

EDITORIAL

The lies of a campaign

The campaign commercials used by Kennedy, Johnson, Nixon, Ford and Carter were the most "deceptive, misleading, unfair and untruthful of all advertising... the sky is the limit with regard to what can be said, what can be promised, what accusations can be made, what lies can be told," writes Robert Spero in his book *The Duping of the American Voter*.

Canadians who follow US politics will notice that the slickness is making its way across the border.

The federal government spends the most money on advertising in Canada, even more than Proctor and Gamble. The provincial Tory government also pumps millions of dollars into advertising.

While there are regulatory agencies to monitor what business does, government is able to carry on as it pleases because of the political freedom of speech syndrome.

That is, Pierre Elliot Trudeau can call Brian Mulroney anything he wants, as long as he doesn't call his opponent a liar. All in the name of fair political comment, of course.

Trudeau has a knack for manipulating the press. He doesn't need the same "advertising" as Mulroney. Studies have shown that people are six times as likely to read the average newspaper article as opposed to the average advertisement.

Trudeau knows what constitutes news and he realizes his agenda warrants coverage like in yesterday's *Globe*. Now the public knows that Trudeau has just finished discussing peace initiatives at a Commonwealth Summit conference and is now talking with Chinese leaders in Peking.

Obviously, Trudeau isn't discussing nuclear disarmament and world peace simply to get press. However, the Prime Minister certainly commands the awe of most journalists.

His successor won't be as skillful. Whether it be John Turner, Donald McDonald, Jean Chretien, John Roberts, Iona Campagnola or Mark MacGuigan, the next leader of the Liberal Party will have to rely heavily on advertising, especially television, to build up their public image.

Brian Mulroney's strategists have the head start but if the Liberals play it right, they'll be able to convince many voters that the next Prime Minister of Canada should be a Liberal. Again.

A lesson can be learned from our US counterparts. In 1976, Democrat Jimmy Carter was portrayed as the peanut farmer with grassroots values; Republican Gerald Ford went with an honest approach.

Ford lost.

Reagan the All-American capitalized on the US voters' shift to the right in 1980 and Carter was left to type his memoirs, not on an Underwood, but the latest in word processors.

So much for poor Jimmy.

Brent Jang

After all, Spock is dead

"For every mad thing you see in the world, there is a logical, sane answer."

Harlan Ellison, *Paingod and Other Delusions*.

The above quote is out of a story by Ellison called *Crackpot*, a planet of madmen observed by a handful of sane overseers. Only it turns out that the "crackpots" really aren't mad, it's just that the "normal" man can't see the inherent logic in their mad acts.

A lot of this is going around.

For example, psychologist and psychic debunker Dr. James E. Alcock, spoke last Friday afternoon in V-Wing on the evils of non-rationality and the merits of logical thinking. His message: the world is logical and rational; if you can't see the logic it's because you're too dumb.

It seems we've woken up to a world with no room for madness, no room for the irrational, no place for the illogical. Well, I differ. Logic and rationality aren't all they're cracked up to be.

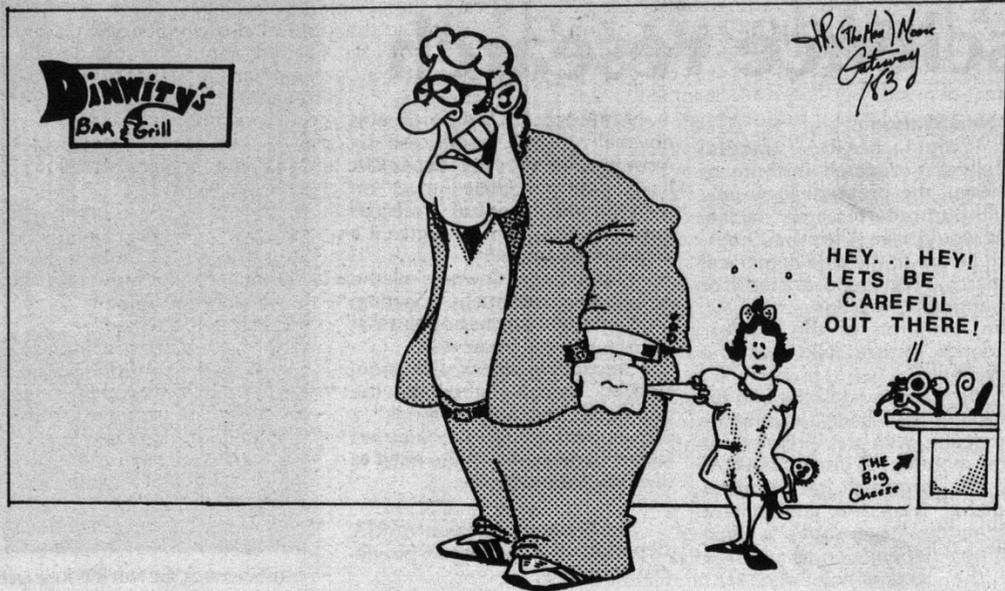
First of all logic is a man-made thing - an imposition. Assuming the universe to be an ordered, logical place is a big supposition mainly because we know so little about anything.

