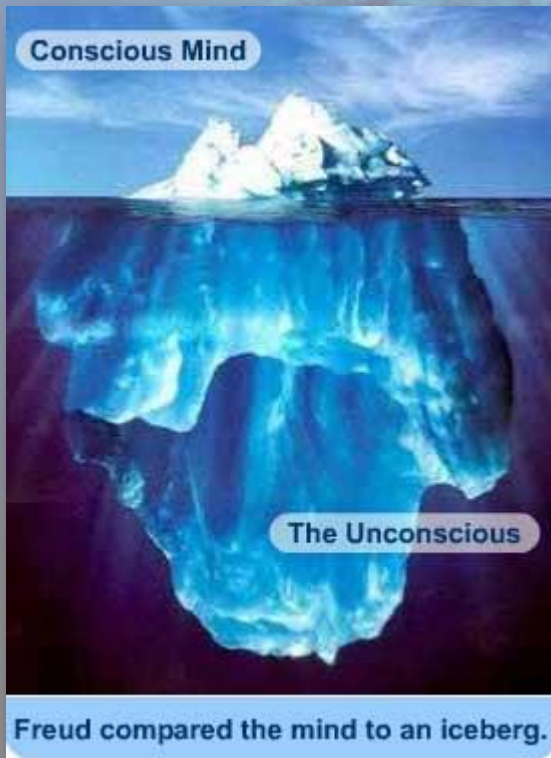
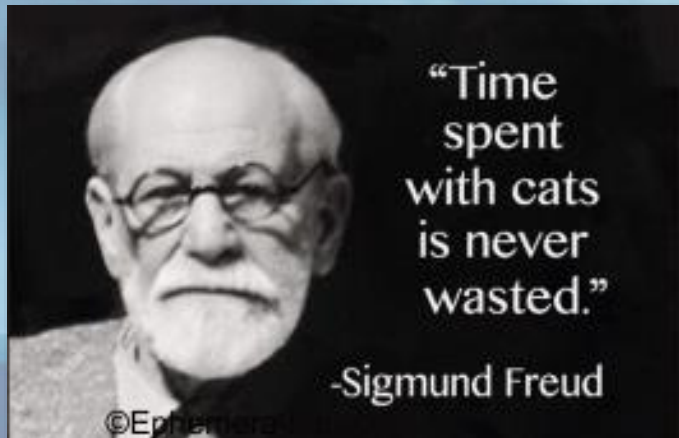


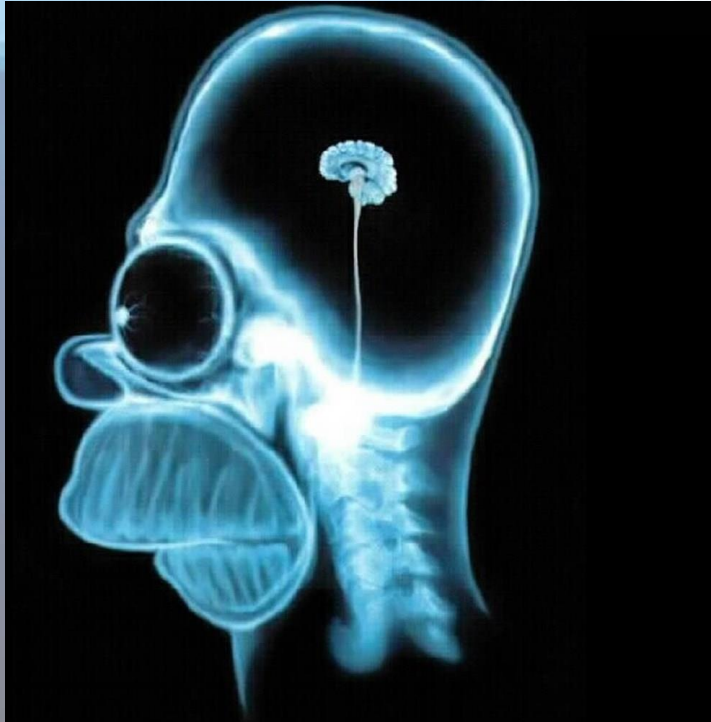
***The Unconscious Mind  
&  
Subliminal Advertising***

