

## Jumping Jive

When we were younger (the sixties and seventies) the term “jive” was generic slang meaning “nonsense” or “unbelievable”, but sort of in a silly way. For something to be “jive” it had to be almost transparent and easy to identify as untrue.

Back then friends told friends jive all the time, but never with any malicious intent. You might throw some jive down when describing a catch you made on the ball field or a move you made on the dance floor. Everyone knew it was jive because you weren't that good a ballplayer and you surely weren't that good a dancer. The jive back then was harmless, simple, mostly in jest, and often just laughed at.

Here we are 30 – 40 years forward and the jive is jumping. It's everywhere. There is actually a website that is called “Free Credit Report” and the report isn't free (you have to buy their service to get the report). All you can say when seeing their frequently aired commercial is – “jive”.

And the same is true of car companies, pharmaceutical companies, insurance companies, and just about everyone else. They are all throwing the jive our way and there seems to be no hope of slowing it down.

Whatever happened to truth in advertising? Sure you can't go around advertising things that are blatantly untrue, but apparently there is no law against jive?

If we are all wondering why it is that people can't seem to tell reality from fantasy it's because they see, just about everywhere they go, that the truth just isn't that important and that throwing down a bit of jive to sell something is acceptable social behavior. The consequences for us, as parents, business leaders, and concerned citizens are that we run the risk of them, selling us a load of jive on the really important issues.

If we keep using jive to sell our wares, we'll be living in a world where jive and the truth are interchangeable. It's not worth the sales. And that ain't no jive.