

the sociology film series



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.

October 12th

6-8pm

Brighton 5-200

October 13th

4-6pm

Damon 4151

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.