

LES MARCHANDS DISENT

DIRECTOR

Norman Thibault
Denis Goulet

DURATION

39:20

YEAR

1984

ORIGINAL LANGUAGE

French

CATEGORY

Documentary



DESCRIPTION

The problem with advertising is that we no longer pay sufficient attention to it. This assembly of ads seeks to give back to advertising the importance that it deserves, while showing that its purpose exceeds the sales of merchandise. Advertising as model, advertising and economy, are a few of the themes developed in this video. Advertising and television are inseparable. Television was able to develop as it was the ideal vehicle in which to disseminate modern advertising, thus advertising developed itself in relation to television. There is no contradiction between advertising and programming; the two are perfectly integrated and make sense only in relation to each other.

IMAGE FORMAT

4:3

SOUND

Mono

KEYWORDS

Television, Advertising, Consumption

THEMES

Identity
Technology and medias
Society