

**SUBLIMINAL
COMMUNICATION
EMPEROR'S CLOTHES
OR PANACEA?**

with How to Create Your Own Subliminal Program

by Eldon Taylor, Ph.D.

**Just
Another
Reality
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*Roy "K" Bey, for support and encouragement
without which this book would not have been possible*

*Lee Liston, for his tireless efforts
within the Utah prison system*

Warren Archer, for cover art

Charles F. McCusker, for abstract of findings

*Richard Erickson, for layout
and book design*

Second Edition

ISBN 0-940699-01-X
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Printed in the United States of America

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Subliminal Learning
Exclusively Fabricated Illusions
The Little Black Book
Subliminal Technology
Simple Things and Simple Thoughts

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A: By purchasing from major manufacturers that disclose their subliminal content, the old law of the dollar rules. To risk an entire profitable business by covertly "messaging" with the stated scripts simply does not make any sense. It is easy with the right technology to "take apart" and examine the content on most tapes. Some tapes can be examined by using earphones with separate volume controls. Tuning into either left or right channel only is all that is necessary for the verbal to become audible or at least semiaudible.

Q: How soon can I expect results from using a subliminal tape?

A: Most people sense beneficial results within a week or two. All should be aware of gains or adverse reactions within sixty days if the program is solidly conceived and produced.

Q: Who uses subliminal programs?

A: Everyone from health professionals to educators. Many athletic programs, sales organizations, government agencies, retailers, and others use subliminals, to say nothing of the millions of individual users.

Q: Can I use the programs while I sleep?

A: One recommended way is to use an autoreverse player going all night long while you sleep. Although sleep learning, deep theta brain wave sleep, is still controversial, at least the REM cycles accompanying dream sleep and the hypnogogic and hypnopopic stages entering and exiting sleep (alpha brain wave sleep) are extremely susceptible periods for positive programming.

Q: Do I need to keep using the programs for the rest of my life?

A: Maybe yes—maybe no. That really depends on you. A subliminal is only a positive information antidote for negative messaging. When the negative ceases to exist, the antidote is no longer necessary.

THE HOMEMADE SUBLIMINAL PROGRAM

Creating an audiocassette subliminal program that works is a relatively simple process, although perhaps too expensive to prove practical. The procedure outlined in this chapter was used in my own early research. This process will *not* produce commercial quality audio mastering, but it will provide a usable product. In fact, it was this process that was used to create the subliminal titled "A Gift of Love" that is used in Utah by Sunrise, a support group for survivors of suicide victims. Testimonial evidence suggests that it works very well.

There are certain advantages to creating your own subliminal property. You should weigh those advantages against professional standards and quality before investing the time and money necessary to produce a personalized subliminal program.

Some of the obvious advantages include a subliminal script that can be uniquely and precisely what you desire. (Be careful here—much bad karma will come from deliberate or exploitative misuse.) Also, you can select whatever music or principal sound carrier you prefer. You may choose the gentle sounds of a waterfall or ocean background while viewing television. I am reminded here of a woman who played surreptitiously to teenagers a good study habits program produced by Success Center and carried by ocean waves while they viewed television. She reported that within a short time the teenagers turned off the television set and moved to their rooms to study.

Whatever the primary carrier, be careful of copyright infringements!

Another advantage is that the voice on the subliminal track can be your own. There is much research suggesting that one responds advantageously to his or her own voice in many circumstances.

The six steps to creating a custom program are these:

1. Select and obtain the equipment.
2. Write and record the script.
3. Record the white sound.
4. Mix the script recording with the white-sound recording.
5. Select the principal carrier.
6. Mix the product of step 4 with the principal carrier.

Select and obtain the equipment. The equipment needed consists of three cassette players, of which one must have recording and external input capability and the other two must be equipped with external output functions, a two- to four-channel sound mixer, and a white-sound generator. Inexpensive mixers are readily available from such places as Radio Shack.

White-sound units are available from a number of variety and hardware outlets. These units are simple and relatively inexpensive devices that generate the sounds of running water, ocean surf, etc. Or you can substitute a recording of the sounds of ocean surf for the white-sound unit.

You will also need at least four blank cassettes of the length of playing time you choose.

Write and record the script. Write your affirmations in an all positive manner (see Chapter 8), then speak them slowly and meaningfully into one of the cassette recorders. Repeat the script over and over for the desired length of time. When finished, rewind the audio track now containing the verbalization.

