

Consumer Education

THE AD AND THE EGO

57 min; color; h,c,a

1/2" VHS **CC5488,VH**

Examines the effects of advertising on American psychology, consumerism, environmental awareness, and the objectification of women. Uses interviews with sociologists Stuart Ewen, Sut Jhally, and Bernard McGrane; media critic Jean Kilbourne; professor of commerce and business administration Richard Pollay; and many short clips of current ads to reveal the problems with today's advertising culture. Discusses the history of advertising from 1920 to now, emphasizing the shift between viewing and treating consumers as rational beings to the current philosophy which plays on consumers' unconscious emotional needs while also seeking to make them as uncomfortable with their image (body, job, partner, car, etc.) as possible. Discusses how the development of mass production in the 1920's required the mass production of consumers, and how that paradigm continues to create the damaging images and messages that permeate mass media today. (BOIHEHA; EMMANCH;CANEWSR;c1996)

Advertising; Consumer education; Mass media

ADVERTISING AND THE END OF THE WORLD

47 min; color; h,c,a

1/2" VHS **CC5785,VH**

Examines the advertising system as one that presents unreal and magical qualities to consumer products. Compares economists' and anthropologists' viewpoints of society, pointing out that capitalism is revolutionary in its ability to dramatically alter the landscape. States that our media are totally dominated by advertising. Discusses different methods of examining the advertising system, suggesting that we ask what advertising says about being happy, what it says about society, and what it says about the future as ways to understand its influence. Stresses the dangers of over-consumption and the depletion of natural resources. Uses clips from advertising images in television and film to argue its point. Hosted by University of Massachusetts Professor of Communications, Sut Jhally. (FOUNMED;n.d.)

Advertising; Conservation of natural resources; Consumer education

AMERICANA SERIES

For descriptions see individual titles:

SIGNS AND RHYMES OF BURMA SHAVE
[BC0380]

BEYOND KILLING US SOFTLY: THE STRENGTH TO RESIST

34 min; color; i,j,h,c

1/2" VHS **EC2942,VH**

Presents renowned feminists and culture critics discussing the effects media images have on girls' self esteem as they go through adolescence. Includes examples of ways in which adolescent girls can challenge the body images that dominate our visual culture. Includes commentary by Carol Gilligan, Harvard University; Gail Dines, Wheelock College; and Gloria Steinem, *Ms* magazine. (LAZARMA; WUNDERE;CAMDF;c2000)

Adolescence; Advertising; Feminism; Women

DECONSTRUCTING SUPPER

47 min; color; h,c,a

1/2" VHS **CC6209,VH**

Investigates the industrialization of our food system, asserting that 70% of processed foods on supermarket shelves in North America contain genetically modified ingredients. Points out that the Canadian and U.S. governments rely on the industries themselves for studies of the safety of genetically modified foods. Explains how scientists move genes from completely unrelated life forms that could never mate into food crops such as soy, corn, and canola to provide toxicity to insect pests, resistance to herbicides, and other qualities desired by large-scale agriculture. Mentions the related issue of unlabelled Bovine Growth Hormone in the milk supply. Contrasts this with the massive public pressure in Europe against GM food and resistance to GM farming in India. Includes interviews with scientists, conservationists, journalists, and farmers. (BULFROG;c2002)

Agriculture; Agriculture—Economic aspects; Food supply; Genetics

FREE TO CHOOSE SERIES

For descriptions see individual titles:

WHO PROTECTS THE CONSUMER?
(DISCUSSION) [CC3306]
WHO PROTECTS THE CONSUMER?
(DOCUMENTARY) [CC3305]

FRONTLINE SERIES

Probes into the heart of the issues behind the headlines, investigating a wide variety of topics from international affairs to domestic news and current trends. Produced by the Documentary Consortium of public television stations (KCTS Seattle, WGBH Boston, WNET New York, WPBT Miami, WTVS Detroit). *For descriptions see individual titles:*

THE MERCHANTS OF COOL [CC6123]
SECRET HISTORY OF THE CREDIT CARD
[CC6515]
YOU ARE IN THE COMPUTER [CC3767]

GENETICALLY MODIFIED CROPS: HOPE VS. HYPE

22 min; color; h,c,a

1/2" VHS **NC2408,VH**

Investigates the emergence of genetically modified food in the American food market. Explains crop hybridization. Looks at European laws governing labeling for genetically modified food. Includes interviews with scientists, farmers and consumers. (FFHS;c1999)

Advertising; Agriculture—Economic aspects; Botany; Farm produce; Genetics

HEALTH CARE OR QUACKERY: HOW CAN YOU TELL?

