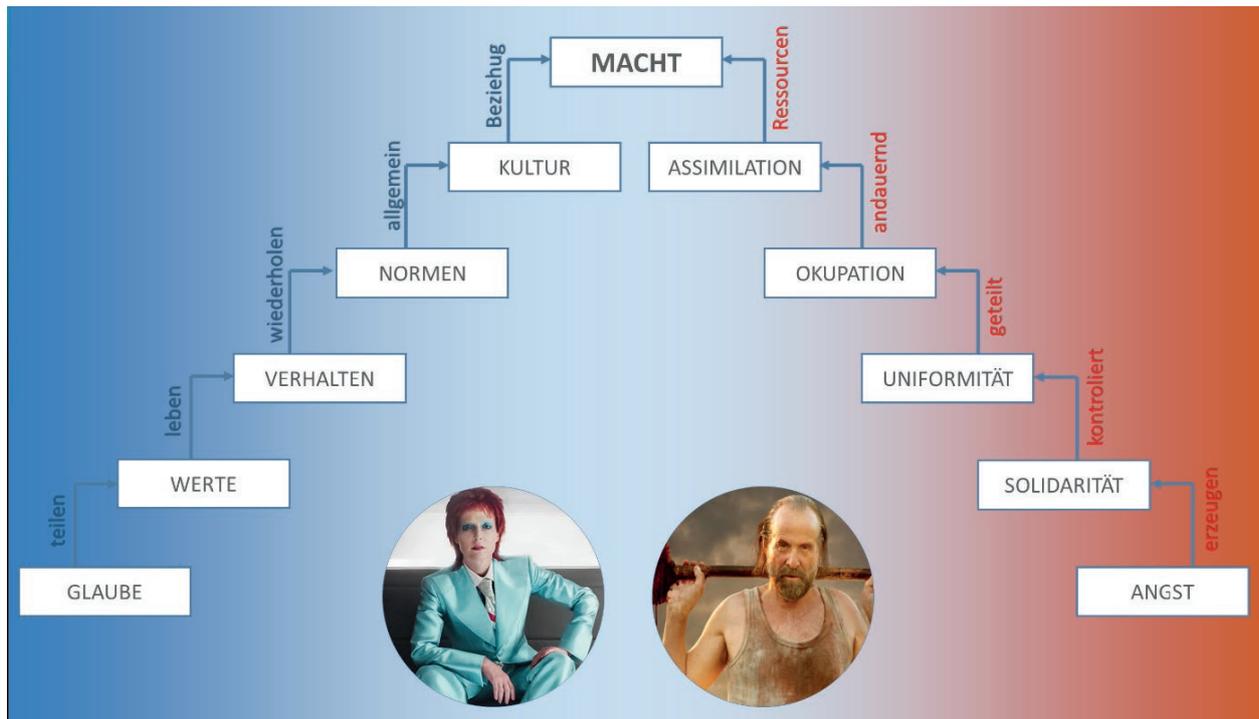
Gods are now a human construction whose essence is determined by the particular culture.

In the meantime anthropologists know five such large cultural spaces and call them anthropological spaces. Linguistically adapted to the series are: Hunter, Warrior, Producer, Digitals and Spirituals. Corresponding to the respective space the gods have developed: Naturgötter, Steingötter, Schöpfergötter, Technogötter and WirGötter. It is the medium through which the human being has been in contact with them. Here also the order: language, sculptures, writings, intelligence and consciousness. Further, the following characteristics can be attributed to the gods: animistic, egocentric, materialistic, systemic and holistic. The Technogötter does not say very much. You are still under development. The gods are still speculative anyway. However, as the name suggests, people would develop into gods. Whether it needs a post- and transhumane stage, can only be assumed. In any case, the series American Gods leads to think about it.

