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Jean Kilbourne is next Convocations speaker: "Deadly Persuasion: Advertising and Addiction"

Summary:

(February 11, 2004)-Lecturer and author Jean Kilbourne will present “Deadly Persuasion: Advertising and Addiction” 7:30 p.m., Tuesday, Feb. 24, in Edson Auditorium on the University of Minnesota, Morris campus. Kilbourne is one of the many speakers within this year’s Campus Activities Council Convocations lecture series and is also the keynote speaker for UMM’s Women’s Week. This event is free and open to the public.

Kilbourne is internationally known for her work on images of women in alcohol and tobacco advertising. Additionally, Kilbourne is a well-known author: her recent book, *Can’t Buy My Love How Advertising Changes the Way We Think and Feel*, was hailed by *Publisher’s Weekly* as “a profound work that is required reading for informed consumers.”

Kilbourne was also named by *The New York Times Magazine* as one of the three most popular speakers on college campuses.

The mission of CAC Convocations is to challenge conventional thought and promote a diverse community by presenting a year-long series of various speakers and events. The next Convocations speaker will be screenwriter/director Chris Eyre on Monday, March 22.

The views expressed by the visiting speakers of the UMM Convocations Series do not necessarily reflect the views of the Regents of the University of Minnesota, the University of Minnesota, Morris students, staff or faculty, or the UMM Convocations Committee.

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