

# Subconscious Persuasion

For  
Politician  
MAX/MSP  
2 Video Projectors

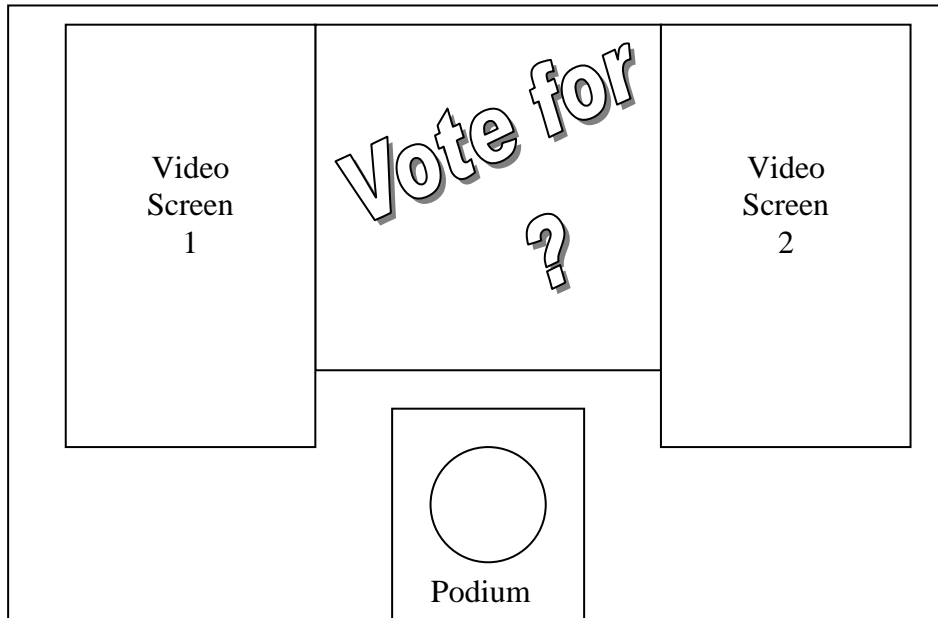
**Text:**  
*Brave New World Revisited*  
*Aldous Huxley*  
*1958*

**Inspiration:**  
*BureaucRATS*  
*George W. & Company*  
*2000*

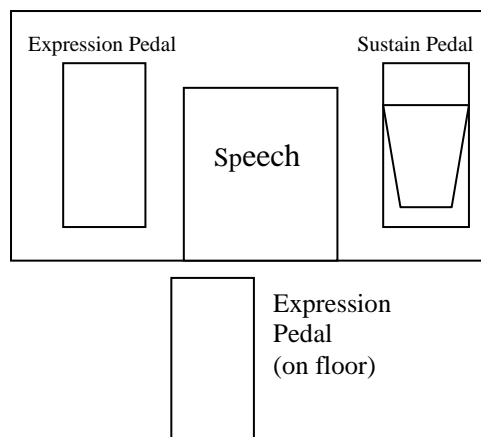
Jesse Guessford  
2001

# Performer's Notes

## Stage Setup



## Podium Setup



### **Explanation of Setup:**

Sustain Pedal: Cause some change in texture and also records speaker's voice.

Expression Pedal (on podium): Mix of live voice and vocal effects.

Expression Pedal (on floor): Changes some parameter of the vocal effect.

### **Performer's Role:**

The performer is to take on the role of a highly respected political figure. He is to come out dressed in a suit, slicked back hair, and a generally suave persona. As he enters the stage, he is to motion to the crowd as this character (waving to the crowd, signaling out certain people, giving them the thumb's up or the victory sign). If the audience is close enough to the stage the campaigning politician should go to the edge of the stage and shake their hands. When the podium is reached the candidate removes the text from his pocket and begins.

### **Text Presentation:**

1. Each line of the text should take about 5" to read.
2. To begin, the sustain pedal must be depressed.
3. The changes in font size should cause some change in the mix of live voice to effects.
4. The changes in fonts should cause some change in the method of moving the floor expression pedal. Each font should have some correspond to some technique of pedal motion.
5. Within the italic words, the sustain pedal should be pressed and then depressed. The duration of the depression is left to the performer, but must take place within the italicized words. This action will cause the live voice to be recorded for later playback and the possibility of some change within the overall texture.
6. Within the underlined words, the same sustain pedal motion must take place. This time the voice will be recorded and a change of vocal effect will take place.

### **Completion of Text:**

The date and author of the text should be read at the end of the work as indicated by the score. With the last depression of the sustain pedal all additional sounds will disappear. The performer out of character will state the author and date. The speech should then be removed from the podium and the politician should immediately exit the stage.

