

DORITOS AD UPSETS NARAL

The Doritos Super Bowl ad that showed an ultrasound picture of a baby carried by the baby's mother was condemned by the pro-abortion group, NARAL, for "humanizing the fetus." It did just that. What else could it have done?

As Scottish professor Malcolm Nicolson has said, ultrasound has a "humanizing effect" that is so powerful that some women report not feeling pregnant until they've seen the pictures. He is co-author of an important book on the subject.

Anti-women feminists such as Allison Benedikt also acknowledge the effects of this technology. In a Salon article in 2012, she lashed out at pregnant women who were sharing pictures of their unborn babies on Facebook. She exclaimed that the more women share these pictures, "the harder it will be to deny that they are people." She is exactly right: When photos of humans are shared, their humanity is confirmed.

Similarly, in 2007, author Melody Rose published a pro-abortion book wherein she decried the way "recent developments in imaging technique certainly have facilitated a reliance on powerful pictures that humanize the fetus in a way not possible two decades ago." Imagine how human these humans will look two decades from now!

In 1994, the great English historian Paul Johnson, author of *Modern Times*, compared abortion to slavery. He noted that advances in medical technology have had a dramatic effect. "The fetus is being humanized," he said, "just as the slave was humanized." That's what worries NARAL.