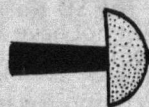


En Garde!

by John Roggeveen



Dissecting sexism. Imagine the following scenario: A typical Canadian male is standing on the corner of 109 St. and Whyte when an ETS bus whooshes by. As it passes, he notices a big ad on the side. Taking up most of the ad is the scantily-clad body of a lithe young woman, lying on a sunny beach, sipping a cool drink. Beside the woman is a shiny new tape player. Emblazoned on the ad in large letters is the brand name of the tape player's manufacturer. The man walks to the bus stop, gets on the bus and goes to a large department store. There he buys the tape player he saw in the ad instead of a competitor's product he originally intended to purchase.

Question: Who is exploited in the scenario? And who is doing the exploiting?
I asked these questions to two Gateway staff members, one female and one male. As I expected, the answers they gave were different.

There is a lot of exploitation, of varying degrees, in the scenario. The manufacturer is exploiting the woman to sell the product. The woman is exploiting the manufacturer by receiving money for posing in the ad. The manufacturer is exploiting the man by getting him to buy a product he thought was inferior.

But, it isn't always so easy to pinpoint the exploitation, either. Some people will say the manufacturer is not exploiting the man, since he is getting what he wanted. After all, he did buy the product, rather than the competitor's, of his own free will. Maybe, they would also say the woman is exploiting herself, and the manufacturer isn't exploiting her at all.

Others will say the man is exploiting the woman for his sexual fantasies. Still others will say the woman is exploiting the man to further her modelling career.

The whole matter, at some point, becomes confusing. Some will argue the real issue not to be 'Who is exploiting whom?' but, rather, 'Who is exploiting whom to what degree?'

But, soon one also realizes the criteria for

identifying degrees of exploitation are not so easily identified either. Do you stop at the amounts of money people make as a direct result of the scenario? If you do, the manufacturer and the model are making the money, the man is losing it. Do you go further and put values on indirect benefits? That is, do you count the value of the ad on furthering the model's career? Do you count the value of sexual titillation?

We can argue this for a long time. From my point of view, the one who is getting the least out of the deal is the man who got sucked into buying the tape player he really wouldn't have bought without the ad. Many feminists would, I'm sure, disagree. They would say it is the woman who is being exploited. Or, at least, women in general. Certainly they have argued this point in connection with First Choice pay TV and its Playboy programming.

This is one area where I believe Feminists have deluded themselves and confused the issue. This is not to say they don't have valid criticisms, it's just that the valid criticisms are sometimes lost or misconstrued.

Women are often exploited, without due compensation. But, so are men. Anyone who opens her eyes can see this. Still, anyone who tries to point out the illogic is often labelled a chauvinist, as I may be, after people read this column.

Dissecting sexism, however, must include other things than simply exploitation. Another important point raised by Feminists concerns stereotyping. Some abuses of women are neither cases of exploitation nor stereotyping, just discrimination. I will get into that next week.

• Next week, the External Affairs Board of your Students' Union is sponsoring an information campaign on Women's issues with some top-notch speakers. So, look for the posters which will be up on Friday. And, go hear at least some of the speakers. You might learn something.

nuclear weapons is exceedingly difficult to verify without on-site inspection, and the USSR has consistently reiterated its opposition to such inspection.

Indeed, the USSR's refusal to permit on-site verification of arms reduction is a major roadblock to Reagan's S.T.A.R.T. talks. These talks aim to verify the reduction of nuclear weapons of both the United States and the Soviet Union. When Reagan has also approached the Soviet leadership with unprecedented steps to reduce the possibility of an "accidental" nuclear war, why do Edmonton's peace movements call the U.S., instead of the USSR, the "imperialist warmonger"? Perhaps William Kashtan, "the president of the Canadian Communist Party", explains this when he says that his Communist "party members are involved in local peace groups, the Coalition for Nuclear Disarmament, and other organizations." (*Edmonton Journal*, Feb. 22/83, p.C8). A historical analysis clearly dictates that COMMUNIST practise around the world has been one of WAR and REARMAMENT, not peace and disarmament.

In light of the information provided, how could disarmament referendums in Canada possibly be successful at bringing about genuine, bilateral disarmament? Should we simply trust the Russians to disarm with us, without verification on their part? Our opinion, or rather our deep fear, is that so-called peace movements such as the U of A Group for Nuclear Disarmament, will only be successful in disarming Canada's peace and security. What a terrifying thought, if many concerned and well-meaning University peace advocates may in fact see their peaceful objectives REVERSED! It's our Christian belief that the financial cost of strengthening our national defense as a DETERRENT to war, is far less than the human cost involved if we disarm, thereby tempting the Russians into STARTING a war!

