

Viagra, Impotence, and Pornography

by Judith Reisman, Ph.D. and Eunice Winkler Ray

Like a classic Greek tragedy, millions of strong, virile young men who lived through the sex, drugs, and rock 'n' roll sexual revolution of the 1960s, have found themselves sexually sated and impotent in their middle-years. Not only is their parents' generation, the generation that fought in World War II, facing the depletion of their sexual powers, their sons too are tragically infirm, sexually paralyzed, and in need of wonder drugs to experience life's most natural, intimate, transcending experiences.

MOST IMPOTENCE IS EMOTIONAL

You may rightly wonder why impotence is no longer just a normal sign of the onset of advancing age, alongside bifocals and balding pates. By 1970, in *Everything You Always Wanted to Ask About Sex — But Were Afraid to Ask*, psychiatrist, Dr. David Reuben reported impotence was widespread, afflicting young and old alike; "about 30 to 40 percent of men." Only "five percent of impotence" said Reuben, is "physical" in origin, for too many men "expect more from their genitals than they were designed to deliver." Expounding on that theme, in 1981 Dr. Bernie Zilbergeld, a California sex therapist, blamed the "male fantasy model" for the escalation of impotence to roughly "10 million men. . . its purest exemplar is pornography . . . men's unrealistic, stereotypic expectations about sex." Impotence among the younger and middle age set has been a fact for decades,

with *Time* magazine reporting (April 4, 1983) that "Inadequate Sexual Desire," and the inability to libidinally perform, afflicted 20 percent of average males seeking sex therapy.

To meet the market's overwhelming demand for a libido remedy, drug manufacturer Pfizer has an antidote for failing elders and Baby Boomers in the form of a little blue pill known as Viagra. At Viagra's public debut, pornographer Hugh Hefner publicly lauded the efficacious contribution of the "great drug" on his sexual performance. Hefner, allegedly a virile elder, had not claimed to be one of the "five percent" suffering from diabetes, prostate cancer or other ills which physiologically diminish sexual capacity. So, what exactly ails the current 40,000 men (and some women) a day lining up to purchase Viagra's \$10.00 a pill magic?

Both Hefner and Zilbergeld know, as would any longtime pornography user, that impotence is yet an-

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other toxic fallout of the sexual revolution. Viagra was a profit bonanza waiting to happen. Viagra is the natural outcome of the behavior of over two generations of men whose minds and bodies were secretly but routinely trained to masturbate to "erotic" pictures of paper dolls. Such "masturbation fantasy," as it is commonly known, thought to cause impotence prior to 1948, is being largely ignored and/or covered up by the mass media and sexologists who are financially tied to a continuing flood of pornographic stimuli. Pornography is uniformly employed to train sexologists (the "Sexual Atti-

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tude Restructuring" or SAR) and is commonly recommended by sex therapists as an aid to impotence ("you and your spouse should watch a 'sexy' movie together"). Just as the lecherous nightly orgies at Studio 54 ended after too many party-goers showed signs of AIDS and other STDs, masturbation to "erotica" would come to a screeching halt were men to understand, similarly, that pornography is a well worn path to myriad disorders, including impotence.

POST KINSEY IMPOTENCE INCREASE

After 50 years of Kinseyan sexual freedom, sex researchers and therapists are heralding Viagra as the cure for a clear symptom of sociosexual disorder. For not only impotence, but every manifestation of sexual decay — from divorce to wife battery, from venereal disease to rape, child abuse, and illegitimacy — has increased dramatically in the wake of what the dominant culture calls sexual liberation. In 1948, even Kinsey — who cooked all his data to statistically present Americans as sexually repressed sexual outlaws — claimed "less than 1 percent of men under 35 years of age" were impotent. Pre-Kinsey, sexual "complaints" were mostly from wives afflicted by overly amorous husbands. But by 1970, psychotherapist Rollo May confirmed psychiatrist David Reuben's observation that impotence (like every other aspect of male-female disorder) was becoming epidemic. Writing in *Love & Will*, May described how post-Kinsey modernity has changed us:

Therapists today rarely see patients who exhibit repression of sex in the manner of Freud's pre-World War I era. In fact, we find in the people who come for help just the opposite. . . lack of feeling and passion. . . So much sex and so little meaning or even fun in it.

