WHAT IS PARENTAL ALIENATION SYNDROME? It is marked by 8 symptoms ` in the child, one being the campaign of denigration: The campaign of denigration is an example of the construction of family myths which are used for the purpose of turning a child against a previously loved and loving parent. Although it may originate on an unintentional and unconscious level, it frequently progresses into a conscious scapegoating of the targeted parent by the alienating parent with the goal of severing the relationships between the targeted parent and the children. The probable progression is the single most important rationale for early intervention. The child is programmed to believe that her/his other parent is: worthless, selfish, unloving, malevolent, undeserving, and dangerous, etc. The effective result is that the children become convinced they will be happier, healthier, and better adjusted if their targeted parent is eradicated from their lives. Alienators have rejected their former partners and seduce their children into introjecting their feelings and executing their maltreatment of their other parent. Seduced children develop a disingenuous loathing of their targeted parent as a result of the alienator's brainwashing. According to Gardner (1998) these children “speak of the alienated parent with every vilification and profanity in their vocabulary----without embarrassment or guilt....In many cases the elaborations are ludicrous, and even preposterous, thereby providing the clue to their speciousness”