

# Fleming speaks on party reform

Multiculturalism also discussed by Liberal ex-Cabinet Minister

By CAROL BRUNT

Multiculturalism, party reform, and recent political maneuvering within the York West Riding were key issues raised by Liberal MP Jim Fleming (York West) in a speech last Wednesday.

Fleming, former minister of state for multiculturalism, was the guest speaker at a meeting of York University's Student Liberal Association. There were about 30 in attendance.

"Multiculturalism is a complex issue," said Fleming. He said that from his "partisan viewpoint" he Liberal Party has a better understanding of the mix of cultures within Canada than do the Conservatives. Since the policy of multiculturalism was introduced in the early 1970s, the Liberal Party has "added the whole social face missing from multiculturalism," he said.

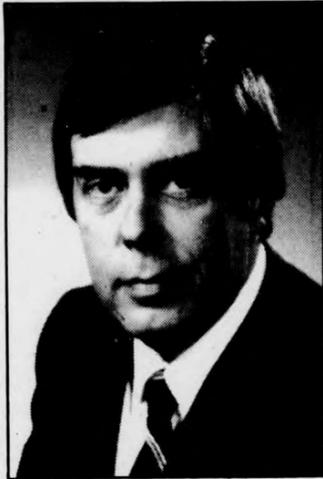
Fleming said the federal Liberal Party is in a period of uncertainty. "I have offered public criticisms to show that we are ready to reform ourselves," said Fleming. He said that it is time to look at the executive of the party and question why that executive doesn't reflect what the party supports.

Fleming acknowledged that the Liberals are not seen as the most popular of the three major political parties. "I think our policies have largely been very sound, but I think we're perceived as being insensitive, a little too slick and we've got to have a good look at ourselves." He said that to help the party regain its credibility it was necessary for the public to "see us look at ourselves."

Within the past two weeks, Fleming has faced what he called "a rush on membership" of his riding association. He said that suspicions were raised when 487 membership applications arrived a few hours before a meeting of his executive.

Fleming admitted that there are persons within his riding trying to raise memberships. He speculated that this might have been an attempt to take over the organization of his executive. "I am a little disconcerted," said Fleming. "We've got this situation to deal with and I'll deal with it."

To be eligible to vote at the annual meeting elections of the riding, members must belong to the party at least two weeks prior to the meeting.



York West Liberal M.P. Jim Fleming

# Ad imagery violent says lecturer

By DOUG LITTLE

Imagery in advertising is becoming increasingly violent, according to Judy Posner, a graduate sociology student from Atkinson College, in her lecture "Violence and Advertising" last Friday in Bethune College.

Posner focused on the violence found in store window advertising during her seminar, which was sponsored by the LaMarsh Research Program and the dean of Graduate Studies. There were about 30 students and faculty in attendance. The seminar was the third in a series of seminars on the subject "Women and Violence."

Posner said that displays involving mannequins are becoming increasingly perverse. She divided the relationships depicted in these displays into three categories, showing scenes of alienation, aggression, and violence.

In the violent displays, scenes of bondage, dismemberment, and death were common, said Posner. One scene depicted a dismembered body surrounded by displaced arms, legs and heads, while another featured a scantily-clad woman wrapped up with a cord.

She went on to say that some of the aggressive displays were blatantly animalistic. She said that there is an increase in the use of dogs and women in these displays, suggesting bestiality. Posner showed slides of displays that included prostitutes and "sexually submissive females."

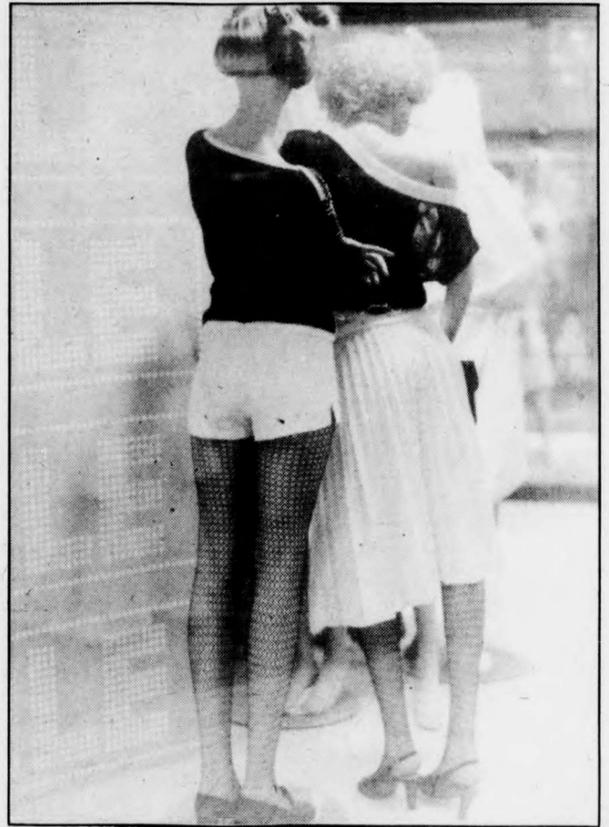
The displays depicting alienation contained groups of "non-interacting mannequins," which Posner claimed created a strong sense of anonymity, which "could negatively effect passersby."

According to Posner, these types of displays are not unique to our own time. Window displays of the 1940s and 1950s also contained similarly bizarre scenes, she said.

Posner said that the use of mannequins in displays is significant because, compared to the one-dimensional advertising found on TV and in print, mannequins are much more life-like, creating a greater sense of reality.

Posner said she thought most of the scenes were not designed to be violent and aggressive deliberately, but rather, were unintentional.

One male in the audience claimed Posner was attempting to brainwash the audience and that many of the violent scenes would have been given a second glance by an uninformed passerby.



Pictures of Toronto window displays taken by Judy Posner that combine sexual suggestion and female bondage.



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