In an amazingly short period following World War II, we shifted from acting as though sex did not exist at all to being obsessed with it. . . From bishops to biologists, everyone is in on the act. . . [Note the] whole turgid flood of post-Kinsey utilitarianism. . . Couples place great emphasis on book-keeping and timetables in their love-making — a practice confirmed and standardized by Kinsey. . . making oneself feel less in order to perform better! My impression is that impotence is increasing. . . It is becoming harder for the young man as well as the old to take "yes" for an answer.

Impotence literally means to be "without power." If it is even remotely possible that from 1948 to 1998, impotence increased from one percent to roughly 50 percent, then masses of men would have to have been rendered "powerless" as *men*, by some external social or cultural virus. Casting about for the cause, history tells us that the sexual revolution exploded in 1948 with Kinsey's *Sexual Behavior in the Human Male*. By 1953 *Playboy* was substituting masturbatory fantasies of centerfolds for GI Joe's 1945 dreams of a wife, four kids and a house with a picket fence. Kinsey's "playboy" would be a high-tech sexual stallion, with physically "perfect" young women pantingly, willingly, waiting to do his bidding, anywhere, anytime.

RIDICULE OF VIRGINITY AND CHASTITY

After a decade of the publishing industry producing pornography and the entertainment industry ridiculing virginity and chastity for women as well as men, women's liberation emerged in the 1960s. Even with The Pill and legal abortion, with women commonly cohabiting and with the availability of guiltless and "safer" sex practices, men's sexual power has measurably diminished from 1948 to 1998. As the sexual revolution has increased, male virility has decreased. One sure sign of this torment is increased male impotence and another increased rape. One manifestation of impotence — fear and rage toward women — is a growing menace. By 1979, historian Christopher Lash reported in *The Culture of Narcissism*:

Whether or not the actual incidence of impotence has increased in American males — and there is no reason to doubt reports that it has — the specter of impotence haunts the contemporary imagination. . . Today impotence typically [is a] generalized fear of women that has little resemblance to the sentimental adoration men once granted to women who made them sexually uncomfortable. The fear of woman. . . reveals itself not only as impotence but, as a boundless rage against the female sex. This blind and impotent rage, which seems so prevalent at the present time. . . when men still control most of the power and wealth in society yet feel themselves threatened on every hand-intimidated, emasculated — appears deeply irrational. . . even Mom is a menace.

Normally, in the marital act, a trusted, loved woman easily allays her husband's sporadic impotence. The two will be together forever. They have time, interests and

responsibilities equal to, even more important than "orgasms." Usually couples work through this occasional frustration, building on the trust, power and sexual potency of a lifelong exclusive and intimate love relationship.

The situation is radically different for partners who come together sporadically or by chance. The pressure to perform is increased in inverse proportion to the length and permanence of the relationship. In addition to that, the emotional expectations induced by masturbation to inert centerfold images have an equally alienating effect on the man who succumbs to this habit. Such men frequently spend a lifetime seeking the physically perfect "right" young woman who will free them from their compulsive masturbation and the erotic fantasies which were long ago etched on their minds. Since no physically perfect "10" obliterates these unconsciously actualized "centerfold" fetish imprints, the pornographic delusions embedded in one's memory inspire, in many men over time, disillusionment distrust, fear, shame, even rage toward women. The male pornography user is victimized by deliberately perpetrated, financially motivated delusions which bring with them a level of anxiety, which too often permanently undermines love and, therefore, sexual potency. In *The Male*, Sherman Silber explained that any impotence experience:

creates such anxiety, worry, and insecurity over future performance that suddenly the man finds that what was simply a transient event is now persisting. [He] usually feels aroused sexually, but his penis simply doesn't cooperate.

MASCULINITY AT \$10.00 A PILL

Could early years of pornography use render significant numbers of men impotent in their mid-years? What percentage of the 20 to 30 million American men — accountants, bikers, bankers, rock stars, politicians, pornographers and rapists — scrambling for the \$10 blue Viagra hit, have both their closets and their minds cluttered with delusionary pornographic magazine and video images?