PS:

Laura to Moon: „You're there in crazy stuff and I'll protect you.“

American Gods 1.7



A Prayer for Mad Sweeney - Culture decides about morality

American Gods is a series that, like no other, represents the cultural development of North America. As I mentioned in my last blog, gods are a construction of man. If this is socialized, then one speaks of a religion. In the last 10,000 years of human history, religions have shaped every culture. In „A Prayer for Mad Sweeney“ the topic of culture is now dealt with explicitly. A little girl named Essie McGowan, from Ireland, sits with her grandmother on the beach waiting for her father's ship. During these endless waiting times the Granny tells old stories of fairies and goblins. These stories impress the girl so much that she firmly believes in the existence of goblins. Essie then manages her entire life. Although destiny is not only good for her - she lands in jail and is deported to America - she is convinced that the goblins have always brought her luck. All in all, this should be true. In the end, she is a plantation owner with three children, to whom she relates the stories of the old Irish goblins. In the following, the twenty important theses about cultures, its emergence, dissemination and effectiveness.

I will highlight them with examples from the series.

1. Culture is a decided and shared appreciation.

Ireland in the 18th century was a deeply Christian country. The Catholic Church was absolute and decisive for culture. The social pressure from it was enormous. But the Church could not explain everything, but

there was still „what“. For this goblins and fairies from the pagan period were fetched. The grandmother: „These leprechauns are so busy golding and hoarding that they can't find time for anything else.“

2. Behavior from these common values is derived.

Leprechauns had to be kept in a good mood. Essie to the children: „One day they help you and they'll bite your eyes next.“ They must therefore be fed daily. „Give them the milk of the cream and of the bread the best“.

3. These behaviors become „normal“ over time - the norm.

That is why Essie, like all her ancestors, daily served a small bowl of cream and a piece of bread on the window. When she went out, she always had salt in her pocket and for special wishes the goblins also took gold. So you always needed a little reserve.

4. People, who correspond to such behavior belong to this culture.

Probably the belief in the spirit world (angels, fairies, goblins, devils, etc.) was widespread in Europe at the time. Many related activities had to remain secret. It is only when a value proposition is a plurality that the related behavior can be shown publicly. Currently the worldwide struggle for the recognition of same-sex relationships.

5. The non-compliance of behavior is sanctioned by the group.

To connect here, homosexuality in a country can lead to the death penalty. In another not even noticed (Salim with the jinn in America) or treated like heterosis - perfect legal equality. Essie landed in a prison for a crime

she did not commit at all. However, the court judgment was mild. She was not hanged for a gift and then declared a stolen necklace, but was deported to America. Here you can already feel the power of the Leprechauns. Misfortune in the blame and happiness in the crossing. She approached the captain, who immediately took her home with him.

6. Morals and values as well as good and evil are thus dependent on culture.

Sexuality is a behavior that is to be shown to all people over a thousand years. It is therefore also clear why religions have adopted this as a control instrument. In secular countries, it is also easier to achieve equality. Often these behaviors are called good in a culture and evil in another.

7. The evaluation shall be carried out by an external observer.

Salim, Mad Sweeney and Laura are on their way to Kentucky. There are three cultures in a car. The Irish, the Islamic and the American. Salim keeps coming back to his daily prayers. While Salim hangs up the carpet, Sweeney says to him, „I'm going to piss.“ This is probably the worst thing you can say to a praying Muslim. The value, e.g. Praised, depends on the observer. For Sweeney it is a waste of time. For Laura, who asks, „Do you love your God or are you in love with him,“ is about the intellectual understanding of it.

8. The judgment depends on its own standardization and value retention.

As an outsider, you always come from a cultural circle. Even anthropologists are part of a religious community, that of scientists. Shadowmoon was the man from the outside. This, however, only so long until he volunteered, forced Wednesday joined and became acquainted with the gods' world.

9. People are voluntary members - consciously or unconsciously.

This is where free will comes into play. Can people make anything voluntary at all? Essie is something in there. She became a trickster because the life of the Leprechauns was also just trickery. Probably she took this behavior or partly even unconsciously (by Granny). A conscious decision to join a group is always influenced by the socializing environment. Parents, teachers and friends leave imprints - the stamp for the culture. Laura's way to the casino and the criminals has begun in Ireland, although she is not related to Essie (probably).

10. People are forced into a culture - directly or indirectly.

The origin determines the future. As a child one is born into the culture of his parents. There everything is right and right for now. If we are grown then we could decide differently. Very few do this. America's immigrants were such forced. On the one hand, the slaves quite directly and on the other the deportees indirectly, which also included Essie. Like all the others, she had her culture with her. American culture is now what has become of these many forces. Essie: „Everyone can do everything in America - there you can be happy“.

