

Private Members' Business

To young people in our society, these kinds of images infiltrate their consciousness. It looks to them as if this is fun. However, of course, when we hear from rape victims, it is no fun at all.

In one unit in my program in media studies we had a play and discussion on date rape. The particular play pointed out many of the myths about young women and about what happens in a particular date scene, and some of the myths that young men have about women as well. For example, when a young woman wears a sexy dress, some young men may think that she is looking for more than a simple date. At that particular session when we talked with the students, three young female students actually collapsed and experienced a tremendous traumatic feeling about the whole thing because it had happened to them. We were prepared for this in advance and, as teachers, had to deal with these children. They were taken out of the room and talked to. They were just ordinary young girls that had gone out on a date, expecting to go out on a date, expecting to have fun, go to a movie with a young man, and ended up being raped. That was three in a group of about 100 young people.

In fact, one hears some young men say things like "she was looking for it". What gives some young men the idea that when a young girl wears an attractive dress she is looking for more than a good time, that we all think is a good time? I think it is the constant invasion into the minds of young people through the media. It is totally unavoidable. If one looks at ads in the subway, even in the city as we drive around, one can constantly see images of young women looking as if they enjoy being violated.

I think of another ad in which shoes are being sold. In fact, I can think of several shoe ads. In one particular ad in *Vogue*, the woman's head looked like it was being kicked. Her expression, of course, was a dull kind of expression, the eyes sort of glazed over, and her mouth was very large and open with very large pink lips. Again, a very sexy looking attractive face combined with a violent action. It looks to people, in the subconscious very frequently, as if pain and sexuality are attractive.

This kind of insidious attack in our society is something that is really frightening. This is one reason why, in Ontario, media studies education has been made a mandatory part of the curriculum. It is also one reason

why I am very concerned about copyright legislation. There are many advertisers who do not want teachers to look at their material and decode it with students. I am sure they would certainly like to attack many media studies teachers when they examine these sorts of things in classrooms, because we do copy them, make slides out of some of the ads, and go over what is happening so that the students can see how they are being manipulated when they go out into society.

Rock videos are some absolutely startling examples of mainstream pornography that certainly are very, very damaging. Almost always young male rock singers dominate women. Women are depicted as things. They very frequently have uniform-like outfits on. They do not do anything; they are just there to look attractive. They are seldom playing instruments. They are simply sex objects. They are there, I am sure quite consciously on the part of the rock video makers, simply to be a sexy figure that is associated.

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The young men almost invariably are placed higher on the stage. The woman is always down. The woman is only there for the purpose of appearing sexy. There are many insidious things that rock videos do besides dealing with sexuality. They also depict authority figures in a very negative fashion. So, it extends much further than just women.

Education is probably the best answer to the problems of mainstream pornography throughout our society. An alert and aware population, that can see when it is being manipulated, can counteract the insidious influence in our society.

I have also thought that we should be rewarding, using a positive approach, rather than just dealing with it through legislation. We could provide awards for the positive values that are presented by advertisers and by the media. One can see many examples of advertising that exerts a very positive influence in our society. It is very effective. Rather than this constant preoccupation with negative values, if positive values were promoted by advertisers, they would probably sell better products and society would be better as a result.

Mr. Blaine A. Thacker (Parliamentary Secretary to Minister of Consumer and Corporate Affairs): Madam Speaker, it is a privilege to rise to speak to this bill