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. . . and to all a good night

SECOND WIND

by Barb Eyles

At the University of Alberta, it took an isolated incident, the printing of a Maxell ad last month, to bring the issue of sexist advertising to light. Due to several responses to my previous comments, I will attempt again to clarify my position on sexist advertising.

It is very important to look beyond the isolated incidents and to understand the full repercussions of the cumulative effect of sexist advertising. Every day, every minute, men and women are surrounded with images in the media. These images have a powerful subliminal effect in the actions, reactions, and interactions of individuals of both sexes. If every day you are faced with subtle, or not so subtle images of women in subordinate and submissive roles with men always in dominant roles, it has an effect - a very negative effect.

Since the corporate advertising world is still

dominated by men, most often the images portrayed are the male concept of what women are, a male fantasy - not a female reality. This type of advertising only perpetuates the myth that all women are white models; it seems to be forgotten that women, like men, come in all different sizes and colours and shapes. The advertising world maintains archaic female stereotypes. The previously accepted norms of male dominance and female submissiveness should not exist in today's supposedly modern society.

The woman in the Maxell ad was objectified. This objectification, the means of using a partially-clad woman as a sexual lure or attention getting device was unneeded and irrelevant. This objectification, the abuse of a woman's sexuality by men is just one representation of the stereotype which we must try to break down. If not, the most horrific aspect of the stereotypic depiction of women manifests itself in pornography - which is the extreme portrayal of dominance and exploitation of women's sexuality. The women portrayed in pornography are the victims of the ultimate expression of dominance-submission and objectification.

VENCEREMOS

by Oscar Ammar

While we all recognize that there is a rift within the Palestine Liberation Organization, some of us fail to see the reasons behind it. The Zionists would have us believe that the P.L.O. is aggressive in nature and can only resolve its differences through armed violence. They are quick to point out that recent developments in the Lebanon demonstrate an "inability" on the part of the P.L.O. to negotiate peacefully with Israel, itself.

There are two "reasons" for the opposition to Arafat. The first concerns his alleged "moderate stance" towards the Zionist state - a position that originated in the aftermath of Israel's invasion of Lebanon. The second reason is that the officers who "defected" claim that some high-ranking officials have become too wealthy at the expense of the Palestine Liberation Organization and further, that Arafat should not have allowed this to occur.

The argument that Yasser Arafat is "too moderate", whether true or not, is irrelevant since he has the support of the majority. Last summer the Palestine National Council (Palestinian Parliament in Exile consisting of 291 officials) reviewed the leadership of Arafat. They decided to support his policies and subsequently, 93 per cent voted in his favor (4 per cent abstained and 3 per cent opposed). Moreover, the Palestinians (1.7 million) of the

occupied West Bank have demonstrated their support for Arafat through various demonstrations (despite Israeli repression).

Whether we like it or not, the Palestinians support their present leader and hence, we must respect their wishes. As for the argument that a few individuals are gaining riches at the expense of the P.L.O., it must be pointed out that, sometimes, things of this sort cannot be avoided. Every revolutionary movement contains some individuals who are not sufficiently committed but whose identity is not known to the leadership of the movement. The P.L.O. is especially vulnerable to this kind of "infiltration" due to its geopolitical situation.

Many people, however, will ask how a handful of men and their few hundred supporters can cause so much damage. The Syrian government has armed and encouraged the opposition to Arafat. It has provided the anti-Arafat forces with sophisticated weaponry which, from my modest knowledge of the P.L.O.'s history, the P.L.O. has never possessed. It is in this fashion that a few hundred men, with Syria's encouragement, can threaten the majority of the Palestinians in the Lebanon.

What is really sad however, is that Zionists throughout the world are trying to score points for Fascist Israel by pointing to the Palestinian conflict. We must keep in mind that whatever internal problems the P.L.O. may have, their cause is still a legitimate one as Zionists well know.

The Palestinian struggle against Zionist must be supported regardless of differences, for as Jacob Timmerman, an Israeli citizen stated, "The Palestinians of Today are the Jews of Yesterday."

CHOPPING BLOCK

by Jens Andersen

I was terribly shaken when I discovered that labourers in Alberta's unionized labour industry may get \$6.70 an hour chopped off their wages as a result of Bill 110.

I was sitting in my taxi when the news reached me, and I decided to figure out what I would be earning if my wages dropped \$6.70 an hour. This calculation is complicated by the fact that cab drivers are not paid hourly, but on a "gross earnings minus expenses" basis, and other peculiarities of the taxi business (e.g. unless you own your own car, you must work long hours without overtime, but you also get more coffee breaks than anyone could ever use, and there are intangible perks like the relative freedom of the job.)

Still, a comparison is possible. Working it out, I figure I make a little under \$6.00 an hour - say \$5.70 - and if I was treated like a construction worker I would soon be paying someone \$1.00 for the privilege of hauling people around. So I have to sympathize with the construction labourers who may soon be paying \$1.00 an hour for the privilege of hauling lumber and stuff around.

Sarcasm aside, it does seem if construction labourers are presently overpaid - at least relative to cab drivers. Taxi-driving, of course, is far from being the most intellectually demanding job in the world, but it does require an intimate knowledge of the city's geography and activities, and some practical psychological skills - for instance in the care and handling of drunks.

Construction labourers, by contrast, are merely human cranes requiring no special skills. On some union jobs the most difficult task they perform is appearing to be busy. So why are they paid more than taxi drivers?

Well, Virginia, it's all part of the botched



universe we live in: during the labour-short seventies, unions had the construction companies over the barrel and milked the situation for all they could. Now there is a labour surplus and it is the construction companies, with the help of their subsidiary, the provincial government, who are grabbing with both hands.

In an intelligently run universe, wages and income would graduate according to individual skills as shown by the quality and quantity of work a person produces. But a glance at the pay scales of politicians, bureaucrats, businessmen, workers... in fact any economic group, including society as a whole, proves that the abilities humans value most and reward most generously are the talents of the poker player and the purse-snatcher.

The solution? Well, maybe we should try impeaching God. After all, he is the one responsible for creating the human psyche, where greed and cunning predominate over intelligence and decency.

Perceptive readers may have noticed that recent liquor ads in the Gateway omitted the recipes for the mixed drinks named in the ad. The reason is that ALCB regulations now forbid recipes.

I have no idea why the regulation was passed, and I am almost afraid to ask. Perhaps the ALCB is trying to persuade people to drink their liquor neat, thus providing increased employment for police in the Check Stop program. Or perhaps they are trying to give bars and lounges a monopoly on mixed drinks. Or perhaps it is an indirect subsidy to publishers of mixology books.

Whatever the silly reason, the regulation should be opposed. Allow me to begin the move for repeal by printing a recipe of my own, which I call "Drinker's Revenge":

Ingredients

1 bureaucrat (preferably the one responsible for this regulation, but in a pinch any meddling one will do)

1 sheet sandpaper

2 cups vinegar

½ cup salt

Begin by thoroughly sanding every square inch of the bureaucrat's epidermis. Then sprinkle the salt over him and gently rinse it off with vinegar, being sure to capture the marinade in a roasting pan, or some other convenient receptacle.

This mixture is not meant to be drunk, however; the pleasure comes from creating it.