Which is one of the big dangers of modern day science, we worship logic, rationality, the scientific method so much that it has warped our perceptions of what the universe might actually be. The minute we start believing something without question (including logic, or the scientific process) it's dogma and it freezes you in a narrow rut, a rigid thought pattern that limits creativity and the collection of information.

Science, logic and rationality are not magical entities in themselves; they're tools, just tools.

Man is after all a pretty irrational creation. Logic is something that only a few members of our species pick up after much indoctrination. Who knows, maybe the rest of creation is as mad and pointless as its sapien sons.

Gilbert Bouchard



"Give me a break, she said she was 18."

LETTERS TO THE EDITOR

Food for thought

Gateway, Tues. Nov. 22nd, 1983, my attention was drawn to the two articles on the front page.

One dealt with the pressures of increased enrolment and the disproportionate amount of Gov. funding, causing the University "to lose more than 1.9 million this year."

The second article deals with the application of 200,000 dollars worth of make-up to the S.U.B. cafeteria. From reading these two articles I get the impression the University is losing money, while at the same time one of its departments is spending vast amounts on esthetics.

I am most upset with the bungling of affairs on the part of Gail Brown and Housing and Foods. To live in residence one is forced to purchase script as per contract, and is therefore subject to eating on campus. The buying power of script can change at any time, when the prices of food are jacked up higher to pay for some of the hairbrained schemes that Housing and Foods comes up with.

If Housing and Foods has extra capital, why not put it back in the system to lower operating costs, prices of food and pass on the savings to the students. Instead the money goes to buy unnecessary computer systems, pay for the annual Housing And Foods party, make-up for the S.U.B. cafeteria and all that high priced help which spends most of its time scheming to extract more money from students.

This is a time of constraint.

George Lebiadowski
Sci. III

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Talk on council

RE: Editorial of Nov. 22

Although no longer a student councillor, I feel obliged to respond to comments made by Mr. Bouchard regarding a motion to extend speaker's rights in Council to all students that I originally brought to council in August. He called the motion redundant, questioned my level of awareness, and said there was a definite lack of thought behind the motion.

I wonder how Mr. Bouchard can even pretend to have any idea of the extent of thought behind the motion; he certainly never talked to me about it. Last February I ran in the Students' Union elections as part of a slate which called for the extension of the right to speak in Council to students. This motion was based on the same principles of democracy and the same concern over the lack of viability of our Students' Council.

As for my awareness, I was definitely aware of the sponsorship clause, whereby a student may speak in Council if he or she is sponsored by a member of council. Aware enough, in fact, to realize that this does not improve the likelihood of Council fulfilling its mandate to represent students. What is so terribly wrong with the right of a student to speak, other than the undermining of the divine privilege of the student councillor? If meetings are run orderly, the extension of speaker rights need not increase anarchy.

Finally, the sponsorship clause could not be deleted before a motion of extension of speaking rights was voted on because if the latter motion failed, students would be left with no mechanism resembling the right for them to speak.

In any case, Council can only improve; such a motion certainly could not make things any worse.

S. Avery
Arts

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But did anyone watch the T.V. movie?

RE: The article by Mark Roppel on John F. Kennedy

I find it disgusting that in today's society we are obsessed with the tearing down of people and institutions that have been greatly respected or admired in the past. Mark Roppel's article on John F. Kennedy is a perfect example of this. His obviously well researched article does not attempt to separate the myth from the man, but to destroy the memory of both, with ridicule. The result is that the reader is not getting an accurate picture of the positive and negative aspects of the Kennedy Presidency, only Mr. Roppel's biased half-truths. I first questioned his objectivity when he suggested that Kennedy did the world a favour by dying.

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Staff this issue:

Mind bending horror. Gilbertologists indoctrinate Barbara Eyles to the cult. Denise Warkun and Michael Wynne keep her on a low protein, high potato chip diet. Bobbi Brown, Alan Robinson, and Thom Huh keep up the chanting will while Brenda Waddle, Jordan Peterson, Neil Fenna and Patrice Struyk insidiously strip away her will with a Ronco Will Stripper (\$19.95). Ian Ferguson and Jim Moore draw poor Babs deeper into the fold while Siobhan Avery and K. Arthur teach her how to go out on the street to solicit donations of spare change and old bias ply tires. With an evil grin John Algard looks into the face of Tom Hayward, a feat of great magic possibly done with mirrors.