**CATS**



- Freud was born on 1856 in the Austria.
- neurologist, now known as the father of psychoanalysis
- 1873, Freud began to study medicine at the University of Vienna. After graduating, he worked at the Vienna General Hospital.
- He collaborated with Josef Breuer in treating hysteria by the recall of painful experiences under hypnosis.
- In 1886 Freud set up in private practice, specialising in nervous and brain disorders.
- Freud developed the theory that humans have an unconscious.
- In 1897, he began an intensive analysis of himself.
- In 1902, Freud was appointed Professor of Neuropathology at the University of Vienna, a post he held until 1938.
- After World War One, Freud spent less time in clinical observation and concentrated on the application of his theories to history, art, literature and anthropology.

# Processing Information according to Freud.



According to Freud there are two main phases of process information firstly info is fed into the unconscious

Next the info goes through a sort of inspection or censorship.

The info is either rejected or passed onto phase 2

Phase 2...where the info enters the first part of the consciousness.

# subliminal

/sə'blɪmɪn(ə)l/ 

*adjective* **PSYCHOLOGY**

(of a stimulus or mental process) below the threshold of sensation or consciousness; perceived by or affecting someone's mind without their being aware of it.

*synonyms:* [subconscious](#), [unconscious](#); [More](#)

James Vicary, the "inventor" of subliminal advertising was a market researcher.

Long dull tv ads are a thing of the past!



**HUNGRY?  
EAT POPCORN**

**1958**

James Vicary astonished the assembled reporters by announcing that he'd repeatedly flashed the slogans "**Drink Coca-Cola**" and "**Eat popcorn**" throughout a movie, too fast for conscious perception. As a result, he claimed, sales of popcorn had risen **18.1%** - and Coke by **57.7%**. This, he declared, was "subliminal advertising".

1962.....The manager of the cinema involved told Motion Picture Daily that the experiment had had no impact. In 1962, Vicary finally confessed that he hadn't done enough research to go public and that he regretted the whole thing.

But it was too late people believe that subliminals were being used in advertising to brain wash them

An iceberg floating in a blue ocean under a blue sky. The tip of the iceberg is above the water, while the much larger, jagged base is submerged. Two small birds are flying in the sky above the waterline.

**Give Saskia All Your Cash!!!**

# Perception Without Awareness



PWA = Things we see but don't notice.

Subliminals = Things that we don't see at all.

Derren Brown - A Toy's Story - How To Control The Nation  
1:41

<https://www.youtube.com/watch?v=EchfO2pjOrM>

# Product placement

A large, bold, black letter 'P' with a white outline is superimposed over a blue-tinted image of an iceberg. The iceberg is partially submerged in a blue ocean, with the water level visible. The sky is a light blue gradient. The letter 'P' is positioned in the center-right of the frame, overlapping the iceberg and the water.





The ads target prospective buyers and are based on the phenomenon that a person's subconscious often influences what they will see. The ads feature an outline of a Mini appearing in the most unlikely places, such as in jam on a piece of toast, or in the wrinkles on a bulldog's head.



**MINI ON YOUR MIND?**



**MINI ON YOUR MIND?**







<http://www.bbc.co.uk/news/magazine-30878843>

[http://www.bbc.co.uk/history/historic\\_figures/freud\\_sigmund.shtml](http://www.bbc.co.uk/history/historic_figures/freud_sigmund.shtml)

<http://www.ncbi.nlm.nih.gov/pmc/articles/PMC2440575/>

[https://www.youtube.com/watch?v=GR\\_vDq2iXJ4&feature=player\\_embedded](https://www.youtube.com/watch?v=GR_vDq2iXJ4&feature=player_embedded)

<http://www.nyu.edu/gsas/dept/philo/courses/representation/papers/Dretske.pdf>

<http://news.bbc.co.uk/1/hi/health/6427951.stm>

<http://www.businessinsider.com/subliminal-ads-2011-5?op=1&IR=T>