



AZTECA UNIVERSITY

FORMATION OF SUBCONSCIOUS AWARENESS AND
METHODS OF CLEANING THE SUBCONSCIOUS

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ESSENCE:

The content of this study; Although it covers the expression of the concepts of consciousness, subconscious, Hypnosis eft, immersion technique used in subconscious cleansing, 90. Minute biotim, brief definition of trance and theta phase, 25, square empathy regression, meditation, brief definitions of the concepts are given It is explained what the subconscious cleaning covers and what its importance is today.

It is mentioned what the purpose of applying subliminal cleansing is, what its subject, features and expectations are. What the subconscious cleaning methods are, the methods of keeping our subconscious mind clean, the ways to protect our subconscious are defined.

The definition of the traditional understanding of the soul, the benefits of intention and will power, a brief description of stress and spiritual life, and the perspective of modern science are explained.

In this study, in the process of watching the programs participated in live broadcasts with the data collected in electronic media, and following the videos related to the subject, the relevant data were collected by compiling the information in the written sources.

During the pandemic process, I attended different personal development meetings online at different times through Zoom and Meet programs. I created a membership in the personal development program and followed the programs. Under the name of personal development, the subjects related to the processes that I follow the videos with different narrations at different times are explained by getting information during the working process.

With the increase and development of mass media, the messages that the source wants to convey to the receiver can be sent to many people or groups at the same time and in a short time, even from very long distances. With the increase in interpersonal interactions, the messages sent to our consciousness, the people around us and exposure through social media affect our lives in a positive or negative way.

We draw the way for ourselves with the suggestions, directions and behaviors of the people we communicate with, especially those in the close environment. It is more important day by day to return to ourselves, to our essence, to recognize and understand our subconscious, and to eliminate negativities.

KEYWORDS: Consciousness, Subconscious, Subliminal Messages, Subliminal cleansing

ABSTRACT:

The content of this study; Consciousness, subconscious, hypnosis eft, immersion technique 90. Minute biotim, short name of trance and theta phase, 25, square empathy regression, meditation, brief definitions of concepts, what it covers, its importance today, purpose of application, subject, features and expectations. Explaining the methods of cleaning the subconscious, explaining the methods of keeping our subconscious mind clean, According to our holy book, the Qur'an, what it means to protect our subconscious is defined.

Questioning the traditional understanding of the soul, the benefits of intention and will power, a brief description of stress and spiritual life and the perspective of modern science are explained.

In this study, the relevant data were collected by compiling the information in the written sources in the process of watching the programs participated in the live broadcasts and watching the videos related to the subject with the data collected in the electronic media. During the pandemic process, information was collected on the processes related to the processes in which I followed the videos with different narrations at different times under the name of personal development, which I joined online at different times through Zoom and Meet programs, created a membership and followed.

With the increase and development of mass media, the messages intended to be transmitted by the source to the receiver can be sent simultaneously to many people or groups at the same time, even from very long distances, the increase in interpersonal interactions and the presence of messages sent to our consciousness affect our lives both physically and negatively.

The situations they are exposed to in the media are active. It is more and more important to impress with the suggestions, directions and behaviors of the people with whom they are in communication, to return to ourselves and to recognize our subconscious.

Today, subconscious awareness is gaining more and more importance. People can send positive messages to their subconscious by making use of emotions and suggestions and communication.

Explaining the process of keeping the subconscious mind clean, questioning the traditional understanding of spirit, the spiritual benefits of prayer and the spiritual benefits of people's consciousness and will, and the ability to cope with stress are explained.

INPUT:

With this study, the definitions of the concepts of consciousness and subconscious, which are becoming increasingly important in the pandemic process, and the explanation of subconscious cleaning techniques, which events occur, what is more effective, and what are the important points in people's lives and quality of life are explained.

Today, the increase in online education, which is effectively carried out during the pandemic process, the fact that people turn into more because of staying at home, lockdown makes people spend more time for themselves and the process of returning to their essence.

Consciousness, subconscious methods techniques, what our priorities are in our lives, what we should give up are tried to be explained.

Unconsciously, we accumulate subconscious minds throughout our lives. Our body reacts negatively to everything we can't say "no" to people's demands and requests, this reaction is situations where we can't sleep while we want to sleep, we don't want to go out even if we are unhappy with staying at home, places we have to go even though we don't want to go, people we meet but don't want to meet, every negative situation we communicate with.

Our subconscious reacts. If we insist on going even though people don't want to do it, our physical body gets sick. If people go to places they don't want to go, it gives pain to our feet. Hearing what people don't want to hear causes hearing loss or infection in the ear. The fact that people have to see what they do not want to see causes eye discomfort.

If people are happy, our environment and family are also happy. If we suppress people's emotions, the problem is not solved. In the inner world of people, the subconscious mind is constantly repeating feelings and thoughts at certain times or during the day.

We should think about how to eliminate the negativities affecting people, solve the problem, pray, question why negative events happened, and live by focusing on the time we are in at the point of what should be done to prevent it from happening again.

Worshipping, praying, focusing on the present moment calms the soul and mind and prevents conflict with one's self. If we accept it with our heart while giving scientific information, we find greater peace if the heart and knowledge are together.

Our physical body is our existing flesh and bone body, and we can compare our soul and mind to the 3 legs of the stool. When someone gets sick, their disharmony creates a disease in the human body.

Our positive behavior also affects our environment positively. When a person changes through mutual interactions, his family, environment and society also change. Our relationship with our mother also affects us a lot.

The subconscious mind is considered as the bottom part of the invisible glacier. 3 million data is received per second to the subconscious. .

Humans complete the basic information from age 4 to 7, and this information fills 80% of the Cortex area with the formation of the human character and is expected to validate the remaining 20%. We receive the transmissions of our mother, father, and especially our primary school teacher or people we love very much in our subconscious.

No matter how much we say that we will not do the behaviors we judge, when we reach a certain age, we exhibit the same behavior that we criticize.

When people remember the same event again, it does not hurt even if we do not forget the memory of the past. The right brain perceives and affects more emotional events, while the left brain perceives and affects more logical events.

The way our Right and Left brains move together by finding the middle way and finding the middle way is considered as "back-i-mustakim". The middle way, that is, the situation of Sırat-ı Müstakim, it is important that the balance of masculine (male) and feminine (female) is formed.

People should reconcile with their past experiences, especially with their parents. What we experience with our mother, father and primary school teacher constitutes an important part of our subconscious.

With the transition of the higher consciousness to sleep, the brain waves pass through theta and the upper consciousness stops. 5 data in the field of view at the point of theta waves, while simultaneously considering other data.

Consciousness and subconsciousness gain importance in the process of transforming our thoughts into our language, reflecting our speech to our hearts and forming our destiny.

Every subject we talk about during the day, our positive and negative sentences define our lives. The universe defines what we want, our frequencies are related to our wishes, the desire to be more together with people we think like ourselves and see close to us is evaluated within this framework.

The bond between the mother and the child continues in the emotional dimension for life until the death of the mother or the child. . Positive and negative situations in the mother are reflected to the child throughout his life.

Our physical existence in the world, our spiritual existence, our emotions, our beliefs are the purpose of our existence in the world. Clarifying our desires, defining what we can and cannot do, and being in the world should be our main goals.

METHOD:

I made this study with the idea that the concept of human is intrinsically valuable and that people's interactions with other people can change their lives positively or negatively.

Basically, as long as the individuals who make up the society are happy, sharing, self-confident, successful and peaceful, I think that the positive behaviors that they bring to the society are important in that they affect other people positively.

I think that exposing people to negative suggestions, pressure and negative criticism increases the importance of working as the people who make up the society are unhappy and unhappy people affect other people negatively.

The effects of the subconscious mind on human behavior, how the subconscious mind works, how negative and positive orientations are realized are gaining importance in today's world.

Data were collected by explaining the topics that I had compiled from the programs I attended live on Zoom and Meet Applications, in the lecture videos of the Private Academies where I received Personal Training.

The society is basically renewed with people, it gets stronger with people, The concept of the subconscious, which is popular on social media especially after the Pandemic, the stages of subconscious cleansing, subconscious cleansing techniques, suggestions, explanations of natural trance states, its achievements, questioning the traditional spirit understanding of the subconscious, the benefits of intention and will power,

It has been tried to explain what stress and spiritual life covers, the importance of the subconscious, the perspective of modern science, and the support of social media with the information learned.

Today, subconscious awareness is gaining more and more importance. People can send positive messages to their subconscious by making use of emotions and suggestions and communication.

Explaining the process of keeping the subconscious mind clean, questioning the traditional understanding of spirit, the spiritual benefits of prayer and the spiritual benefits of people's consciousness and will, and the ability to cope with stress are explained.

1. TERM MEANS:

1.1. Consciousness: We all have a conscious state and an unconscious state. We do activities in our daily life with our conscious state. Our consciousness is sufficient for us to do activities in daily life.

It is the state of being aware of the objects outside of the individual or the facts within. Although it is an important issue that has been discussed a lot in contemporary philosophy, there is not a single definition that has been agreed on. It is accepted that human consciousness is a basic intuition shared by individuals.

The ability of people to know themselves and their environment creates the basic knowledge, basic view, perception and the process of watching the information in a clear and bright way in the human mind.

1.2. Subconscious: The subconscious manages the basic goals of people. There are acceptances that we subconsciously create when people want to be successful, reach the ideal weight, lose weight, become rich, etc. The human mind and the subconscious and intellect form different concepts. It uses our mind as a tool to reach the subconscious.

He learns emotions such as getting angry, offended, withdrawing, seeing himself as small and worthless, blaming himself in response to events, which are considered as Code in his subconscious and which he has learned until the age of 7.

The subconscious is encoded with emotion and evaluates events like a small child. If we define the conscious as the building, we consider the subconscious as the foundation of the building.

Although there are things that we can remember only at the moment in human consciousness, in our subconscious we have emotions, thoughts, behaviors, memories, etc., from pre-birth until now. Every event is recorded.

People's feelings about events or situations are more important than we think. The subconscious mind puts more emphasis on what we feel. .

We make the subconscious feel the emotion we want to experience. If we feel or feel the events that we want to do or not do with our subconscious mind, we can do it.

Although the subconscious mind works with the image and is suggested to smoke, cigarettes come to our minds, creating a desire to smoke in the person. The subconscious does not perceive the words "never", "I don't want". People should use healthy, happy, positive sentences.

The subconscious should be spoken in the present or in the extended tense. Wherever our subconscious focus is, it evaluates the events and situations we focus on, with the thought of the situations we want to see in our lives, and complaining about events and situations creates the order for the events and situations that we give to the subconscious to repeat, Complaining about events or situations To build resistance is to subconsciously focus on the negative.

The subconscious realizes everything that comes out of the human heart. It is easier for people to subconsciously get the information they want before going to bed or as soon as they wake up.

The subconscious does not define people's conditionals that define that there must be other reasons for an event or situation to occur. Our subconscious focuses on the lost item, or money, not the amount as the concept of loss. Whether we lose 1 lira or 1000000 liras, our subconscious mind perceives money as the concept of loss, and does not care about the amount of money. I can't get married if I don't lose weight. As long as I don't inherit it, it will be my home. I cannot go to work as long as there is a crisis. The codes give orders to the subconscious as I can't buy a house or take out a loan for me to own a house.

The subconscious adopts the conflict situation rather than accepting the events and situations. Problems are solved more easily if people do not struggle with events or situations, accept them as they are, and then fight for the solution of the problem. If people do not want to sleep, their brain waves pass from beta level to alpha level, from alpha level to theta level during the time they fall asleep. Theta level is the level of the subconscious that we are more open to receive.

It is not easy for people to love themselves, accept their body, adopt the situation they are in, see themselves as valuable. The mother is more prominent in the child's life. When the child grows up, he starts to receive the love and respect that he cannot get from his parents, and his efforts to meet the need for love cause people to seek. People should believe in ourselves, to know themselves, to make peace with themselves makes them happy. People should end our fight with themselves, not take love from the outside world, we must take in

our essence and the formation of reasons to love ourselves leads people to happiness. The attitude of people towards events and situations mostly determines the attitude of the other person. The person that people like, value and admire the most is actually the person who is most similar to himself.

1.3.Natural Trance: It covers the phase where people are in contact with the spiritual world. It is the process of losing contact with the world perceived by people's conscious and unconscious sense organs. When people are isolated from external stimuli, the trance state that occurs with the feeling of peace and lightness constitutes the act of enhancing and making the best use of extrasensory perceptions.

1.4.Hypnosis: It creates a special state of consciousness that is created by suggestion, by using eyes, words or some auxiliary objects. During the trance, hypnosis closes the person to all the sounds, smells, heat, coldness, stimuli coming from the environment or ignores them, and carefully listens, understands and applies the suggestions of the hypnotist with their voluntary participation. Hypnosis applied to people is not a state of sleep, it seems as if the person in hypnosis is in a deep and peaceful sleep.

