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# Your Brain Can Have Indigestion, Too

**M**OST PEOPLE are somewhat particular about what they eat and many follow strict regimens. Experience has taught us that dietary abuse is apt to cause indigestion.

We aren't as careful about what we put into our minds as we are about what we put into our mouths, although we may be aware that "junk brain food" can give us mental indigestion.

The hazards of ingesting mental trash have been multiplied by electronic devices, movies, and television. Electronic technicians in Los Angeles are reported to have devised software that will enable computer programs "to tap into the subconscious."

In one test a man had the words "Hunger is Pleasure" flashed at the top of his personal computer screen for five minutes a day. He said after four days he started losing his appetite and in a week he had lost 10 pounds.

This rather resembles the theory of a French psychologist of the 1920s, named Dr. Coue, who argued

that we could improve our status by reciting a number of times daily the phrase "Day by day, in every way, I am getting better and better."

Already developed but presumably not in use is "subliminal exposure" which flashes messages on TV screens so rapidly that viewers are unaware of them but which supposedly leave impressions of products or philosophies by dint of repetition.

Potential applications of these ideas could be awesome for good or frightening for evil.

Imaginative scientists go further. A magazine called "The Futurist" (Dec. 1984) said: "Global networks offer us the possibility of expanding our biological intelligence into a hyper-intelligence ... It is easy to foresee a time when being plugged into a computer network will be as essential to civilized living as having transportation or being literate."

This month the U.S. Department of Agriculture held its annual Agricultural Outlook Conference in Washington for anybody who wanted to come and listen to reports on how

farmers are doing.

Those who couldn't make it to Washington had another option. The telephone company had a set-up to allow them to sit by their phones and listen to the entire three days of speeches for \$420.90 plus tax.

Of course, people always have impressed their objectives upon others by persuasion, oratory, songs, books, etc. Classical music may make listeners feel cultured. Hymns have inspired people spiritually. Patriotic songs have motivated action. Love songs have led to weddings, and there is no telling what today's rock, roll, zap and break music may lead to.

We are living in what is called "The Information Age." Certainly, we have access to more information than we can assimilate.

If we fill our minds with trivia or trash there may be less capacity for valuable information. We should control, as far as possible, what goes into our brains but others are trying to do that for us. With electronics, they might succeed.