



Northwest Alliance for Responsible Media

Announces

An Evening with Jerry Mander

Thursday, April 10, 2003

7:00-9:00 pm

*Teleconference Center in the
Foley Library*

Free and open to the public

Jerry Mander spent fifteen years in the advertising business, including five as president and partner of one of the leading agencies in the country. After quitting commercial advertising he achieved national fame for his public service campaigns leading the *Wall Street Journal* to call him the "Ralph Nader of Advertising."

Author of the best selling books *Four Arguments for the Elimination of Television* and *In the Absence of the Sacred*, he is also co-editor of *The Case Against the Global Economy* and most recently *Alternatives of Economic Globalization: A Better World is Possible*. He is currently a Senior Fellow at the Public Media Center and President of the International Forum on Globalization. **In his presentation: *In the Absence of the Sacred: Technology, Globalization and Indigenous Peoples* Mander will focus on the influences electronic technology has had on our culture as well as its global implications. Throughout his discussion, Mander interweaves three of the basic principles of media literacy:**

- Media are businesses that have profit-making motives
- Media convey value-implicit messages
- Media construct reality

For details call Dr. John Caputo at 323-6656 or Dr. Raymond Reyes 323-6550. Sponsors for this event are the Communication Arts Department and the Communication Honor Society (*Iota Rho*), Gonzaga University Law School, Gonzaga's College of Arts and Sciences, the Office of the Associate Academic Vice President for Diversity, and Northwest Alliance for Responsible Media (www.tvalliance.org)