Vithèque
La collection
de Vidéographe

INITIATION À LA PSYCHOLOGIE : LA PUBLICITÉ

DIRECTOR
Bernard Demers

DURATION
59:18

YEAR
1980

ORIGINAL LANGUAGE
French

CATEGORY
Documentary

SERIE
Initiation à la psychologie



DESCRIPTION
This series gives the opportunity to get an overview of contemporary psychology. Those 13 one-hour programs each deal with one particular aspect of psychology and together they give an accurate portrait of different techniques, theories and applications of this discipline. It gives the chance to meet many researchers in the province and discover their subjects and the social preoccupations of our own culture.

Episode #10 - *La publicité* : defenition of publicity and propaganda through the history of its process; presentation of the basic principals of publicity and explanation, step by step, of an advertising campaing.

IMAGE FORMAT
4:3

SHOOTING FORMAT
3/4" video

KEYWORDS
Theory, Psychology, Advertising, Propaganda

THEMES
Health
Science
History
Society