

Repetition Principle

If something happens often enough (that is, is repeated often enough,) I will eventually be persuaded.

How it works

Play it again, Sam. Music repeated gets under our skin. Advertisements repeated replay themselves when we see the product. Repetition of things has a distinct effect on us.

Pattern

Our brains are excellent pattern-matchers and reward us for using this very helpful skill. Repetition creates a pattern, which consequently and naturally grabs our attention at first and then creates the comfort of familiarity.

Familiarity

Repetition creates familiarity, but does familiarity breed contempt? Although it can happen, the reality is that familiarity leads to liking in far more case than it does to contempt. When we are in a supermarket (even in the market place of ideas), we are far more likely to buy familiar brands or concepts, even if we have never tried the product before. Advertisers and Black preachers know this very well.

Understanding

Repetition can also lead to understanding, as it gives time for the penny to drop. What at first may be strange, after repeated exposure becomes clear and understandable. This is important for companies bringing innovative new products to the market where users may be initially unfamiliar with the product or its usage.

Memory

Remember learning your multiplication tables at junior school? We have to repeat things more than once for them to finally sink into our memories. Our short-term memories are notoriously short-term and can forget something (like a person's name) in less than a second. Repetition is one way of getting things into longer-term memory and hence is a *key method for learning*.

Convincing

Some people just have to do things several times before they make up their mind. Think about the last time you bought a pair of shoes. Did you pick them then put them down several times before trying them on. Did you come back to try them again? If so, you are in good company. Many people have to repeat things several times before they get convinced. Three times is a common number. Sharp sales people know this when they show you something then something else, then back to the first thing a few times.

Nagging

We can also get persuaded in a negative repetitive way. All children know that if they repeat a request often enough, their parents will cave in. Some remember this when they grow up and get married--the nagging spouse is a legendary icon.

Cues

As Pavlov discovered with his dogs, with repetition you can connect a cue or trigger with a selected action. This can be a color, a shape, a phrase, a tune or a host of other things. The ideal that advertisers search for is that when you see the product in the shop or hear an idea expressed, the pleasant or funny feelings that the advert or speech evoked are re-awoken, making you somehow want to buy the product or idea.

IN COMMUNION

Our Lady of Fatima is a Marriage Building Parish in Altoona, PA

John Adams

Women and men want happy, healthy, life-long relationships built on trust, honesty, and intimacy. But most of all, we want our relationships to be built on real love. In today's society, understanding real love can be difficult.

As Catholics, we believe Christ shows us the most perfect image of love: his total gift on the Cross. We find the true meaning of our lives when we imitate this total gift of self and draw our strength from it.

Women and men profoundly and uniquely imitate this love in marriage. They vow to give themselves to each other, completely.

Because of their sexual difference, husband and wife can truly become "one flesh." Through the language of their bodies, their sexual union recalls their vows: giving themselves to one another in love that is total, faithful, and life-giving. Their sexual love is meant to be an intimate communion with the other—mind, body, and soul—the *whole* person.

When a couple deliberately contracepts or sterilizes their sexual union, they change the meaning of their love, and their relationship to God. In our hearts, we know we are made for an incredible, an amazing, and a natural love to be shared in communion with our

spouse. Contraception impedes and even breaks that communion.

The impact of a contraceptive mentality is not isolated to individual couples. The widespread use of contra-ception impacts the entire culture, forming societies to be self-seeking, not welcoming to new life.

Forty years ago the Church through Pope Paul VI predicted that if contraception became widely available, there would be a general lowering of moral standards, that men's respect for women would decline, there would be an increase in infidelity and the breakdown of the family, and finally, governments would sanction or mandate contraception in social policy. The most intimate relationship of the couple would be manipulated by public authorities.

Looking around the world today, it is difficult to ignore the growing disregard for women and children, the breakdown of marriage and family life, and the increased threat of government coercion.

But the good news is that the Father raised his Son, Jesus Christ, who, through the Holy Spirit, is always inviting us to encounter him, and to accept his invitation to be in full communion with him and with each other. That's why he gave us the Church, whose task it is to guide every person toward a true and fully loving relationship with God and with one another.



There has been much news lately about the Church's teaching on contraception and sterilization. As Catholics, we may be asking thoughtful questions or struggling to understand this teaching. To learn more, or to see questions others have asked, visit www.usccb.org/love-and-sexuality.