

SUBLIMINAL ADVERTISING? LOOKS PRETTY LIMINAL TO ME

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I do not believe that there are "subliminal" messages in TV. They are all quite on the 'liminal' side of things. Whether it's commercials for super-drugs, cars, or for cable/mini-dish TV itself, it's all clearly encouraging us to be lazy, sedentary people. That way we won't vote, we won't care, but we'll want all the pretty things on the TV screen.

Drug commercials support the idea that you can self-medicate your problems away. Like a pill will solve all of your problems. If you can't afford a pill, everyone knows the old standby, ALCOHOL!

There are plenty of commercials for alcohol that support a life style of apparent reckless abandon where your time away from work should be spent socializing, relaxing and getting laid. (i.e. procreating to further za MAZTER RACE!) But they also encourage a lack of understanding of the consequences, too. Yeah, get drunk on Sky Blue, score with that chick, but you're drunk so you forget the condom, she gets pregnant, you get herpes (she was a slut) and you spend the rest of your life with a kid, rashy-privates and all because YOU had to watch that damn TV!

Car commercials are probably the most important and powerful things on TV today. Count how many car commercials you see in an hour of TV. I can't--I keep losing track. That many ads for cars, each one telling you to "BUY A CAR" over and over. "BUY A CAR" "BUY A CAR" "BUY A CAR" "BUY A CAR" "BUY A CAR." All those times, for all those hours of TV the average shmuck watches. On and on. So, we all tend to own cars and drive them, thus keeping one of the most powerful fluids flowing... good old oil...

My favorite commercials (sarcasm) are the ones for Mini-Dish and cable TV. They claim to offer over a hundred and fifty channels, so you can get MORE SPORTS, MORE MOVIES and MORE OF THE ENTERTAINMENT THAT YOU WANT! If I was a quadriplegic (sp?) with a TV duct-taped to my HEAD, hopped up on speed, caffeine and Nodoze, I would NOT have the time to watch all of the programming available to me on today's mini-dish systems... but those damn ads, over and over and over, keep trying to convince us that WE NEED MINI-DISH!

And as for the argument that commercials don't have that much of an effect on you and that humans aren't that susceptible to suggestion, then why do so many companies spend thousands of hours and millions of dollars a year making commercials if those same commercials don't make us want stuff?