1.5. 25.Square technique: One of the most effective ways of directing people in the best way is to send messages to the subconscious of the person and to hide the event that is wanted to be explained and directed in another object as a sign or in writing. In commercials and movies, a message is sent to the subconscious of the audience by using the 25th frame technique. Video content such as movies and commercials in progress is formed by the succession of rapidly flowing frames. 24 frames in cinema and 25 frames in television form one second in total.

In 1957, James Vicary used the 25th frame technique in his movie 'Picnic', placing frames such as eating popcorn or drinking a coke every 5 seconds, corresponding to 1/3000 of a second, and the sales of popcorn and cola in the movie theater increased tremendously. It has been caught and gives a message to the subconscious of the audience.

1.6.EFT Technique (Emotion Feel Theta): This application, which is applied by making tiny strokes with fingers on some acupuncture points in the human body, gives positive results both physiologically and emotionally, and the person applies it himself. People making light strokes with two fingers on the upper part of the head and collarbone, the face area, neck and

It is effective in making the negative beliefs and attitudes formed in the subconscious positive with suggestions and basically constitutes a fundamental step in your personal well-being journey.

1.7. Thetahealing Technique; It includes Theta Healing subliminal therapy technique, which is covered by the principle of "We Live What We Believe". Vianna Stibal is the founder and pioneer of Theta Healing "THInK", which found the ThetaHealing technique with spiritual philosophy and meditation technique and teaches this technique worldwide.

It is a meditation technique made with the brain wave, which includes the Theta signals that occur just before people's sleep at the Theta frequency, and it is a meditation technique used for subconscious cleansing, the process of clearing the past emotions such as trauma, shock, loss, pain, etc. covers.

It is defined as Gamma Rays that make up the Intensive Concentration and Learning process, and their brain waves are 40-5000 Speed and include Rapid Mental Activity.

The Beta Waves that make up the Problem Solving and Engaging process are 14-28 Speed. It includes the status of people being active and alert.

Alpha Waves, which are the relaxing and peaceful state, are 7-14 Speed and include the Relaxed State State.

The dream self-control state process is Theta Waves, forming the 4-7 Velocity State of Communication with the Creator.

Delta Waves, which create the dreamless deep sleep state, create the 0-8 speed Deepest Sleep state.

1.8. Immersion Technique: It is important for people to focus on their own wishes and desires. People's breathing should be diaphragmatic breathing that fills the diaphragm taken from the nose deeply, and when our breath is calm and deep, the person should breathe for 3 counts, hold breath for 3 counts, exhale for 3 counts, and the cycle should be done for 5-10 minutes, and after a while, the breathing cycle should be "4 breathe 8 hold" and it creates an increaseable breathing process with a give cycle in 12 seconds.

After the breathing and exhalation practice, we move on to our normal breathing routine and it is important to focus and feel to see how imaginatively descend the stairs into darkness. While going down the stairs towards the darkness, our steps should be synchronized with the breath, and every breath we take, we should feel the step under our feet and follow the steps. As we exhale, we must take a step, imaginatively descending the stairs into the darkness as we see fit. When we are on the last step, it is important to step into the void and just fall.

Deep relaxation prevents the formation of the trance state and the consciousness with .trans by intervening in negative events, if the person wants to leave the state of deep relaxation or trance, it should be allowed, it is requested that the person decide for himself/herself which is the most appropriate to solve the problem of our consciousness. Persons should be allowed to have a calmed head or satiated visions, and when we feel that it is time to come out of trance, it is imperative to take a deep breath and be able to open our eyes tearfully and be allowed to continue with normal activities.

1.9.90 Minute Biothyme Technique: It covers the idea that there is a 90-minute initial activity in humans and creates the biorhythm of humans. It describes the process of producing a significant change in brain activity. The cycle, which is defined as human biarrhythmia, defines us to experience a natural trance state for 70 minutes during the day, after being spent in a simple waking state for 10 minutes. The sharpness or distraction of our people's attention is exemplary. It is difficult for people to be isolated from their surroundings or to concentrate. The biothyme cycle continues at night, there is no overnight wakefulness phase. Examples are the 90-minute biorhythm, the desire to drink water at night, or the inability to get up to the alarm clock in the morning.

It is difficult for people to learn that they have a disease during the disease process and to accept the disease. In the healing process of people, they also apply emotional purification along with medical treatments, and if they change their lifestyle in a positive way, they can get rid of diseases more easily.

1.10. Empathy; People around people; It means understanding and internalizing their emotions, the motivation in their situation or behavior. It is also used to reflect people's own feelings to other objects. Empathy consists of other people's perspectives, feelings and thoughts, and the act of perceiving and trying to understand events and situations. In case of empathy, problems can be solved more easily or reduced to a lesser level.

A person's attempt to put himself in the other person's shoes and try to look at things from his point of view. Understanding the feelings and thoughts of the other person correctly Empathy, the mutual transfer of emotions and spiritual states between people who are spiritually connected to each other calms people, raises their perception levels and helps to solve problems.

1.11. Regression Technique; By accepting the negativities experienced in the past and re-enacting the events and situations in the past as if they were repeated at that moment, the negative situations lived in the past, they are insignificant for the person today, the things that should happen at that moment are gone, the effect is over, It is an approach that focuses on solving people's problems with positive suggestions.

She believes that people seeking treatment for depression, interest problems, phobias, anger, anxiety can see an improvement in their state of mind by reviewing and reliving early experiences that influenced the development of these problems.

In the regression process; It encourages the person to be as detailed as possible about the sensory feelings that arise, facilitating the regression process by allowing the person to enter a comfortable state with deep breathing and speaking out loud by the therapist about an important experience.

The therapist can also encourage talking about any emotion that arises while the event is reliving the event, if necessary, and it is believed that in this process, the person can access their subconscious mind and isolate the emotions associated with the past event.

A past event that better promotes a sense of resilience and develops adaptive powers in a person during the relearning or reprogramming phase of the person receiving treatment with the therapist. working together to develop alternative ways of identifying.

It practices past life regression that takes into account the probability of past life memories, but regression therapists largely use regression therapy to look at key memories from previous stages of a person's life.

1.12. Meditation Technique: Meditation is derived from the Latin word *meditatio*. As a word, it means deep thinking, providing inner peace. Meditation styles differ according to the belief system people belong to, socio-cultural differences, geographical regions or different mindsets.

Although meditation techniques differ, they were basically inspired by religious thoughts and religious rituals. Different religious rituals have their own teachings. These teachings have been interpreted differently in Eastern and Western cultures and adapted to cultures.

All meditation techniques aim to open one's horizons and reach real awareness by becoming aware of one's state of consciousness in normal life. Meditation is a good way for one to relax spiritually.

Technically, there are two ways of doing it: meditation done by sitting, that is, only mentally, and meditation with speaking, music and physical movements.

1.13 Quantum cleaning; can also be defined as healing with the power of mind, body and spirit balance. Healing with the power of quantum cleansing, mind, body and soul balance is related to chronic ailments, blockages in relationships, the solution point of economic problems, our thoughts and our emotions, genes from ancestors, root beliefs.

He is active in the issues of not being able to marry, being unhappy in marriage, arranging it consciously, and including his soul mate in his life. Quantum basically defines what should happen when it should be and as it should be.

It is thought that there is a connection between our quantum thoughts and our destiny. It is thought that if people focus on negativity, their unhappiness will increase. Clarifying the human mind, increasing the imagination, thinking positively are also positive for physical health.

2. HOW TO CLEAN THE SUBCONSCIOUS:

The subconscious mind is a part of the human being that works outside the consciousness, instantly records all kinds of information perceived by the sense organs and makes it available to the consciousness (894 Yağmur Küçükbezirci Turkish studies international periodical for *the languages, literature and history of turkish or turkic. volume 8/9 summer 2013*).

Information recorded in the subconscious can be useful or harmful. In terms of quality, it is not possible to detect the subconscious mind.

How to use the information formed in the subconscious is under the control of the conscious. False beliefs and thoughts that occur in the subconscious therefore affect the consciousness negatively and cause people to experience different problems (1894 Yağmur Küçükbezirci Turkish studies international periodical for *the languages, literature and history of turkish or turkic. volume 8/9 summer 2013*).

Habits and behavior patterns are automatically determined by the subconscious. Consciously it makes up 10%. The remaining 90% includes the subconscious part of the mind that directs the behaviors.

Consciousness includes what we are aware of, and subconsciousness includes what we are not aware of. These two areas of mind, which include people's conscious and subconscious minds, affect each other.

Convincing the consciousness that it is bad at a job with environmental factors affects other regions as well, and when the behaviors are shaped together with this effect, the person begins to believe that he cannot be successful in that job.

The subconscious mind is under the influence of consciousness and fulfills its every wish, has great capacity and stores information within itself. When directed by consciousness, it uses this information to create an effect on consciousness. The subconscious mind is always active and continues to operate(1894 Yağmur Küçükbezirci Turkish studies international periodical for *the languages, literature and history of turkish or turkic. volume 8/9 summer 2013*).

We can define the subconscious as the region that does not sleep even when people sleep at night. The subconscious regulates and controls all the activities of the body. By focusing on events and situations that consciousness believes, it shapes thoughts in that direction.

While cleaning the subconscious mind for a person who has problems with self-confidence to get rid of this problem, it is focused on what happens in the formation of false beliefs that affect this situation.

If a person who wants to change about self-confidence and be more self-confident feels exhausted and unhappy, there are false beliefs in his subconscious that are the source of this (1894 Yağmur Küçükbezirci Turkish studies international periodical for *the languages, literature and history of turkish or turkic. volume 8/9 summer 2013*).

Replacing the person with a true belief, which is the opposite of the false belief that affects self-confidence, refers to the cleansing process.

3. CONCEPTS OF SENDING A SUBCONSCIOUS MESSAGE:

As subliminal message sending techniques, people have used many different techniques to influence other people, groups or societies and to move them according to their wishes for many years, and they are trying to add new ones to these techniques every day.

Scientific studies underlie the techniques of sending messages to the subconscious, and it is ensured that the message is sent to the subconscious in the most effective way, taking into account the needs, desires, expectations, psychological, neurological and social structures of people.

The pervasive history of the unconscious transmission of information, also called shadowed, masked, or peripheral information, but often labeled by the public with the single general label of subliminal communication, is in fact the history of modern manipulation.

Various forms of subliminal stimuli and their effects on individuals have been evaluated since the end of the 19th century, and there has been little discussion about individual scientific circles regarding subliminal knowledge.

Most of the disagreements among scientists are based on how much of an effect a stimulus can have, how much behavior can be shaped or directed, how long the stimulant effect will last, and so on. was produced, and the activities based on the nature of the stimulus could be adapted to change in the desired direction (*Taylor, 2012:132*).

Researcher R.S. According to Nickerson's experiment, 600 pictures are shown to each subject, one picture per second, and the average accuracy rate in the recognition test performed after the presentation is 98% (*Buzan & Buzan, 2011: 44-45*). This opinion; Thinking is information processing, but the thinking process is just the use of symbols. Thus, the best way to investigate thinking is to examine programs that use symbols in the brain (*Searle, 1996:63*).

If you can successfully place your message in the mind of a person or a group that you have set as a goal and do not consciously evaluate the change you want, and if you can encourage this idea to spread organically to those around you, the process of persuading your subconscious mind is considered to have begun.

Subliminal persuasion is to ensure that people's thoughts and beliefs change and spread new information as well as accept it as true. Advertising, marketing, filmmaking, public relations, propaganda, discussion and religion are all based on subliminal persuasion (Lakhani, 2008: 2).

It stores and records all information in the process from birth to death. Due to the mental activity of people, especially until the age of 6, everything is stored directly and indiscriminately, the information and experiences gained in the following periods are given meaning to people's lives, and the reactions are formed according to this interpretation.

While evaluating subconscious events and situations, making associations and generalizations between similar thoughts can leave the person in a difficult situation.

If people are exposed to the attack of the dog, then they start to fear all the dogs they see with the force of the subconscious. The memories that people live are organized in consciousness according to their time. The memories we have lived can negatively affect the future.

Negative memories experienced by people are not suppressed if they are not accepted and efforts are made to resolve them. People's suppressed emotions create negative effects in their lives such as depression, personality disorder, lack of self-confidence, and outburst of anger. (Lakhani, 2008: 2).

Even if a bad event is suppressed in the mind, it may cause psychological disorders, but after a certain period of time, the subconscious may recur and occur because the problems are not resolved.

Negative experiences encoded in the subconscious affect the human body. Since the human has information about the ideal state of the body, it creates different effects to protect the person against various concerns.

The subconscious mind of the person who has exam anxiety can affect his stomach or create weakness in order to save his owner from this anxiety. After the exam time passes, the body returns to normal (Lakhani, 2008: 2).

The subconscious dominates the emotions. The subconscious is the place that creates the source of all emotions, and the transition between emotions is made. Emotional transitions of people affect one's behavior. The subconscious makes a connection between emotions and behaviors.

