

In March 31 Newsletter

Students renew war on Lyons

Brothers and Sisters,

On March 25, 1971, students at F.S.U. marched downtown. The purpose of this march was to express our dissatisfaction to the subservient positions and degrading condition that we find ourselves in, under the dictatorial rule of Charles "A" Lyons, Jr. Many people thought that the march would be a failure. Many people thought that the students at F.S.U. had abandoned their efforts to obtain an education free of the miserable conditions created by Charles "A" Lyons, Jr. Many people thought we didn't care. Many thought students were too stupid and lazy to care. Many even thought that it was only a handful of students objecting to the presidency of Charles "A" Lyons, Jr. Nonetheless, the march downtown was a complete success. Over 800 students participated. From the march, it was visibly clear to all who did and could see, that without a doubt, there was a very serious problem at F.S.U., that the majority of the students were concerned about the actively participating to get rid of it. The march publicly documented students' cause against Lyons, and we let it be known that "all is not cool" at F.S.U. We vividly demonstrated our concern and desire to obtain an education and that Lyons was indeed hindering this. We indeed demonstrated that we would never accept Charles "A" Lyons, Jr. as president of Fayetteville State University.

Many of us are asking where do we go from here? What happens next? Before we make our next move, it is necessary that we all understand some of the things that have happened and may happen as a result of the march.

First of all, we let it be known that we, as students, are not the only

ones who benefit from having a Fayetteville State University. We let it be known that Fayetteville State is a tremendous economic resource in Fayetteville, pumping millions of dollars directly and indirectly into the economy of Fayetteville. Therefore, we let it be known that this resource was in jeopardy and was being threatened because of the actions and whims of one man. Secondly, we let Lyons know that we still meant business and we still want him out after a two week spring break.

It was reported that Lyons was very much shaken by our march. He trembled, while in the process of shouting and pounding his fist on his desk and openly threatening to have students removed by police the next time they surrounded his white house.

Well, we hope he does just that because then he can kiss his castle good-bye!!!

... Explosion ...

(Continued from page 3)

For those of you who know little or nothing of me, I am from Rocky Mount and a junior, a Political Science major, a member of the football team and Omega Psi Phi Fraternity. I can sum the rest up shortly by saying that I am first Black, second a Christian, and third a revolutionary. I am black by birth, a Christian by choice and a revolutionary by cause!!! I hope that your SOUL POWER will GET INVOLVED by supporting me in my seeking to be your next SGA president.

At the first sign of the arrival of spring, Aries often send flowers to friends via FTD — helping to create a climate for renewed energy, enthusiasm and affection. Red is their color, amethyst their birthstone and tulips their flowers. Their prevailing traits are vigor and vivaciousness.



Theme sign is seen through store door, "Lyons is hazardous to our health," the cause of the sickness that led to student-alumni-community request to Board of Trustees for Lyons' dismissal.

NEW SUMMER SESSION FOR FSU STUDENTS

Fayetteville State University begins a completely new summer school program. There will be two six-week sessions of summer school this year.

Session one begins May 24th and ends July 2nd. Session two begins July 6th and ends August 13th. Students may register for seven credit hours each session. Classes will meet for fifty minutes Monday through Friday.

There is only one Saturday class scheduled for this summer session,

the 2nd session on July 10th. The reason for this weekend class is the consequence of a loss session, (Monday, July 5th), due to the 4th of July holiday.

Registration for summer school begins May 24th.

Further on the agenda is the regular fall session calendar. Dormitories will open for new students August 22nd. August 22nd through August 24th, orientation for new students will be held. Dormitories for upper classmen will open on Au-

gust 25th.

The first semester of the fall session will terminate at the close of scheduled examinations, December 13th - 18th. This closing will mark the beginning of the Christmas holidays.

The second semester dormitories will open on January 4th. A new interesting addition to this calendar is the spring break, and Easter break combined, in an effort to give the students an extended spring reprieve.

