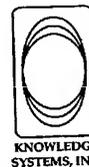


# Reverse Speech

## Hidden Messages in Human Communication

by David John Oates



*Resources for Creative Personal and Social Change*

**Knowledge Systems, Inc.**

7777 W. Morris Street • Indianapolis, IN 46231 • USA

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Dedicated to  
Timothy Pascoe

Thank you so very much  
for all your help

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## Footnotes

### CHAPTER 1 The Discovery of Reverse Speech

1. William Poundstone, *Big Secrets*, Corgi Books, London, 1985, p. 228.
2. Jeff Godwin, *The Devil's Disciples*, Chick Publications, Chino, CA 1985, p. 147.
3. U.S. Congress House, *A Bill to Require that Jackets in which Phonograph Records Containing Backward Masking Are Packaged Bear a Label Warning Consumers of such Backward Masking*. 97th Cong., 24th sess., 1982. H.R. 6363.
4. Poundstone, op.cit., p. 243, provided almost identical independent confirmation.
5. *Ibid.*, p. 237.
6. Stan Deyo, *The Cosmic Conspiracy*, W.A.T.T., Perth, 1983, p. 73.
7. Also in *Jesus Christ Superstar* in the song "The Trial Before Pilate" the reversals **Idiot**, **Dimwit**, and **Get Fucked Master** exist.

### CHAPTER 2 The Research Begins

1. *Rock and Roll—A Search for God*, Reel to Reel Productions, Washington, D.C. This video presents a Christian fundamentalist view of the role of rock music. The author viewed the video in Australia in 1987.
2. To date about 35 of these coincidental reversals have been documented. (See Appendix III.) "Another One Bites the Dust" by Queen created a great stir in some circles. 'Another one' is a coincidental phrase that consistently creates the reversal **Marijuana** whether spoken or sung.
3. Letters have been received claiming techniques for writing songs, forward and backward. Some examples quoted used phrases that were phonetic coincidences.
4. David Oates and Greg Albrecht, *Beyond Backward Masking: Reverse Speech and the Voice of the Inner Mind*, Jovanhaz Publications, Adelaide, 1987, presented the earliest research. The Theory of Reverse Speech as presented here has been dramatically revised and expanded over the last four years.

### CHAPTER 3 The Source of Reverse Speech

1. "The NLP Center for Counseling and Training," brochure, Richardson, Texas, 1990.

2. Richard Bandler and John Grinder, *The Structure of Magic*, Science and Behavior Books, Inc., Palo Alto, 1975, p. 24.
3. John Sness, "Myrdslink," NLP training course, Brisbane, Australia.
4. Dr. John Grinder, seminar held in Sydney, Australia, June 1988.
5. Don Holdaway, *The Foundations of Literacy*, Ashton Scholastic, Sydney, 1975, p. 13.
6. Tony Buran, *Use Both Sides of Your Brain*, E.P. Dutton, Inc., New York, 1979, pp. 16-20.
7. *Ibid.*
8. Dianne Van Lancker, "Old Familiar Voices," *Psychology Today*, November 1987, pp. 12-14.
9. Martha M. Evans, *Dyslexia, An Annotated Bibliography*, Greenwood Press, London, 1982, p. 84.
10. This is explicit in many of Carl Jung's writing. Further recommended reading: E.A. Bennett, *What Jung Really Said*; C.G. Jung, *The Archetypes of the Collective Unconscious*, particularly pp. 275-354.; C.G. Jung, *The Structure and Dynamics of the Psyche*.
11. C.G. Jung, *The Structure and Dynamics of the Psyche*, Princeton University Press, New York, 1969, pp. 151-152. Also on page 185, Jung says: "The unconscious depicts an extremely fluid states of affairs: everything of which I know, but of which I am not at the moment thinking; everything perceived by my senses, but not noted by my conscious mind; everything which, involuntarily and without paying attention to it, I feel, think, remember, want, and do; all the future things that are taking shape in me and will sometime come to consciousness: all this is the content of the unconscious mind. . . . Thus far the unconscious is a fringe of consciousness."
  12. *Ibid.*, p. 151. Also on p. 148, Jung says: "Underneath [the unconscious] is an absolute unconscious which has nothing to do with our personal experience. This absolute unconscious would then be a psychic activity which goes on independently of the conscious mind and is not dependent even on the upper layers of the unconscious, untouched — and perhaps untouchable — by personal experience. It would be a kind of supra-individual psychic activity, a collective unconscious, as I have called it, as distinct from a superficial, relative, or personal unconscious."