The subconscious person does what he wants and needs clear expressions in order to realize it and accelerates the achievement of better concentrated wishes. Behaviors that are connected to the moral structure of the person and contradict the moral understanding trigger feelings of guilt and regret.

We define it as lazy because the subconscious manages selective perception. The subconscious mind cares about the future time and the negative state of the messages to come, and whatever it sees in the environment, as well as photographs and relational mathematics; Due to the dependence on old data, it evaluates the events in the environment with the information of the person.

The subconscious mind closes the person to innovations and the person does not question the events, and all events are noticed perfectly and completely at every moment and records the information about what we have experienced throughout the moment we live.

Although the subconscious mind is recorded in moments of shock, accident, harassment, access to information is blocked.

Although there is information in the subconscious, we cannot reach the existence of the necessary information unless we receive therapy. We can create the records we want by being more involved in the events and situations that we want to record in the subconscious.

Taking a test drive while buying a car subconsciously makes buying a car very attractive to people and increases the desire to buy a car.

People are more and more attached to everything they touch, taste, see, hear, smell and want to buy. .(New Asya Newspaper Access Date 12.06.2021).

The subconscious is open to manipulation. We define manipulation as trying to be what we want to be by observing, spending time, imitating the life that people live in the environment and want to live.

We can evaluate all kinds of information in the subconscious, whether we experience the events or not, by pulling them from other areas. The individual determines whether it is a dream or a reality by acting with his subconscious.

4. STAGES OF CONSCIOUSNESS:

The first level of personal consciousness is all about survival. Humans need fresh air, water and healthy food to survive, to keep our bodies healthy and fit. How he copes with survival situations as an adult depends on the conditioning you get at age 0-6.

When you have anything that makes people feel defensive, limiting beliefs based on fear are triggered from childhood. It seems that people can be emotionally sad, nervous and stressed. . Human anxiety stems from the limiting subconscious belief that you cannot control the environment to meet your needs.

As the definition of consciousness; In the iceberg analogy, it is the largest area of the iceberg. The subconscious includes both the tip of the iceberg and the entire underwater area. The subconscious mind implements the orders that the conscious believes and accepts as true, and every emotion and thought that is unloved and undesirable, emotionally rejected by people, basically constitutes the result of the orders sent to the subconscious years ago.(New Asya Newspaper Access Date 12.06.2021).

Self-confidence, patience, will, love, ambition, courage, the autonomic nervous system, our reflexes, responsiveness, memory, and acceptances that we cannot confess about ourselves are under the control of our subconscious. Information is processed subconsciously through our senses and thoughts. Since the information processed in the subconscious and the results of this information reveal itself through the consciousness, it is unpredictable how much the processed information will turn into a connection.

5. SUBCONSCIOUS AWARENESS:

While those who succeed in directing them towards the goal of their subconscious mind win, those who ignore this fact continue to be abused and exploited.

As individuals, although we seem to be isolated from society with technology, we unconsciously apply the messages given to it in the face of mass movements. Today, even in situations where we have to decide on our own, we are affected by the messages of the mass media, and we are managed by the channels that use the mass media and persuasion methods very well.

One of the most central concepts of Freud's psychology is the concept of the unconscious. While talking about Freud's ideas and theory in Freud's publications translated into Turkish, it is seen that the concept of unconscious and subconscious is used from time to time, and the question of whether Freud used both terms in different meanings comes to mind. On the other hand, the definition of the meaning difference between the concepts, or if it is not used, why it is not used, the similarities and differences between the concepts, the meanings of the unconscious and subconscious concepts, the conceptualization processes, the usage patterns, similarities and differences in Freud's works are still discussed.

When Freud's works translated into Turkish and his works in a foreign language are compared, it is seen that the concept of subconscious was used in Freud's early works, but only the unconscious concept was used in his later works. The meaning that Freud attributed to the concept of the unconscious particularly emphasized the distinction that the concept brought with it, the separation of the concept from the unconscious (New Asya Newspaper Access Date 12.06.2021)

As a result of the increase and development of communication channels with technology, communication channels have increased in direct proportion. Today, communicating and transmitting an information from the source to the receiver can occur simultaneously with the developing technology.

The fact that the desired message can be sent from one end of the world to the other, is the messages sent to our subconscious, one of the problems that the rapidly developing technology brings with it.

Many mass media; Internet, movies, songs, advertisements, books, newspapers, television, computer, in short, each of the channels used to communicate has a certain purpose. (New Asya Newspaper Access Date 12.06.2021) It can be used to carry the commands to the brain to make the desired things happen, to send messages to the subconscious mind to pollute the conscious and subconscious.

In general, the concept of being conscious in medicine can be used to mean being awake, that is, not being in a state of sleep, fainting, coma, epilepsy or other unconscious states. Consciousness is the individual's awareness of himself and his environment. The contents of the word consciousness used are sensory or perceptual. It covers the range of bodily sensations, tingling, tickling, itching, aches, pains and everything we see, hear, taste, smell and touch brought by the five senses (*Zeman, 2006:39*).

The concept of consciousness is used as common consciousness and collective consciousness in the field of sociology. common consciousness; It is the case that everyone has the belief that a concept, word or discourse such as a conveys or conveys the idea of b, and that all people who use the common language have this belief for another (1882 Yağmur Küçükbeziirci turkish studies international periodical for the languages, *literature and history of turkish or english volume 8/9 summer 2013*).

Collective consciousness; It is the whole of what a community feels as a spiritual or spiritual personality, both in events and in the field of rights and duties (*Cevizci, 2002: 179*).

In order to be able to define the concept of consciousness in the field of psychology, it is necessary to explain the term psychological first. The term "psychological" has two different meanings, which belong to internal emotions and are seen from this point of view of character and behavior, that is, the term psychological does not include the human mind as a whole, it refers to what is thought of as the field of mind, which is more about emotion than reason, understanding or knowledge (*Williams, 1998*). 2007:298).

The term we use consciously in psychology means knowingly, willingly, being aware. In the event of an undesirable event, the vulnerable person may use the phrase "I did not do it

consciously", in fact, he expresses his regret and "not aware of it" in the event he is involved in. (New Asya Newspaper Access Date 12.06.2021)

None of your conscious plans affect this nervous system (*Zeman*, 2006:82). In addition, as Murphy states in his book *The power of your subconscious mind* (1963:45), it is emphasized that the power of the subconscious mind is very important. It reveals, guides and inspires images, events and names in people's memories.

The concepts of consciousness and subconsciousness *Sağlam* (1997:33-34) defines the conscious and subconscious as follows: Consciousness is defined as the act of awareness that comes into effect when the baby in the womb begins to receive some stimulation and ends at the last breath. . one's own self

In addition, it constitutes all of the cerebral comprehension activities that enable him to perceive all material and spiritual beings and concepts in the world.

According to *Murphy* (1963: 30–31), the main point to remember is that the subconscious mind accepts an idea first, and the law of the subconscious mind works the same for good and bad ideas, as it is a very interesting and difficult situation to put into practice later on.

When the unconscious is applied in a bad way, it becomes the cause of failure, tension and unhappiness. When our conventional thinking is harmonious and constructive, excellent health, success, and subliminal messaging techniques and the effects of subliminal messages on society 1883 *turkish studies international periodical for the languages, literature and history of turkish or turkic volume 8/9 summer 2013*).

According to Cahen, perception is what the individual receives from the outside world through his senses, while projection is what he sends to the outside world, that is, he transfers his empty dreams and inner delusions to objects by preventing perception. These projections are extremely important, effective, and often destructive, and they take place in the unconscious. When faced with reality, it starts to conflict with itself (*Jung*, 2001: 11-12).

Your subconscious mind is not concerned with proving that your thoughts are good or bad, right or wrong, but responds according to the nature of your thoughts or suggestions. If we consciously accept something as true even though it is wrong, our subconscious mind will

accept it as true and will go to the conclusions that need to be followed since there is such an acceptance from the beginning (*Murphy, 1963:31-32*).

Some people believe that they should drink and smoke in order to be calmer when they are nervous, but in studies investigating the causes of smoking habits and its connection with mental state, the rate of those who smoke at their most pleasant moments is 38.1%, the rate of those who smoke to relieve tension is 33.6%, and the rate of those who use cigarettes is 33.6%. The rate of those who consume it due to excessive addiction, that is, psychological habits, was found to be 15.3% (*Tuğlu et al. 2000:9*).

All the causes of our behaviors, habits, and accidental actions lie in our subconscious, our subconscious – in the literal sense of the word – lies under our consciousness (*Freitag & Zacharias, 2002, 25*). The conscious mind makes decisions, thinks, analyzes and gives direction. Consciousness directs which muscle movements to do in activities such as walking, running, reading, writing and speaking. Learning and all kinds of change are under the control of consciousness first and then most of their behavior (*Özkan, 2002: 74*).

Individual consciousness is surrounded by the abyss of the subconscious, as a result of mental turmoil, all parts of our nature subconsciously dissolve, it does not appear for years, but a strong effect imperceptibly disrupts the balance of consciousness (*Jung, 2001:43.1884* Yağmur Küçükbezirci turkish studies international periodical for the languages, *literature and history of turkish or turkish volume 8/9 summer 2013*).

Thoughts in the conscious mind communicate with the inner or outer voice. Many thoughts, all although it is not, it uses a sound and the sound uses words. Conscious thought predominates communicates with words. This is one of the reasons why broad vocabulary is important. is one. Words are tools for thinking.

The subconscious mind has a limited vocabulary and does not use words to describe its expressions. Many people do not dream in words. The subconscious mind predominantly communicates with images and feelings. While your conscious mind says “I am very scared but I don't know why I am scared”, your subconscious mind may produce the illusion that a monster is chasing you (*Carpenter, 2009.37-38*).

6. SUPPRESSED EMOTIONS AND SUGGESTIONS:

As diseases inflicted on our minds, the subconscious mind carries the reflection of the commands given, and in this way our thoughts turn into actions. The process of considering how important the suggestion made to us in our environment is, the negative and situations made to the subconscious without being noticed gains importance. People are under the influence of other people's thoughts beyond their own thoughts, family environment, friends, social groups, schoolmates and teachers. Within the scope of social media, people are programmed with suggestions through visual and auditory mass broadcasting tools such as television, internet and newspaper.

It is the best example of our ancestors' saying in Anatolia, "If you say something forty times, it will work", people will be good with good suggestions and bad suggestions will be bad. Whatever he tells people, and how much he says, people eventually tend towards the direction that is said. Social environment, family, especially parents have great responsibilities. Children, who are the guarantee of our future, and who form the basis of the family that educates our children, our first teachers, our women, are more exposed to social indoctrination.

In suggestion, the purpose gives some orders to the subconscious. Due to the nature of the subconscious, almost every command transmitted to the subconscious is reflected in the body in a very short time and the given order is immediately fulfilled by the subconscious.

Every person receives suggestions and it is easier for the suggestions to reach the subconscious when the most suitable situation to receive subliminal suggestions is relaxation. The secret of reprogramming the subconscious can be achieved by indoctrination.

In our normal daily life, we constantly give suggestions to the people around us without realizing it, just as suggestions are sent to the subconscious. Since these orders first go to the conscious and filtered to a certain extent and then go to the subconscious, they do not have a direct effect or the effect varies according to the person. The most important factor that causes the suggestions made by the people around us and the suggestions we make to ourselves go to the subconscious is the repetition of that order many times.

There are other ways to send suggestions to the subconscious while awake. Some advertisers have used some of them very well. For this purpose, in a coke advertisement made abroad

“...drink a coke” in such a short time that the eye can't see it, in the commercial that is clearly shown in the cinemas. suggestion is given visually. During the five minutes of the movie, it was determined that the audience showed a great increase in their consumption of coke, and then the use of this technique in advertisements was prohibited.

Kubilay Aktaş, who conducts research on the subconscious, says that the messages given during the commercial break direct people to buy that product. For example, if you are watching a movie at the cinema, the "drink a coke" instruction in the 25th frame defines that you run between the movies and get a coke.

Consciousness is the movement of awareness that is gained when the baby in the mother's womb begins to receive some stimuli and ends at the last breath, and it is all of the cerebral comprehension activities that enable the person to perceive all the beings and concepts in the outside world, as well as the self (*Sağlam*, 1997:33).

The subconscious involves the incorporation of warnings such as images, sounds and messages into the human mind without being aware of it, in other words without being conscious. (New Asya Newspaper Access Date 12.06.2021).

7. SECRETS OF SUBCONSCIOUS COMMUNICATION:

Within the scope of subconscious communication secrets: being an effective listener, trying to learn what the other party is saying while listening, taking time, not dealing with anything else, making you feel important, making eye contact, making you feel valuable are actions.

Focusing on solutions, not mistakes, when evaluating events or situations: the act of not saying what the mistakes are, how they did it, why they did it, not saying that we didn't think you would make that mistake, not judging how you could make a mistake is within the scope of the secrets of communication.