25 min; color; h,c,a

1/2" VHS **HC1159,VH**

Surveys various advertisements for health care products, such as food supplements, acne cures, quick weight-loss plans, and hair replacement techniques, which have proven to be either useless or detrimental to consumers who are looking for quick and miracle cures. Explores prevalent medical abuses, cautioning people to be on guard against fraudulent health practitioners and devices so that they may receive competent treatment when it becomes necessary. (HIGGIN;c1978)

Consumer education; Hygiene

Consumer Education

I'LL BUY THAT

25 min; color; h,c,a
1/2" VHS

BC0367,VH

Describes the growing role of psychological testing and behavioral analysis in market research and advertising. Presents interviews with marketing executives to explain the categorization of consumer personality groups. Demonstrates eye tracking, a technique used to locate focal points of print ads and packaging. Demonstrates "black box" monitoring in sample homes, which correlates commercials viewed with purchasing patterns. Concludes with an American Marketing Association executive addressing questions of ethics and methods in advertising. (FFHS;c1988)

Advertising; Marketing; Psychology, Applied

THE IMAGE MAKERS

55 min; color; h,c,a
1/2" VHS

CC3673,VH

A Walk Through the 20th Century with Bill Moyers series - Examines how the growth of mass communications provided a new understanding of ways to manipulate images and influence, giving birth to the idea of public relations. Reintroduces Ivy Lee's 1914 public relations campaign designed to improve the image of John D. Rockefeller. Discusses the science of "the engineering of consent" with Edward Bernays, the man who coined the term "public relations" and immortalized Thomas Edison. While practitioners of public relations claim they are exercising their democratic rights to inform and persuade, Moyers points out that this powerful tool must be carefully scrutinized since truth can be disguised at many levels. (CORPENL;PBSV;p1984)

Advertising; Ethics; Mass media; Philosophy (CPI)

KILLING US SOFTLY III

30 min; color; c,a
1/2" VHS

EC2920,VH

Examines the portrayal of women in advertisements for such brands as Calvin Klein, Diesel, Wonderbra, Abercrombie & Fitch, DKNY, Candies, and Victoria's Secret. Demonstrates that the \$180 billion advertising industry has established the ideal of female beauty as tall and thin with broad shoulders, long legs, narrow hips, large breasts, and perfect skin. Explores the relationship between these depictions and social problems such as violence against women, pornography, eating disorders, sexual harassment, and job discrimination. Argues that current advertising trivializes women's power and freedom through objectification and images of passivity and violence. Features Jean Kilbourne. (CAMDF;FOUNMED;r2000)

Advertising; Gender identity; Sex roles

MASS MEDIA IN SOCIETY

28 min; color; h,c,a
1/2" VHS

CC5662,VH

Media Power Series - Examines the globalization of information exchange, the way in which it has altered the social distance between nations and individuals, and the future of mass media. Points out that the U.S. media are not designed for education but for advertising and profit. In the 1990s, the media have become more specialized, appealing to segmented markets. (STONEDA;FFHS;c1997)

Advertising; International relations; Journalism; Mass media

MEDIA POWER SERIES

Series probes the reciprocal dynamics of the media/audience relationship, in all its many forms.

MASS MEDIA IN SOCIETY [CC5662]

THE MERCHANTS OF COOL

60 min; color; h,c,a
1/2" VHS

CC6123,VH

Frontline Series - Journeys into the world of the marketers of popular culture to teenagers, who create demand and sell to the hottest consumer demographic in America. Shows the use of surveys and focus groups to produce market research data, as well as searches in schools, malls, and on the streets for "the next big thing" in a market segment worth an estimated \$300 billion a year. Features correspondent Douglas Rushkoff. (PBSV) Adolescence; Advertising; Marketing