Well, then, what can students do to strengthen our peace and security? One suggestion we've followed is to contact your aldermen today and express your personal view on the disarmament plebiscite, which city council will again debate in the very near future. Or, perhaps you would be willing to write to your MP and express Canada's need to strengthen NATO by allowing the testing of unarmed Cruise missiles. Whatever you choose, if you value peace, please act NOW to PRESERVE IT!

Let us conclude by saying that our peace and freedom which God has entrusted us to secure, is well worth the cost of maintaining a strong military required to preserve these sacred values! Lenin once said: "The West will braid the rope to which we will HANG them with!" If University students fail to oppose a movement which could disarm (and hang) us, I'm greatly concerned that history may once again repeat itself and the worst of all evils could develop: World War Three.

Yours in a peaceful world,
David Starchuk, Arts 2
Ken Shipka, Business 2
Robert Pollard, Science 2

The McGoun show

On March 5th the U. of A. Debating Society is hosting the McGoun Cup Tournament, for western university debate. The McGoun Cup tournament originated in 1924, and a good quality of debate is expected for Saturday. Parliamentary rounds of debate with impromptu resolutions will continue throughout the day, with a final debate being held at approximately 4:00. Participants in the tournament include the universities of Regina, Calgary, British Columbia, as well as the U. of A. and Red Deer

Community College. All debates will be held on the second floor of the Humanities Center and spectators are most welcome.

Helen Ward, Publicity Director
U. of A. Debating Society

Just kidding, folks

It has been brought to my attention that some people have taken offense at my offering campaign posters for sale. The advertisement in a previous Gateway was meant to be a joke, as was my political campaign. For those unfortunate few who lack the necessary sense of humor to view it as such, I can only express my sincerest condolences. To atone for my heinous sins, anyone possessing this mental displacement may receive gratification through a 50 percent discount toward the purchase of my posters. As Olivia Butti says "I can't believe anyone took me seriously!"

Martin Schug, Political Hack

Unspeakable Mr. Speaker

One of the most pressing tasks facing Gerry Amerongen, Speaker of the Legislative Assembly is choosing a leader of the official opposition.

Mr. Ray Speaker, leader of the official opposition prior to the Nov. 2 election, appears to have the inside track. Yet, one must question whether this province will be well served by a man without a political party whose sole claim to an ideology is simply being more conservative than the Tories.

One of his major stated accomplishments has been to under-spend allotted monies on research while opposition leader. Perhaps he did not need to know very much about political issues. Probably he does not care to.

His Social Credit colleagues and he supported Premier Lougheed's decision to cut oil shipments to Eastern Canada by fifteen percent and freeze work on the Alsands plant. With Lougheed, Speaker reinforced the popular perception that economic warfare with Eastern Canada was necessary and justified. Lougheed and he virtually nourished the W.C.C. through political infamy.

By helping Lougheed shut down Alsands, Speaker indirectly cost Alberta and the rest of Canada several tens of thousands of jobs and billions of dollars of private investment spending during the worst year the national economy has had since 1933. Jobs and money which would have helped the several tens of thousands of students who needed work last summer and who will need work this summer.


This province can ill afford a legislature where even the official opposition choruses "aye, Lougheed, aye". It can ill afford Ray Speaker.

Lisa Walter

Forumocracy or nepotism?


This year's Faculty of Arts elections are being run in a totally novel manner. Campaigning is being limited to a one hour forum (next Thursday, probably at 5:00 pm.). The ballots will be cast at the forum's end only by those people in attendance, thus the candidate who musters the most friends to the forum will win. The idea of this election is that in order for a student to be able to vote he (she) must first attend the forum, and hear the candidates extoll their respective virtues.

This may be a good theory but will not work. Few if any unbiased people will turn up to a forum, and a proper campaign is needed to give all the arts



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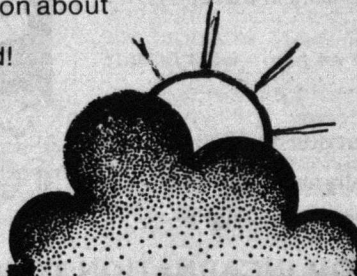


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*Robert Service

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