Well, the servant, they say, is not superior to his master. According to his most recent biography, Alfred Kinsey was revealed to be, among other things, a sexually impotent pornography addict. The youthful Kinsey's "nature library" — apparently books of nudes photographed "outdoors" — eventuated in the main-

moth pornography collection he amassed at Indiana University. Eventually Kinsey's sexual compulsions would drive him to more and more bizarre forms of sexual activity — to homosexual adultery, sodomy, sadism, and sexual self-mutilation. Kinsey's autoerotic self-tortures would contribute to his untimely death, associated with "orchitis" or, as *Playboy* put it, "big balls." Terry Teachout reports;

Growing up at the turn of the century, Kinsey had been exposed to countless tracts warning that masturbation led to insanity and death. In his case, they may have been onto something. (*National Review*, Oct. 13, 1997)

Before Kinsey, all sexual interactions outside of monogamous marital intercourse were against the law. The laws prior to Kinsey pointed the way to sexual self-control, responsibility, and even chastity, known at the time as "purity." As for obscenity, legislation sponsored by Abraham Lincoln on March 3, 1865 banned anything that had "a tendency to suggest impure and libidinous thoughts, and thus deprave and corrupt their morals."

PROSTATITIS

Current public health data indicate, not so surprisingly, that Lincoln had it right. That which depraves private morality causes substantial public injury. Kinsey's insider biographer, James Jones, reported in *Kinsey, a Public/Private Life* (1997) on Kinsey's addiction to pornography, an addiction which stimulated his compulsive sadistic masturbation, which in Kinsey's case proved fatal after all. Masturbation is a key determinant in prostatitis, a form of prostate gland inflammation. The prostate is the major canal for both sexual and urinary secretions. Even *Penthouse Forum* (February 1977) broke ranks with the other one-handed magazines to quote urologist Dr. Robert Rowan, author of *Your Prostate* (Doubleday, 1973), who warned:

Excessive masturbation causes more prostatitis cases than any other single factor. . . . A man doesn't get as thorough an emptying of the prostate when he masturbates as he does in sexual intercourse. . . . It has to be emptied in a relatively regular, relaxed, unharried way. . . .

Without the uterine suction action involved in normal man-woman/heterosexual intercourse, excessive autoerotic orgasm leaves a semen residue in the prostate

gland which, for some, fossilizes over time. In *SoftPorn Plays Hardball* (1991), I quoted Pitrim Sorokin, Harvard sociology professor emeritus on the "vitalizing and enabling power of unselfish love," the opposite of narcissistic pornographically triggered masturbation:

Deficiency of "the vitamin of love" is also responsible for many mental disorders. . . "Love begets love and hate begets hate." . . Creative love increases not only the longevity of individuals but also of societies and organizations.

Similarly, Erich Fromm wrote:

The experience of love does away with the necessity of illusions. . . Love is in the experience of human solidarity with our fellow creatures; it is in the erotic love of man and woman, in the love of the mother for her child.

VIAGRA RAGE?

Let us revisit the observations of Christopher Lash, noted in the beginning of this article, "The fear of woman. . . reveals itself not only as impotence but, as a boundless rage against the female sex, as a blind and impotent rage, which seems so prevalent at the present

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time." What percentage of those 20 or 30 million impotent men harbor "boundless rage against the female sex."

Former Surgeon General C. Everett Koop warned that "violence and pornography, which is a felony against the human spirit, are the atrocities of despair. . . [reflecting] an appetite for outrage [against] civilized life," was a much more dire concern than cigarette use. If pornography caused some of the alleged 20 to 30 million men who need Viagra to despair — if Koop, in other words, is correct — what unanticipated side ef-

fects will Viagra's "chemically packaged psychopharmacological manhood," can we expect from it against "civilized life?"

Gregory emphasized in *Eye and Brain* (1972), that the eye is an automated camera, it "feeds the brain with information coded into neural activity — chains of electrical impulses" which represent objects (pictures). While women and men are neuronally shaped by "erotic" stimuli translated into an emotional brain cocktail of testosterone (a brain steroid), endorphins (morphine-like chemicals) norepinephrine, oxytocin, dopamine, serotonin, etc., pornography triggers sex and violence, flight and fight emotions, especially in men. For while the central nervous system treats sexual and violent stimuli non-discriminatively, male testosterone is designed for *both* copulation and battle, with some researchers finding that "rapists and exhibitionists have higher testosterone levels than is normal — and that testosterone levels go up before sex" (Smith and Desimone, *Sex and the Brain*, 1983).

