

Jean Kilbourne Videos/DVDs

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Deadly Persuasion: the Advertising of Alcohol & Tobacco

In *Deadly Persuasion: The Advertising of Alcohol & Tobacco*, Jean Kilbourne exposes the manipulative marketing strategies and tactics used by the tobacco and alcohol industries to keep Americans hooked on their dangerous products. Illustrating her analysis with hundreds of current advertising examples from mainstream and trade sources, Kilbourne presents a compelling argument that these cynical industries have a clear and deep understanding of the psychology of addiction—an understanding they exploit to create and feed a life-threatening dependency on their products. *Deadly Persuasion* casts a critical eye on the corporate interests that lie behind the industries whose products kill more than 450,000 Americans each year.

High School/Adult 60 min. 2003 V-4145 or DVD-4145

Killing Us Softly 3: Advertising's Image of Women with Jean Kilbourne

Jean Kilbourne's pioneering work helped develop and popularize the study of gender representation in advertising. Her award-winning *Killing us Softly* films have influenced millions of college and high school students across two generations and on an international scale. In this important new film, Kilbourne reviews if and how the image of women in advertising has changed over the last 20 years. With wit and warmth, Kilbourne uses over 160 ads and TV commercials to critique advertising's image of women. By fostering creative and productive dialogue, she invites viewers to look at familiar images in a new way, that moves and empowers them to take action.

High School/Adult 34 min. (& approx. 25 min. interview) 2000 DVD-5118

Pack of Lies: the Advertising of Tobacco

Pack of Lies reveals, with powerful insider information, the deception of tobacco industry claims that they do not seek to addict children to nicotine. It provides important analytical background from which to view the current debate.

High School/Adult 35 min. 1992 DVD-5119

Slim Hopes: Advertising & the Obsession with Thinness

Jean Kilbourne's award-winning video offers an in-depth analysis of how female bodies are depicted in advertising images and the devastating effects of those images on women's health. Addressing the relationship between these images and the obsession of girls and women with dieting and thinness, *Slim Hopes* offers a new way to think about life-threatening eating disorders such as anorexia and bulimia, and a well-documented critical perspective on the social impact of advertising.

Slim Hopes is a lively and engaging program suitable for a wide range of audiences at high schools, colleges and universities. Using over 150 ads, it informs as it entertains, allowing viewers to build an analytic framework for considering the impact of advertising on women's health.

High School/Adult 30 min. 1994 DVD-5120

Spin the Bottle: Sex, Lies & Alcohol

Spin the Bottle offers an indispensable critique of the role that contemporary popular culture plays in glamorizing excessive drinking and high-risk behaviors. Award-winning media critics Jackson Katz and Jean Kilbourne contrast these distorted representations with the often disturbing and dangerous ways that alcohol consumption affects the lives of real young men and women. Illustrating their analysis with numerous examples, Katz and Kilbourne decode the power and influence these seductive media images have in shaping gender identity, which is linked to the use of alcohol. Nowhere is this link more cause for concern than on America's college campuses.

Adult 45 min. 2004 V-4127 or DVD-4127

English & Spanish subtitles

<http://www.mediaed.org/videos/MediaAndHealth/SpinTheBottle/studyguide/SpinTheBottle.pdf>