

LET US HAVE A CLOSER LOOK AT OUR THREE BASIC ANIMAL INSTINCTS

We have said that both man and animal will distance himself from danger and starvation and will seek safe and secure living conditions with bountiful food supplies

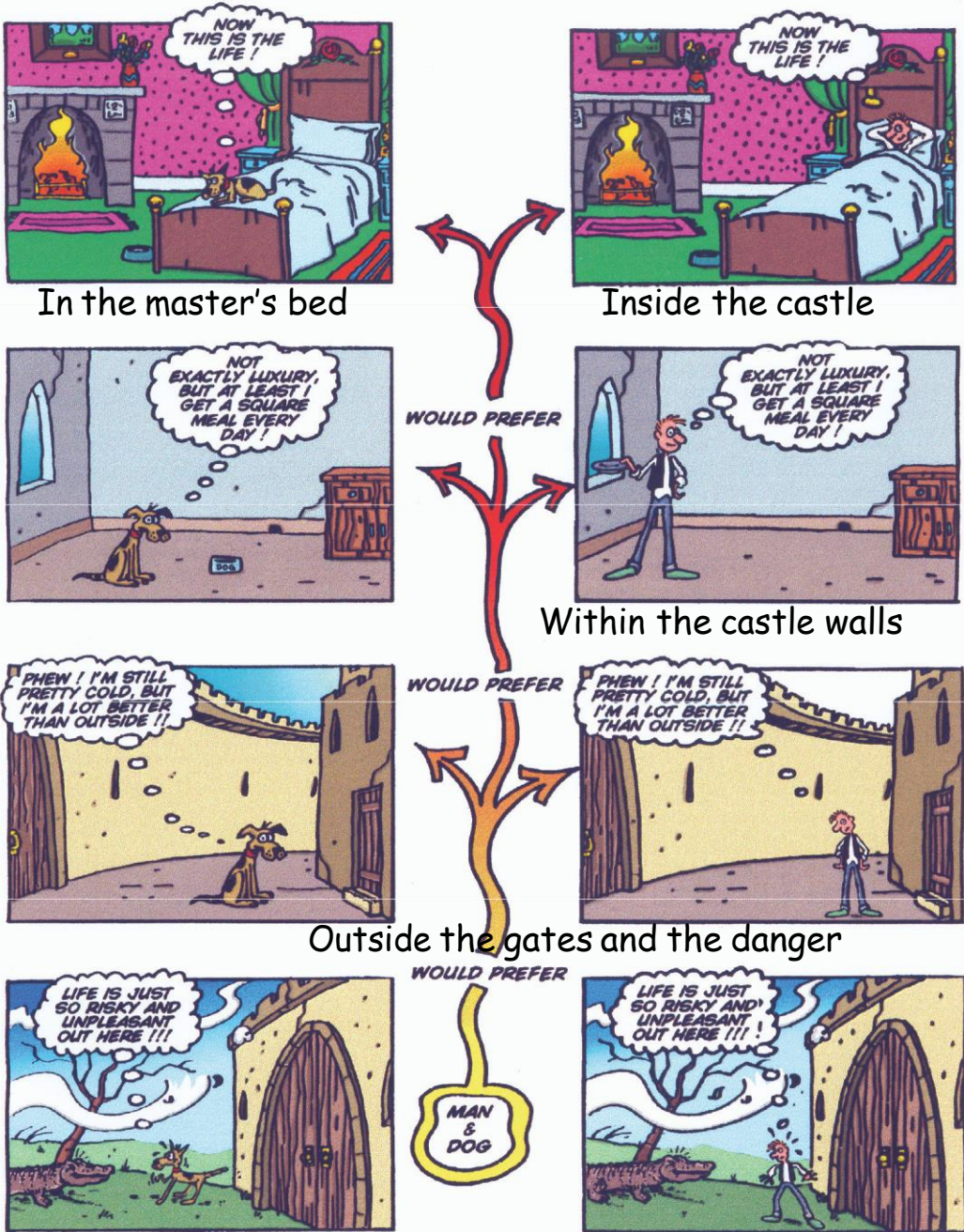
These actions are dictated by his basic natural instincts of fear and greed.

The third basic instinct is reproduction. Man's natural urge for sex is extremely strong and it is one of the prime targets of the 'human code of conduct' which tries to contain it so that it happens in an orderly way. So while the reproduction instinct is one of the three main instincts, it is confined to social behaviour and how man behaves with woman - or vice versa.

Most of man's thinking and therefore his actions in everyday life are concerned with his economic and physical well being, and these actions are based on the other two instincts, namely greed and fear. That is our constant motivation to move away from dangerous situations and towards secure and safe living.

Animals are just the same as you can see from the cartoons opposite: just like humans, they want to be as 'upwardly mobile' as possible.

ILLUSTRATION OF A SIMPLE CHOICE



MAN AND DOG BOTH PREFER TO MOVE UPWARD

Many of us have dogs and we are familiar with their behaviour. In certain situations both man and dog will react in exactly the same way. As the picture shows, both will want to get away from the alligator.

This is simply an expression of our natural or animal instinct to survive when we choose better and safer situations for ourselves. Let's call this SIMPLE CHOICE.

Now let us introduce the difference between man and animal. Only man has the ability to reason therefore only man can use his reason to manipulate his environment to improve his situation. In other words, both man and dog would want to get over the wall, but only man can use his reason to find a ladder to do so.

