

# ED/OP

## Subliminal failure 1

To the editor:

In response to Lara Morris' letter of Oct. 31.

I believe the definition was correct but her application of that definition may not be. If the ad were truly subliminal she would not have been aware of it. This letter is not meant to make light of the connection between alcohol and sexual aggression, but to discuss subliminal advertising. For the record, it's illegal in Canada and the advertising community "claims" it hasn't and doesn't use it.

There are as many awareness thresholds, or points at which something subliminal becomes apparent, as there are individuals perceiving something. To prove effective, by using the "average" threshold, the ad could be self-defeating if too many people became aware of the hidden message.

Studies show mixed results on the issue. Shopping malls that included the phrase "I am honest" in their musak reported a 30 per cent drop in shoplifting. The medical community used subliminal stimulation effectively to treat depressive and schizophrenic behaviour. However, some studies have shown that basic drives like thirst and verbal responses may be affected subliminally, while there is no effect on purchase behaviour. An "ideal" subliminal as would make you run out and buy the product based on the hidden message. Conventional advertising cannot even be induce behaviour like this. There are many other primary stages and influences involved. There is no evidence to suggest that subliminal ads can bypass this behaviour. Furthermore, looking at the broad spectrum of beer ads, peer and lifestyle advertising are predominant.

So, subliminal images and messages are a real phenomenon and may influence drives but have little effect on purchase behaviour. Be aware and be aware.

Laurie Kinsman

## Subliminal failure 2

To the editor:

Consider this letter an addendum to Lara Morris' letter in your October 31 issue. In fact, it might help if the two were read side-by-side.

I could not believe my eyes when I picked up the October 31 issue of the Gazette and I saw the ad for Ten-



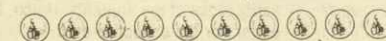
## INVESTMENT OPPORTUNITY

For the same cost as ordinary tasting beers, you can enjoy the full-flavoured taste of Ten-Penny Old Stock Ale.

This opportunity will not appeal to the cautious and fainthearted. But, if you are an individual thinker, you will experience twice the return on your investment.

Ten-Penny Ale.

The taste of independence.



It has been brought to my attention that the last column mentioned nothing about French Language rights and the issue of bilingualism. I must apologize as I whole-heartedly think that all cultures should have the right to be maintained in this assimilative world. There is much to be learned from the past, and hopefully one of the lessons history has taught us is that to survive, we must work together, culturally and regionally.

### The Observer

AARON PETERS

Aaron is looking for subject matter for his new column. If you have any interesting ideas, please bring them to the Gazette

This past Monday was Remembrance Day and I think that speaking of French contribution, we must not forget the Vandoos, the French battalion that held their ground in Korea when other countrys' forces were losing ground around them. They fought like brave and true Canadians, and when it seemed that all was lost, they engaged in hand-to-hand combat with the 'enemy.' Despite numerous wounded, they held their position against the North's forces. Many of us lost loved ones on the battlegrounds of Inchon and Kyongtung, and along the Imchin. We should remember that we all lost something in that struggle.

After watching the November 11 Ceremonies from Ottawa on television, I could not help notice that all the Veterans were quite old. This correlates with what a student was mentioning to me over the weekend. He was wondering if Remembrance Day itself will be remembered in the next few decades. Or will we, in our new-found detente, think that we do not need to remember those people who went overseas to kill other human beings. After all, most of them will have passed on. Will we remember them when we don't have to? All this begs the question of whether war is necessary. Can anyone that condemns killing in peace-time condone it in war-time, especially if the war does not directly affect them? I guess that's up to each one of us to decide individually, right?

Penny ale on page 16. The message in the background graphic was so obscure, and so poorly delineated that I almost failed to react to the subliminal message.

I am no foaming at the mouth feminist, but the naked body hidden in the clouds disgusted me.

I will assume that you are familiar with what to look for in subliminal advertising. The image in this ad falls into the category of subliminal, but it fails miserably in its attempt. The body is so grossly deformed and hideous as to fail to be provocative. Let's face it, if I am going to be targeted for advertising through subliminal sexual images, I have a right to subliminal hard-on.

"Ten-Penny ale - the taste of independence," is the catch phrase. Is this supposed to encourage people to express their sexual freedom by getting hot for humans so malformed that it is difficult to differentiate

between a torso and a leg, or a butt and a chest? If it is, then maybe tying it up into a package selling alcohol is pretty smart, considering how fucked-up your vision would have to be.

I am sure it is an overreaction to blame a poorly-made ad for the ugly practice of mixing sex with alcohol. There are many roots to dangerous attitudes on university campuses, and pointing at this one would be a stupid place to start.

I will let you guys off on this one, but I want to see some action taken on this in the future. Either decide not to run ads that use sex subliminally, or run ones with the bodies of males and females that will get us all happy and horny.

Peter J. Taylor

P.S. Thanks for having at least one staff member with a sense of humour. Lord knows you guys need that.



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Each nomination for this award must be made by two or more sponsors, at least one of whom must be a faculty member appointed half time or more on the Faculty of Science. Nomination forms and further information are available from: office of the Dean of Science, Room 328, Arts and administration Building, 494-3540. the deadline for nominations to reach the deans office is

January 15, 1992