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MARKETING LITERACY FOR EDUCATORS
By Steven Ciampaglia
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SUGGESTED VIEWING LIST

Dretzin, R. & Goodman, B. (Producers), & Goodman, B. (Director). (2001). *The merchants of cool* {Videotape}. Boston, MA: WGBH Educational Foundation, distributed by PBS Video.

An episode of the PBS series FRONTLINE that correspondent examines the tactics, techniques, and cultural ramifications of marketing agencies that specialize in the teenage demographic.

Dretzin, R. & Goodman, B & Soenens, Muriel. (Producers), & Dretzin, R. & Goodman, B. (Directors). (2004). *The Persuaders* {Videotape}. Boston, MA: WGBH Educational Foundation, distributed by PBS Video.

An episode of the PBS series FRONTLINE that explores how the cultures of marketing and advertising have come to influence not only what Americans buy, but also how they view themselves and the world around them.

Massie, E. (Producer). (2001). *What a girl wants* {videotape}. CHC Productions, Educational Distribution by the Media Education Foundation.

A half-hour examination of how the media presents girls. Juxtaposing footage culled from a typical week of TV broadcasting with original interviews of teenage girls.

Robb, Margo (Producer). (2002). *Toxic Sludge Is Good For You: the Public Relations Industry Unspun*. CHC Productions, Educational Distribution by the Media Education Foundation.

Tracks the development of the PR industry from early efforts to win popular American support for World War I to the role of crisis management in controlling the damage to corporate image.

Garner, Kelly (Producer & Director). (2003). *No Logo*. CHC Productions, Educational Distribution by the Media Education Foundation.

Shows how the commercial takeover of public space, destruction of consumer choice, and replacement of real jobs with temporary work – the dynamics of corporate globalization – impact everyone, everywhere.

Alper, Loretta & Jhally, Sut (Producers). (2003). *Rich Media, Poor Democracy*. CHC Productions, Educational Distribution by the Media Education Foundation.

Media scholars Robert McChesney and Mark Crispin Miller demonstrate how journalism has been compromised by the corporate bosses of conglomerates such as Disney, Sony, Viacom, News Corp, and AOL Time Warner to produce a system of news that is high on sensationalism and low on information.