Expressing positive expectations: It is argued that one should always look at the glass half full in order to focus on the solution, to produce a solution, to eliminate or minimize the problem.

Anticipating and resolving objections that may arise in the communication process; before the interview, it is important to examine the social, cultural and family environment of the person we will meet, to make a short research, and to anticipate and resolve any objections that may come at the time of the interview.

It is important to emphasize the important points in communication, to explain what the main issue is in the meeting, what the solutions can be, why and where this problem may originate, and to determine the solutions.

Use of the addressee; It consists of family words. Communicate, it highlights what we are predicted to be, what living in a person can have as a basis for what is possible, what exactly we do, maybe it highlights our goal in front of us, it's about gaining trust.

To bring the project to life, to offer to start the communication, to be on the opposite side of proposing the sun, to think that they will stay in touch, in order to be happier about the implementation.

Being guided by What Do You Think About This Instead of I Know, they are one of the people who are confronted, it can be explained by talking and they will provide solutions,

He finds it difficult to deal with, achieve and explain what he will do together and what he wants to do with the other party's narration.

Being open to alternative ideas; not always being fixed-minded, going to some differences, researching different methods, determining the suitability of the methods and following the result strengthens and facilitates communication.

8. TECHNIQUES OF SENDING A SUBSCRIPTION MESSAGE:

8.1. Tetahealing Method: Sending suggestions to the subconscious in the process of Brain Theta signals just before people fall asleep, and constitutes the healing process.

It covers the process of negative events, situations and emotions coded into the subconscious, creating obstacles in their decisions and behaviors in the future. The basic acceptance of all the obstacles and negativities encoded in the subconscious, the message that it has happened in the past, but that it no longer functions in the time we live in today, is told to people with suggestions. Theta literally covers the brain waves just before sleep. Heal literally means the concept of healing.

By using one or a combination of these practices until your limiting attitudes and beliefs are neutralized or at least rationalized, it is quite possible that you will start enjoying new positive experiences in many areas of your life. Working to replace your old subconscious program with a new one is a fundamental step in your personal well-being journey (*Nlp Mind User's Guide* Accessed 23.04.2021 – Nile day spirit and matter magazine *Techniques to develop spiritual powers* Accessed on 09.04.2021 – Ergun Candan

8.2. Finding The Tachistoscope Device: The tachistoscope device, which can be used to influence the target audience and send the desired messages to the subconscious, was first developed in 1859 by the German physiologist A.W. Subliminal messaging techniques and the effects of subliminal messages on society were developed by Wolkman. .

Snipers and watchtower officers were trained with this device, which was used and further developed to increase the visual agility of the eye during the Second World War. The lens cover of the tachistoscope device can be opened and closed in 1/3000 of a second, so that the desired messages can be reflected on the cinema screen, and the messages, which are generally reflected every five seconds, can also be given at different time intervals according to the request and purpose.

James Vicary, who made his first experiment using the tachistoscope device, were you hungry at the screening of the movie called Picnic in the New Jersey Fort Lee movie theater in 1957? Eat popcorn! Drink Coke! By sending his messages, he achieved an increase of 57.8% in popcorn sales and 18.1% in coke sales (*Darici*, 2012: 324-328).

8.3. Persuasion method: It includes the efforts to tell people that they do not need it, as if they need it, that they will be younger, that they will be richer, and that certain brands are appreciated in meeting their physical needs.

Persuasion mostly involves the narrative that people become richer, more successful, and happier by spending less time or less money. Persuasion is the process of directing people to better and better with good behavior. Convincing people can also be done by using all the material or moral values that people are afraid of losing. Suggestions made to people are important in the persuasion process.

8.4. The Low Voice Emission Taft Method: Includes a system used by the United States military and Intelligence units, called the project that sends a silent message to the subconscious. Taking part in the project, which is used to send a silent message to the subconscious, Dr. Edward Tilton, head of the low voice partnership to Oliver M. Lowry, states that this system was successful in Operation Desert Storm in Iraq.

While explaining the Lowry system; At very low or very high radio frequency levels, or in silent communication systems where the frequency spectrum is such that even a very close human ear cannot hear, the strength of the messages is increased or the frequencies are adjusted as desired, in order to create an extra stimulus for the selected brains by using non-auditory devices. and thereby enabling the propagation of communication by sound dispersion or vibration.

With these tuned transmission devices, the desired message can be broadcast directly in real time, or it can be easily recorded and stored in mechanical, magnetic or optical communication tools for delayed or later broadcast to the listener. It is possible to determine all emotions with computers, measure the relevant frequencies and widths within EEG signals, transfer them to other computers after technical studies, and create the same emotions in other people's minds.

8.5.25. The Square Technique: The Square Technique is basically a memory technique sent to the subconscious. Cinema films consist of 24 frames, while the eye can perceive 24 frames in a second, it cannot perceive the image placed in the 25th frame, but the

subconscious stores this image, the desired message is conveyed to the target person or audience (Mengüç, H. (2013). *Subliminal marketing – what do we react to most?*).

Although there are frame numbers or technical processing differences in different broadcast systems, this system, which is established with the technique of placing frames on the image frames that can be perceived by the eye, is generally called the 25th frame technique.

The consciousness of music can be sensed at wavelengths that the human ear cannot hear but can perceive. Our eyes can detect 24 frames. It is transmitted in the same way as the 25th frame between the films, TV series and commercials in the archives. Our eyes and consciousness cannot perceive it, but our subconscious does. It sends a message to the subconscious with the smell.

8.6. Behaviorism Technique: It is considered as an approach to psychology, which argues that science is based on objective facts and events, so that behavior can be observed objectively. Watson and Pavlov. According to the behavioral approach, people's behavior in the face of events and situations is mostly realized in the relationship of learning afterwards and reaction to learning.

8.7. Gestalt Method: Theory creates the theory of psychology that focuses on perception and perceptual organization. In contrast to the 25th square approach, the gestalt theory, which emerged in the first half of the 20th century, focuses on perception and perceptual organization. The mind connects the stimuli, and the whole is not just the sum of its constituent parts. It covers the basis of people's level of consciousness how the stimulus appears with other stimuli(Mengüç, H. (2013). *Subliminal marketing – what do we react to most?*).

The shape that stimulates consciousness and its relation with the area where it is located form the whole of the object on the ground, which is seen when looking at what an object is. Conscious perceptions have a shape and a ground. The object on which the attention is focused is the shape, and the other surface is the ground. (Arkonaç, 1998:85-88): 1886 Yağmur Küçükbezirci turkish studies international periodical for the languages, literature and history of turkish or Turkish volume 8/9 summer 2013).

The image of two people facing each other is the first thing we see in the picture, either a white candlestick or two people facing each other. Although different perceptions are quite natural, both perceptions are correct. When we accept the white background, we see two human images, and when we accept the black background, we see a white candlestick. Desired messages can be sent to the subconscious by using the figure and ground relationship. Grouping shapes: objects can be seen not only against a background, but also by grouping these objects together. When looking at a set of points, the perception of shape emerges according to how these points are grouped.

People generally tend to perceive incomplete shapes with spaces between them as complete. The complement rule applies to all sensory fields.

8.9 Proximity principle: As objects get closer to each other at the conscious level, the tendency of people to be perceived within the same group increases. Proximity constitutes a rule that works both in the ground and in time. In the painting, which is seen to be a dance course for young people and advertised as such, although a male and a female figure can be seen dancing at first glance, in fact, a naked female body was tried to be depicted by using the principle of completion in order to attract attention and send a sexual message to the subconscious.

Visual messages, which can be used effectively to place the desired messages in people's subconscious, are increasing day by day with the effect of developing technology and media.

As *Darıcı* (2012) states, the background of the image, which is in the foreground compared to the others in terms of movement or in a fixed image, is the ground, therefore, the places that were re-edited before the shooting or the images that already exist in the image during the shooting, even if there is no editing, is used.

Subliminal messages can also be used in political elections. In the 2000 presidential elections in the United States, the subconscious word "rats", that is, "rat", was revealed on Al Gore's face in television advertisements and received a great reaction. Although it was declared that this event was mistakenly wrong and that the last part of the word would be written democrats, no satisfactory explanation was given (*Taylor*, 2012:146).

8.10. Fragrance Usage Technique: It is requested from the subliminal message routing system to adapt the desired audience and excite the desired effect. These are the

brands that are on the market today and try to make them prefer to aim for their use, for which they have their own brand of fragrance produced.

Ertürk is produced in 2012 and produces fragrances for 4 companies in the world, and for 15 companies in the world, according to 15 newspaper reports, in web design, which is being passed without entering the subconscious of the smell. Businesses retail sales, private use, their own business retail sales are made to improve production or brand awareness so that they can stay in use in the use of connotation manufacturers on the scent to ensure that the effect stays longer in that place with the lot owned exclusively to the manufacturers.

As the use of fragrance; scents that highlight the dynamism in the textile industry, infuse in restaurants, infuse in banks, and in restaurants. The subconscious mind can be used to convey a certain brand, social message or sexually explicit material.

8.11. Immersion Technique; It covers the process of people focusing on their breathing. People should have deep, nasal-filling diaphragmatic breathing. Breathing in the nose, holding for three seconds and exhaling method is applied and this cycle should be done for 5-10 minutes, and after a while, the breathing cycle includes the process of continuing for longer periods. After the breathing practice, we should move on to our normal breathing routine and focus on seeing how he descends the stairs into the darkness. It is important not only to live how we fell, but also to feel it. (Mengüç, H. (2013). *Subliminal marketing – what do we react to most?*).

Our steps must be synchronized with the breath. That is, we must feel the step under our feet while inhaling. As we exhale, we must take a step, descending as we see fit. When we are on the last step it is important to step into the void and just fall. We can remember that we needed the autumn effect and how we fell in the dream.

It can even come out with hypnosis in unexpected traumatic events. If there is a possibility of a traumatic event, some protective techniques are applied after the depth of hypnosis is obtained.

8.12. Natural Trance and Conscious Trance Technique: Alpha waves, which are the brain signals of brain, begin to spread before and when a person is ready to dive. In the deep sleep phase, theta waves, which are brain signals, appear.

The trans phase, which is a part of the normal life of human life, allows us to completely isolate from the outside world with alpha and theta waves in the deep trans phase

and wake up to a new day in a more energetic and rested way. In conscious trance, which causes people who sleep under hypnosis to wake up after a short while, but wake up better rested, although the consciousness is more closed than in natural trance, a little gap is left in consciousness to meet special situations and physiological needs.

In the conscious trance, the brain signals enter the theta phase from the alpha phase of its own accord, so if it has surrendered to sleep, the consciousness becomes active. The spiritual connection of people is much more effective than the theta stage, and it is possible to go into a trance state by looking at the object, visualizing the object in mind, listening to music, and giving all the attention to breathing. Technique can change with the visual, auditory and tactile nature of people (*Nlp Mind User's Guide* Accessed 23.04.2021 – Nile day spirit and matter)

It is to minimize external stimuli by concentrating the attention of the main element in the transition to trance, to minimize external stimuli despite all this complexity. Despite all this confusion, our sense organs and our senses begin to move towards the interior, which we isolate from the outside world. The phase extending to alfa theta is caught in a short time with practice. Expansion occurs in our spiritual perception. (*Magazine Techniques to develop spiritual powers* Accessed on 09.04.2021– Ergun Candan

8.13 Alpha Theta Phase of Transcendence: While people are conscious, the trance state, which emerges with a deep sense of peace and lightness in isolation from external stimuli, can be easily developed and strengthened by the development and strengthening of our extrasensory perceptions and the best use of our perceptions.

Creates the process we can reach. The phase in which the soul is contacted as a word includes the process of ecstasy, withdrawal, and the cessation of contact with the world perceived by the conscious and unconscious sense organs.

The Trans Stage and Brain Waves our brains emit beta waves when we are awake on a daily basis and gamma waves when we are in extreme activities. In the process that begins with the spread of alpha waves in the trans phase, alpha waves begin to spread before people fall asleep and when they are ready to dive.

In order to experience Deep Trance and Spiritual Perceptions, people need to rise to the spiritual level from the material level. Parasites, thoughts, arguments, confusions, anxieties, stress and anything that negatively affects our lives, which are transmitted at the substance level by the sense organs, must all be eliminated.

As we breathe in and out, we must pay attention to the way the air enters us, fills the lungs and leaves our body. We can visualize that energy enters our body with the air we breathe in, and all the negative energies are expelled from our body with the polluted air as we leave it.

It should be done ten times, hold the breath for 5-6 seconds each time, then release it completely, make sure that all the muscles in our body are completely free, watch the changes in our being and not interfere constitutes the process.

We should breathe deeply again, squeeze all the muscles from the hips to the tips of the toes for 3-4 minutes, then we should rest freely. While exhaling, we should relax the muscles. We should apply the same process to our abdomen and chest, shoulders, neck and face.