#### CHAPTER 4 The Communicative Nature of Reverse Speech

1. *Illustrated Contemporary Dictionary, Encyclopedic Edition*, J.G. Ferguson Publishing Company, Chicago, 1978
2. Mr. John Hampel was a technical pioneer in Australia's early television days. He's now retired as an amateur radio operator (VK5SJ), designing antenna systems.
3. This is from personal correspondence with Mr. Hampel. AMPOL is one of the largest petroleum corporations in Australia. The distinction to be clarified here is that the direct command to BUDY had a significant, measurable impact on PELACO sales. The less direct subliminal of only the well-known logo had no discernible impact on sales.
4. "Subliminal Advertising," Australian Broadcasting Tribunal, Sydney, 1984, p. 1.

5. Many resources are generally available that detail research on the structure and use of subliminals. These resources will enable the reader to distinguish the study of subliminals as a totally separate field of research with little or no relation to Reverse Speech as it is presented here.
6. Vincent Bugliosi, *Helter Skelter: The True Story of the Manson Murders*, W.W. Norton, New York, 1974.
7. Reversals sequentially in these songs: "Touch Too Much," "Shot Down in Flames," "Get it Hot," "If You Want Blood," "Love Hungry Man."
8. Compiled from various media reports in Australia, 1987, and the United States, 1990.
9. Reversals sequentially in these songs: "Exciter," "White Heat, Red Hot," "Better by You, Better Than Me," "Stained Class," "Savage," "Beyond the Realms of Death," "Heroes End."

#### CHAPTER 6 Reverse Speech Images

1. Paul Von Stroheim, personal correspondence, 1988: "Reversals may be coming from those parts of the mind that are being ignored or overlooked by other louder parts. For example, most people would have experienced times in their lives when they faced conflicts and two contradictory elements within them were fighting for control (eg. you want to buy an ice cream but you know you shouldn't because you'll ruin your diet). If some part of the being is being ignored or 'gone-over-the-head-of' then that part may revenge itself in some way on the psyche. Speech reversals may provide a safety valve for those parts."
2. E.A. Bennett, *What Jung Really Said*, Schocken Books, New York, 1983, p. xii.
3. Jung, *The Structure and Dynamics of the Psyche*, op.cit. pp. 145-149.
4. *Ibid.*
5. *Ibid.*
6. This and all references to or quotes from *The Holy Bible* are taken from the King James Version, World Publishing Company, Cleveland, OH.
7. Jung, loc. cit.
8. C.G. Jung, *The Archetypes of the Collective Unconscious*, Princeton University Press, New York, 1969, p. 51. (Also recounted with additional details in, *The Structure and Dynamics of the Psyche*.)
9. The book was titled *Eine Mithrasliturgie*.
10. Jung, *Archetypes*, loc. cit. (Taken from *Eine Mithrasliturgie*, p. 6ff.)
11. See also editor's note in *Archetypes*: "As the author (Jung) later learned, the 1910 edition was actually the second, there had been a first edition in 1903. The patient had, however, been committed some years before 1903."
12. Jung, *Structure and Dynamics*, op.cit. p. 151.
13. Jung, *Archetypes*, op.cit., p. 52.
14. Bennett, op.cit., p. xii.
15. Jung, *Archetypes*, op.cit., pp. 23, 30.
16. *Contemporary Dictionary*, op.cit.
17. King James Version, op.cit.
18. Chu Yuan, *Songs of the South: An Ancient Chinese Anthology*, Trans. David Hawkes, Penguin Books, New York, 1985.
19. Juan Mascasar, *The Upanishads*, Penguin Books, Middlesex, 1965, p. 53.

20. *Encyclopedia of Mythology of All Races*, Marshall Jones Company, Boston, 1932, Vol. IV, pp. 9, 83, 179, 181, 182, 286; Vol. VI, pp. 233, 236; Vol. VII, pp. 81, 247; Vol. VIII, pp. 67, 70; Vol. IX, p. 274; Vol. XI, p. 323.
21. William James, "Frederick Myers' Service to Psychology," *Proceedings of the Society for Psychological Research*, London, 1903, p. 13.
22. *The Enchanted World, The Fall of Camelot*, Time Life Books Inc., Amsterdam, 1986.
23. This theory was initially developed by Greg Albrecht in an unpublished manuscript.
24. "Luther" was discovered by Greg Albrecht, who is currently conducting major research into oral tradition, structural metaphors, and their source. He claims to have located the exact conversation where Luther was first adopted as an structural metaphor.

### CHAPTER 7 Intricacies of Speech

1. This category, first noted by Greg Albrecht, was the first of many common connections between the forward and reversed dialogue discovered. It eventually led to the formation of Reverse Speech categories.

