

SENSITIZATION ALTERNATING DESENSITIZATION*

J. M. Ponzi

University of California, Berkeley, U.S.A.

Abstract. Sensitization Alternating Desensitization (SADTM) is a revolutionary, Paradigm-Shifting approach for treating post-traumatic stress disorder and most other psychological and physiological problems. It has been clearly shown to be efficacious through anecdotal evidence and a complete lack of findings from controlled-outcome studies. (Satirical)

Keywords: Desensitization, post-traumatic stress, treatment, satire.

As one who will never cause the rendering of a cacophony using my own instrument for aural effect (“toot my own horn”), I am reluctant to disclose briefly and elegantly even the basics of my new, revolutionary technique – Sensitization Alternating Desensitization (SADTM) of Lips and Mandibles – in the inauspicious pages of this journal. Because it is a miracle cure, however, it is essential that this technique be fully discussed and debated in this journal prior to conducting any formal controlled outcome studies. (My own research data – which are very promising and will be released soon – will make a mockery of the usual peer review process.)

Before you can be informed of this monumental accomplishment, you must sign a waiver agreeing that, should you ever divulge the contents of this column to any other living being, you will instantly commit suicide; that you will never attempt this treatment until and unless you are fully instructed in its appropriate application by me at a site and location to be henceforth set and upon payment of excessive funds; and that you understand and acknowledge that if you were to try this technique without such

* When this paper was rejected by a journal edited by his wife, Dr Ponzi washed his hands of anything having to do with peer review. Nonetheless, he graciously permitted his alter ego, J. M. Perloff (to whom large sums of money or reprint requests may be directed at Dept. of ARE, 207 Giannini Hall, University of California, Berkeley, CA 94720-3310, U.S.A.), to submit his major paradigm-shifting paper to this august journal. He was astonished by the thoughtful and constructive approaches of the editor and two referees, one anonymous, and the other Dr Fatima Shekel. Although all of them recommended completely changing every aspect of this paper, none physically attacked him. He has stolen, without acknowledgement, their most useful contributions, and holds them responsible for any legally-actionable excesses in the resulting paper. The good doctor strongly recommends that you check out Dr Shekel’s invaluable, revolutionary (indeed moving) <http://www.geocities.com/HotSprings/9858/>, which is the Other major Paradigm Shift in Whole Field of Psychology in the post-Sir Cyril Burt era.
Reprint requests to J. M. Perloff, Department of ARE, 207 Giannini Hall, University of California, Berkeley, CA 94720-3310, U.S.A.

proper and appropriate training you will be instrumental in the eventual death and/or dismemberment of your patients. Sign here or cease reading:

(No peeking!)

SADTM is an efficacious, effective, and relatively odor-free treatment of anxieties, depression, and fixations on traumatic experiences that render patients incapable of engaging in restful repose. I forget whether it also cures psychogenic amnesia.

Though the effects of SADTM are amazing, rapid, and efficacious, the technique is relatively easy to apply after you have attended my two-day, on-location training seminar (with option of obtaining both Ginsu knives and Vegimatics) – and not just one of my paid seminars. The basic steps are (KIDS, DO NOT TRY THIS AT HOME WITHOUT FORMAL TRAINING!):

Step 1: Insert the pollex (thumb) beyond the aperture of the facial orifice (mouth) short of the fauces (don't stick it so far in that you gag) and render the lips to close about it. Repetitively create and uncreate a vacuum (suck) about the pollex. Through non-verbal example, elicit duplicative actions by the patient. (It is crucial to keep a straight face.)

Step 2: Simultaneously whilst at the same time, the patient should continue to ruminate and cogitate or engage in imaginal recall of specific aspects of his or her particular traumatic memory. Covert conditioning using marginal aversive stimuli may be used.

Step 3: The patient should stop thinking about his/her fixation and or traumatic experience. The therapist screams at the top of his or her lungs, "SHAPE UP!" (Timing and intonation is everything – hence the need for formal training. Inappropriate application of this technique can result in permanent hearing loss for everyone involved.)

The active mechanism is the reciprocal inhibition of the negative affect associated with traumatic memory or from falling asleep. Patients report that interviewer-rated intrusions and avoidance subscales of the Impact of Events Scale decrease or increase (whichever is appropriate). In the only attempt to study SADTM three unhappy chimpanzees, one second grader, and my Uncle Louie were treated. The baseline-to-taped-exposure-scene changes in psychophysiological responding, across species, treatments, and the time-space continuum, comparing treated versus uncontrolled subjects, were statistically evaluated to determine whether changes in psychophysiological responding to their bad dreams and traumatic memories were enervated by the treatment. As I got lost in this last sentence, I don't know what the outcome was.

Training is essential. Were one to attempt SADTM without the proper training, there is a high probability that after the aural intervention by the therapist of an inadvertent constriction of the aperture or closing of the interstice created by the maxilla and mandible (biting the thumb with one's jaws) thereby creating a foramen in the pollex (creating a hole in the thumb). Should such occur, dehiscence of the integument of the pollex may follow (the damn thumb will probably bleed) causing the patient to suffer from an inability to adequately process the traumata (and develop a stigmata on his or her pollex). Moreover, there is a high potential for sensitizing the subject by stimulating flashbacks, retraumatizations, or suicidal reactions (or they could punch you in the nose). Many infants, toddlers, and others have engaged in this technique unsupervised

and uninstructed and have grown up to be axe-murderers, embezzlers, suicides, and accountants. Or worse.

No doubt some narrow-minded, backward-thinking members of this profession will attack something they do not thoroughly understand and lack the intellectual apparatus to appreciate. Anticipating these attacks, I will respond now to these foolish and counter-productive character assassins.

Some will allege that I am not licensed to practice psychology (or psychiatry or cosmetology) in any country in the world. So what! Was Freud licensed? Was Pavlov? Jimmy Jones? Margaret Thatcher?

Some will question my motives in attempting to better the lot of all humanity. All I can say is *veni, vidi, profitus* (I came, I saw, I profited). Obviously such people are motivated by jealousy, covetousness, and envy. In short, **IT'S NOT ETHICAL TO ATTACK SAD™ UNTIL YOU'VE TAKEN MY SEMINAR AND PAID ME!**

Remember, you too can be trained in this SAD™ technique. Sign a waiver in which you agree never to use this technique or tell anyone else about it or reveal (on pain of death) that you took this pledge and send \$2,312.72 in cash or money order (no checks or credit cards please) to Dr Ponzi's Revolutionary Technique Boutique and Workshop to be enrolled in my next training session, Level I, at a time and place to be determined at my discretion. Upon completion of this training you will receive a gold-embossed certificate (in case you haven't anything else to hang on your wall), which will reduce your cognitive dissonance from spending this sum of money. Four to six weeks later (or whenever I build up the energy), you may pay me even more money to take my Level II course (at the opposite end of the country from the first class). By the time you take my Level VII course, you will be qualified to instruct others (so long as you remit a royalty fee to me). Enroll today. Be the first on your block to obtain your diploma and learn the secret handshake!