Advertising & the End of the World

1) The video begins with Dr. Jhally pointing out that an anthropologist and an economist would compare the pre-industrial and contemporary worlds quite differently. What does Dr. Jhally say that the anthropologist would see and what would the economist see?

2) According to Dr. Jhally, what is the key problem of capitalism that is solved by advertising?

3) By inundating us with well over 4000 images a day, how is advertising affecting us?

4) According to the video, of what is culture composed?

5) According to the video, culture is no longer a reflection of our key human values but now is….

6) What are the three key questions to ask about a society’s culture and about advertising?

7) According to the video, what is the key to advertising’s power and its great deception?

8) According to the video, advertising does not mirror how people are acting, but rather…

9) According to the final segment on the consequences of consumption in the future, it is proposed that by 2070…

10) According to the video, advertising in the future is likely to become increasingly…

11) Although the video was made in the late 1990’s the most recent war in Iraq illustrates the proposal made by Dr. Jhally that…

12) The video ends with an idea from Antonio Gramsci that calls for…