

# INITIATION À LA PSYCHOLOGIE : LA PUBLICITÉ

**DIRECTOR**

Bernard Demers

**DURATION**

0:59

**YEAR**

1980

**ORIGINAL LANGUAGE**

French

**CATEGORY**

Documentary

**SERIE**

Initiation à la psychologie

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**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* : definition 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 campaign.

**IMAGE FORMAT**

4:3

**SHOOTING FORMAT**

3/4" video

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**KEYWORDS**

Theory, Psychology, Advertising, Propaganda

**THEMES**

Health

Technology and medias

Science

History

Society