FROM FAYETTEVILLE OBSERVER

ALUMNI SEEKS LYONS' DISMISSAL

The psychology of advertising

by James M. Waters

It is very common nowadays to hear people angrily say, "Why did I buy it?", or to hear them laughing their hearts out at some hilarious commercial advertisement. If you consume a lot of time around a television, you might find yourself waiting very interestingly for the climax of an advertisement that has given you the sparkling history of France in order that the producers may sell to you a cute little bottle of Chanel No. 5.

Advertisements as defined by most lexicographers is the act or practice of attracting public notice so as to create interest or induce purchase; it is any system or method used for such purchases. The advertising process thrives on the practices of psychological persuasion, deliberate swindling, and out-right cajoling. Professional people, advertisers that is, are highly trained and highly skilled in composing advertisements that will appeal to the senses and the emotions of the public mind. The nature of their jobs is similar to the behavior of the man who is charged with a rape "case" because he talked a young lady, under the age of eighteen, into sexual coitus.

For a closer look at the mental processes involved in advertising, let us look at discussion and analogy of commercial advertisements. Firstly, we will look at the more controversial and physically attractive ones. Sex, as we very well know, is used to sell everything from toothpicks to automobiles in corrupt American society.

Take for example the advertisement where the ultra-feminine lady lights up a cigarette and smokes it ever so puritanically. One would think that there is nothing better than smoking the costly and

sometimes cancer-producing machine, when in fact, there is nothing more unpleasant than to see a woman choking and coughing chronically from cigarette smoking.

Secondly, let us view the "Gravy Train" advertisement where humanistic traits are given to animals. In this particular one, dogs appear to be talking. They comically say that they prefer Gravy Train over all other dog food. The idea is to put the human mind into the thinking state of an animal's mind, to persuade the animal, which is any individual watching television at that particular time, to buy the so-alleged nutritious product. Now watching dogs talk on television is not very mature of adults but if one is human, he is apt to get caught in the psychological trap set by the professionals.

Thirdly, we will study the effects of the silly and highly popular "Charmin Commercial." The scene is characterized by three foolish women squeezing some toilet paper under a sign that reads, "Please do not squeeze the Charmin." Up pops a childish old man who works at the store but cannot resist the Charmin. But so what? We clearly recognize the fact that the word "don't" carries with it a severe curiosity and illogical restrictiveness. Human nature teaches us that when people are told not to do something, they want to know why and what will happen if they do what they are told not to. Therefore if you find yourself uncontrollably squeezing "Charmin" one day which may consequently lead you to buying the product, you will have some reason why. Unsqueezable softness.

Lastly, in our discussion, the newly and fantastic advertisement will be discussed. "New Leaf", the latest cigarette on the market is said to give one a tingle.

The Fayetteville State University National Alumni Association, in a report on "unrest" at the school, has called for the dismissal of President Charles Lyons, and the complete revamping of the board of trustees.

The report further recommends that the board of trustees be replaced by persons who will be "more responsive to the welfare of the total university."

The alumni association has pledged its "total efforts to their implementation."

The recommendations were made following an investigation of university conditions by the alumni Association.

The investigation gathered data from executive members of the Student Government Association, members of the student body, officers and assembly, members of the faculty, members of the local chapter of the American Association of University Professors and members of the Board of Trustees, according to the report.

Also questioned were the president of the university, former faculty members, and community leaders.

The investigation, which began in September 1970 and concluded this month, found "that an atmosphere of suspicion and distrust pervades the campus."

"This has created a situation," the report says, "that is not conducive to learning and there is a complete lack of confidence in the current president."

"Fayetteville State University cannot continue to function or survive unless measures are taken immediately to rectify this situation," it states.

The alumni investigation cited several examples to illustrate the conditions found at the university.

They were: total disregard for the Faculty Assembly, an organization concerned with faculty welfare and an attempt by Dr. Lyons to replace the organization with one over which he

(Continued on page 11)