Record the white sound. Now record another cassette with the chosen white sound, possibly ocean waves. This recording should be the same length as the audio-voice track; for example, thirty minutes.

Mix the script recording with the white-sound recording. Using the players with external output, connect the mixer

(mono: two channels; stereo: four channels). Adjust the mixing volume so that you can barely perceive the spoken affirmations when they are mixed with the white sound. When adjustments are made, record the mix using the recorder with external input for the desired length of the finished product.

Select the principal carrier. Select now the principal carrier. For your homemade version, music generally works best, although you can remix white sound with white sound. Place this cassette tape—and if it is not already a cassette tape, convert it into one—in the player that carried the voice recording.

Mix the product of step 4 with the principal carrier. Place the recorded product of your first mix in the player that formerly carried the white-sound-only recording, and mix your two recordings onto one new master.

Good luck, and remember the Golden Rule!

Before going to the time and expense involved in creating your own, you may want to inquire of one of the established companies distributing subliminal products. Many companies will provide custom subliminal work for substantially less than the cost of equipment to produce homemade tapes.

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CHAPTER TEN

IN SUMMARY

Anyone who takes the time and makes the effort necessary to review the literature, conduct studies, and otherwise become fully involved at an interactive level with a subject deserves to have an opinion on that subject. Opinions are always relative to the contextual reference implied by "authority," but I am not sure there is any such thing as an authority on subliminal communication, even though there are some very good authorities on various aspects of it, for subliminal communication transcends boundaries inherent to disciplines. There is obviously no specialized discipline graduating students with degrees in "subliminal."

Subliminal communication for the most part is still in the investigative stages. Because this is true, most of those working with subliminal this and subliminal that view themselves as pioneers. In this pioneer's opinion, subliminal communication is one of the most promising means by which to explore dynamically the pragmatic power of the mind.

In the metaphor of Maxwell Maltz, many of us have become slaves to our unconscious computers. Our synthetic experiences are generally negative, and our expectations are almost invariably limiting. Our individual biocomputer, functioning as a servo-automatism, is programming dismal realities despite our conscious kicking and struggling, perhaps because most of us were raised to believe we couldn't, wouldn't, and shouldn't—

shouldn't even try. As with any calculator when it is asked to compute, if there is more negative input than positive, the result is negative.

Subliminal communication offers an affordable and effortless way to rewrite and rebalance the language and equations existing in the biocomputer, that is, the unconscious or subconscious mind. Thus, through subliminal communication, we really have an opportunity to truly take charge of the controls. We can indeed change ourselves and the world around us. With this realization the possibilities become limitless.

Today you can be what you think you are, not what other people thought you might be. You can indeed become the product of your own creation—not the projection viewed from the lenses of others.

You are indeed self-responsible! As my dear friend, Professor William Guillory, puts it in his wonderful book *Realization*: "Personal empowerment comes through self-awareness."

The Asclepiads, members of an order of physicians in ancient Greece, used humor, drama, magic, and mysticism to teach self-responsibility for thought and action. When properly prepared, a suffering victim would experience a liberating dream and walk away healed in mind and body. A return to old thought patterns, however, would be followed by the onset of the old disease. The magic of the Asclepiads is inherent in our acceptance of self-responsibility. You *are* what you *choose* to be. As Pythagoras said, "Above all else, honor thyself." Anyone who has studied his Golden Verses would conclude that Pythagoras anticipated the appetite of twentieth-century western culture for reasons, he would have added, "for not to do so is to prevent thine honor of all else."

Good luck, and may you choose all things wisely! First joy in everything you experience, and all good things will be added. Joy is ultimately the highest expression of unconditional love—an attitude that is who you really are.

For more information regarding subliminal communication, write:

Subliminal Communication
P.O. Box 12419 Las Vegas, Nevada 89112

APPENDIX B

PROPOSED 1986 UTAH LEGISLATION

Legislative General Counsel

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(Subliminal Communication as Invasion of Privacy)
1986

General Session

H.B. 106

By Frances Hatch Merrill

We oppose surreptitious manipulation for purposes of exploitation.

An act relating to the judicial code; designating subliminal communication without notification as an invasion of privacy; providing remedies; defining terms; and providing a severability clause.

