

# The arts

Book review

## Back between the sheets

This is a follow-up to an article written by John Kenney entitled "Sex in the Ice Cubes!" which appeared in the last issue of *The Gateway*. The topic covered is one close to everyone's heart: 'the art of seduction.'

Key, Wilson Bryan *Subliminal Seduction* Signet Books 1973 Paperback \$1.95 205 pp.

Theory #1: We are being screwed. Theory 2#: We are being screwed without even consciously realizing it. Theory #3: The people doing the screwing are the advertisers, with all the willing mechanisms of modern media behind them.

Whew! That's it in a nutshell and the nutshell is bursting to explode. Professor Key, guest lecturer on campus last week, holds his theories up for public viewing in his book, *Subliminal Seduction*, and the subject for discussion is of terrifying significance for each one of us, being, as we are, possible pawns in the game of consumer manipulation.

What Key concerns himself with is a process by which stimuli, difficult to 'see' at a conscious level, are implanted into the subconscious mind. These stimuli are labelled 'subliminal' because they are perceived below the 'liminal' or conscious level. Such stimuli elicit responses which have little or no modification by the cognitive processes of the conscious mind.

The theory runs that it is only in the conscious that rational and/or ethical considerations will enter into decision-making process. At the subconscious level, stimuli will cue a response in relation to its affect on one of the basic drives of the body, i.e. hunger, thirst, sex, etc.

Key charges that subliminal stimuli are consciously placed in many advertisements in order to elicit consumer preference for their product by by-passing the conscious processes of the human mind. Key concentrates his attack particularly on magazine advertisements

where he states colouring and developing techniques of modern photography allow the greatest opportunity for manipulation.

In examining a number of advertisements selected from nationally-available magazines, Key details a substantial amount of evidence of this tampering. And the evidence rings true.

For those of us who watched Professor Key last Monday and were skeptical, it meant doing some research into the advertising around us and some classical psychological theory before we were better able to understand what Key meant. And with the understanding came the belief, at least on my part, that at least some portion of the \$21 billion annually spent on advertising in North America is directed at tampering with the brains of consumers through the use of subliminal stimuli.

As Key puts it, "in expending that enormous amount of money, businessmen expect to, and do, receive a substantial return for it." And yet, the interesting thing is that most people do not believe that they are affected by advertising. If they are not affected, why do the businessmen put out the money for such 'ineffectual' advertising?

Key explains that the most effectual acceptance of subliminal stimuli is made when subjects are most relaxed. People, when they feel superior to something, are then generally relaxed when they view it. This seems to indicate some type of causal relationship between the media-fostered image of advertising ineffectualism and the deliberate alteration of many advertising photographs to include subliminal stimuli.

Key advances his theories on a sound base of proof. His writing often leaves a great deal to be desired, but he is not writing the great American novel - he is making an appeal. And the implications of the subject he discusses in relation to our concept of free will are

## Winning combination hits town

Recording artists Loggins and Messina will be playing with The Flying Burrito Brothers at the Coliseum Thursday at 8:00 p.m.

In the three and a half years since Jim Messina teamed with newcomer Kenny Loggins, their partnership has proven itself to be one of the most successful

and satisfying in popular music.

As in all the best entertainment duos, Jim and Kenny blend their individual talents to create a versatile, distinctive hybrid. Their strengths are complementary - Kenny, the gentle balladeer with classic good looks and a winning, warm sense of humor; and Jim, the down to earth producer and lead guitarist with the hot latin streak and fiery determination.

Both excellent songwriters, singers, and arrangers, they bring a refreshing rainbow of sounds to these drab days of monochrome soloists and gaudy glitter bands.

Kenny Loggins began his Cinderella success story when Don Ellis, now head of Columbia's West Coast A & R Department, heard one of his demo tapes and immediately set about finding a suitable, sensitive producer. Jim Messina, late of the country rock group Poco, accepted the assignment. The pairing seemed perfect. With Messina's engineering background and impressive

production credits, including the Buffalo Springfield's *Last Time Around*, he was ideally suited to produce Loggins' brand of soft, seductive folk-rock.

SRO Concert tours and four gold albums followed their first release. Recently a quartet of new players has been added to the roster, but at the heart of it all is the special mixture of Kenny and Jimmy's very different visions. From this swirl of sensibilities comes a force that attracts a wide variety of musical tastes. The music of Loggins and Messina has become an oasis for millions of rock lovers - a place worth coming back to again and again.

Appearing with Loggins and Messina are The Flying Burrito Brothers, back together again after three years. The new formation features musicians who have at one time or another played with such performers as Johnny Winter, Linda Ronstadt, The Byrds, Stevie Wonder, and Canned Heat.

immense - Will they go unnoticed?

Perhaps a thought Key advances states it simply enough: "The shattering realization that one has been cheated, lied to, manipulated, exploited, and - on top of it all, the final indignity - laughed at for being gullible is simply too much to endure further without at least trying to fight back."

Kevin Gillese

## Gateway goofs

CORRECTION:

Author Robertson Davies will be giving a reading at Cromdale Campus (Grant McEwan Community College) Wednesday at 8:00 p.m. instead of Tuesday, as previously reported in *The Gateway*. All other details remain the same.

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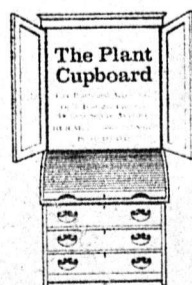
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