### CHAPTER 8 Sex

1. As heard through the headphone in my ear while being interviewed. Also confirmed during the commercial break by the commentator.
2. In this session, Elvis was frequently found on the reverse of the forward word "subliminal." It was initially thought to be a phonetic coincidence. It didn't occur every time she said "subliminal," however, nor did it occur when other speakers said "subliminal." To research this further, I conducted a quick test by saying the word "subliminal" into a tape and reversed it. "Elvis" did not occur in the reversed phonetics. With further testing involving numerous other subjects, this coincidental reversal proved to be peculiar to certain individuals only.

### CHAPTER 10 Music

1. Jacob Aranza, *Backward Masking Unmasked*, Huntington House, Inc., Shreveport, 1984, p. 1.
2. *Ibid.*, p. 12.
3. Jacob Aranza, *More Rock, Country and Backward Masking Unmasked*, Huntington House, Inc., Shreveport, 1985, p. 9.
4. Aleister Crowley, *Magic*, Samuel Weiser, Inc., York Beach, 1973, p. 482.
5. Aranza, *Backward Masking Unmasked*, op.cit., p. 4.
6. King James Version, op.cit.
7. Godwin, op.cit., p. 1.
8. *Ibid.*, p. 158.
9. Stephen Davis, *The Hammer of the Gods*, William Morrow and Company Inc., New York, 1985, p. 335.
10. Raymond B. MacPherson, private letter, Melbourne, 1988.
11. C.R. Cammell, *Aleister Crowley*, New English Library, London, 1969.
12. *Ibid.*
13. Davis, op.cit.
14. Davis, op.cit., p. 146.
15. Godwin, op.cit., p. 152.

16. Much of the following section (music from the 1920's to the 1970's) was researched jointly with Greg Albrecht and myself and is documented in our initial, self-published book, *Beyond Backward Masking*.
17. A reference to Luke 22:42.

### CHAPTER 11 Personalities and Politicians

1. Gail Buchalter, "It's Love That's Serious," *Parade Magazine*, April 1991, pp. 8-9. The interviewer notes in the article: "Most of those films have been comedies, but Martin is trying to change that. . . . Martin's point of view seems to include a profound discomfort with the recognition that goes with celebrity."

### CHAPTER 12 Reverse Speech and the Professions

1. Ian Thurnwald, "The Chamberlain Case: The Anthropology of Social Dramas and Myths," dissertation, The Adelaide University, Adelaide, Australia, 1988, p. 10.
2. Paul Stewart, attorney. Partially compiled from a lecture given to the Reverse Speech Education and Research Institute, Dallas, TX, August 1990.

### CHAPTER 13 Developing Areas of Research

1. My quest for reversal accuracy is intense. I'm approximately 80% accurate the first time I analyze a transcript and 95% accurate the second time through. My initial tapes, when I began my research, have been estimated to be 50% accurate, which increased as time progressed to my current level. This has been determined by checking old research tapes with other trained analysts. New students begin with approximately 60% accuracy (second analysis) to 80% accuracy after six months of intense study (second analysis). Figures are based on the monitoring of 50% of students over a two-year period.
2. Paul Von Stroheim has been involved with Reverse Speech since 1988. He regularly makes suggestions, conducts research and develops new concepts.
3. Renee Tait, personal correspondence. Published in "Letters to the Editor," *Backtalk*, May 1990.

### NOTE:

All otherwise unattributed initial chapter quotes have been taken from *The Illustrated Contemporary Dictionary, Encyclopedic Edition*, J.G. Ferguson Publishing Co., Chicago, 1978.

## Appendix I

### Getting Involved With Reverse Speech

If you want to know more about Reverse Speech, and there is much more to know, we invite you to contact:

Reverse Speech Research, Inc.

P.O. Box 181862

Dallas, Texas 75218-9998

phone: (214) 324-3216 fax: (214) 324-1191

Reverse Speech Research is looking for enthusiastic people to become involved in further planning and development. We offer many services including tape analysis, informational brochures, training courses, lectures, and seminars.

*If you want to use Reverse Speech yourself, you MUST receive professional training.* This book only mentions, but does not detail, some of the many techniques that you need to locate reversals and interpret your findings. Reverse Speech Research in Dallas, Texas, is currently the only authorized training center in the world.

#### Training and Certification Programs

One of our highest aims is to ensure the integrity and the accuracy of the technology. Reverse Speech, by its very nature, is highly susceptible to abuse and misinterpretation. Consequently,