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The face, arms, legs and stomach could all come from pictures of different women. "The person is dehumanized and violence becomes inevitable." When the body is constantly scrutinized, stereotypes also arise.

One advertisement, which read, "The more you subtract the more you add" featured an extremely thin, frail woman. "I think obsession about thinness is really about cutting girls down to size," Kilbourne said.

She compared the ideal woman today to Marilyn Monroe, who was once viewed as the perfect woman, yet today would be considered heavy by model standards. "The body type we see in advertising excludes 95 percent of all women, and it is the only body type we ever see," she said.

Advertising is not the only place women's bodies are subjected to the unattainable ideal. In the movie "Pretty Woman," Julia Roberts' body was substituted for a skinnier woman when the scene required little to no clothing. The movie poster promoting the movie fea-

tured the skinnier "Julia's" body with the real Julia's head.

The obsession with thinness has caused an explosion of profits in diet and weight maintenance products. "The \$60 billion diet industry didn't exist 20 years ago," Kilbourne said.

The slide show also included advertisements business used to get ads printed in popular magazines. For example, an ad from MTV read, "Buy this 24-year-old and get all his friends for free." These ads are meant to advertise MTV as a good place to attract consumers. "We are the product," Kilbourne said. "We are being sold as the target audience."

Advertisements are not really selling products, but fantasies, Kilbourne said. For example, an Absolut ad reading "Absolut Joy" hides the reality that alcohol is a depressive drug linked to suicide, she said.

There are other contradictions in advertising. Alcohol is promoted as a product, which will make you are great lover, but it is actually linked to sexual dysfunction.

"The alcohol industry wants young people to drink," Kilbourne said. Advertisers promote the product by implementing talking frogs

and lizards. They make drinking light and funny, certainly nothing that can cause harm. "College students in America spend more money on alcohol than they do on books," she said. "Addiction is the name of the game for alcohol and tobacco companies." According to Kilbourne, 10 percent of the population is responsible for 60 percent of all drinking. Alcohol advertisers need to make high-risk behavior seem normal, she said.

Advertising also tells consumers that prescription medicine is necessary. Each year, medical companies spend \$14 billion in advertising. These advertisements promote that there is a chemical solution to every problem, Kilbourne said. "We need to see these issues as major health problems."

Kilbourne applauded the recent lawsuits and controversy surrounding the tobacco industry. "We have taken the focus off the smoker and put it on the tobacco industry," she said.

One slide showed an example of counter advertising. The ad, which was displayed on a billboard, showed two cowboys smoking and read, "Bob, I've got emphysema." Massachusetts and California have



Emily Hudson / Photo Editor

Kilbourne encouraged students to take a closer look and asked them to think about issues in advertising and about ethical issues surrounding advertising raises.

raised taxes on cigarettes and used the money for counter attacks similar to the cowboy ad.

Ninety percent of information the consumer receives comes from six corporations, according to Kilbourne. "You are being manipulated by a powerful industry," she said. "There is also more resistance than ever before, which is abso-

lutely what needs to happen."

Kilbourne encouraged students to take a closer look at advertisements. "Ask yourselves who profits and who loses," she said. She also recommended students think about issues in advertising. "Raise these issues in classes now," she said. "Think about the ethical issues."

Mail

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To receive their mail, these students must go to the counter.

"We have about 500 students coming to the counter a day," said Sparks. "The addition of these 500 campus boxes will cut down on about 400 of those students, allowing us to do our jobs more efficiently."

The addition of the campus

boxes allows all Elon students to have a permanent campus box.

Last year, the mailroom started enforcing the national postal policy that all pieces of mail must be at least 3 1/2 inches by 5 inches, including on campus mailings.

"We had to start strictly enforcing the rule because we would get strips of paper to deliver," Sparks said. "These strips would get lost among the bigger pieces of mail. This was especially common around Valentine's Day."

Sparks said he hopes that the early enforcement of this rule will encourage students and faculty members to abide by the rule, especially around holidays.

"We send mail back to the sender if it is too small," Sparks said.

Small mail pieces, such as reminders from campus organizations, which do not meet the size requirement must be placed into the campus boxes by the organizations themselves.

Speaker

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"Julia Butterfly Hill is an internationally recognized environmental activist whose protests have resulted in significant victories for the environmental movement," Ann Cahill, director of the LAF, said. "She has a unique message concerning environmentalism, spirituality and political activism that should be relevant to a variety of students."

The LAF has hosted two

speakers already this year: Jacob Hornberger and Jean Kilbourne. "The Forum seeks speakers with compelling intellectual perspectives whose presentations can enhance the academic environment on campus by speaking to a broad spectrum of student interests," Cahill said. She says that more than 1200 students have taken advantage of the LAF presentations thus far. Like Hornberger and Kilbourne, Hill's visit is expected to draw a sizable audience.

Hill's speech is recommended to students interested in the areas of environmental studies, philosophy, political science and religious studies. "I think Hill's presentation is relevant to students of any major," Cahill said. "No matter what our intellectual interests, we're all dependent on clean air and water, so the environment is truly a universal concern."

Step show schedule for homecoming

Shelia Moore

Reporter

The 2001 Homecoming Step Show Explosion will be held in McKinnon Hall on Friday, Nov. 9 at 9 p.m. The show is an annual event, allowing minority Greeks to show their love for their letters. Alumni also come to visit to see how their organization has grown. Every year the step show has been an intense time of celebration, but this step show will be different previous years.

This year's show was originally scheduled to be in Jordan Gym; however, Jordan Gym would have provided little space and the sound would produce reverberations. Past step shows have taken place in McKinnon Hall, Alumni Gym and Yeager Recital Hall. Complications from athletic events, renovations and classes prevented these locations from being used.

The problem was solved, however, when it was decided that a stage should be built in front of the stage in McKinnon.

When the chairman of NHPC's Step show committee, Derrick Jackson, was asked about how he felt about the final decision of where the step show would be held, he said he was very relieved. "I know it will be a little packed, but the sound will be better than the sound in the gym," he said.

New to this year's show is the addition of vendors and a production crew. One of the vendors will be The Greek Outlet of Durham, which sells Greek apparel. The production crew will be Earthquake Productions, and they will provide the DJ and lighting.

There will be an after party immediately after the step show. Tickets for the step show and the after show party will be on sale this week. Everyone is invited to attend and enjoy themselves.