

Key seduces packed audience

By MAUREEN BANKS

Dr. Wilson Brian Key lectured to a packed audience Tuesday night about what he describes as "subliminal seduction." Dr. Key is author of the bestseller "Subliminal Seduction." He has also published two other books on the same topic: "The Clam Plate Orgy" and "Media Sexploitation." He has his PhD in communications and is presently teaching marketing at UCLA. Dr. Key has conducted over three hundred research studies, and is the world's leading authority on subliminal messages.

The lecture included a one and a half hour slide show. The picture revealed subliminal messages in art, television, music and advertising.

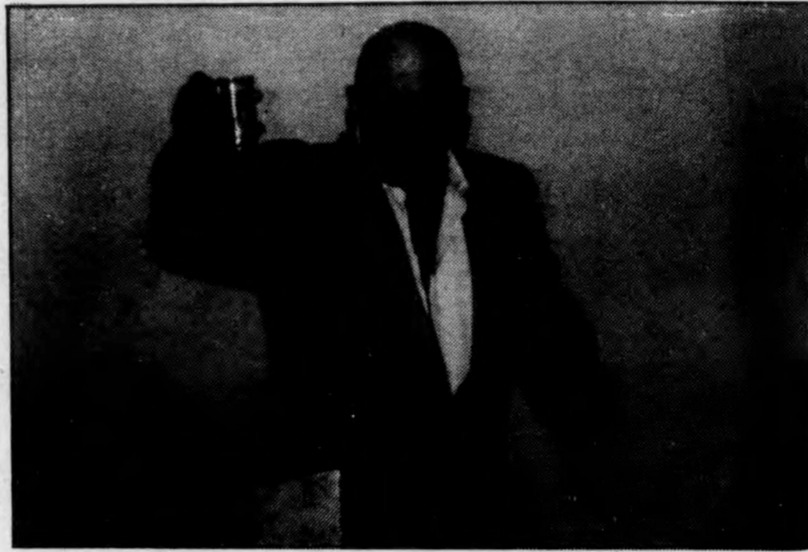
The lecture included a discussion on human perception. While he stressed that the subject is theoretical, he pointed out that perception is instantaneous. A person spends an average of 1.5 seconds studying an ad. "Whatever's going on has to happen at the speed of light and it's something other than what's occurring at the cognitive level," he said.

With 103 billion dollars a year spent on advertising, Dr. Key feels it is foolish to think that we would not optimize technology to ensure a return on the huge investment.

Dr. Key illustrated a number of hidden messages in advertis-

ing. In a well-known Betty Crocker ad, he drew the crowd's attention to the chocolate icing on the cake. Inserted in the air brush photo was a woman's genitalia. The catch phrase for the ad "M, M, M, Moist."

Dr. Key also discussed subliminal messages in music. He is presently taking part in a court battle involving the heavy metal group Judas Priest. After listening to the album "Stained Glass," two youths took a 12-gauge shotgun and attempted suicide. One youth died, the other shot his face off but survived. The record was loaded with subliminal messages according to Key, buried under the riffs.



Dr. Wilson Brian Key takes a seductive approach towards advertising and the media during Tuesday night's lecture at MacLaggan Hall.

These messages incited suicide and the bravery involved in taking destiny into your hands.

Subliminal messages can also be invoked into politics. Dr. Key revealed a picture of Kadafi which was on the cover of *Time* magazine. Embedded in the picture on Kadafi's cheek was the word "kill." He hypnotized his class in order to gage the reactions of people to subliminal messages. He asked the students what one word came to mind when studying the picture. 100% of them said "kill."

Dr. Key stated that the only messages hidden in the ads is what you want to hide from yourself.

Crisis facing El Salvador's people

By KEVIN FORAN

Despite years of bloody civil strife in El Salvador, little progress has been made towards establishing a dialogue between the revolutionary forces and the government.

At a meeting recently held at the Monsignor Boyd Center, Rolando Gutierrez, representative of the FDR - FMLN, the largest revolutionary organization in El Salvador, spoke on the crisis facing his nation.

Gutierrez, a former international relations student at the University of El Salvador, became increasingly involved in the Salvadoran students

movement during the late 1970's. Gutierrez explained that the movement basically was calling on the government to allow the university greater autonomy in governing its own affairs. In June of 1980, over eight hundred members of a special strike force of the Salvadorean military stormed the campus with tanks and helicopters, killing more than 60 students and faculty and occupying the university for four years. "The government does not respect any form of peaceful protest" says Gutierrez. "We have no choice. We must fight or surely die."

According to Gutierrez, the development of a revolutionary movement within El Salvador was not an imported revolution from the Soviet Union, Cuba, or Nicaragua. Rather, it was the oppressive and unjust living conditions and the accompanying repression used by the government in order to control dissent among the people which spurred the people to organize a revolutionary force.

The organization Gutierrez represents is actually a marriage of dozens of organizations. The Democratic Revolutionary Front (FDR) represents the mass movement, the Catholic Church, small business people, university and high school students and professionals. The FDR is the diplomatic arm of the revolution. The Farabundo Marti Front for National Liberation (FMLN) is the military arm of the revolution. It consists of workers, peasants, students, doctors and teachers of all ages according to Gutierrez.

"What has developed in El Salvador is a revolution for change on one side and a fascist movement, backed by the U.S. on the other, which is presently waging a war of extermination against the Salvadoran people in its attempt to hold back that change," said Gutierrez.

If the statistics the FDR-FMLN provided are correct, 40,000 men, women, and children have been killed during

the past three years. 19,000 more live in refugee camps in Honduras near the border with El Salvador, forced to flee their homes by the ravages of war and widespread regression. Furthermore, these statistics indicate that the vast majority of Salvadoreans live under some of the worst conditions in all of Latin America. One out of four children dies before reaching age 5; 75% of all children suffer from malnutrition; 2% of the population owns 60% of the farmable land; 8% of the richest families receive more than 50% of the national wealth.

Regarding the Reagan administration's support for the Salvadorean government, Gutierrez points out that, "they do not understand that no amount of military aid can bring peace to El Salvador because the causes of the revolution will remain. Bombs and bullets do not feed the hungry or heal the sick."

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