

EDITORIAL

Marketing blues

Porn wars strike again! Wasn't it only months ago that *Hustler* magazine gained enormous notoriety by publishing disgusting pictures of women being crucified? Through the controversy caused by the actions of women's groups and religious organizations, *Hustler* managed to sell even more magazines. It was all just free advertising.

This month, *Penthouse* has jumped on the bandwagon by catching the attention of women's groups and the Alberta government with pictures depicting violence against women.

Cabinet Minister Dick Johnson reacted by writing a harsh letter to *Penthouse* publisher Bob Guccione. Johnson also proposed a panel formed from Alberta Status of Women Action Committee members to "review future issues of *Penthouse*. This reaction has only promoted the sales of *Penthouse* magazine, not the status of women.

Penthouse has been quick to squeeze every advertising advantage out of the situation by supplementing their own ad campaign. The large swastika appearing in last week's *Journal* was a simple ploy to keep the issue alive. The ad will help to sell more magazines, and will do nothing for the Alberta government or for the image of women.

As with *Hustler*, everyone and his dog is searching out elusive Dec. issues of *Penthouse* just to see what the fuss is about.

There is no doubt that images depicting violence against women are disgusting, but censorship is not the answer. Not only does censorship serve to sell more magazines via the black-market, it has absolutely no effect on the men who read the magazines.

No one knows who will be the next publisher to join in the porn wars or to what extent he will go to get the next free ad campaign, but as it stands now in the porn wars, the score is: Porn 2, Women 0.

B.S.

Religion today

There is hardly an objective measure that shows any recent erosion of religious life in America. In fact, a funny thing may have happened on the way to moral degeneration: in some ways religious activity got stronger. A quick sketch of the facts:

Since the late 1960s the percentage of Americans who attended church or synagogue "in the last seven days" has remained almost constant. It was 42 per cent in 1969 — and 40 per cent in 1983. Moreover, the data show that another 16 per cent had attended church or synagogue at least once within the past month, although not within the past week. These figures — more than half the population going regularly to religious services — are extremely high compared to other developed nations.

George Gallup Jr. believes that this constancy in church attendance actually masks some upward change. People under thirty are typically less active in church than are their elders. In the 1970s, as the baby boom cohort became young adults, they tended to depress the national averages. In the 1980s, says Gallup, these young adults will move into middle age and church attendance should climb.

Other indices already show an increase in religious activity.

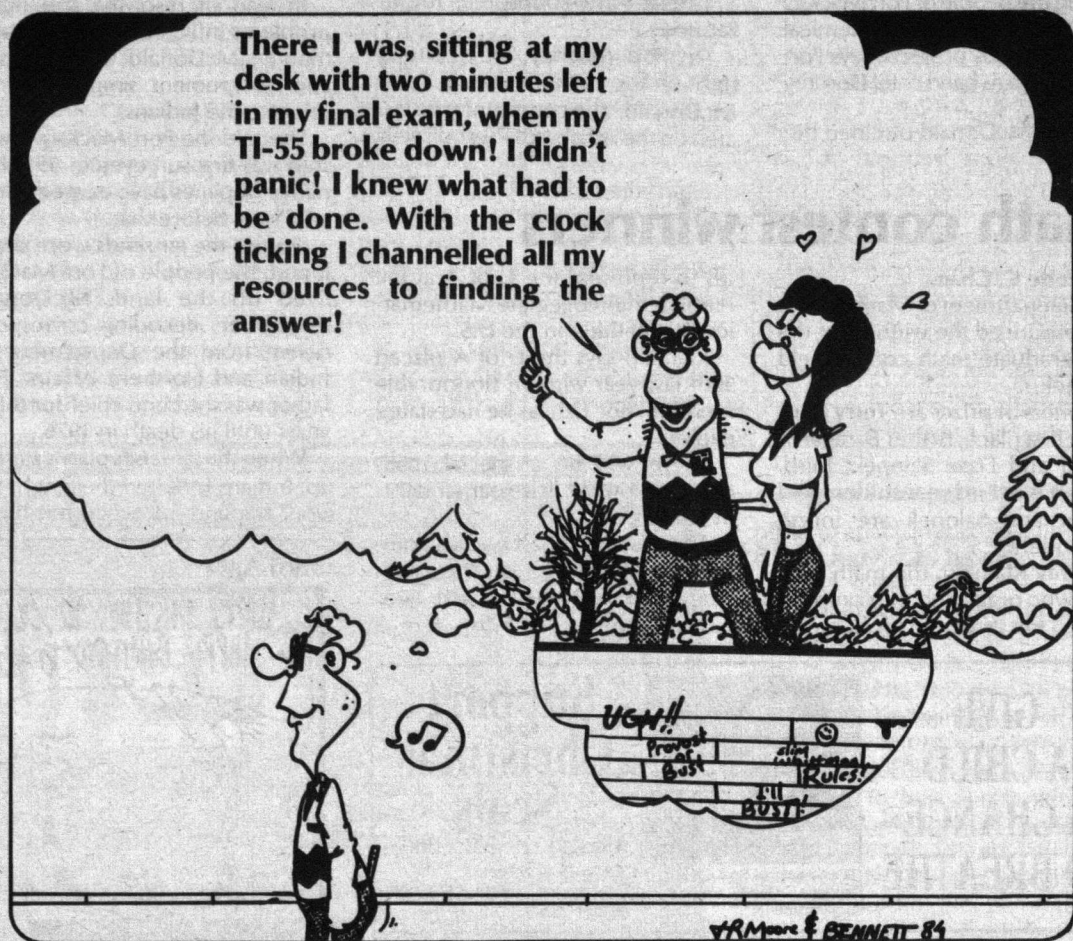
Gallup data show that from 1978 to 1981 the percentage of adults receiving religious education (Bible study, retreats, college courses, and so on) climbed from 17 per cent to 26 per cent. The sharpest percentage increase was among young adults. There has also been a significant increase in the percentage of teenagers engaging in Bible study. (According to popular reports of teenage behaviour, we might assume that such activity takes place in the early part of an evening that will later be devoted to dope, pornographic movies, and promiscuous sex.)

