

## **The Effects and Impacts of Subliminal Affirmations on the Subconscious**

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Subliminal affirmations are recognized as hidden messages through the uses of audio or imagery, much akin to advertisements. These affirmations can also be remotely compared to how music affects individuals, in the sense that we are directly or indirectly persuaded around the concept of the theme being expressed through auditory stimulations, and then desire the theme that's being presented. The use of subliminal affirmations themselves have been met with controversy over their actual uses and as such, are met with individual bias on their effectiveness. Many theories within psychology discuss the baseline and identification towards the unconscious mind itself, however for this research study, theories such as Sigmund Freud's Theory of the Subconscious Mind and Carl Jung's theory on The Collective Unconsciousness will be the main theories supporting this research study. The reason being is that both of these theories' main focus are derived on the analysis of the inner workings towards the subconscious/unconscious mind. I have reviewed many articles that identify the uses of subliminal affirmations and previous recorded impacts in which certain environmental and individual factors are prevalent in subliminal affirmations having an impact, and have discussed whether there is an untapped area that these affirmations hold. The purpose of this research is to analyze how significant subliminal affirmations and whether their uses are versatile enough to be used within different environments.