We should completely free our body and mind and not interfere with anything like a leaf blowing in the wind. If our body itches, we may scratch in this process, images and lights may appear in our minds.

We have to breathe deeply five times and hold our last breath for 5-6 seconds, let go and focus our attention on the changes in our body and mind. And we should be passive, not act with any expectations, put the whole world and everything aside and rest our souls and minds.

Transition to Deep Trance and the Effect of Suggestions By directing ourselves, we can create the transition steps to auto hypnosis by directing ourselves in the process of creating the transition steps to auto hypnosis. With the suggestions and breathing exercises that we will give to people, spiritual creation can be achieved and we can increase our energy. We can create suggestions for people to direct our energies. Those whose inner ear structure is sensitive in the formation of density can skip these sections and prolong the transition time to trance, as they may experience discomfort due to pressure changes.

We are allowed to use subconscious information and have an inner relaxation bypassing the conscious mind deterrent and limiting mechanisms. In order to solve the

problem that occurs in people's subconscious, we have to accept the event as it is, and then we have the idea of how to solve it, what we should or should not do, and put it into practice.

8.14.90 Minute Basic Biorhythm Technique: From birth to death, there are periodic cycles called physical, emotional and mental biorhythms that are never interrupted. These periodic cycles are called “biorhythms”. Biorhythms are examined from various perspectives as they cause psychological changes in human life with the graphical representation of the biological clock.

A biorhythm in humans is being discovered, which has been determined to have an initial activity of 90 minutes. It has been described by a significant change in brain activity. This cycle describes us experiencing a natural trance state for 10 minutes while we spend 70 minutes in a simple waking state throughout the day.

While the left hemisphere of our brain specializes in direct numbers, words, linear digital reasoning and analytical thinking, the right hemisphere of our brain: images, imagination, intuition, creativity, dreams are in this sphere, it is seen that the electrical activity of our brain is changing. While the peak of activity reaches the left hemisphere, the activity of the right hemisphere is minimized, and vice versa.

It should be known that when people are in a trance state, they may be accompanied by unpredictable images or the head may be completely blank. . Our consciousness should be allowed to decide for itself what is most appropriate to solve its problem, an empty head or a satiated should not lead to images. When we feel that it is time to come out of trance, we take a deep breath and open our eyes with tears and continue our daily activities.

8.15. Meditation Technique: Meditation derives from the Latin word meditation it literally means deep thinking. . Meditation is defined as providing inner peace with consciousness and awareness. The ways of meditating differ according to the belief system they belong to, socio-cultural differences, geographical regions or different mindsets. Meditation is not only mental relaxation where the person reaches inner peace, but also open conscious, active or for therapeutic purposes (magazine *Techniques to develop spiritual powers* Accessed on 09.04.2021– Ergun Candan

Whether it is done mentally or physically, meditation, which contributes to psychological health, helps personal maturation and gaining different intellectual abilities.

Although meditation techniques differ, they are basically inspired by religious thoughts and religious rituals.

Different religious rituals find their own teachings. These teachings are interpreted differently in Eastern and Western cultures and are adapted according to cultures. Meditation techniques aim to open one's horizons and reach real awareness by becoming aware of the consciousness of the person in normal life and constitute a good method for spiritual relaxation of the person. Meditation includes calm, sitting meditation, that is, only mental meditation, and meditation with speech, music and physical movements.

8.15.1. Concentration and Contemplation Method: It is based on the principle of focusing attention on a single point while people are at the conscious level. In the Concentration and Contemplation process; It can be an abstract thought, a riddle, or a concrete object. The person closes himself completely to external stimuli and thoughts and tries to focus only on the point he wants to focus on without difficulty.

He allows thoughts on the subject to form in his head. People try to keep irrelevant thoughts away from their minds during the concentration and contemplation process. In the concentration and contemplation process; If the person starts to get out of the subject while shaping the subject he is thinking about, he will calmly(*magazine Techniques to develop spiritual powers* Accessed on 09.04.2021– Ergun Candan

In this way, he starts to think about the subject again, and the main purpose is to realize the unnoticed points of the subject that cannot be seen and evaluated from different angles, and to create the yet unknown facts in the mind.

It is thought that closing the eyes and the presence of repetitive words or sounds help meditation and are effective in returning the focus to the subject when the person starts to move away from the focus. This repeated sound is called a "mantra". Mantras can change according to one's choice, they do not have a specific form.

One can return to the subject by repeating the mantra; so it can be said that the mantra acts as a key while meditating.

8.15.2. Conscious dissociation method: It can be defined as observing and following the events developing around the person in an impartial manner while in conscious order. Shikantaza, which literally means just sitting, is a form of meditation done without objects.

During meditation, the person does not focus on the object, and the concentration obtained is used to fully realize the events around him, while leaving the separating mind completely blank and not thinking about anything.

The longer the meditation period, the longer the time to keep the mind blank and not think about anything. In the separation of consciousness; the purpose is to make room for the effects in intuition and this form of meditation is thought to help the person in this regard.

8.15.3. Transcendental Meditation Technique: It includes the process of focusing on one's own body and inner world during the meditation phase. It is aimed to reach the source of thought without wandering in the mind. A person can reach inner happiness by using natural tendencies. During meditation, dreaming, concentrating, wandering in thoughts should not be practiced. Transcendental meditation is a form of meditation that is often used to avoid stress. In this form of meditation, which aims to open people's consciousness and provide tranquility, it is expected that ordinary and complex thinking processes will be overcome and thus a clear consciousness level will be reached.

Transcendental meditation, which can also be defined as transcendental meditation, is a natural and effortless form of meditation. Comfortably during meditation can be done by anyone.

In the Transcendental Meditation Technique, it is aimed to calm the mind and thus to have peace and alertness, and it can be done several times a day with the eyes closed. Any lifestyle, belief, etc. of people. Since it does not require any change, it creates a meditation that everyone can easily adapt to their life.

Meditation is not a form of treatment, it helps the person to live a healthy life and can help reduce stress-related diseases. It is thought to relax people's bodies and help in overcoming physical ailments. The serenity it provides can also benefit the regulation of social relations. It is also being researched that it may contribute to addiction treatment.

As meditation helps to find inner peace, it is effective in leading a calmer and happier life. Since it provides psychological relief, it allows the person to enjoy his/her work and to look at events from a wider perspective. It can enable people to focus better on situations and events. It helps people to stay calm and mature in the face of any event. Meditation generally has a positive impact on people's life and positively affects their psychology.

8.16. Yoga Technique: Yoga, which people do to protect their mental and physical health, forms the form of physical movements, breathing techniques, supported by mantras and diet. Yoga can also be defined as a form of exercise that focuses on breathing to increase physical and mental well-being. People include a range of movements, breathing exercises, and meditation designed to reduce stress, stay healthy, and increase body strength and flexibility. The aim of yoga is to achieve awareness in the mind and body and harmony in the body. Yoga practices, which is an old tradition, provide many mental and physical benefits in people, strengthen the muscles, support the respiratory system and heart health.

It helps in cleaning the negative thoughts that do not benefit people, and in the treatment of addictions such as cigarettes and alcohol. It reduces anxiety, depression, stress and chronic pain. It improves people's balanced diet, private life, work life and sleep patterns and increases their quality of life. Yoga, which is practiced in various ways in many countries, is accepted as a type of complementary and alternative medicine as a holistic approach in the West.

8.17. Regression Technique: Regression therapy consists of the process of returning the person to their past years with some hypnotic methods or energy applications, recalling memories and releasing the stuck energies in traumatic memories. It is also called hypnotic age regression or past life therapy with the regression method.

It is used by therapists to find current trauma and solve problems caused by that trauma. The regressed person sees their past memories in a completely clear and realistic way.

The purpose of regression therapy; It is the reorganization of the negative feelings and perceptions of the past that limit him in order to facilitate the client to reach his goals. It helps them find the causes of mental blocks in their subconscious and remove past traumas.

While applying the regression method, the client is completely under a deep trance and the doors of the subconscious are completely open, and we continue to use the wrong behavior patterns that we acquired from some unresolved events in our childhood in the process of intervening with the trauma caused by negative events.

8.18. Quantum cleansing: Quantum cleansing includes the healing process of people with the power of mind, body and spirit balance. It constitutes the process of accepting that events and situations are as they should be when they should be. Quantum cleansing, healing with the power of mind, body and spirit balance, chronic diseases, blockages in relationships,

the solution point of economic problems, are also related to thoughts and feelings, genes, root beliefs.

It is thought that the things that have happened in the past and that continue to be effective and that do not result are caused by the issues of organizing the soul mate and including the soul mate in his life.

It is used in the treatment of psychological disorders with mind training. It is thought that there is a connection between Human Thoughts and the continuation of life. If people focus on negativity, their unhappiness increases. While thought is an activity of the mind, the mind is also comprehensive. Clarifying people's minds, increasing their imagination, thinking positively also welcomes our physical health.

The effects of subliminal messages on society. As Roland Cahen states, the concept of archetype, which is used to describe the first mental structures, is the basis of mental architecture and they form the unconscious of the human being (*Jung, 2001:13*).

In movies and cartoons prepared for children, images and symbols that represent satanism can be given either explicitly or implicitly. Freemasonry propaganda can also be made with visual symbols such as compass and single eye, which are used in the messages sent to the subconscious in cartoons. The symbol of the compass and ruler is used in the cartoon called Simpsons family.

In computer games, sexuality, death, killing, violence, etc., are messages sent to their subconscious. there are many elements. Computer games can be used to discriminate between societies or people, or to create feelings of hatred between beliefs.

In the computer game called Moorhuhn Winter, plus points are received when flying chickens are shot, that is, destroyed, minus points are received when the church in the background is hit, and plus points are received when the mosque in the background is hit. <http://www.download-games-for-free.com/downloadgames/platform-mario-games/moorhuhn-winter/en>). Some of the computer games can highlight discrimination and violence in people's subconscious about their sacred beliefs.

With subliminal message sending techniques used to increase product sales, the consumer can buy that product even if he does not need it, or he prefers the brand offered by the ad that sends subliminal messages from different brands of the same product.

As stated in *Vance Packard's* (2007:13) book titled *The Hidden Persuaders*, in which he deals with ways of secret persuasion, words or images that cannot be seen with the naked eye but can make people hungry, thirsty, afraid, or generally sexually dissatisfied.

People who are subconsciously exposed to these messages can buy these products even if they do not need them.

It has been revealed that many foods besides milk are full of hidden meanings. Psychologists have discovered that food is quite commonly used by women on a subconscious level as an element of reward or punishment. In order to convey the love and warmth of women towards her family, she offers steak, chocolate milk, fruit salad and ice cream with some important expressions, on the other hand, if she is preparing liver, spinach, a pudding or cookies, it is because her family does not understand her dissatisfaction with them or her emotional closeness. They realize they have a reaction. Psychologists say that women use food as a weapon, a technique of punishment, rebuke or encouragement (*Packard*, 2007:108).

In some of the messages given in the advertisements, which products should be used by all mothers who think about their child's health and happiness are conveyed in such a way that they affect their subconscious so much that mothers who do not use these products can be bad mothers who do not think about their children.

The good mother serves them and uses the products offered there or buys them for her child. The father, who is subconsciously defined through the advertisements that he is responsible for providing for the household, is reduced to the position of an incapable and inept father who cannot ensure their happiness if he cannot buy more objects or make his children consume more.

It is placed in the subconscious mind that it is very easy to buy these products in advertisements, and this is one of the factors that negatively affect the communication of the child with his parents.

9. METHODS OF CLEANING THE SUBCONSCIOUS

The events that people encounter throughout their lives, the attitudes and behaviors shown in the face of these events create a continuous accumulation on the subconscious of people. The accumulations that people experience throughout their lives lead to problems by creating false beliefs and thoughts in later periods.

It is tried to be brought to a positive level with suggestions and positive guidance, the negativities that cause negative behaviors that people encode in their subconscious, undesirable, create mental weight and have no place in their lives. While we subconsciously get rid of the emotions that tire us mentally, it provides physical and mental relief, while the state of subconscious cleaning can be done or minimized.

People should determine their lives, think about the events that have the most impact on the subconscious and the events that have the least impact, list what happens and create a small mind map in their lives.

While performing this process, the person should focus on how you feel about these events that affect them, and they should start to change the bad ones by identifying the bad and good events. It is thought that people should face their lives, and there may be bad experiences that are lived and afraid to face.

People should confront them by constantly picturing negative experiences and bad events in the past. Although it is difficult for people to face the past, it starts to lose its effect over time. It will make you realize how insignificant negative experiences that upset people are and just a thought in your mind. In order to enter the subconscious mind, your mind must think that you cannot defeat the person and that you are only in control.

For subconscious cleaning, it is necessary to be in the area between the conscious and subconscious. Getting to this point requires people to constantly motivate themselves and direct their brains that they can achieve subconscious cleansing.

