



Stanley S. Scott, Vice President of Philip Morris U.S.A., center, receives the Association of Minority Enterprises of New York (AMENY) Corporate Award from Kenneth Butler, (left) President of Vanguard Oil Corp. Scott was honored by AMENY, a statewide association of minority business owners, for his leadership in getting minority entrepreneurs business contracts with major corporations. Roland H. Davis, Chairman of the Guardian Band of Hempstead and President of AMENY, right, was also on hand for the presentation during the organization's Annual Awards Dinner at the Astorian Manor in Astoria, N.Y. In accepting the award, Scott told the audience that major corporations "should have a heart and soul and give something back to the community. Business decisions should make both business and social sense."

Brainwashing: Understanding The Basic Principle Of Human Behavior

By DR. CHARLES FAULKNER
Syndicated Columnist

In order to fully grasp the power of brainwashing and understand how it works, one must understand the basic principle of human behavior. The previous two columns have focused on the conscious and subconscious levels of psychological awareness.

The conscious mind, which is the major focus of brainwashing, is habitual, automatic behavior that you carry out without thinking. There are two other levels of psychological awareness that will now be studied.

You can control your behavior when you think before you commit an act. When you act as the result of a habit, you have no control. This is subconscious behavior. Non-conscious and unconscious behavior are also beyond your control. When you are running down the stairs, suddenly stumble, and lose your balance, a wonderful thing takes place. Automatically, hormones are released within your body that allow your body to respond quickly with control. No analysis takes place. No reasoning or deliberation occurs. You do not think, "I am falling, what should I do?" It seems that your body knows precisely what to do. The reaction is quick and correct. This is nonconscious behavior.

When your balance is restored, you might notice several things that have occurred: Your heart is beating at a quickened pace; you have begun to perspire; you are breathing rapidly and you are tense. All of this occurred instantaneously. Many people are aware of the young mother who in a moment of fear was able to lift a heavy car off of her threatened baby. Her body excreted hormones that gave her enormous strength as the direct reac-

tion to her fear. None of this behavior is under the control of the individual. Another interesting example of behavior that is beyond the individual's control is: Have you ever had a nightmare or a frightening dream from which you wanted to awaken but could not?

During this period, you know that you are asleep; you can even hear the telephone ring and people talking in another room. You try to cry out for help but you can't. You are paralyzed and under the influence of your fears. This is what has happened: Your thoughts, during the period of deep sleep caused a release of hormones that temporarily paralyzed the body. At this point your body is beyond your control and you are a prisoner of your fears. This is known as sleep paralysis. This is unconscious behavior and a terrifying experience that you are not likely to forget.

Fright can cause a release of hormones that can provide enormous strength, as with the mother whose child was trapped under the car, or can completely immobilize a person who is so frightened that temporary paralysis takes place. This condition makes the individual receptive to the ideas of another person. When frightened, one becomes highly receptive to suggestion. The longer one remains under a condition of tenseness, fear and fright, the less self-control one will have.

Ivan Pavlov, Nobel Prize Winning Russian Psychologist, proved, with years of careful experimentation, that the human mind can become conditioned to make the body release hormones that paralyze it instantaneously whenever certain stimuli are present. Brainwashing can cause this reaction. When people are continually subjected to fear, they will become receptive to almost any idea that the person whom they fear wants them to.

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