

# Stressed?

## MAYBE YOU ARE SUFFERING FROM GENERALIZED ANXIETY DISORDER?

By Rachel Shepherd  
Features Editor

If you suffer from three or more of the following symptoms - restlessness, fatigue, difficulty concentrating, muscle tension, irritability, and sleep disturbances- you may have Generalized Anxiety Disorder (GAD). Dr. Louis Laguna from Lebanon Valley College, said in a speech given Tuesday, that this form of anxiety is the most common and most difficult to treat.

In Laguna's speech, "Chronic Worry as Avoidance of Arousal," he emphasized worrying as chronic for many college students and focused on a thoughts vs. images approach, invoking approximately 30 psychology students in a discussion of case studies as well as his own pilot study.

"People worry about things," Laguna said, "that's commonplace. But it is when worrying becomes a psychopathological problem that it is worthy of treatment." He found that the average college student worries about family members, health and jobs/school. However, to determine whether this is a pathological worry, it varies depending on the frequency, intensity and uncontrollability of the worried person.

The treatment of GAD or pathological worry is focused primarily on cognitive behavioral therapy aimed at cognitive restructuring and relaxation. Because GAD is more difficult to treat than other forms of anxiety, Laguna said patients usually see only modest improvement. "In chronic worriers, there may be sympathetic inhibition during the worry process."

Laguna used this to counteract worries with his patients. For example, he asks patients their biggest fear- i.e. the death of a family member- and puts the patient in a worse case scenario. He takes them through the stages of this fear, enacting it for them. "It is interesting the result," said Laguna. "Their heart rate increased during the relaxation phase, after the patients realized that their fear had not come true."

The highlighted interest in anxiety patients is the thoughts vs. images development. "There may be an avoidance of images during the worry process," explained Laguna. Worrisome patients are either "thought" worriers, in which they

constantly think about what they have to do next or they are image worriers, whereby they create an image in their head.

Laguna said the latter is not often seen by those who suffer from chronic worry because they do not want to expose themselves to a worrisome image, and thus they "think" about things to avoid this imagery. "The best way to access emotional reactions," said Laguna "is through in-vivo exposure (exposure to fearful stimuli) or imagery."

This is a learned activity in chronic worriers as Laguna says those who worry avoid a situation cognitively. He emphasized that only way to successful treat some-

one with such anxiety is the expose to the in-vivo or a visual perception of the feared stimulus.

Laguna completed his own pilot study using both worrisome

and non-worrisome students as his sample. However, he did not receive the results that he had expected due to problems with the exposure time to a stimulus, and instrumentation. But he did find one consistent theme: worriers would report higher levels of thought than imagery, proving this particular hypothesis correct as well as the theory of chronic worry as avoidance of arousal (images).

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Dr. Louis Laguna of  
Lebanon Valley College

## Speech on War Ads

By Steven C. Standridge and Robert Trishman  
Capital Times Staff Reporters

Dr. Victor Viser gave a presentation on the motives and emotions behind advertising in war last Tuesday in the Gallery Lounge.

Viser said that advertising has played an important role in war efforts since the days of ancient Egypt. He said the concept of art in war was born in Egypt and has carried through into modern times.

During the Civil War and World War I, posters were used to recruit soldiers. These posters often had themes of patriotism, adventure, and the evil enemy.

Ads from both World Wars had a sense of urgency in winning the war, but WWI's ads had a very anti-German tone, referring to Germans as "Huns" and showing unflattering caricatures of them. Viser also displayed ads depicting attractive women in order to get men to join the navy, and passed around sheet music of songs that used to recruit women into serving with the Red Cross.

Viser went through a series of newsletters from the J. Walter Thompson Advertising Agency of New York, a major advertising contributor during World War II. The newsletters showed a more sincere side to advertising and gave a sense that the ad agency was not trying to cash in on perilous times. One of their own employees, John Baker, was killed during the war, and this more than motivated them to do the best job they could in their part of the war effort. "Their involvement was quite profound," said Viser.

Viser pointed out that advertising agencies had a strong relationship with the U.S. Office of War Information during this period.

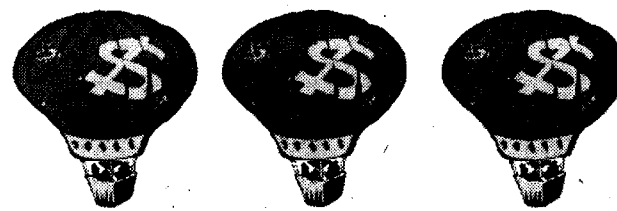
Viser then showed some ads from WWII, including a very striking one that had a man driving a car alone and an outline of Adolf Hitler sitting next to him. The caption said, "When you ride ALONE, you ride with HITLER!" This was in reference to rationing during wartime and echoed President Bush's statement, "If you are not for us, you are against us."

The presentation, entitled "Ad Men and War: People, Places and Propaganda," was the last installment of this semester's Humanities Colloquium.

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