EXAMINE HOW advertising—which has spread to every nook and cranny of the culture—is driving our current environmental, resource, and financial collapse by pushing us constantly toward the market and consumer goods.

Monday, November 7, 6:30 pm
CAMPUS CENTER AUDITORIUM

SUT JHALLY
Professor, Communication

Sut Jhally is a professor of communication and founder and executive director of the Media Education Foundation. He is one of the world’s leading scholars on the role of advertising and popular culture in the processes of social control and identity construction. The author of numerous books and articles on media, he is best known as the producer and director of several films and videos that address issues ranging from gender, sexuality and race to commercialism and violence, including Dreamworlds: Desire/Sex/Power in Music Video and Tough Guise: Media, Violence and the Crisis of Masculinity. An award-winning teacher, Jhally has received a Distinguished Teaching Award and the student vote as “Best Professor.” In addition, he has been awarded the Distinguished Outreach Award, and was selected to deliver a Distinguished Faculty Lecture in 2007.

COMMONWEALTH HONORS COLLEGE

Faculty Lecture Series 2011
Inspired by the Honors Seminar “Ideas that Changed the World”

ADVERTISING and THE END OF THE WORLD

Sponsored by
COMMONWEALTH HONORS COLLEGE
UMass Amherst

NEXT
in our Lecture Series

BODY AND SOUL: ART AS INTELLECTUALISM
Tuesday, NOVEMBER 29, 2011, 6:30 p.m., Campus Center Auditorium
NICHOLAS McBRIDE
Associate Professor, Journalism