Dr. Poetzl, an Austrian neurologist, *had recently published a paper DESCRIBING HIS EXPERIMENTS. HE REQUIRED SUBJECTS TO MAKE A DRAWING OF WHAT THEY HAD* consciously noted of a picture exposed to their view for a small fraction of a second. He then turned his attention to the dreams dreamed by the subjects during the following night and required them once more to make drawings of appropriate portions of their dreams. It was shown unmistakably that those details of the exposed picture that had not been consciously noted *provided material for the construction of the dream.* People actually see and hear without knowing it is recorded by the subconscious mind and may affect their conscious **thoughts, feelings, and behavior.**

Then, in the early autumn of 1957, exactly forty years after the publication of Poetzl's original paper, it was announced that his piece of pure science was a thing of the past; it had been applied, it had

entered the realm of technology. The announcement made a considerable stir, and was talked and written about all over the civilized world. And no wonder; for the new technique of “subliminal projection,” as it was called, was intimately associated with mass entertainment, and in the life of civilized humans beings mass entertainment now plays a part comparable to that played in the Middle Ages by religion. For the new technique was *aimed directly* to them, and its purpose was to manipulate their minds without their being aware of what was being done to them. By means of specially designed devices words or images were to be flashed for a millisecond or less upon the screens of television sets and motion picture theaters during (not before or after) the program. **DRINK COCA-COLA OR LIGHT UP A CAMEL WOULD BE SUPERIMPOSED UPON THE** lover’s embrace, the tears of the broken-hearted mother, and the optic nerves of the viewers would record these secret messages, their subconscious minds

would respond to them and in due course they would *consciously feel a craving for soda pop and tobacco.* And *meanwhile other secret messages would be whispered too softly, or squeaked too shrilly, for conscious hearing.* Consciously the listener might be *paying ATTENTION TO SOME PHRASE AS DARLING, I LOVE YOU; BUT SUBLIMINALLY, BENEATH THE THRESHOLD OF AWARENESS, HIS INCREDIBLY SENSITIVE EARS AND HIS SUBCONSCIOUS MIND WOULD BE TAKING IN THE LATEST GOOD NEWS ABOUT DEODORANTS AND LAXATIVES.*

*INVESTIGATORS HAVE STRESSED THE PRACTICAL IMPORTANCE OF CREATING THE RIGHT PSYCHOLOGICAL CONDITIONS FOR SUBCONSCIOUS PERSUASION. IN A WORD, THE LOWER THE LEVEL OF A PERSON'S PSYCHOLOGICAL RESISTANCE, THE GREATER WILL BE THE EFFECTIVENESS OF STROBONICALLY INJECTED*

**SUGGESTIONS. THE** scientific dictator of tomorrow will set up his whispering machines and subliminal projectors in schools and hospitals (children and the sick are highly suggestible), and in all public places where audiences can be given a preliminary softening up by suggestibility-increasing oratory or rituals.

From the conditions under which we may expect subliminal suggestion to be effective we now pass to the suggestions themselves. In what terms should the propagandist address himself to his victims' *subconscious minds*? *Direct* commands ("Buy popcorn" or "Vote for Jones") and unqualified statements ("Socialism stinks" or "X's toothpaste cures halitosis") are likely to take effect only upon those minds that are already partial to Jones and popcorn, already alive *to the dangers of body odors* and the public ownership of the means of production. But to strengthen existing faith is not enough; the propagandist, if he's worth his weight in salt, must create new faith, must know how to bring indifferent and the undecided over to his side, must be able to mollify and perhaps even convert the hostile.

In a series of experiments carried out at New York University under the auspices of the National Institute of Health, it was found that a person's feelings about some *consciously seen image could be modified* by associating

it, on the subconscious level, with another image, or, better still, with value-bearing words. If a commercial or political propagandist can put his victims into a state of abnormally high suggestibility, if he can show them, while they are in that state, the thing, the person or, through a symbol, the cause he has to sell, and if, on the subconscious level, he can associate this thing, person, or symbol with some value-bearing word or image, he may be *able to modify their feelings and opinions without **THEIR HAVING ANY IDEA OF WHAT HE IS DOING.***

IN LIGHT OF WHAT HAS BEEN SAID ABOUT PERSUASION-BY-ASSOCIATION, LET US TRY TO IMAGINE WHAT THE POLITICAL MEETING OF TOMORROW WILL BE LIKE. THE CANDIDATE (IF THERE IS STILL A QUESTION OF CANDIDATES), OR THE APPOINTED REPRESENTATIVE OF THE RULING OLIGARCHY, WILL MAKE HIS SPEECH FOR ALL TO hear. Meanwhile the