While performing the subconscious cleaning, people should be relieved to identify the issue that bothers them and to change their conscious thoughts about it. While cleaning the subconscious mind, breathing exercises, physical activities, music, reading books, walking, staying alone with nature can even help people.

In the process of subconscious cleansing, we should think that all bad thoughts are in our minds and we change them by believing that they can destroy bad experiences and thoughts.

The mind is filled with new ones in the transition to positive emotions and thoughts with the right suggestions of the cleaned areas during the subconscious cleaning process.

Even if the subconscious mind gets rid of bad and wrong thoughts, if the mind is not filled with positive thoughts, we can easily return to the old bad thoughts.

While the subconscious mind is being cleared, one should concentrate on the events that have a positive effect on the person, the subconscious should be fed with good events and situations, and good thoughts should be passed in the mind. With the reprogramming of the subconscious, the subconscious should be cleared gradually.

We have to be clear about what we want to clean subconsciously and why. Cleaning in the subconscious is actually changing the perception.

In the process of changing any perception arising from experiences, information and thoughts in your subconscious, it is possible to change automatic reactions, feelings, and negative behavior patterns arising from any recording in the subconscious.

In the subconscious cleaning process, planning is done, setting clear goals, and you can ask yourself some questions to define what emotions thoughts need to be cleared, what people want to change, what emotions, feelings are, and why it is needed. "Why did I want to have a subliminal cleaning done? What do I want to change? my feelings? Am I unhappy? Do I think I'm lacking in self-confidence? Do I think there are things in life that are holding me back? So what do I think I'm not progressing on? Is it love? My money? Is it a career? Why did I want to have a subliminal cleanse? What do I hope will be the positive change in myself, what will change in my life when I have a subliminal cleaning done? and by asking themselves many questions like these, they can clearly define what their goals are and what the problem is.

If the problem that exists in people is defined clearly what it is, it is possible to have an idea about the needed issues in the subconscious of the person. People need to be able to clearly define the starting point and the point you want to reach with the sentence "If you don't know where you are right now, you can't know where you want to go". It is possible to reach the final goals step by step by setting a new goal at the moment of finding the problem in the subconscious of people.

If people don't know where they're going, they don't realize they've arrived when you get there. Regarding the deletion of unwanted memories from people's subconscious; It is not possible for a person suffering from separation to be removed from their subconscious mind by having a subconscious cleaning done, as if they have never known that person, and it is possible to change the perception about separation.

It is not possible to change some undesirable perceptions arising from subconscious records on various subjects in the human subconscious. When the subconscious records are renewed, it is possible to change the automatic behaviors, feelings and unconscious reactions triggered by the subconscious record about that subject.

Any subconscious record in people's memory cannot be erased by hypnosis, and it is possible to create a change in behavior and feeling with new records or renewing the old record. The deletion of the subconscious is seen in people who have some organic diseases

such as dementia and Alzheimer's, and it only includes the situation that people do not remember, not the deletion of the subconscious record.

People with organic disorders such as dementia and Alzheimer's have memory loss, in this case, it is not under the control of the person what to delete and what not to delete. In Reprogramming the Subconscious; Although the most basic method of subliminal programming is considered hypnosis, it would be best to understand one's own life without the need for hypnosis, to evaluate what has happened since, to connect people with the past, to accept the events and produce solutions in later processes, and to consult a doctor when negative situations develop because there may be organic disturbances on the basis of some issues.

It is not possible for a person with severe depression to do self-hypnosis to get rid of depression, because it is difficult for people with negative emotions to develop positive emotions.

In autohypnosis, it is based on the principle that the person puts himself in a hypnotic state of mind and makes some positive images in his mind and/or delivers some positive suggestions to the subconscious.

However, when a depressed person puts himself into auto-hypnosis, that is, when he creates a hypnotic state of mind, it is very difficult to imagine positive images while in this state of mind because the depressed person cannot think positively no matter how hard he tries.

Even though the person tries to have positive dreams, negative thoughts, hopelessness, helplessness, depressive thoughts and images always occur in his mind. In this case, the person feeds himself with more negative suggestions instead of positive ones. A person suffering from severe depression should not do self-hypnosis and must consult a physician first.

It is also not appropriate for a hypnotherapist to apply hypnosis to a person suffering from severe depression. Hypnosis should not be applied in severe depression, but it can accompany the treatment process as a complementary therapy for "mild depression", provided that the doctor's permission is also obtained.

In medical matters, hypnosis is not seen as an alternative treatment method on its own. With the Subconscious Cleaning process, people can get rid of their behaviors that

negatively affect them. False belief that creates problems for consciousness is identified and changed. Thus, the person attains a better quality of life.

It stores all the information within itself throughout the person's life. Behaviors and habits of the person are determined as a result of using the corresponding information according to experiences and events in a way that will have an effect on consciousness without distinguishing its quality.

Although there is no such thing as clearing the entire consciousness in the process of subconscious cleansing, changes can be made in certain subjects and in target thoughts that are thought to be wrong. It should not be thought of as deleting data from a technological device. Our subconscious is under the bombardment of messages. The good news is that this technique can also be used in a positive way.

Subliminal message technique is considered as a technique used in the world. If people cannot speak in front of the public, the person receives these suggestions in his subconscious while listening to that music by placing suggestions that will solve his problems under a music you want.

Your problem can be solved with personalized suggestions. If people have problems with communication, religious verses, mantras, chants can be used because it is easier to stimulate neuronal networks.

If there is a depressive and schizophrenic structure, more prayers, verses with complementary meanings, and verses that will synchronize and balance the soul, body and mind of the person are used. The person can overcome his problem with the suggestions he receives while listening to these music.

10. WAY TO KEEP THE SUBCONSCIOUS CLEAN

People should establish positive sentences, the human brain does not perceive negative sentences, and it makes associations with your first statement. If the person is told "don't get stressed", more people get stressed because stress will come to mind. "Don't think of a white Ferrari car." Dense immediately thinks of a white Ferrari car and focuses on the first sentence, which does not subconsciously define the phrase "don't think".

When people say "I don't want to be fat", it is thought that people will get demoralized if your own fat version appears because it brings the image of your fat state to the subconscious mind. If people want to motivate themselves, they say, "I will be healthy and fit." It is thought that it should be said, and in this case, it is more effective for people to turn to the positive.

Dr. Masaru Emoto proved in his experiment on water that water molecules are affected by positive or negative thoughts. He defended the idea of "You Are Only Thought".

Dr. Masaru Emoto has observed that the beautiful words said to the dirty water clean the water by itself, and he has determined that the water molecules are cleaner. Dr. Masaru Emoto has determined that bad words to clean water also pollute the water and pollute the water molecules. 70 percent of the human body consists of water. The words people say to themselves every day affect your body and you're subconscious.

As people stop complaining about negative situations and events in their lives and stop using words that contain complaints, their subconscious records are gradually transformed into positive ones. As the complaints increase, the subconscious focuses on negativity with negative words, people's energies decrease, they see themselves as worthless, people become focused and unhappy individuals that they cannot do anything.

Brother, you are just a thought. When you think of a rose, you become a rose, when you think of thorns, you become a thorn. (Mevlana celaleddin Rumi).

If we spend time with happy people in their lives who live well, think right, and tend to the positive, if we take an example, our horizons expand. As the basic formula of people's lives, we become what is said around us and what we say to ourselves. We are the sum of what is said to us around us and what we say to ourselves can be tried.

Everything that the people around us say to us also affects our subconscious. If you want to keep your subconscious mind cleaner, we think that we should get away from the people around you who upset your mood and lower your energy as soon as possible.

“Be careful with whom you make friends with, because the nightingale will take you to the landfill, and the crow will lead you to the garbage.” (Mevlana Celaleddin Rumi).

There is a very interesting study published in the Research Quarterly on people's daydreaming.

In this research, students playing basketball are divided into three groups. The first group is doing physical training and sweating for 20 days in order to get the basketball into the net. People in the second group wait without doing anything physically or mentally. The third group trains every day for 20 days, mentally imagining how he plays basketball, how he throws the ball into the net, how he plays the ball on the field. The third group catches the ball imaginatively in their minds, they pass, they shoot very well, they feel that they are sweating, they play an incredibly beautiful match, hear the applause of the audience, and accept the congratulations at the end of the match.

A very interesting study published in the Research Quarterly on people's daydreaming shows a 24% increase in the performance of the first group that trains every day after 20 days. In the second group, there is no progress, no change, and there is a 23% increase in the performance of the third group that does mental training.

A very interesting study published in the Research Quarterly on people's daydreaming is that they achieve almost as much success as the first group without even touching the basketball in their hands. In other words, it is observed that with the constant repetition of a scenario in which the five senses of the subconscious are used effectively and vivid dreams are used, it actually starts to accept things that have not happened yet as real and send signals to the brain.

It is thought that a study published in the Research Quarterly on people's daydreaming can use the same method to get rid of people's problems and clear their subconscious.

It is thought that people should not be afraid of expressing their feelings, expressing themselves, explaining solutions and thinking. When people do not tell, express or keep silent about their feelings, they experience outbursts of anger, and it accumulates as we pour it into

ourselves. When we look at people with anger problems, they can express their emotions in a timely and adequate manner.

It is observed that people who are silenced, intimidated and seen as worthless experience anger problems later on.

It is thought that if someone in the people, society, family has offended us, if it has upset us, we should tell our feelings to the person in front of us, without hurting the person in front of us.

Every emotion that is not expressed in people accumulates in the human body, and after a while, it begins to cause physical and mental problems to people. It is thought that people get better only when they tell their problems, even if there is no solution.

Even if people do not say certain words and listen to certain music in the process of meditating, people should close their eyes, lie down or sit comfortably, wait in a calm state for 5 minutes without doing anything, focus on themselves, follow their breathing, and the breath they take is the body.

Even realizing that you are walking inside, following the blood flow, feeling the heartbeat relaxes the body. The human body is thought to be an enormous machine. During the meditation process, your mind, subconscious and body are thought to be rested.

Joseph Murphy in his book "The Power of the Subconscious Mind"; He defines it as the belief in God and praying to God that makes people's wishes come true. According to Joseph Murphy; If you wish to be good from your subconscious, you will be fine, if you make a wish, it will come true. The important thing is to believe in your subconscious.

According to Joseph Murphy, the definition of "even if we pray to God or read for headaches, we must believe from the heart for it to come true".

It is thought that people have happy dreams, think that negativities are temporary, accept that everything is good, send positive signals to the subconscious, and that our illnesses can be healed with good thoughts.

11. PROTECTING THE SUBCONSCIOUS IN THE QURAN:

In order to protect our subconscious mind, our spiritual life, we need to be selective while watching television, using the internet, and connecting to social networks. . It is important to live as simply as possible and to use technology consciously.

Reading the Qur'an and Cevşen also has a positive effect on the regulation and protection of the subconscious. When people wake up in the morning and start their day, it is effective to start the day with good wishes and to imagine that they will have a good day. While people are using technology or watching a movie, "I only want to get what is useful to me while watching this movie." Suggestion can be helpful. By reading Ayetel Kursi, we can achieve happiness and peace by imagining that our environment will be filled with peace and spiritual relief.

"And with Him are the keys of the unseen; only He knows them. He knows what is on both land and sea. No leaf falls so that he does not know it; there is neither a grain nor a wet nor dry thing in the darkness of the earth that should not be found in a clear Book!" (*Enam*, 6/59)

"Whoever is in the heavens and on the earth seeks his needs from Him. He is at work every day, every moment!" (*Rahman*, 55/29)

"No misfortune strikes without the permission of Allah. Therefore, whoever believes in Allah, Allah guides his heart and gives patience against calamity. For Allah is all-knowing." (*Tegabun*, 64/11)

"When He wishes for something to happen, His command is simply 'Be!' means, it happens immediately. Exalted is He Allah, the real property and administration of everything is in His hands, and only to Him you will be returned." (*Yasin*, 36/82-83)

Within the scope of the verses of our Holy Book, the Qur'an, it is thought that Allah's permission is in human destiny, in what people live or will live. Since the world is a world of wisdom, of the good fortunes God has bestowed on people, the good ones or the negativities that need to be experienced, it is thought that God has made it a means for people's experiences, in accordance with his wisdom.

Many treatments are accelerated and positive results are obtained with subconscious or direct positive thinking with the presence of a Person such as Alim, Şafi, Hakim, Kadir; because Allah created us like this and put such a pedestal on our bodies.

It is an approach that he does not accept under any circumstances. As a matter of fact, it is stated in the verse: "...No one despairs of Allah's mercy except the community of unbelievers!" (*Joseph*, 12/87).

It is thought that people should strengthen their spirituality, adopt that the world is temporary, be respectful to themselves, their families, society and their environment, protect their material and spiritual world, cling to halal causes and take refuge in Him with prayer, not heedless for a moment, since these are laws of Allah.