SIMPLE CHOICE (animal instinct - felt by man and dog)

(Opp.) I'm scared stiff and would like to get over the wall away from the alligator.



RATIONAL CHOICE (Reason) only available to man

I will find a ladder to escape over the wall.

This is a simple illustration of how man's thinking is usually initiated and driven by his animal instincts.

I am afraid (Fear). I want to reach security over the wall (Greed). How do I achieve this? - My reason tells me to find a ladder to escape.

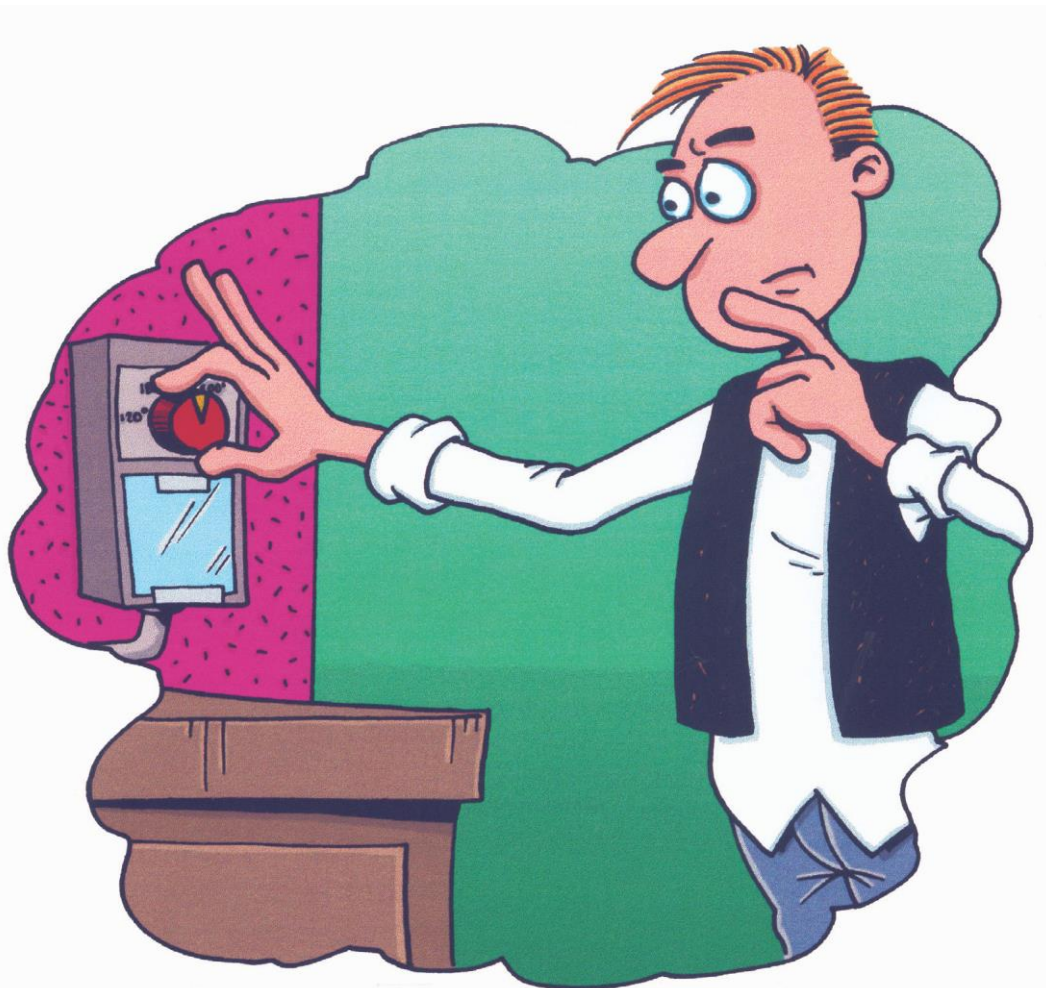
Every day and in every way, man's thoughts and actions are initiated and determined by his animal instincts.

If you want to dig down and find the roots as to how man thinks and acts, you really have to look no further than basic animal instincts because these are constantly motivating us towards better situations which, in turn, spark off our thinking as to the best method of getting there.

For instance -

If modern Western man is cold, he will turn up the heating.

This is a simple example of a DIRECT link of animal instincts telling us to act for our self-betterment.



IF WESTERN MAN IS COLD, HE WILL TURN UP THE HEATING SYSTEM ; HOWEVER, IT IS VERY EASY TO SEE THAT THE THOUGHT PROCESS ('HOW DO I GET WARM ?') AND THE ACTION OF TURNING UP THE HEAT, ARE BOTH TRIGGERED BY THE SIMPLE ANIMAL INSTINCT OF WANTING AND NEEDING A WARMER, MORE COMFORTABLE ENVIRONMENT !

Indirect links can be seen in the jobs we do. Thus -

An architect will think hard to find ways of building a house that won't fall down.

Businessmen will think out ways of being more efficient than their competitors.

Pro golfers will practice to hit the ball straighter.

All these thought processes and actions, if successful, will have an indirect effect on one's self-betterment, for those successful in these indirect processes **will make a profit** and be able to buy their way into better situations.

No sane person wastes his time thinking and acting in ways that will take him down the ladder of life towards the alligator.

