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### 11/04/1991 - Women and Advertising Film Topic

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FOR IMMEDIATE RELEASE:

WOMEN AND ADVERTISING FILM TOPIC

CHARLESTON, IL--Eastern Illinois University's Women's Studies Council will show a film about women and advertising at 4 p.m. Thursday, Nov. 7, in Eastern's Library Lecture Hall.

The film, "Still Killing Me Softly," will be followed by a panel discussion by four women from Eastern who will react to the film. The public is invited to preview the film and participate in the discussion.

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Panelists include Evelyn Goodrick, associate professor of journalism; Carol Hackett, secretary-transcribing in Computer Services; and EIU graduate students Marca Shore and Sandy Storm. Janet Marquardt-Cherry, associate professor of art, is the moderator.

"Since the mid-1970s, academicians have been studying the content and impact of advertising on society. An important part of this research has been analyzing sex-role stereotyping and the image of women in print and broadcast advertising," said Lynda Kayser, program chair for the Women's Studies Council.

Kayser said Jean Kilbourne of Boston, a pioneer in this area of advertising, has used hundreds of ads from magazines, newspapers, record album covers, and storefront windows to produce this 30-minute film.

"I hope the film will stimulate discussion and open communication. It will examine stereotypes and their effect on self-image, show the link between women's low self-image and self-destructiveness, and explore possibilities for change," Kayser said.