People had to be patient in the face of the events and situations in which they experienced negativity, we think that it is temporary, everything in life can change and we should focus on the moment we are in while living life.

12. QUESTIONING THE TRADITIONAL CONCEPTION OF THE SOUL:

Existence of DNA Existence of extraordinary consciousness experiences, with the DNA of the simplest cell, algae being as perfect as human DNA. Extrasensory perception and out-of-body spiritual experiences can be observed in Buddhist monks. Access to extrasensory information such as telepathy, telekinesis, and clairvoyance is a factor.

The healing power of prayer. In a study published in the June 2002 issue of *Psychology Today*, the results of prayers made by third parties unaware of the person being prayed were given. According to this study, two times more pregnancy was found in women who were treated for infertility and prayed for. (Colombia University Dr. *Regerlobo*)

The brain works like a biological computer. The knowledge that hardware can mean spirit in the software of chemical and electrical circuits in the brain, the view that genes can also be considered as a database, "Is there a power in the universe that has a superior computer technology?" he asked the question. If the nerve cells in our brains are electrical circuits, could the software also be a soul? With the fact that everything can be converted to digital format when asking the question, it can be formatted as sound, image, color, odor, oscillation and vibration.

It is possible to format a lot of biological information. The concept of consciousness and subconscious is one of the concepts whose importance is increasing today. In the Islamic tradition, it is called consciousness. Today, it is seen that people who are interested in people's soul, morality and brain development in medical circles have been researched, opinions have been expressed, and programs have been organized in the relevant visual and audio media.

It is possible for humans to control these stimuli with the formation of consciousness, awareness against stimuli with the five senses. Consciousness is a mental activity that occurs with our choices that we create voluntarily. It is accepted that human consciousness is a level of mind that only human beings have.

There is no program to make sense of, direct, control and improve the events around people. . Animals and plants move instinctively. The concept of the subconscious consists mostly of programming that is repeated and remembered, except for the moment of shock, in which our experiences are recorded. The main point that a person is affected by all his choices in his life is the subconscious. It works like a device that records everything.

While people are at the conscious level, they subconsciously record everything they look, taste, read, touch, smell and hear, whether they are aware of it or not. While the consciousness of man constitutes a stage of awareness and volitional mind, it acts as a camera to express the stage of mind where the subconscious will is not active, or rather, awareness cannot be achieved and everything is stored.

With human consciousness and will, he directs the camera to record the events and situations. All positive and negative events and situations experienced by people store everything that enters the photo frame of the subconscious mind, which impersonates the camera. People's subconscious software or program can be defined like a magnet. If the subconscious mind is thought of as a field, it is thought that whatever seeds we plant in the field, those seeds will grow and our willful preferences and orientations will be in that direction.

It is formed according to the subconscious nutrition in the process of shaping the perspective of the person and determining how and why the events happen. The thoughts that occur in the subconscious form the feelings, behaviors and cover a process that will form the character of the person. After recording an idea, people's subconscious starts to apply it without question, regardless of its correctness or falsity.

The who sees nice thinks nice, the who thinks nice gets flavour from his life." Seeing beautiful is a situation related to consciousness, will and awareness. Conscious gazes, touches and listening will create the subconscious. From this point of view, contemplation is a conscious thought, that is, a worship at the conscious level. The next stage will result in good thinking. Good thinking will also enable us to see that even the worst event in a person's life is the angelic aspect, the letter of the samedaniye. This will make life even more delicious. Because what makes human life bitter and miserable is due to his inability to make sense of the events he encounters, that is, his inability to read the direction of the kingdom. (Works of *Bediuzzaman Sayid-i Nursi Risale-i Nur*)

As Bediuzzaman Sayid-i Nursi's point of view, which is very important in terms of showing the spiritual map of man, he also briefly explains the issue of the verification of faith with this program of seeing well and thinking well. In short, our conscious choices voluntarily feed the subconscious, and then the subconscious puts the information it receives into effect and determines our vital choices and inclinations.

The process of the most important software of the subconscious program constitutes the 0-6 age period. Today, in this process where pedagogues, psychologists and Islamic scholars are all in agreement, the child forms the seeds of the preferences and inclinations of the life he will live with the suggestions of his parents and the messages he receives from his environment.

Bediuzzaman emphasizes that the most important process of human development is much more important in the 0-1 age period of people.

“The suggestions and spiritual lessons I received from my deceased mother are those lessons that have settled in my nature, almost like seeds in my material body. I see that my other lessons are built on those seeds (*Bediuzzaman Sayid-i Nursi*).

I see the lessons and suggestions of my deceased mother to my one-year-old disposition and soul as a core of the great truths I have seen at this eighty-year-old." If the subconscious is first formed with sound and correct information, how does the human immune system recognize and fight against the harmful microbe that enters the body; correct subconscious programming will also prevent people from making sinful and haram choices that they will commit with their feelings and desires and will make a programming. (Works of *Bediuzzaman Sayid-i Nursi Risale-i Nur*)

If the subconscious mind is fed according to the Divine program, it will sort out all kinds of messages sent here throughout life, and it will take the useful one, that is, the one that is compatible with its basic program, and discard the other. (Works of *Bediuzzaman Sayid-i Nursi Risale-i Nur*)

Parents will lay the foundation of the work of arranging the subconscious program according to the Divine program. People who did not grow up with such a program, who have been involved in all kinds of sins and who have disrupted their subconscious program, should not despair at this point. Because our Lord's sources of renewal such as repentance, forgiveness and prayer, the Qur'an, the Sunnah and the works of *Risale-i Nur*, which are inspired by them, serve to repair and rebuild the corrupted subconscious. As people of the Age of Judgment, we are surrounded by sins on all sides. In such an environment, wild and harmful weeds grow in the subconscious field.

If people have a serious remorse and supplication, read the truths of faith with perseverance and perseverance, and continue worshiping seriously, and sincerity, which is the basic point of all of them, and which is their spirit, Allah Almighty erases the wrong programs in the subconscious and gives them guidance and direction. According to the degree of faith people have, abandoning polytheism, abandoning sins and

Taqwa, which is the abandonment of everything other than Allah, is seriously a subconscious programming.

The transition of faith from imitation to verification also means that the subconscious mind is shaped according to the Divine program and it means that the Divine power exists. The upcoming month of Ramadan for Muslims constitutes a very important monthly programming period in terms of reorganizing the subconscious program, removing the previously recorded negative records and offering a brand new perspective.

INTENTION AND WILL, BENEFITS OF PRAYER:

While scientific and subconscious are not accepted as a scientific category in scientific circles until today, the intended result has a positive or negative effect on the brain.

It is defined that people's love, desire, desire and good wishes are within the limits of possible according to the methods of reasoning, with the common definition of the prayer turning into an oscillation and vibration format, spreading to the universal flow and arousing good feelings in the person being prayed for.

In a study conducted at the University of California, Berkeley, in a study on "the bonds between religious integrity and cause-related death" in 6549 people in rural Alameda, California between 1965 and 1996, it has been shown that prayer has a role not only in pregnancy but also in death, and it is examined in detail in this field.

In a study on "the links between religious integrity and cause-related death" in 6549 people in rural Alameda, California, between 1965 and 1996, it was determined that people who value spirituality more than people who do sports to be healthy live longer without getting sick.

Berkeley's department of public health, Dr. Doug Oman said, "It is difficult to understand how such a pattern arises, most likely religion acts as a stress buffer. Regular fulfillment of religious duties can give people unwavering peace of mind, thereby reducing body wear." It means.

As the psychological benefits of prayer in humans, pushing spiritual values into the background is an important factor in the increase of stress and depression in societies. The feeling of being content with the possibilities and taking refuge in God is considered as a great chance and wealth in people. The psychological benefit of prayer in humans is an effective method in the prevention of stress.

When the increase in the level of unbridled ambition and expectation in people exceeds the power of the person, he is faced with an unavoidable stress when he becomes poor, no matter how wealthy he is.

Western scientists are conducting major research projects in order to make people rich and happy at the same time. Director of the USA Morrishtown Stress Diagnosis and Treatment Center Dr. William Rosenblatt, the results of long-term research, "Married people are exposed to less stress than singles, those who have a balanced diet than those who have

malnutrition, those who do not drink and smoke, those who do not drink and smoke are less exposed to stress than those who are addicts and alcoholics, those who do sports are clumsy people, those who have strong religious beliefs are less exposed to stress." As it states.

One of the most important shelters of people who believe in spiritual life and religion is prayer. If we had a one-year-old child, if the child could speak when asked what was his happiest moment; It is the moment when I am afraid of something, even my mother, and take shelter in my mother's lap." People also understand that they are not alone in the world through prayer.

14. STRESS AND SPIRITUAL LIFE:

Stress and spiritual life in Islamic belief in oneness: "Doctor and medicine are causes. Healing is from Allah." There are interesting examples of the benefits that human thought brings to people.

The biggest fear of people as a sense of control is the anxiety of losing control. Even the thought that people will lose control over themselves, their relatives, and their physical and mental health makes that person helpless and powerless. It makes people feel bad. While people are trying to dominate nature, realizing that he cannot own and control his stomach, heart and internal organs causes him to feel bad.

If we think of people as children." It is thought that if it is asked what the fearful moment is, it is thought that he will say the moment when he does not feel safe and cannot manage himself.

It is possible with prayer that people will seek shelter when they feel threatened and in danger, fear of losing their sense of control of themselves, their surroundings, and their loved ones, and the fear of the future.

If it is thought that people are born with a high intelligence device, it is defined that this device does not have the power to respond to requests and that people want the best and the most beautiful. Diseases, negative events and unhappiness in people push people to depression. Fears, resentments, feelings of inferiority and guilt prevent people's happiness.

It has been observed that while people are suffering with feelings of powerlessness, helplessness and inadequacy in the face of events and situations, people think of committing suicide and dying. Prayer is thought to be more meaningful in gaining people's sense of confidence in reaching peace and removing the obstacles in the way of producing solutions.

If people are weak, helpless and incapable of events and situations, they are about to become depressed, even if they are not depressed. He has great power if people have the habit of praying earnestly to God.

It is thought that the happy and secure state of a small child when he takes shelter in his mother when he is afraid will turn into confidence and consolation as soon as a weak and helpless person takes shelter in the Supreme Creator.

In the belief of Islam, tawakkul is defined as surrendering to the Almighty Lord, who knows everything, has all power, and is in control of everything.

The great Islamic scholar Bediuzzaman said, "The tawhid of faith, the submission of tawhid, the tawakkul of submission, and tawakkul yield the happiness of both worlds." He expresses great consolation to people.

15. MODERN SCIENCE'S PERSPECTIVE:

In our modern world, belief system creates positive science. Spiritual belief constitutes a subject that accepts the existence and unity of Allah, trusts in Allah, and takes refuge in Allah.

Positive science and spiritual belief complement each other. It is known that spiritual experiences activate some chemicals in the human brain, and that these chemicals activate the defense system and defeat diseases.

It confirms that the combination of medical science and spiritual belief that activates certain chemicals in the human brain and that these chemicals activate the defense system and defeat diseases has a great positive effect on both physical and mental health of people.

Negative emotions such as hatred, grudge, anger, enmity, guilt, feelings such as pain and grief, which occur in humans, have been experienced by scientists in recent studies where excessive metabolism increase in the limbic system in the frontal areas of the human brain.

Thoughts that gnaw at the human brain are thought to tire the brain. The human brain begins to not help itself, higher brain functions impair the functions of the autonomic nervous system and cause many psychomatic diseases. In humans, diseases such as asthma, allergies, hypertension, goiter, ulcers, colitis cause certain organs to become ill.

A person's feelings of hope, love, forgiveness, that the Creator will help him, leaving himself in his hands, trusting in Allah, believing in Allah alone, seeking help only from Allah increase the expectation of recovery. With the expectation of increased recovery, people increase the secretions that regulate mood such as serotonin, noradrenaline, neuropeptide in the brain. These secretions strengthen the defense system through the limbic system, hypothalamus, pituitary and hormonal system and bone marrow. Strengthening the defense system of people initiates the self-help and repair function of the organism.

Through the eyes of science we can see the tangible effects of sound spiritual belief in people to activate the great doctor and vast pharmacy within us of spirituality.

Spiritual existence in humans is not contrary to science, and the features of brain functions understood after 1995 confirm the knowledge that human beings should be not only biological but also psychological, social and spiritual beings. Science in humans includes the inquiring ability of the mind. Humans have an eye that can see everything with their

consciousness. Material and spiritual concepts now constitute a scientific category. We can now scientifically believe that there is a creator.

In humans, we can liken the subconscious mind to the hard disk of a computer. It is argued that in order to clean the infected files on the hard disk of the computer, we should either clean it with an anti-virus program or completely erase the hard disk and reload the information in the clean files.

