

Subliminals

“**Subliminals** are an important marketing technology. They can work on the same people that hypnosis works on, the genetically susceptible. Subliminals can be visual or auditory.

Visual Subliminals – Dr. Wilson Bryan Key, who studied subliminals in politics and advertising, identified them in print sources – newspapers, placards, magazine illustrations. A friend of mine, with the equipment to do it, studied television ads in slow motion, looking for sexual subliminals. He found them. “They're common,” he told me. “The soap opera ads have the most.” Visual subliminals can be effective because the film is showing a sequence of images timed at thirty, or more, images per second. But the conscious mind can only register about ten images per second.

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Audio Subliminals – Subliminal messages can also be added to audiotapes (Editors note: *and in any other type of music track – CD, MP3 etc.*). You have to take the advertiser's word for it that there are subliminals in a tape.

[They] ... *insert messages into the mind of the individual without the person being aware of the mind programming process. This highly developed modern technology ... has become quite sophisticated ... (Baer, pp. 49-50)*

The first subliminal audio technology used a background voice that matched the music in volume. Those messages cannot be detected unless you have a parametric equaliser. Want to create subliminal tapes yourself? Sorry, that technique is patented, and the patent holder exercises firm control. In fact, there are many patents now for various subliminal sound techniques. One method acoustically adapts the words so they are delivered in the same tone and rhythm as the music. Those subliminals are undetectable by the normal conscious mind. Once they are implanted, there is no known mechanical technology to detect them. The unconscious, however, is a supercomputer, and it hears them.

People do not know when they have watched, or listened to, a program with subliminals. They only know that it excited and convinced them. One day, a man showed me a large box of relaxation tapes he owned, more than fifty in all. He said, “I buy one, listen to it, and then send for another. I don't know why I do that.” Perhaps while he was “relaxed” he heard a subliminal sales pitch to buy another tape.”

Carla Emery, *Secret Don't Tell: The Encyclopedia of Hypnotism*, p.203