11. Cultural boundaries (contexts) can be territorial or substantive.

A thousand years were cultures bound to territories. It was only with the colonialization and the associated mission that this changed. In North America, almost nothing was left of the natural gods. Content boundaries require an extended form of communication, e.g. Books. Neil Gaiman followers can be scattered all over the world and have never talked to each other.

12. Globalization leads to virtual cultures and affiliations.

To be scattered all over the world and still talk to each other, leads to cultural networks. You are connected via FB or WhatsApp groups. Identical values and the same behavior are also a prerequisite for virtual cultures. Because the territorial reference is missing and the behavior is often subtle, a real assignment is difficult.

13. Cultures spread through relationship and communication.

In a very early history of evolution, people have learned from one another through imitation. Do toddlers today. Relationship is absolutely essential. The more intense this, the more effective the behavior mediated by it. So if language is missing, then behavior is communication. In contexts in the multilingual cultures meet, something happens.

14. Migratory movements lead initially to uncultivated and divided cultures.

Usually the language separates two cultures and from this also creates a spatial separation. There are hardly any interactions between cultures, and cultures do not mix very much at first contact. If there is nothing else, two divided cultures remain side by side, as now the Arab migrants and the Europeans. In America of the 18th century. The various gods / cultures had already arrived. Everything had something in common. „Building a new home“. Do we have something in common with the African / Mexican immigrants?

15. In the course of time, assimilation, integration or isolation arise.

Essie McGowan gets as old Granny visit by an Irish. She immediately recognized that it was a leprechaun that brought her. Shortly before dying, he says to her, „In this country no one has more time for magic.“ The Irish / Celtic culture was thus assimilated - there is no more in America. The African culture, which is isolated but still existent, is different. As a well integrated one may see the weapon god Vulcano. The gun for the little one in the household and the Pentagon for the coarse in the world.

16. Subcultures often persist for centuries.

In America there is a very extraordinary little religious subculture - the Amish. They are a religious community based on the Christian tradition, but with the rejection of any technical development. Since Czernobog had no chance with tractors and quite not the Technical Boy with the robots. In the meantime, this subculture is of great importance. Could spread!

17. The closer the relationship, the more social control - fear.

Culture is a set of behaviors that must be compulsorily complied with by members. Members pay attention to each other and are all the more efficient the closer the relationship is. Good to recognize in preserving the chastity of Islamic girls by their brethren. Control can also be used as a means of expressing pressure and anxiety. Mad Sweeney comes so close to Laura Schadow that he does not take exactly the gold coin he is so intense after, although it would be easy. Relationship is the one way to power; the other.

