

Take an in-depth look!
Write features for *The Gateway*
Room 282, SUB



\$299 London return a truly inspired price.

Fly to London, England from Calgary or Edmonton with Travel Cuts for the supernatural price of \$299 return when you book selected tours from Contiki, the world's number one holiday company for 18-35s.

Simply choose from a Contiki Grand European, European Adventurer or European Contrast holiday and we will fly you to London and back for \$299.

Just visit your local Travel Cuts office and present your student ID along with the deposit before February 3rd 1989. Flight departure dates must be prior to 12th May 1989 and this special cannot be taken with any other offer.

Together Contiki and Travel Cuts make Europe fun and affordable. For more *inspiration* see Travel Cuts today.

Some restrictions apply - departure taxes not included
Refer to Contiki's 1989 Europe brochure for booking details. Limited space available

TRAVEL CUTS
Going Your Way!

SASKATOON 975-3722 EDMONTON 432-2592 CALGARY 282-7687

*Martin
Levenson*



Ads insulting

Sex sells.

Sex has been used as a marketing device ever since Adam bought an apple in the garden of Eden.

The shame that Adam and Eve are said to have felt did not come from a sudden awareness of a betrayal, or of modesty, but instead from the realization that they had both succumbed to the temptation of the lowest common denominator.

It should not come as any great revelation that most men and women find each other sexually attractive, or that the majority of people enjoy sex, especially with a caring partner.

Consequently, it's not surprising that sex is used to market everything from aspirin to automobiles.

Surprising, no. Insulting? Definitely.

The reduction of human beings to nothing more than sexual objects and responses to those objects ignores everything else that we call civilization.

...we are
reduced to
hormone-
driven lust
machines.

It ignores the cultural, technological and artistic accomplishments and refinements of the human race.

This is not to downgrade the expression of sexuality in art or literature. Just like other "facts of life," we should seek greater understanding through an evaluation of how we cope with sexuality. But in sex-oriented advertising, there is no attempt at understanding. There is only exploitation.

The arguments concerning the degradation and objectification of females are familiar, so I won't repeat them here.

The flip-side of the coin may be less familiar. Using sex to sell something to men is insulting; we are reduced to hormone-driven lust machines.

We are not expected to act rationally when confronted with an attractive female in various stages of dress and undress.

On a purely individual, personal, and intimate level, this can be true. Not always, though.

However, advertising is neither individual or personal. Sex content in advertising assumes we will *always* respond to a sexual stimulus. We'll run out and buy a particular kind of car, just because we want to get laid. Or we'll get a particular brand of stereo because we see pictures of attractive scantily clad women draped over it. Or we'll buy a particular beer, because of a poster.

(By the way, has it occurred to anyone else that drinking a lot of the beer advertised using idealized, young women would probably result in that woman not finding you very interesting?)

Personally, I don't like the suggestion that the only important thing to me is sex.

Call it ego, but I'd like to think that I'm more than a bundle of raw sexual energy looking for release. I'd like to think I can contribute more to the betterment of society than my sperm.

The point is, men's sexual responses are being taken for granted when someone tries to sell us a calendar of scantily clad models, who supposedly attend Alberta's universities.

We're supposed to get a hard-on until we shell out \$6.95 for a flimsy calendar that includes revealing pictures of people that we might even know.

This element of voyeurism is bad enough. But we're talking about images. Pictures.

Not the real thing. Not real people. Not women who have a lot more to offer than just their sexual allure. Not women who have to be related to as human beings. So there's an element of escapism and fantasy, as well.

There's only one word for people who cannot judge the appropriateness of a sexual response.

It's the same word for the type of person who is unable to deal with real people and real situations.

Pathetic.

Are you looking for a PART-TIME JOB?

edmonton telephones' has an opportunity for you to work in our Billing Operations area as a *PART-TIME BILLING CLERK*. Duties will involve folding and inserting bills into envelopes for 'edmonton telephones' business customers.

You must be available to work an average of three shifts per month, any day of the week between 8:00 a.m. - 4:00 p.m. to a maximum of 20 hours per month.

Candidates must possess Grade 12 with good oral and written communication skills and the ability to work with figures.

Salary: \$8.50 - 10.52 per hour

When applying please quote Posting No. 29-V19-89 by January 27, 1989 and forward to:

Personel Department
18th Floor, Centennial Building
10015 - 103 Avenue
Edmonton, Alberta T5J 0H1



edmonton telephones

Owned and operated by the City of Edmonton