

Cult Phenomenon Exists but Not Understood

"Cults are as much of a worry as they were ten years ago," says Hassan. "Knowing about cults is essential to survival in the real world today."

Ironically, just at the time when more college students are going for careers in business, the larger cults have moved into business in a big way. Hiring is one of the Unification Church's most effective new recruitment techniques, says Hassan. Soon after it gets today's career-oriented M.B.A.'s and the Ph.D.'s on the payroll, it invites them to a company retreat where the indoctrination begins, he says.

Though he disagrees on how much recruiting is going on, Galanter's view of cults supports the hiring theory's plausibility.

"Everybody wants to belong," he says, "whether it's to IBM or the Hare Krishna's, it's just a matter of which one you choose."

But the problem goes deeper than the Moonies or the Hare Krishna, says Hassan, who is writing a book on "Non-Coercive Exit Counseling". He believes the current danger is from the proliferation of smaller cults, such as "The Children of God", "The Family of Love", "The Divine Light Mission", and "The Way", which Hassan sees as especially dangerous.

Perhaps the greatest danger, according to Hassan, is that the cult phenomenon has not been thoroughly understood. Cults succeed through their mastery of sophisticated mind control techniques which have set modern psychology on its ear, he says.

"Psychology has been unable to account for the kind of rapid personality change cult members undergo," he says. "Up until now, they called it a schizophrenic reaction."

But mind control exists and it works, says Hassan, and like all kinds of power, it seduces. That, he says, is why the number of cults has grown so rapidly.

Ten years ago, cults dominated the headlines. Heart wrenching stories of parents searching for sons or daughters who'd joined the Moonies or The Children of God, filled

the newspaper feature sections.

Today, cults have almost vanished from the news, but experts disagree on how active they currently are on college campuses.

New York Psychiatrist Marc Galanter, who has worked with dozens of ex-cult members and written numerous articles on the cult phenomenon, believes cults are recruiting less and accepting fewer members. He sees today's college students are more concerned with material values than the kind of spiritual turmoil that made past students vulnerable.

"There's little time for getting caught up in a cult when you're in business school," he says.

Steve Hassan, formerly a high-level Moonie who now leads an anti cult group called Ex-Moon, disagrees. Media exposure forced larger cults like Rev. Moon's Unification Church to change their tactics, he says, but the drop in carnation sales doesn't mean the group isn't seeking new members.

A MUSING V

To Smoke or Not To Smoke

On the edge of a nervous breakdown because you're failing all of your classes? Have you just broken up with your girlfriend? Trying to lose weight? Have dandruff? Does everyone shun you when you're near? Or are you just lonely and depressed?

If you answered yes to any of these questions, you indeed have a reason to start smoking. Yes! Cigarettes can cure your depression. Yes, cigarettes can get your girlfriend back. Yes, cigarettes can even make you socially acceptable. With cigarettes it is possible to join the elite group lurking about the ashtrays and blowing smokerings at each other.

That's right, statistics show people today start to smoke to cope with depression or pressures, and this has been found to be habit causing. People will smoke anything from cigars to pipes to oriental bongos, and they will do it running, walking, sitting or standing. As long as they get their daily nicotine, they're happy.

Believe it or not, cigarette smoking has declined in the last ten years, mostly due to the 1971 law that prohibited tobacco industries from advertising on television. Commercials with people riding their horses down a busy New York street advertising for Lark cigarettes or the macho Marlboro man riding into the sunset are no more, except for the billboards and the back covers of magazines.

If you are thinking about starting to smoke, you have a lot to think about. What should you smoke? How about a pipe for that intellectual look, or cigars for the Groucho Marx look? Or would you like to be a Marlboro man or a Virginia slim?

Once you've decided what category you're in, and have established that you really and truly want to become a smoker you have to decide if you want menthol, light, ultra-light or regular tasting tobacco.

Do you want the 100's, which have at least 10 more puffs than the plain; Kings, which aren't that much different than plain; or just the plain. What brand? Well, you have about a hundred different kinds to choose from.

Cigarettes can get annoying at times. The smoke alone causes people to cough and gag, and especially if they're in a non-smoking area. Since the majority of people who inhabit the earth are not smokers, they feel they shouldn't have to put up with it. Some will politely ask you to douse your cigarette, move, or will move themselves to get away from the smoke and smell.

Cigarette smokers also have a bad habit of disposing of their cigarette butts in an improper manner. Have you ever stepped in a pile of moldy cigarette butts? Pretty disgusting, eh?

You usually find these in the spring after a good thaw of rain in parking lots, next to curbs, disposed of by people who haven't emptied their ashtrays all winter. But cigarette butts must go *some-where*.

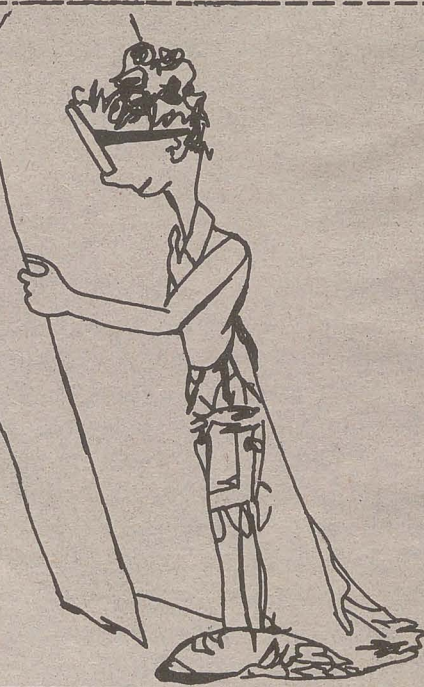
Now that you have smoked your first pack of cigarettes, how do you feel? Like starting another pack—WAIT! Now is the time people start telling you you're hooked.

Don't let those people with lung cancer, emphysema or congenital heart disease tell you what to do! You're not hooked, of course not, you can never get hooked, you can always quit. You don't intend to smoke for 30 years like some people. But after all, someone has to keep those tobacco companies in business.

But keep one thing in mind. The next time you want to spend \$1.10 on a pack of cigarettes, Brooke Shields will never go out with you.

Tell Us About It

Don't just gripe about it, put it in the Campus Update. The Update welcomes letters from our readers. Letters should be to the point, of interest to the ACC community, and signed. Names will be withheld for a valid reason. Drop them off in the CU mailbox in room 107, VLH.



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