

**Study on the influence of the subliminal messages on the human behaviour and the complexity of the musical structures on the encoding**

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The main objective of this study is to test the encoding time in kinetic memory (retaining a complex of movements) referred to the complexity of the presented musical structure, and checking the assumption according to which the subliminal messages could determine immediate response in the needs satisfaction behaviour, a change of the individual conduct.

The experiment means the testing of the hypothesis on two lots comprising 20 subjects each (the experiment and the witness lot).

Researchers will present each lot three dance steps belonging to three different melodies.

The melodies are different from one group to the other, while the dance steps are identical.

In this case there is going to be tested the effect of the musical structure complexity on the encoding time.

In the mean time with the introduction of the dance steps, the experimental lot will be exposed to a subliminal message with regard to choosing one specific product brand, message that will be not included at the witness lot.

The obtained results will be examined with specific statistic analysis and could help in revealing the influences of the contemporary social tendencies on the human being.