MICKY MOUSE MONOPOLY

52 min; color; h,c,a
1/2" VHS

CC6084,VH

Documents the transnational media conglomerate Disney's influence on international culture. Raises fundamental questions regarding media consumption throughout the world. Asks what kinds of stories are circulated in the public's imagination. Documents Disney's attempts to rewrite history, for example in the animated film story of Pocahontas. Discusses the problems of Disney's commercialization of children's culture. Shows how Disney's films encourage gender and racial stereotypes. Includes interviews with representatives of several ethnic groups, parents and children, writers and professors. (FOUNMED)

Advertising; Children's literature; Culture conflict; International business; Mass media; Sex roles

NO SEX, NO VIOLENCE, NO NEWS: THE BATTLE TO CONTROL CHINA'S AIRWAVES

55 min; color; c
1/2" VHS

CC6069,VH

Examines the battle raging to control China's airwaves. Profiles the attempts to establish a Chinese satellite channel, CETV, that is entirely entertainment-driven. Analyzes the role of television in Chinese society as a much desired glimpse of the outside world. Considers the power of foreign advertising in choosing the programs citizens can view. Interviews Dr. Geremie Barme, a renowned observer of the Chinese media. Compares the cultural revolution propaganda message of self-sacrifice with modern consumer values coming from the West. (FILMK;c1995)

Advertising; China; Culture conflict; Television

PACK OF LIES

38 min; color; c
1/2" VHS

CC5169,VH

Captures a lecture given by Jean Kilbourne and Rick Pollay to a college audience on the advertisement of cigarettes. Argues that most of the advertisements are aimed at teenagers to provide new users to replace those who die or quit. Traces the history of the reassurance advertisement, the discovery that pictures were more effective than words, and the development of campaigns aimed at children and teenagers. Argues that the media censors itself on the harmful effects of smoking in order not to lose advertising dollars. (FOUNMED;c1992)

Advertising; Journalistic ethics; Smoking; Philosophy (CPI)

PRACTICAL LIVING SERIES

For descriptions see individual titles:

PRODUCT COSTS: WHAT'S IN THEM [CC3111]

Consumer Education

PRODUCT COSTS: WHAT'S IN THEM

14 min; color; h,a
1/2" VHS **CC3111,VH**

Practical Living Series - Follows Jeffrey as he asks his local grocery store owner for help in understanding what goes into the cost of the items he wants to purchase for a party for his girl friend. Explains that the cost of an item depends on: development, materials, manufacturing, marketing, wholesale distribution, and retail markup. Describes comparison shopping, which enables Jeffrey to analyze his purchases so that he gets more for his money, and discusses why guarantees are important. (GREHF;BFA;c1979)

Consumer education; Economics; Markets and prices

RETIREMENT PLANNING: THINKING AHEAD

13 min; color; c,a
1/2" VHS **CC3398,VH**

Takes a look at some of the preparations necessary for a successful retirement. Identifies several pitfalls of retirement and a variety of legal, financial, and psychological steps people can take to make retirement more productive and enjoyable. Emphasizes the need to start planning for retirement early and suggests several things people can do to prepare themselves for retirement, such as monitoring one's health, developing other interests besides work, and developing a financial plan. (CORT;c1985)

Aging; Consumer education

SECRET HISTORY OF THE CREDIT CARD

60 min; color; h,c,a
1/2" VHS **CC6515,VH**

Frontline Series - Provides an analysis of credit card company growth in the United States. Directs attention to business practices, consumer impact, and the laws behind financing and supporting credit card companies and the industry which forms the basis for mass consumer credit. Investigates how the credit card industry became so pervasive, lucrative, and politically powerful, and the most profitable sector of the American banking industry, yielding profits over \$30 billion in 2003, while consumer protection laws erode under the lobbying pressures of the industry. (PBSV;c2004)

Consumer credit; Finance

SIGNS AND RHYMES OF BURMA SHAVE

54 min; color; a
1/2" VHS **BC0380,VH**

Americana Series - Profiles the history of Burma Shave, the brushless shaving cream company that used roadside signs for its advertising medium. Interviews several of Burma Shave's former employees and owners, detailing some of the decision-making process that was involved in creating and picking the jingles for the signs. Contains over one hundred of the jingles. Shows signs, advertising and products of Burma Shave from the mid 30s through the 60s. Shows several vintage cars of the times. (DELANEC;SENTIMP;c1991)