18. The allocation or withholding of resources or today's „Accessrights“ brings advantages to the members.

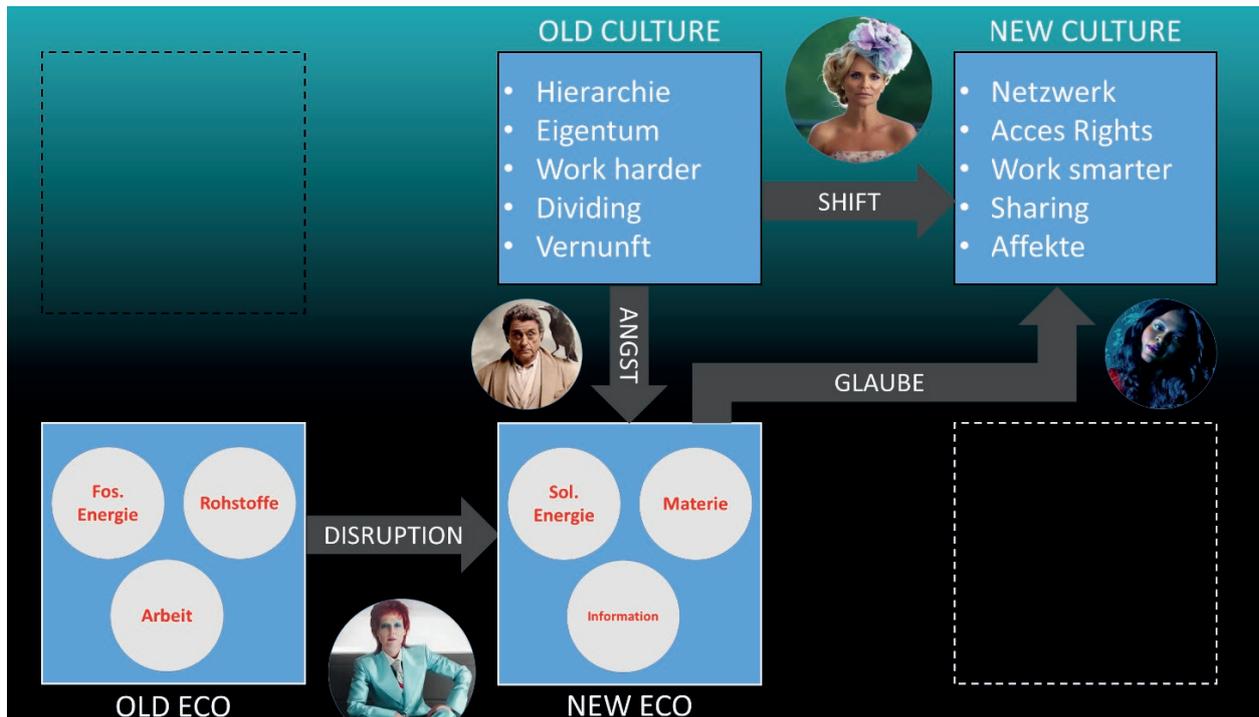
People are always members of a group. Maybe they do not know. Usually, the benefits of being „there“ are obvious. By birth, inauguration or membership fee is one. Eternal life was the offer of the Catholic Churches and their members. For unbelievers only the hell remained. Many people have lost this faith and therefore the value of it. The new goddess „Media“ gives comfort in all situations. You only need to provide your personal data and you already belong to community (FB, WhatsApp, etc ...)

19. Power arises through the possibility of enforcing one's will, with or without its consent, in others. It is the two ways to power; The relationship and the allocation of resources. Best of all, as the „digital trinity“ makes. An account with a social media provider is by far not as deep and emotional as human relationship, but changing from one vendor to another is also difficult. We always get exactly what we need. Products, services and friends are exactly to our taste. The „1-click“ purchase button is quickly pressed. The GAFAs, for example, are pushing their will with us and with billions of others and are thus becoming a world power.

20. If people are convinced of the correctness of their own actions, they take the resulting disadvantages for others in buying - „walking over corpses“. In summary, a culture is created by the faith of several people in common values. This, on the other hand, is expressed by behavior, which is then referred to as culture. Believing beliefs can become so strong that even the self and the lives of fellow human beings are no longer safe. Terror attacks are a current manifestation of them. Another is the immigration of the „old gods“ to America and this was much worse for the natives.

So Laura and Mad Sweeney are driving in the ice-car (better for the dead) to a God who has experience in resurrection from the dead.

American Gods 1.8



Come to Jesus - Disruption & Economy

In all martial conflicts, the issue was and is about power. So to have the possibility to be able to pass through the will of others even without its consent. Obviously, Odin sees his power dwindling and mobilizes his godmother friends for a war. Wednesday elsewhere: „If they no longer believe in you, then you are forgotten“. Scientific findings followed by their technological application up to industry 4.0 have replaced many beliefs. Once there are only more fragments (Czernobog) left, another time they are converted to modern media (Bilquis).

When Neil Gaiman wrote the book „American Gods“ in 2001, only a very few people were aware that a techno-cultural revolution was imminent. The digital development was predicted by many so, but that it is really so fast, has nevertheless surprised. In fact, it is the digital technology that disrupts all ecosystems (disruption). The fundamentals of the economy seem to be as if they had been lifted. The „old economy“ no longer works. New systems are emerging - but they have not yet manifested themselves. The first season is also very clear. We know very well about the ancient gods such as Odin, Czernobog, Bilquis, Ibis, Zorya, etc. The new gods - Technical Boy, Media and Mr. World - have comparatively little in common. The producers of the first season have already reacted to the current situation anyway. Bilquis gets and accepts from the Technical Boy a Smartphone for Smart Dating. For the next season, I expect a massive reversal of the weighting. I would like to know how the culture of the new gods develops as a „loop“.

