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## **THE POWER OF UNCONSCIOUS MIND**

Motivation for listening music is very different. Music is heard in cars, in homes, at shopping malls, and at dentists' offices, among many other places around the world. Sometimes, a song gets into your head and you find yourself humming a tune all day long, and then you realize that a stranger who passed you hours ago was whistling that song, or that you heard two seconds of that song on your radio alarm that morning before pressing the snooze button. This is the idea behind Muzak.

The key to Muzak's effectiveness is "Stimulus Progression"; a system which provides people with a psychological "lift" - a subconscious sense of forward movement achieved through programming sound in fifteen-minute blocks. Within each of these segments, tunes are ordered from the least to most stimulating. The stimulus value of each segment is determined by factors such as tempo, rhythm, instrumentation and orchestra size. The final, brightest tune is always followed by fifteen minutes of silence. Each song receives a stimulus value between 1 and 6 - 1 is slower and 6 is upbeat and invigorating.

Obviously, the concept of attention in listening is important in Muzak. The influence of Muzak is dependent on a low level of attention - more of an unconcentrated openness than anything intellectual. Background music varies in its demands, but the attention desired is usually signalled by nothing more or less than volume. People must not be "held" by Muzak. They must not be prevented from doing other things at the same time.

Careful programming of Muzak has been proven to increase morale and productivity at workplaces, increase sales at supermarkets, and even dissuade potential shoplifting at department stores. The quick repetition of "I am honest. I will not steal." 9,000 times an hour at a barely audible volume was able to curb shoplifting at one of the department stores by 37% during a nine-month trial.

Muzak has the potential to manipulate when used properly within its own environment. It can become a control mechanism of the body's metabolism

functions primarily via a combination of electrical frequency, pulse rates, biochemical rhythms. Research findings on the psychological effects of Muzak have consistently shown that it increases the work rate of metabolism increasing or reducing muscular energy, fatigue and attention. Music has often been called a drug, but it is not addictive and its properties are relatively transparent.

The influence music has on individual's actions and behaviour is the evidence that the unconscious mind is substantially faster than the conscious one. Sights and sounds that are not registered by the conscious mind are likely to be registered by the conscious one. It seems like we should not be scared of subliminal messaging through music, but rather be amazed by the power of the unconscious mind.