Advertising

60 SECOND SPOT: THE MAKING OF A TELEVISION COMMERCIAL

25 min; color; i,j,h,c,a
1/2" VHS **RC0984,VH**

Documents the creation and filming of a 7-Up television commercial. Shows each step in the pre-editing production process: preparing the storyboard, screening the actors, choosing the location, rehearsing the spot, and finally doing numerous takes of the commercial. Emphasizes the exciting and challenging aspects of film production, as well as its serious and frustrating aspects. (MANDL;PYRAMID;c1973)

Advertising; Motion picture production; Television

SLIM HOPES

31 min; color; h,c
1/2" VHS **CC5170,VH**

Presents a lecture by Jean Kilbourne to a college audience on the effects of advertising, especially for diet and food products, on the self perception of women. Points out that diets and rich foods are often promoted side by side, that binge eating is encouraged in advertising, and that food is often promoted as a way to soothe stress or alter a mood. Argues that the body image most often used in advertising is an impossible body image for most women, especially as air-brushing, computer enhancement, and plastic surgery are often used to "improve" the model's body. Offers statistics on dieting and the weight loss industry to argue that advertising for food and diets are mutually dependent. (FOUNMED;c1995)

Advertising; Eating disorders; Gender identity; Women

SMOKE AND MIRRORS: A HISTORY OF DENIAL

76 min; color; h,c,a
1/2" VHS **HC1675,VH**

Chronicles the advertising campaigns of the tobacco companies, showing their development and specific campaign tactics from World War I to the present. Looks at the interaction of the government and the tobacco industry and the research on cigarettes as a health hazard. Focuses on the denial by the tobacco industry that smoking is a health hazard and the industry's attempts to conceal this information from the public. Gives scientific proof of the danger of tobacco products. (AMERLUA;PYRAMID;c1999)

Advertising; Industry; Public health; Smoking

SPORTS ENDORSEMENTS

40 min; color; c,a
1/2" VHS **CC5695,VH**

Features winning television sports commercials that have received London International Advertising Awards over the past twenty years. Athletes appearing in the commercials include Johnny Bench, Chris Everett, Joe Greene, John McEnroe, Dick Butkus, Doug Flutie, Patrick Ewing, Joe Montana, O.J. Simpson, Michael Jordan, Magic Johnson, Scottie Pippen, Tiger Wood, Charles Barkley, and Andre Agassi. Products endorsed include soft drinks, sports gear, cereal, and automobiles. (LONINAD)

Advertising; Sports

STALE ROLES AND TIGHT BUNS: IMAGES OF MEN IN ADVERTISING

29 min; color; c,a
1/2" VHS **EC2421,VH**

Presents a videotape of a slide show that includes an analysis of pictures of men in advertising and the stereotypes they project. Characterizes the portrayal of men in advertising as being strong, self-contained, distant, alone, and invulnerable. Compares with images of women in advertising as presented in *Killing Us Softly*. Suggests a growing tendency in advertising to show men in other roles. Promotes the organization O.A.S.I.S., a collective of men Organized Against Sexism and Institutionalized Stereotypes. (OASIS;c1988)

Advertising; Gender identity; Sex roles

STILL KILLING US SOFTLY

30 min; color; c,a
1/2" VHS **EC2449,VH**

Uses examples of ads from magazines, album covers, and billboards to analyze a \$100 billion a year industry that preys on the fears and insecurities of consumers. Explores the relationship of media images to actual problems in the society, such as the channeling of men and women into traditional roles and occupations, economic discrimination against women, the sexual abuse of children, rape and other forms of violence, pornography, sexual harassment, teenage pregnancy, and eating disorders. Features Jean Kilbourne. (CAMDF;c1987)

Advertising; Sex roles

Consumer Education

A SURVIVAL GUIDE TO CONSUMER ECONOMICS

29 min; color; h,c,a

1/2" VHS **CC3948,VH**

Summarizes the development of modern consumerism. Describes the personal, community, national, and international components of the American consumer economy and explains the interaction and interdependence of those components. Examines the positive and negative effects of consumerism, with emphasis on the negative effects. Discusses personal, social, business, political, and ethical issues resulting from the global expansion of consumer economics. Suggests some choices available to consumer activists. (GLINERB ;JF;c1985)