This act affects sections of Utah Code Annotated 1953 as follows:

Enacts:

Chapter 17, Title 78, Utah Code Annotated 1953 Be it enacted by the Legislature of the state of Utah:

Section 1. Chapter 17, Title 78, Utah Code Annotated 1953, is enacted to read:

78-17-1. As used in this chapter, "subliminally embedded communication" means any device or technique that is intentionally used to convey or attempt to convey a message to a

person by means of images, writing, or sounds which are not consciously perceivable.

78-17-2. It is an invasion of privacy for any person in this state to convey or cause to be conveyed to any individual any communication which the person knows or should know contains a subliminally embedded communication, unless the person:

(1) makes or causes to be made a notification, in the manner required by Section 78-17-3, of the existence of the subliminally embedded communication; and

(2) provides to the individual, on request, a written description of the content of the subliminally embedded communication.

78-17-3. The notification required by Section 78-17-2 shall:

(1) be reasonably calculated to notify persons to whom the subliminally embedded communication may be transmitted of the existence of the subliminally embedded communication;

(2) include a notification of the availability of a written description of the content of the subliminally embedded communication and of the name and address of the person conveying or causing it to be conveyed, for use by individuals to whom the communication is conveyed in obtaining the written description;

(3)(a) be made in conspicuously placed and easily legible type, if the communication is intended to be seen; or

(b) be made in a clearly audible manner immediately prior to the communication being made, if the communication is intended to be heard; and

(4) in addition to the requirements of Subsection (3), be made in conspicuously placed and easily legible type on the face of any label or packaging of the medium containing the communication, whether the communication is intended to be seen or heard.

78-17-4. Any individual whose privacy has been invaded as a result of an act described in this chapter, or the state of Utah, may maintain an action to enjoin the continuance of the subliminally embedded communication until the person conveying the communication or causing it to be conveyed makes or

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causes to be made the notification described in Section 78-17-2 and provides a written description of the content of the subliminally embedded communication to any person requesting it. Actual damages need not be alleged or proved to support the injunction.

78-17-5. In addition to or in lieu of the remedy provided in Section 78-17-3, an individual whose privacy has been invaded as a result of an act described in this chapter may maintain an action against the person who conveyed the communication or caused it to be conveyed for the recovery of three times his actual damages, for punitive damages, and for costs of suit, including reasonable attorney's fees.

Section 2. If any provision of this act, or the application of any provision to any person or circumstance, is held invalid, the remainder of this act is given effect without the invalid provision or application.

Legislative General Counsel

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Date: 12/13/85; 11:41 AM

(Subliminal Communication As Unfair Competition)

1986

General Session

By Frances Hatch Merrill

H.B. 107

An act relating to commerce and trade; amending the unfair practices act to include subliminal communication without notification as unfair competition; defining terms; and providing a severability clause.

This act affects sections of Utah Code Annotated 1953 as follows:

Enacts:

13-5-3.1, Utah Code Annotated 1953

Be it enacted by the Legislature of the state of Utah:

Section 1. Section 13-5-3.1, Utah Code Annotated 1953, is enacted to read:

13-5-3.1. (1) As used in this section, "subliminally embedded communication" means any device or technique that is

intentionally used to convey or attempt to convey a message to a person by means of images, writing, or sounds which are not consciously perceived.

(2) It is an unfair method of competition in commerce or trade for any person in this state to convey or cause to be conveyed to the public a communication intended to result in monetary gain which the person knows or should know contains a subliminally embedded communication, or to manufacture, distribute, or sell in this state any printed, audio, or visual medium which the person knows or should know contains a subliminally embedded communication, unless the person:

(a) makes or causes to be made a notification, in the manner required by Subsection (3), of the existence of the subliminally embedded communication; and

(b) provides to any person, on request, a written description of the content of the subliminally embedded communication.

(3) The notification required by Subsection (2)(a) shall:

(a) be reasonably calculated to notify persons to whom the subliminally embedded communication may be transmitted of the existence of the subliminally embedded communication;

(b) include a notification of the availability of a written description of the content of the subliminally embedded communication and of the name and address of the person conveying it or causing it to be conveyed, for use by persons to whom the communication is conveyed in obtaining the written description;

(c)(i) be made in conspicuously placed and easily legible type, if the communication is intended to be seen; or

(ii) be made in a clearly audible manner immediately prior to the communication being made, if the communication is intended to be heard; and

(d) in addition to the requirements of Subsection (2)(c), be made in conspicuously placed and easily legible type on the face of any label or packaging of the medium containing the communication, whether the communication is intended to be seen or heard.

