Check says film may boomerang

By Lois Corbett for Canadian University Press

HALIFAX (CUP) A professor from York University in Toronto says showing Not a Love Story, a film about pornography and the industry's exploitation of women, to men produces a "boomerang effect" and makes them more likely to buy pornography in the future.

Dr. James Check, a psychologist and a consulting editor of the Journal of Sex Research, says men who watch the National Film Board Studio D's production become "more favourable in their attitudes

towards pornography and less likely to believe that pornography has pegative effects."

phy has negative effects."
"The film has those unfortunate consequences. When people watch it they get terribly upset, and then they get more upset when they think about it. They are likely to lose sleep over it.

"Men start to feel attacked. They think the film attacks their personal sexuality. And women start re-thinking their attitudes towards their lovers," says Check.

Check was in Halifax Thursday to address the Canadian Mental Health Association's national conference. He reported on research he recently conducted that shows a steady increase in sexually violent and abusive themes in pornography and that such themes have a number of antisocial effects.

Check says violent and dehumanizing pornography increases acceptance of rape myths, violence against women, sexual callousness and men's willingness to rape, and decreases sensitivity to rape victims.

Check "debriefs" his subjects after they have been exposed to pornography, to "discount false messages and myths about rape that the material includes."

"We found that men who receive the debriefing were the least willing to accept the rape myth that 'women like it' and reject violent and degrading pornography more readily than people who have never seen the material," he says.

Myths about rape are not confined to what men read, says Check, but are often part of "popular female literature, especially Harlequin romances." "Just go out and buy any one of those, and I'll bet it will have a scene that has a woman who resists the sexual pressure from a man at first, but then goes along with it because it is so enjoyable," he says.

Those are rape scenes "fancied up," says Check. "I believe people can market anything, including rape. You can sell it if you have enough money," says Check.

His research also shows that young people aged 12 to 17 are the primary consumers of pornography in Canada. He says 37 per cent of that age group reported watching sexually explicit videos once a month or more, and the same percentage expressed an interest in watching sexually violent scenes, including rape, bondage and torture.

"I don't think it's a matter of preference to them, but just that they want to watch everything about sex," he says.

But that interest concerns Check and other sex educators. "Pornography is 'sex education' for young people, and it is often their first exposure to highly intimate sexual behavior," says Check.

He adds that sex education in schools must change, from the simple, biological emphasis it has traditionally taken, to focusing on the social aspects of human sexuality.

P&G. Is it everything they say it is



A lot of things you may have heard about Procter & Gamble are true. They say we have a tough selec-

only hire at entry level, we have to make sure we get the right people, right from the start.

They say we promote only from within. True. At P&G, you can go as far and as fast as your abilities will take you. It's up to you. All our senior managers started at entry level.

They say we'll throw you right into the thick of things. True. At P&G, we believe in on-the-job training. You'll get meaningful responsibility right from the start. You'll also get a great deal of support. There are other things you may not have heard. Like the fact

that P&G pays competitively. And we believe our benefits package is the best in the country.

best in the country.

Procter & Gamble is the most successful packaged goods developer and marketer in the world. One or more P&G products, such as Ivory, Crest, Tide and Pampers are used in 95% of Canadian homes today. Our success is due to the high calibre of men and women we employ in all areas of technical and

business management. And we need more.
We're looking for outstanding graduates in all disciplines with a track record of achievement, leadership and people skills. If this describes you, come and talk to us at UNB on October 2 and Dalhousie and St. Mary's on October 3rd, 1985. Your Placement Office has more details.

Your placement office is the Canada Employment Centre on Campus Fourth Floor, Dal SUB



Public Service Commission of Canada

Commission de la Fonction

Careers Public Service Canada

Professional Auditing Student-in-Accounts Program - 1986

Office of the Auditor General of Canada

If you are interested in a career as a professional auditor with the Public Service, you may wish to join the Office of the Auditor General as a student-in-accounts. The office articles CA, CGA and RIA (CMA) students in several provinces.

For information on minimum qualifications and application procedures, pick up the booklet "Professional Auditing" at your campus placement office or at any office of the Public Service Commission of Canada.

Competition 86-4000-AUA Closing date: Monday, September 30, 1985

The Public Service of Canada is an equal opportunity employer

Canadä

YES, BUT CAN YOU TYPE?

The Dalhousie Gazette is looking for someone who can type. Quickly and accurately. But it's not your usual "can you type" job. It's challenging, innovative, and creative.

The Dal Gazette is looking for a part-time typesetter. Learn how to operate a Varityper 3510 Comp-Set machine and the world is at your fingertips. Resumes, posters, flyers, brochures, newspapers, surveys — if it comes through us, you'll learn how to do it.

Take on a challenge. If you'd like to talk to us about a part-time job, call 424-2507 or drop by The Gazette offices, 3rd floor, Student Union Building. We won't get you to make the coffee!

A CAREER AS A CHARTERED ACCOUNTANT

Today, the chartered accountant is a valued business advisor. Intricate tax laws, new corporate legislation, and the fast pace of decision-making, challenge the CA to use his or her skills to the fullest. Clarkson Gordon, with 23 offices across Canada, employs more university graduates training as CAs than any other accounting firm. As a member of Arthur Young International, with operations in 66 countries, we are global in scope. Discuss career opportunities with Clarkson Gordon representatives on campus October 16/85.

Arrangements should be made through your Student Placement Office prior to October 4/85.



Clarkson Gordon

A MEMBER OF ARTHUR YOUNG INTERNATIONAL