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Subliminal Messages and the Power of the Mind by [Jeo Spelman](#)

Article published on March 21st 2012 | [Health](#)

What are subliminal messages? Well, subliminal messages can be defined as any messages or sensory messages that stimulate an individual person's threshold for perception in a conscious state. This is as opposed to supraliminal messages. According to recent studies regarding these subliminal messages and their effects on the mind, it has been shown that subliminal stimuli and subliminal messages do affect certain parts of the brain even when the individual is not aware. This means that the subconscious may be stimulated and affected in a positive manner without the individual being aware.

There are various ways that messages are sent to the brain for subliminal stimuli. This is through audio stimuli as well as visual stimuli. These can and do affect as well as change people's behavior and way of thinking.

How does subliminal messaging work? Subliminal messaging basically works as a form of very mild and soft form of hypnosis. It works by gradually sending messages to the brain in its subconscious nature, in forms of subtle suggestions. This then helps the brain to rearrange its way of thinking, reasoning and even leads to a change in the pattern of behavior. This goes to show the power of the subconscious mind; that the brain can be effectively reprogrammed and behavior change initiated for the better simply by stimulus to the subconscious part of the brain.

Subliminal messages are in the form of both visual as well as audio. Their main purpose is to affect the brain, or the mind in the subconscious. Normally, the images or sounds used in this form of stimuli are aimed at affect the subconscious. The conscious mind will usually ignore these messages but, unknowingly, the subconscious does get affected and could influence the affected person's mind.

There are examples of how this works. Subliminal messages are used in advertising and are meant to positively influence people's choices. An example of a subliminal message is the use of color red in advertisements by the giant department store, Target. Target uses a bright red color in its advertising. While most people consciously watch but assume the adverts, the subconscious does register the advertisement and programs the mind to associate positively with the brand. This will in turn affect the viewers positively and encourage them to shop at the department store.

Another use of subliminal messaging is in altering people's behavior positively. By listening to audio and watching video displays, people can get positively affected and their behavior will change and alter with time, to a more positive kind.

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Article Keywords:  
subliminal messages,subconscious mind

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