Section 2. If any provision of this act, or the application of any provision to any person or circumstance, is held invalid,

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the remainder of this act is given effect without the invalid provision or application.

Legislative General Counsel
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Date: 12/13/85; 11:30 AM

(Subliminal Communication Cause of Action)

1986

General Session

By Frances Hatch Merrill

H.B. 108

An act relating to the judicial code; creating a civil cause of action for injury or death caused by subliminal communication; defining terms; and providing a severability clause.

This act affects sections of Utah Code Annotated 1953 as follows:

Enacts:

78-11-7.5, Utah Code Annotated 1953

Be it enacted by the Legislature of the state of Utah:

Section 1. Section 78-11-7.5, Utah Code Annotated 1953, is enacted to read:

78-11-7.5. (1) An action for damages resulting from injury or death of a person may be maintained by the person or, as permitted by Sections 78-11-6 and 78-11-7, his parent, guardian, heirs, or personal representative, against a person who knowingly communicated or caused to be communicated a subliminally embedded communication which proximately resulted in the injury or death.

(2) As used in this section, "subliminally embedded communication" means any device or technique that is intentionally used to convey or attempt to convey a message to a person by means of images, writing, or sounds which are not consciously perceived.

Section 2. If any provision of this act, or the application of any provision to any person or circumstance, is held invalid, the remainder of this act is given effect without the invalid provision or application.

TALK-RADIO DISCUSSION HIGHLIGHTS

Taylor: I understand the intent of this legislation is to eliminate willful exploitation of the public via subliminal technology.

Jessop: That's correct, Eldon.

Taylor: The Mind Mint thoroughly supports that. Not to support it is un-American. Virgil, you correct me if I get it wrong but in reviewing the bills myself, I have some problems because the language is rather ambiguous and by definition perhaps could tie the hands of our behavioral scientists, our self-help community, and for that matter maybe even the conversations a mother might have with her child. This is where you are coming from, is that right?

Hayes: I believe that could possibly be the interpretation—a vague as the interpretation is, and I think that's what we're here to address tonight, Eldon. So I think that it might be appropriate if we were to have a partial reading of the bills so that the public might have more of an idea what the bill actually states.

Jessop: Basically we have three bills. H.B. 106 is primarily discussing the use of subliminal communication as an invasion of privacy. It is our contention that an individual has the right to be subjected to whatever they want to be subjected to as long as they have prior notification that they are going to be subjected to this. That's one of the reasons why we believe

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AMENDMENTS TO THE PROPOSED 1986 UTAH LEGISLATION

House
Committee Amendments

January 29, 1986

Representative Merrill proposes the following amendments to H.B. 106, Subliminal Communication As Invasion of Privacy. Page 1, Lines 19-22: Delete Section 78-17-1 in its entirety and insert the following in its place:

78-17-1. "Subliminally embedded communication" means any visual image, writing, or sound which is intentionally placed in any printing, audio, or visual medium in order to draw attention to the subject of the medium without the visual image, writing, or sound being consciously perceived, or in order to directly convey or attempt to convey a message which is not consciously perceived. It does not include images or impressions which are conveyed by implication or by visual images or a series of visual images which are consciously perceived.

Utah H.B. 106

Subject: Subliminal Communication as Invasion of Privacy
Suggested amendments:

Add as Section 78-17-6 (page 3 of the Bill):

78-17-6. The provisions of this chapter shall not apply to any entity whose only participation in the conveyance of such messages is as a provider of facilities or services for the transmission of communications to the public.

THURSTONE MEASUREMENT TABLE

The Thurstone Temperament Scale measures seven different areas of the subject's personality:

- Activity
- Vigorousness
- Impulsiveness
- Dominance
- Stability
- Sociability
- Reflectivity

The figures on the following pages show pretest and posttest measurements taken in connection with the study of the effects of subliminal communication on inmates at the Utah State Prison.