Old ECO: Fossil energy - raw materials – work
The availability of resources is the most important power factor. Should these disappear, this also entails a loss of power. The most important resources in the „Old ECO“ are raw materials, energy and labor. In ancient times it was workers who were needed to build pyramids and which were robbed of their own by other tribes. Not so different from the African slaves in the 18th century in America. Industrialization needed both labor and raw materials. Their procurement is subsequently known under colonialization. Energy was extracted from fossil raw materials for a century, which ultimately led to a CO2 surplus in the atmosphere. Nuclear power plants have not proved to be particularly effective.

New ECO: Solar Energy - Matter Information
Whenever resources are declining, power struggles and armed conflict begin. But what if today's most important sources are no longer needed? Then hardly anyone will go to war. This was also the reason why Mr. World said Wednesday: „We are not at war.“ The New ECO no longer needs the resources of the ancients. Energy is almost inexhaustible from the sun. The Technical Boy invents new energy conversion and storage devices. Work is done by robots and thinking of AI; Only a small number of people / jobs are needed. What it does, however, is data and information. These, just like energy, are almost inexhaustible to calculate and store. Products are made from standardized materials via 3D printers. There is nothing to be taken from the ancient gods. It is only the insignificance which worries Odin. Therefore in the 8th episode a rebelling with the help of Ostoria.

Instead of spring, she brings on command Odin's drought and death instead of color and life. That, Wednesday is convinced, makes people believe again.

Technology and culture are a perpetual, reciprocal feedback loop. A technology is developing because the cultural prerequisites exist. The resulting production techniques, in turn, have an effect on culture. There is always a new technology and an old culture. The social system is the slowest. If you want to remove the current situation from these endless loops - a snapshot - you will see four steps for a cultural change. Wednesday: „People create gods when they wonder why things happen and things happen because gods care for them.“

1. **ECO Disruption:** The resources of the existing system are no longer needed. There is also no one willing to fight for it. The Americans were twice in Iraq. No one goes to Syria. The Germans have emerged from nuclear power. Whether an industry 4.0 in China or in Switzerland stands, is no matter if you do not need any manpower. There is no need for a law to abolish the cash - that goes away anyway. Mr. World: „Whether we are fighting or not, you lose anyway and die either way.“
2. **Anxiety:** Today's Western culture is characterized by performance. Those who are young, strong, intelligent and work more than others have success (work harder). For that one can then already afford a luxury like home, car, stock depot and much more. Possession is status. The success of the company results from a tight, controlled, mostly authoritarian leadership, which sits on a hierarchy. Exactly this culture is now coming together with the New ECO. Startups generate seemingly out of now millions of sales. They have no particular organizational form, but are networked. Personally, they have little property. It is sufficient if they have access rights. And this success without the old resources. That makes fear and there you have something to do about it - because Wednesday is already right? Technical Boy to Wednesday: „They are shit old. Things will never be the same as they once were. Times are changing and they can't stop progress „.

3. **Faith:** Over time, people get used to the new production techniques and begin to believe in them. New behaviors are thus created. Now is the tenth anniversary of Steve Jobs presenting the iPhone. Using smartphones has made it possible to work mobile. Within ten years, iPhone & CO has become a culture and nobody is more afraid of it. Wednesday to the new: „What you offer is the avoidance of existence - it offers a product, an innovative diversion, you reinvent it again and again, it always offers again“.
4. **Cultural Shift:** The more anxiety fades and confidence increases, the more people take new behaviors. They do it because it makes life easier, more comfortable, safer, etc.. But also because the „Media“ promises them. The same behavior of more and more people - over a longer period - then produces culture. But there are always those who remain committed to the old tradition. Also, which then belong to several cultures - folk dance and cyberwar play. This shift was made by Ostara, the goddess of life and rebirth. Media to her: „You are a goddess that is again new. This is religious Darwinism - adapt and survive. You should be glad that anybody else believes in anything that has no screen.“

Tell the faithful and the unbelievers: **„We have taken the spring from them, they can return it when they pray for it?“** With this and with the now faithful Shadow, we go into the second season.

