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 inseperable. 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
Society