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Adult Profile

Adult Profile

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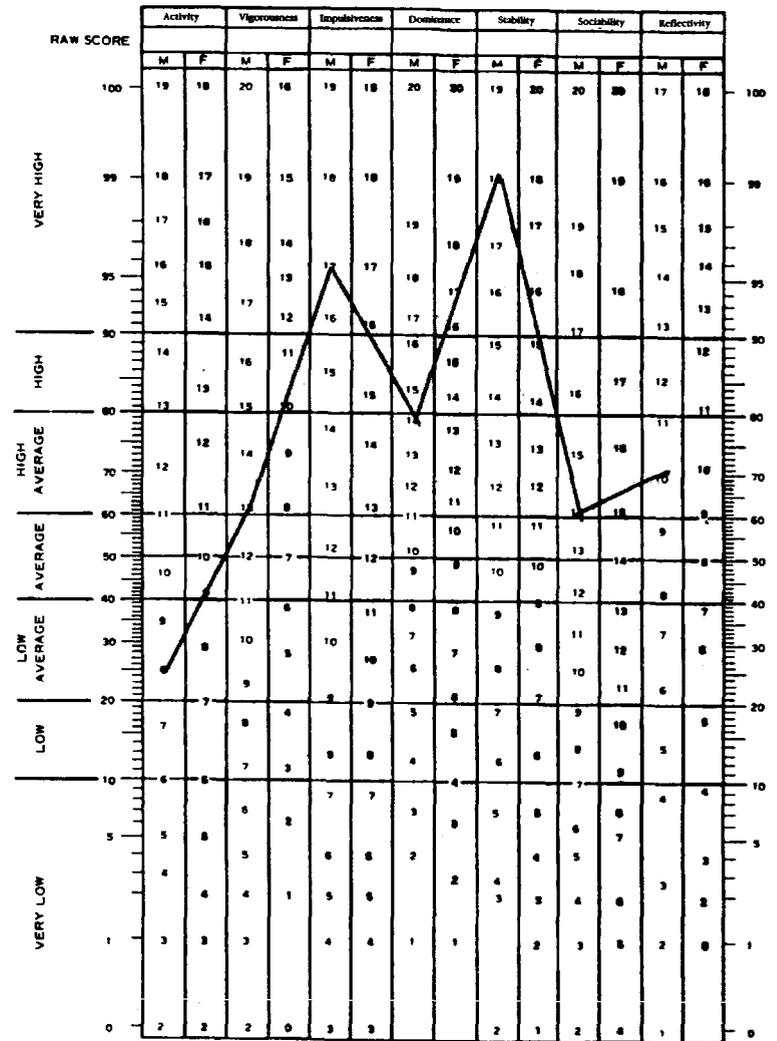
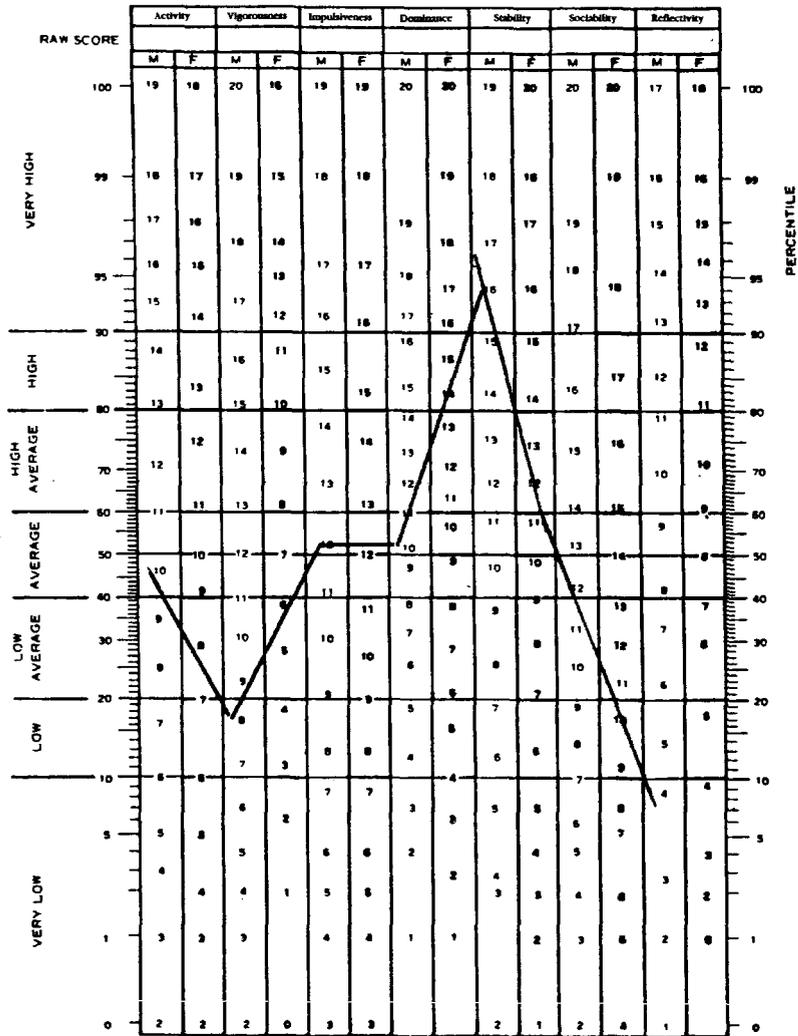