Sex signals release a flood of testosterone in functioning post-adolescent males. Neurologists have found that the sex hormones are among the most subtle and powerful chemicals in nature, profoundly affecting the human brain/body system throughout life. The profound nature of these changes has been deliberately trivialized by mass media, health and justice professionals for a number of reasons. Whatever the reason, it would be wise for a society ready to ingest Viagra in massive amounts, not to miss what also may be withheld from the public about the new blue passion.

Beginning roughly 50 years ago, large numbers of young men were swayed by the sex revolution pamphleteer and now Viagra-popping pornographer, Hugh Hefner, to engage in masturbatory sexual fantasies in the name of "sexual freedom." Joe College did not realize then that confusion, fear, shame, or even hate could be folded into the mix of emotions that flowed from his masturbatory sexual experiences. Joe did not understand that just as his eyes translated the emotions experienced by his heart, fingers, and lungs to his brain and memory, his

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Viagra, continued from p. 29.

and more jails. "If you mention the word 'gun' in an airport, you're history," declaimed the mayor of Springfield. "It should be the same in schools." It should? Thus in the name of compassion, the contemporary understanding of "history." It's not something you study; it's something you become, vanished into jail.

"If this isn't a wake up call, I don't know what is," declared Daschle, saying far more than he knew. The image of Clinton comes to mind, and one turns to a description of the end of days: "the wisdom of the scribes will be corrupted, and those who fear sin will be hated. The leaders of the generation will have the nature of dogs and all governments will turn to false beliefs. He who turns away from evil the public will regard as foolish [or even "volitionally impaired"] and criticism will be of no avail."

Given the living nightmare that prompted this essay, let Springfield, Oregon's Superintendent of Schools have the last word. "We want all the kids back. They are safe here. This is a safe campus," he insisted. A safe campus: this is from a cadre for whom "denial" is the cardinal sin and honest expression the ultimate merit. As Orwell wrote, "the past was erased, the erasure was forgotten, the lie became truth." "We want all the kids back," he said. They want them, all right, for their village of the damned. Those parents still able to avoid it should never send their children to such death camps again.

EUGENE NARRETT

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brain/memory also recorded the lessons experienced by his groin. Joe did not realize, as *Science* magazine noted (May 15, 1998), that neuroscientists "are finding that intense emotions can leave a long-lasting physical imprint in the brain."

The young male pornography consumers of the past generation were tricked by master magicians. Beginning in December 1953, image makers blind-sided millions of boys and men with illusions that appeared to affirm their sexual prowess, but in reality robbed them of their sexual potency. It was an especially malevolent version of the old snake oil salesman's game of bait and switch. Standing on the ramparts of the sexual revolution, few of these innocents knew they lost their manhood in the battle for *The Brave New World*.

Viagra will not compensate these once young men for their loss of sexual potency, nor will it compensate them for the loss of the ephemeral social construct known as masculinity. Yes, the media will report the sounds of happily married folks, husbands and wives, old and young men who suffered pre-Viagra from organic-based impotence and who have now been renewed. However, the truth about much of the cause for men's widespread addiction to

this little blue pill today will remain a well-guarded secret, still hidden from public discourse by the scientific press, sexologists, the publishing industry and the mass media. Nor will the role of Kinsey's Reports — complete with their child sex abuse protocol and massive statistical frauds perpetrated on society, law, public policy and widely purveyed to the next generation through school sex education — be exposed as a key cultural toxin contributing to impotence, a crime against man's inestimable, God-given, sexual nature.

The truth about the harm caused by pornography, from *Playboy* to Internet sleaze, and *Victoria's Secret* catalogues, even the truth of masturbation entanglements, from prostatitis and orchitis to delusionary, injurious, violent dreams and schemes born of frustration and rage are similarly controlled by the media which profits from promoting these images. Several Viagra users are recorded as suddenly deceased. Given the Enlightenment's history of creating monsters, it is sobering to think what artificial chemical stimulation will do to the rage resulting from the impotence that came from over-indulgence. As with so much else in this culture of death, the worst is yet to come.

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