And consider college students: In 1975, 39 per cent said that religion was very important in their lives. In 1983 that number was 50 per cent. The 1983 Gallup survey also showed that the percentage of college youth who said that their religious commitment had become stronger since entering college was twice the percentage saying it had become weaker!

by Ben J. Wattenberg

Excerpted from *Esquire* magazine

There I was, sitting at my desk with two minutes left in my final exam, when my TI-55 broke down! I didn't panic! I knew what had to be done. With the clock ticking I channelled all my resources to finding the answer!



Faculty Profiles: No.54 of 250

Science Student Fantasies

LETTERS TO THE EDITORS

Endless arguments

It is unfortunate that some patrons of ETS are not as informed as Mr. Beaumont, a first year Arts student. Unfortunately, society has overlooked their apparent ignorance and allowed them and the legions of "mindless, marching morons" to wander and speak at will. The University of Alberta has even granted some of them admission, and the *Gateway* allows them, the unenlightened, to participate in a forum such as this, despite their inferior intelligence. That's what democracy is, Mr. Beaumont: freedom of opinion, no matter how wrong you are.

It seems to me that judgements about a person's intelligence are not within your realm of expertise. Comments such as, "... the only thing exceeding the number of holes in Shona Welsh's head is the number of holes in her letter," and a reference to her "warped mind" are uncalled for; indeed, they are offensive. Courtesy and respect are the foremost rules of argumentation. Your letter amounted to a personal attack on Ms. Welsh because she does not share your opinion. As to what your opinion is, I have to confess that it is to me somewhat elusive. You denounce the tactics of the Peace Movement, but your stand towards the idea of disarmament is unclear. People of great intelligence, people imminently more qualified than you, Mr. Beaumont, have found it worthwhile to give of their time and money in support of disarmament. You have not convinced me that I should abandon peace marches; rather, you have made me realize how much harder we have to work.

This is not to insinuate that the efforts of the last twenty-five years have been futile. Centuries have been devoted to some causes. We cannot burden the battle with time stipulations.

And Mr. Beaumont, you have not put forward any alternatives to demonstrating. Ms. Welsh's comments in this regard were perfectly justified. Although you show some semblance of concern in stating that "society must not be allowed to fall into a state of apathy," you are an example of what you say must not happen. You are the embodiment of apathy and cynicism; you do nothing and criticize those who rally to effect change. If protests inconvenience you, I suppose that parades, funeral processions, and other public demonstrations of sentiment do so as well. Next time you are delayed by a march, hop on a bus and eavesdrop on another conversation. Evaluating the intelligence of its participants should keep you entertained.

As for the inclusion of the statement "Good grief, heathens run amok," intentionally or unintentionally, you imply a certain godlessness amongst protestors. (I can't decide whether you should give Charlie Brown or the Rev. Jerry Falwell credit for this comment.) I will attribute it to an unfortunate choice of words, believing that by using it you meant to comment on the anarchic nature of demonstrations. I am crediting you with some intelligence, which is more than you do for your adversaries.

One final comment: remember that many "half truths, inaccurate statistics, and downright falsities" have been uttered in defense of nuclear proliferation. The peace movement does not have a monopoly on misinformation.

Louise Riopel
Evening Student

The Gateway

November 27, 1984, Vol. 75, No. 22

Editor in Chief: Gilbert Bouchard
News Editors: Suzette C. Chan, Neal Watson
Managing Editors: John Algard, Marie Clifford
Entertainment Editor: David Jordan
Sports Editor: Dean Bennett, Eva Pendzich
Photo Editors: Bill St. John, Tim Kubash
CUP-Advocate Editors: Ray Warnatsch, Denise Whalen
Production Editor: Brougham Deegan
Advertising: Tom Wright
Media Supervisor: Margriet Tiroe-West
Circulation: Paul Chu
Typesetting: Linda Derksen, Janine McDade

The *Gateway* is the newspaper of the University of Alberta students. Contents are the responsibility of the Editor-in-Chief. All opinions are signed by the writer and do not necessarily reflect the views of the *Gateway*. News copy deadlines are 12 noon Mondays and Wednesdays. Newsroom: Rm 282 (ph. 432-5168). Advertising: Rm 256D (ph. 432-4241). Students Union Building, U of A, Edmonton, Alberta T6G 2G7. Readership is 25,000. The *Gateway* is a member of *Canadian University Press*.

"Let's get married, baby," said Shane Berg. "I crave your nostril hairs," bellowed Ann Grever to the illustrious Lizard Man. "Toothpaste rebels!" screamed Doug Bird. "No! No! Brain-fondler, cortex nibbler!" countered Bruce Alton, never to be out done. Meanwhile, under the couch Ron Hackett was torturing Jim Moore's meat collection. "Rumors! Lies! Ear Wax!" exclaimed Shila Barry to a sleepy and uncaring Hans Beckers. "Let's contemplate soup," said Bill Overend. Wild Bill Doskoch prayed for salvation and God ignored the whole seething mess.