Figure 1. Pretest measurement.

Figure 2. Posttest measurement.

Adult Profile

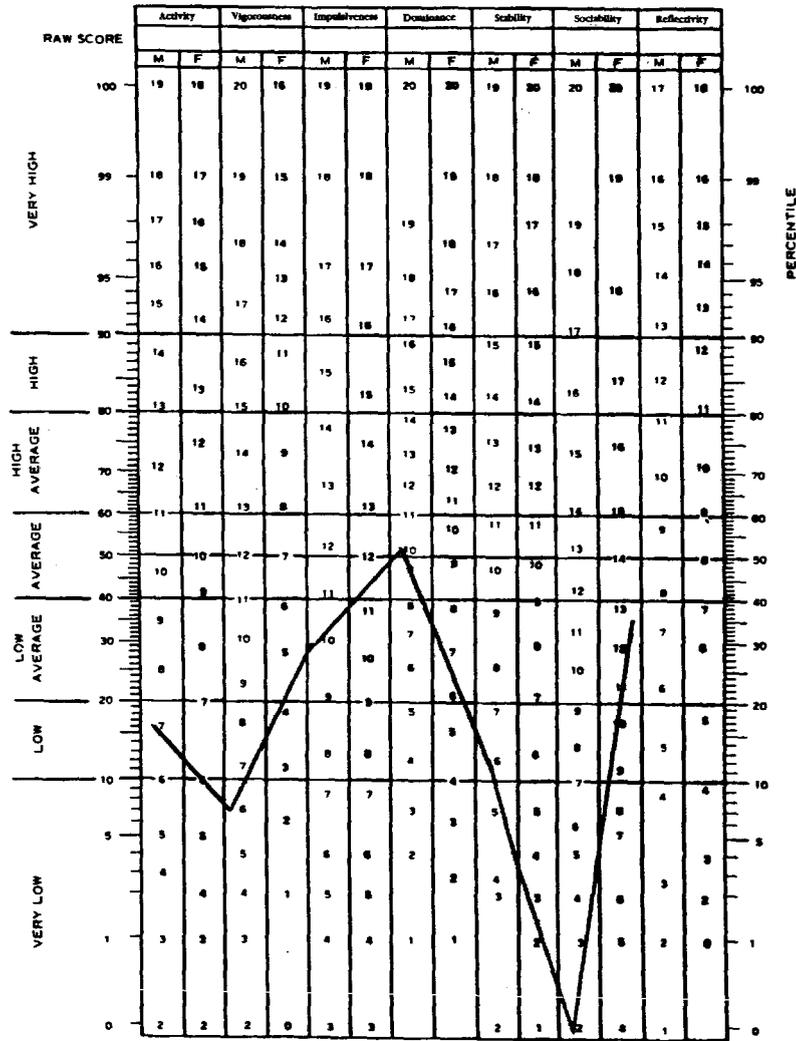


Figure 3. Pretest measurement.

