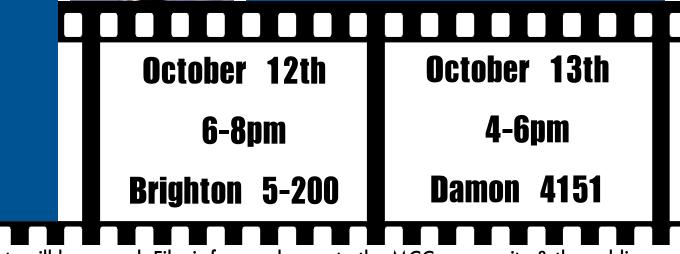
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Killing Us Softly 4

Advertising's Image of Women featuring Jean Kilbourne

In this new, highly anticipated update of her pioneering Killing Us Softly series, Kilbourne takes a fresh look at how advertising traffics in distorted and destructive ideals of femininity. The film marshals a range of new print and television advertisements to lay bare a stunning pattern of damaging gender stereotypes -- images and messages that too often reinforce unrealistic, and unhealthy, perceptions of beauty, perfection, and sexuality. Killing Us Softly 4 challenges the viewer to take advertising seriously, and to think critically about popular culture and its relationship to sexism, eating disorders, and gender violence.



Refreshments will be served. Film is free and open to the MCC community & the public. Sponsored by the department of Anthropology/History/Political Science/Sociology, the Office of the Dean of Liberal Arts, the DCC Campus Center & S.E.G.A.