

1. Read the text and match the titles to the paragraphs. One title is extra.

1. PIONEER IN SUBLIMINAL RESEARCH
2. MAKING SHOPPERS BUY MORE
3. BRAINWASHED BY MUSIC
4. SUBCONSCIOUS INFLUENCE ON THE BRAIN
5. SUBLIMINAL TECHNIQUES MANIPULATING THE BEHAVIOUR

SUBLIMINAL PERCEPTION (ПОДСОЗНАТЕЛЬНОЕ ВОСПРИЯТИЕ)

- A.** Subliminal perception is a process created by communication technicians. It means that you receive and respond to information and instructions without knowing it. Messages in the form of printed words, pictures or voices are presented very fast so they bypass your consciousness (сознание). Anything that you take in consciously (сознательно) can be evaluated, criticised, discussed, argued, and possibly rejected. Subliminal messages meet no resistance. The subliminal information is stored in your brain and can influence your views, behaviour and attitudes.
- B.** Subliminal techniques in print media have been used in the United States since the World War I. On June 22, 1956, the British Broadcasting Corporation experimented with subliminal images on television. Pictures were shown on the screen too quickly to be seen consciously, but they made an impression on the subconscious. In 1958, radio station Seattle's KOL broadcast hardly audible messages "below" the music played by its disc jockeys. "How about a cup of coffee?" was one, and "Someone's at the door" was the other.
- C.** Subliminal messages are prepared by teams of psychologists who change the thinking patterns and behaviour of the listener or viewer. Numerous scientific researches proved that subliminal messaging works. When advertising industry and government agencies understood the potential of subliminal messaging, they started investing millions in developing and perfecting subliminal techniques, which can be used not only for marketing, but also for propaganda and mind control. For example, supermarkets across the country are reducing theft from 50 to 30 per cent by broadcasting subliminal messages such as "I will not steal" and "We are watching you".
- D.** Traditional advertising and subliminal messaging have more in common than most people think. Effective advertising requires repetition, so that the consumer remembers a brand name when he goes to the shop. Subliminal messages are as effective as advertising. The most known experiment with subliminal messaging was conducted by a marketing researcher and psychologist James Vicary in 1957 during the presentation of the movie Picnic. Every 5 seconds the words "Hungry? Eat popcorn. Drink Coca Cola" were projected for 0.003 seconds. That is extremely fast. So, companies can use tactics that affect the psyche to improve sales.

A	B	C	D

2. Read the text and mark the statements

True (1), False (2), Not Stated (3).

- A. Subliminal messages are impossible to analyse and reject.
- B. All big companies use subliminal perception technique to make customers buy concrete things.
- C. A strong-willed person can easily ignore subliminal messages.
- D. People began using subliminal perception techniques at the end of the last century.
- E. Films and TV influence the subconscious more powerfully.
- F. Psychologists don't believe that subliminal messaging works.
- G. Many shops use subliminal messaging to protect themselves from thefts.
- H. Subliminal messaging is not used in modern life.

A	B	C	D	E	F	G	H