

Such is the wicked nature of man that sex, scandal and sensation are the three 'Ss' for the success of the media. Since most newspapers, TV and radio stations thrive on these three 'Ss'; positive news for the fourth – and the most important – 'S' for spirituality does not make the headlines or 'Breaking News'. Not a single newspaper, magazine, radio or TV network on spirituality can claim global coverage when compared to the media pandering to the basic instincts of man. It is the same story on the Net for websites with spiritual content versus those peddling the three 'Ss'.

In this depraved state of media that reflects our decadent world, spiritual masters rarely make news in a big way. Except for Osho. Ever since he emerged on the national scene in India as a radical iconoclast in the 1960s, he has been making news right up to now - even after leaving his body 17 years ago. Since he worked as an editor for a short while, Osho knew the media from the inside. He knew what makes news and exactly what to say against the raging current of public opinion to dominate the headlines.

Known as the ace originator of controversies, Osho dominated global media when he made the most outrageous statements on revered icons and great leaders such as Mother Teresa and The Pope, Mahatma Gandhi and Morarji Desai, President Reagan and Shankracharya. Dozens of court cases were filed against him for his pronouncements and for his most sensational book 'From Sex to Superconsciousness', these cases continued for over 20 years.

After he left the ranch in Oregon, USA, world media followed his every move in USA to India and on his world tour of five continents and 21 countries and back to India. Everywhere, he had the courage and the audacity to challenge and provoke the establishment. His famous quote on being deported from Greece was, "Even after poisoning Aristotle over 2,000 years ago, Greece has not learnt any lesson."

Now Osho dominates the media mostly with his spirituality – his real aim after exploiting the three 'Ss'. His insights are published around the world in articles about his insights, his books and reviews of his books. Of course, any controversy about his legacy continues to make current news. By and large, by promoting the fourth 'S', Osho proves to be the master of the media.

- Swami Kul Bhushan.

## The Fourth

'S'