Consumer education; Economics

TAKING CREDIT FOR YOUR CREDIT

20 min; color; c,a

1/2" VHS **CC6502,VH**

Presents a life-skills training seminar for students learning how to manage their own finances and the finances of others. Presents the pitfalls and the dangers of credit cards as well as their usefulness in improving one's quality of life, helping with emergencies, and providing security. Emphasizes the importance of good information when selecting the best credit card or bank. Discusses the problems that arise from poor decision-making and spending with credit cards. Provides meaningful advice from financial advisers, credit counselors and bank personnel on options to enhance one's future financial stability and security. (FLMIDEA;c2005)

Consumer credit

THE 30-SECOND PRESIDENT

55 min; color; h,c,a

1/2" VHS **CC3681,VH**

A Walk Through the 20th Century with Bill Moyers series - Examines the role of advertising in politics in the 20th century, featuring an interview with the late Kosser Reeves, an advertising executive who worked on an early political television advertising campaign for Dwight D. Eisenhower. Bill Moyers and media whiz Tony Schwartz discuss how electoral politics have changed with increased use of television advertising. (CORPENL; PBSV;p1984)

Advertising; Political science; Television

THE 30-SECOND SEDUCTION

27 min; color; h,c,a

1/2" VHS **CC3994,VH**

Uses excerpts from television commercials to establish the tactics advertisers use to sell various products. Points out that the increasing number of commercials and the easier access to more channels has resulted in viewers paying less attention to commercials. Provides examples of how advertisers use graphics, humor, and sex to arouse emotions and create a good feeling about the product instead of focusing on the inherent merits of the product. Mentions that most commercials are not checked for validity of content before they are shown, which is especially dangerous for children, who tend to believe what is presented in a commercial as absolute truth. *Closed Captioned.* (GOLDSTA;FI;c1985)

Advertising; Television

A WALK THROUGH THE 20TH CENTURY WITH BILL MOYERS SERIES

Bill Moyers, one of America's most respected and honored journalists, hosts this series, which explores the events and personalities that shaped the 20th century. Many of the world's current geopolitical divisions and economic concerns can be traced to specific events over the past 80 years. Many of today's changing social mores that were unheard of in the past generation developed out of the history of the 20th century. *1984 Emmy Winner for Outstanding Information series. 1984 George Foster Peabody Broadcasting Award for Significant and Meritorious Achievement. For descriptions see individual titles.*

THE IMAGE MAKERS [CC3673]

THE 30-SECOND PRESIDENT [CC3681]

WHAT A GIRL WANTS

33 min; color; h,c,a

1/2" VHS **CC6119,VH**

Documents the influence of the media on young girls' and women's attitudes about themselves, their bodies and sexuality. Uses clips from commercials, movies, television shows and popular cultural icons to show how these media pressure young girls to dress provocatively and to have sex before they're ready. Interviews 11 girls, aged eight to 16, and includes interviews with boys on their opinions about women and sex. (FOUNMED;c2001)

Advertising; Gender identity; Mass media; Sex roles; Women

WHO PROTECTS THE CONSUMER? (DISCUSSION)

30 min; color; h,c,a

1/2" VHS **CC3306,VH**

Free to Choose Series - Questions whether a private consumer group is an effective way to distribute consumer information and examines Friedman's perception of what role government should play in the regulation of consumer products. Questions whether government should force people to spend money to protect themselves, and investigates why drug companies would want the FDA to restrict new drug developments. (EBEC;c1979)

Consumer education; Economic policy; Markets and prices

WHO PROTECTS THE CONSUMER? (DOCUMENTARY)

30 min; color; h,c,a

1/2" VHS **CC3305,VH**

Free to Choose Series - Depicts Milton Friedman's belief that the consumer protection movement in the United States has proved to be the opposite of the consumer's best interest, resulting in increased consumer costs. Presents his idea that international competition of free trade is the best source of protection for the consumer. (EBEC;c1979)

Consumer education; Economic policy; Markets and prices

YOU ARE IN THE COMPUTER

58 min; color; h,c,a

1/2" VHS **CC3767,VH**

Frontline Series - Examines computerized information systems and the issue of privacy, focusing on a tenant information service that keeps records on more than one million people in Los Angeles county. Points out that such computer-based businesses are increasing and represent a threat to privacy and other rights of the individual. Hosted by Robert Krubvich. *Closed Captioned.* (DOCUCO;PBSV;p1985)

Business ethics; Civil rights; Computers; Consumer education; Philosophy (CPI)