Adult Profile

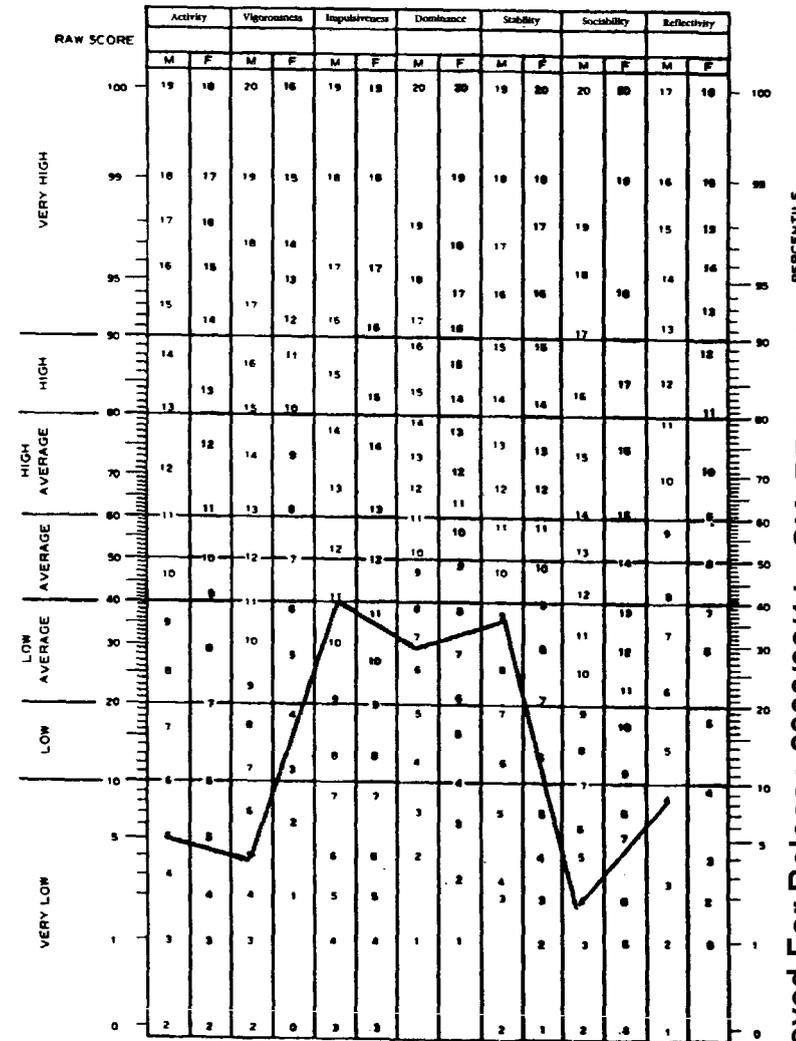


Figure 4. Posttest measurement.

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APPENDIX F

ABSTRACT OF FINDINGS

by CHARLES F. McCLUSKER

Thirty-eight male residents (average age, twenty-three) from the Unit at the Utah State Prison completed the Thurstone Temperament Schedule in a voluntary participatory study. Following administration, subjects were randomly placed in one of three groups (experimental, fourteen; placebo, thirteen; and control, eleven). The experimental group received and played a subliminal tape for twenty days. The placebo group received and played a similar sounding tape without an embedded subliminal message, while the control group had no tape exposure. At the end of twenty days a second Thurstone Temperament Schedule was administered. In the experimental group five subjects remained who had completed the procedure, three in the placebo, and eight in the control. Others were lost due to discharges or unwillingness to participate.

In a comparison of the experimental and control groups, the following results were obtained. The Dominance scale scores decreased while the Reflective and Stability scale scores increased in the Experimental group (desired effects). The Dominance scale scores increased while the Reflective scale scores decreased in the Control group. These are interesting results across groups. In the experimental group these results would be predicted by focus of the embedded subliminal messages. In the placebo group the opposite effect obtained may be explained by the fact that they (the subjects) listened to a tape without a

message and felt no change. They obtained no reinforcement to continue, and possibly experienced some frustration.

It is stressed that this pilot study had limitations, especially in time of implementation and sample size.

It is not the intention of the experimenters to generalize beyond the obtained results. It must be stressed, however, that to evaluate an incarcerated population was a unique opportunity; to our knowledge this was the first time subliminal technology has been evaluated with this population. The results indicated change and strongly suggest the need for further research with benefit to these individuals and society in general, as this technology is better understood and applied in a wide variety of applications and settings.

| Experimental | | | Control | | |
|-----------------------------------|--------------|----------------|-----------------------------------|--------------|----------------|
| Predifferences to postdifferences | | | Predifferences to postdifferences | | |
| Scale Movement | Variable | Rate of Change | Scale Movement | Variable | Rate of Change |
| ↑ | Stability | + 3.4 | ↑ | Stability | + 0.8 |
| ↑ | Reflectivity | + 2.6 | ↓ | Reflectivity | - 1.0 |
| ↓ | Dominance | - 2.7 | ↑ | Dominance | + 1.4 |

Figure 5. Comparisons between the experimental group and the control group.

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