There is no such thing as completely erasing the hard disk of the subconscious computer, positive thoughts and judgments should be accepted as they are, then solutions should be sought to correct them and good records should be placed. It is necessary for people to spread the work of cleaning the viruses on the hard disk of the computer, the negativities in the brain, on the one hand, turning off the tap in order not to repeat the old infected, negative records, and on the other hand, trying to fill the hard disk with clean files.

It is necessary to try to keep the subconscious mind closed against the intrusion of negativities and false information that will not work for us today and make us unhappy. . It is necessary for people to have beautiful dreams, clear visions, and allow the flow of necessary and correct information. It is possible for people to be happy and peaceful with a firm belief and sincere piety.

WEIGHING:

As a result of the study, it is thought that the concept of consciousness is important in the process of evaluating people's responsibilities in daily life, situations and events. Every person is a part of society, and it is seen that every action or thought that he does or does not affect his environment, family and society. As people get to know themselves, they determine their place in society. What people can and cannot do should be evaluated in the context of empathy and ethical values.

The subconscious never stops. Everything that people live, think, feel, all events and situations are recorded in the mind at that moment, people remember them except for shock moments. The subconscious mind is basically a system to protect people. All the experiences that people experience, especially until the age of 6, create feelings and thoughts in people and are reflected in people's behavior towards themselves and society.

In the light of the information obtained in the study, in the light of the information in the live programs that I have contacted with the zoom channel, especially in Instagram social networks, different information is received at different times if information and evaluations are provided.

My assessment of the importance of subconscious awareness on human basis mostly constitutes the limits of society's value judgments. I think that if people develop themselves on a personal, emotional and cognitive level, we can become an even better society. I think that the value that a person gives to himself is limited to the value he gives to the individuals in the society.

In the study, especially in the face of events and situations, the approach of the mother, father, brother, teacher, who covers the close environment up to the age of 6, to the individual and the feelings they experience are guiding in the life they will live in the future.

Finding the causes of people's negative emotions, identifying them, accepting them and seeking solutions in their subconscious minds, living the beauty of our belief in Allah and praying constitute investments in a good life for the future. I think that people's feelings and thoughts, the concept of the subconscious should be given more value in order for people to gain experience as they live, and to raise the next generations at a certain maturity level and to bring them into society.

CONCLUSION:

In this study, the definitions of consciousness, subconsciousness concepts and general explanation of subconscious cleaning techniques are explained with a general explanation of what events occur, what is more effective, and what is important in people's lives and quality of life, and what is not.

Especially in the pandemic process, the increase in online education, which is more effective and effective, the reasons why people save more time because of staying at home, the increase in people staying at home, the reasons for people to save more time, consciousness, subconscious methods techniques, what our priorities are in our lives, what we should give up are tried to be explained.

In the life we live without being aware of it, events and situations accumulate in the subconscious. It has been explained that people need to spend more time in those areas in order to experience the emotions and thoughts they want to experience.

Our body reacts negatively to everything that we cannot say “No” to in the face of negative situations. It is exemplary that people cannot sleep when they want to sleep, and if they do not want to stay at home, they continue to stay at home, experience desperation and experience worthlessness. . It is told that if people go where you don't want to go because they have to go, a disease occurs in the human body as a result of the subconscious reaction.

If we insist that people do the actions they have to do, cannot protect themselves, and cannot express themselves, our physical body will be disturbed. It is argued that if the human body goes where it does not want to go, pain will occur in the feet. If people are happy, it makes their environment and family happy. People suppressing their emotions and thoughts cause unrest, unhappiness and diseases. It is thought that people should return to their own essence, evaluate their negative experiences in the past, their attitudes towards those situations, and resolve them.

In the event that people cannot solve problems, the mind constantly works and questions are asked why you did it, why did you not do it, why didn't you say it. The person cannot stop his own mind. People's subconscious work should be done and the mind and subconscious should be cleaned. Events that do not go well should be directed correctly and resolved positively. . Mind and consciousness are trained in the personal, physical and spiritual development of people.

If the human mind speaks, people cannot find peace. It is recommended that people who seek peace use methods that are subconscious cleansing methods. It is thought that when the heart and knowledge are together, with the support of the heart while giving information about science, greater peace will be found.

Positive behaviors of people affect the environment positively. When a person changes himself through mutual interactions, his family, people around him, and those in society also change. Our relationship with people, especially with the mother, affects human life a lot.

If people try to understand by using imagination, asking questions to the people around us, the subconscious mind is not erased. If people's subconscious minds are cleared, when people remember those moments again, the pain that was experienced in the past is no longer experienced, but the past memories do not forget.

Consciousness and subconsciousness gain importance in the process of transforming people's thoughts into language, the reflection of our speech on the heart, and the formation of destiny. Every topic spoken during the day, positive and negative sentences define people's lives. It is within this framework that people will define the universe whatever they want, that frequencies are related to wishes, that they want to be more together with people we think like themselves and see close.

Throughout people's lives, until the death of the mother, the bond between the mother and the child continues, either positively or negatively. All the feelings and thoughts of the mother are reflected in the child.

Our physical existence, our spiritual existence, our emotions, our beliefs are the purpose of our existence. If we want; We can say that we can achieve anything positive and negative. Clarifying our desires, defining what we can and cannot do, and existence are the main goals.

Consciousness is the awareness activities that start with the stimulus that people receive from the first environment and continue until the end of their life. It covers the activities of perceiving and understanding the entities, events and concepts around us.

The subconscious is the incorporation of different stimuli such as images, sounds and messages into the human mind without being aware of it. your subconscious mind; We can compare it to the black box of our brain, like the black box of an airplane.

The subconscious mind records all the experiences of the human mind from birth to death, everything we see and hear around us. Humans have been around since many, many years ago.

They used very different techniques to influence people, groups or societies and to move them according to their wishes, and they are adding new ones to these techniques every day. Scientific studies lie under the techniques of influencing people, and it is ensured that the message is sent to the subconscious in the most effective way, taking into account the psychological, neurological and social structures of people.

With the increase and development of mass media, the messages sent by the source to the receiver can be sent simultaneously to many people or groups at the same time, even from very long distances, although it is easy and fast, the presence of messages sent to our subconscious is exposed to subliminal messages at any time. we are being let go. Many mass media; Each of the channels and channels used for communication such as cinema, internet, movies, songs, advertisements, books, newspapers, television, and computers carry commands for a specific purpose to the brain, making them do the desired things or such as hunger, thirst, sexuality and a desire. It can be used as a channel to send messages to the subconscious to awaken inner feelings.

It is explained how movies, cartoons, advertisements and computer games that contain subliminal messages affect the subconscious.

It is tried to explain what the methods are so that people can be more peaceful and happy mentally and physically.

People are affected by the people they are around with, the ideas shared, the information shared, the people they share, and they are similar to other people. It is acted upon, resolved, and resembling together with people. We can also describe it as "we are the average of the five people we spend time with". . Our subconscious records, the environment we share, the person and the ones in the habitat are stored in our subconscious mind, with whom we live. We can also let you know that we are actually the reflection of the person in front of us.

Empathy encompasses emotional intelligence within the theory of multiple intelligences. It states that smart people are successful by supporting emotional intelligence with positive thinking and motivation in their business and private lives. It is determined that people with intelligence level, which is defined as emotional level, are more successful.

If something comes to mind while walking people, consciousness comes into play. In the process of people's walking, people's mind and consciousness connect with the event or situation with smell, color and texture, and when that smell, color, texture, event or situation, that person or event comes to mind.

The subconscious focuses on positive events when people make positive sentences in interpersonal relationships, society, and family. The human brain does not perceive the negative state of the sentence. For example, when smoking is mentioned, the subconscious mind focuses on the image of smoking. It makes you want to smoke. "He does not perceive the negative.

It sends a positive message to the subconscious with a positive sentence. It affects our lives positively. As Masaru Emoto did in his experiment on water, the fact that water molecules are affected by positive or negative thoughts indicates that events develop positively if the intention is positive, and if the intention is negative,

He claims that the events were negative. . While nice words said to dirty water clean the water, bad words said to clean water pollute the water. 70% of our body consists of water. That's why the words you say to yourself every day affect your body and your subconscious. When people stop complaining, they should stop using words that contain complaints. Our subconscious In fact, it covers the events and situations in people's lives that people see fit for them, and the events and situations that people around them consider appropriate.

Everything that people say to him from the people around him affects his subconscious negatively or positively. If people want to keep your subconscious mind cleaner, it is thought that they should stay away from people who depress you and lower your energy in their environment.

Unless we can manage and express people's emotions, they accumulate as we throw them into ourselves. People have difficulties in controlling the health of their bodies, in bodily movements, in providing peace and happiness.

We may experience anger problems in people, become depressed with feelings of worthlessness, and then experience anger problems. If people are upset or upset, we can express our feelings to the other person without offending them.

Every unexpressed emotion of people accumulates in the body and after a while, it starts to cause us different physical and emotional problems. It is thought that people can even heal mentally and physically when they express themselves and tell their problems.

It takes a suitable position for people to close their eyes and lie down or sit comfortably during the meditation process. It is thought that even if people open the recording of musical meditations such as soul-soothing music and chants specially prepared for, and meditation people stay calm for at least 5 minutes without doing anything, the mind, soul and subconscious mind are resections records can be polluted with negative words and turn into a garbage dump.

During the period from birth to death, the sound, image, event and similar elements in the environment are affected. Being aware of what is happening around people constitutes cerebral comprehension activities that enable the individual to perceive the material and spiritual entities and concepts in the outside world.

We can also define the state of awareness in people as the state of being conscious of people. The unconscious is a collection of causes, effects and definitions that underlie people's consciousness.

Conscious and subconscious form the two hemispheres that enable the activity in the mind. The subconscious is also called the latent subconscious, the dormant consciousness, the passive consciousness, and the deep consciousness.

The subconscious records pictures, sounds, images and even smells that the conscious cannot perceive. . Human behaviors and feelings are shaped based on these records stored in the subconscious. People, in line with their own wishes, other people, groups, even societies.

The subliminal messages that they use in their shaping and that they try to spread most commonly with mass media in this regard are of a nature that can pose a threat to people and societies, and individuals who are unwittingly exposed enter the process of shaping the message in the direction desired by the source. It affects the subconscious with hidden messages used in advertising, marketing, movies and cartoons, propaganda and music.

By placing the visual symbols especially used in advertisement and marketing fields in the movies, cartoons and other programs of the cinema sector in the subconscious of the consumer, consumers can be created to feel that they will gain prestige by purchasing the aforementioned product or service.

One of the techniques frequently used in the field of advertising is to show the picture of two different brands of a product and place it in the subconscious of the consumer that the advertised product is much superior to the other. For example, in an advertisement for a laundry detergent, it is emphasized that when two clothes, each of which are soiled under the same conditions, are washed with the desired product, no stain will remain, and when washed with the other detergent, they will not provide the desired cleaning.

In the advertisement of m....m (brand name is defined with a dot) branded ice cream in television advertisements in our country, the actress, who is featured in the advertisement more than the product, is highlighted with her sexuality and with the slogan of never being satisfied with less, the consumer's appeal

By using the element of sexuality that has been placed in the subconscious since childhood, this product can be kept in mind and not forgotten.

The act of killing, which is frequently found in computer games, and the rewarding of this action in return for earning points, lead children or young people to kill more people in such games. In computer games, the desired national and religious symbols can be placed on the clothes, places or surroundings of people who are shown as friends or enemies, and the perception of which side is good or bad or which side they should be on can be placed in the subconscious of those who play this game.

Murder or violence can be perceived as normal for individuals who grow up under these conditions. The party that is introduced as an enemy to the individual can be determined entirely by the people who prepared this computer game.

The elements included in the legal regulation made in Turkey According to the first part of the regulation on the procedures and principles of the broadcast service published in the official gazette dated 2 November 2011 and numbered 28103; “*Commercial communication with the subliminal technique*: commercial communication containing messages related to the promotion of products or services by using very short-term images that the audience can perceive only subconsciously in television broadcasts”; According to

paragraph ǧ, “confidential commercial communication: by the media service provider for the purpose of advertising or in a way that can direct the public; prohibits the promotion of the activity, trade mark, name, service and product of the producer of goods or services with words or pictures in the programs outside of the advertising bands and without an explanatory sound or image showing that the advertisement is being made.

Considering the experience of children, unrealistic expectations should not be created in 0-7 age groups.” According to 9th item 6-d, “it should not be aimed at the abuse of women. The female body should not be used as a sexual commodity in the product, service or image promoted” (*Official Gazette*, 2 November 2011).

On the other hand, as individuals or non-governmental organizations, what we need to do in order to combat the subliminal messages aimed at destroying the moral values of the society; Our children can watch TV together with them and prevent them from watching unsuitable programs, or we can put the right information in their minds by arguing about negative programs, or we can apply the method of protesting and not buying the product.

We can request the cancellation of the broadcast program by calling the radio and television supreme board communication center. We can make more efforts for our children and young people to live healthier and more peacefully and to increase their values in the society.

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