

GOOSE LOONIES PRESENTS

TOP 10 REASONS FOR HAVING A FUNDRAISER AT THE GOOSE!!


10 Christmas is Coming	5 My parents won't pay my tuition
9 I'm going to party anyway, why not make some money at it?	4 Or my books
8 To keep one step ahead of the goods and services tax	3 I'm a little behind in the rent
7 Pay off that student loan a little early	2 I haven't eaten for a week
6 The team needs new Uniforms	

and the number one reason for having a Goose Fundraiser: because

THE GOOSE IS EDMONTON'S #1 PARTY AND PLAYHOUSE!

For the simple facts call MIKE at **438-5573**

GOOSE LOONIES 99 ST & ARGYLL RD



Cannes ads passive entertainment

1989 Cannes Commercials
Princess Theatre
through November 30

review by Paul Murphy

The fact that the "1989 Cannes Advertising Festival" is running at the Princess Theatre for 2 straight weeks is indicative of the enormous popularity of these festivals. A cynic might say that this fact signals the future of entertainment in a post-literate age. After all, if audiences will sit for 2 hours watching nothing but commercials, then who needs real movies (or books, for that matter) anymore? But never mind the moralizing. The average audience doesn't care what these things are selling; the bottom line is that they are entertaining.

Why it is that these commercials are entertaining is an interesting question. Because of the restrictions of the form (100 seconds is the longest in the festival, 30 seconds the average), the makers of these commercials have to compress their ideas and express them with almost ludicrous economy. The result is often screamingly funny, as timing is everything in these ads.

Because advertisers will go to almost any end to sell their products, commercials often seem more anarchic and subversive than hide-bound forms of entertainment. Some of the best ads in this year's crop take style to such an extreme that they end up looking like high-fashion surrealism. One Kronenbourg beer ad never mentions the brand-name once; instead, the number '1664', the year that the beer was first brewed, crops up all over the ad. And a Japanese salad dressing ad juxtaposes rotating plates of vegetables, looking more like abstract art than food, with Bulgarian choral music on the soundtrack.

The least successful ads are the ones that

stick with safe formula. Advertisers must figure that if something works once, then that gives them license to repeat the same advertising tactic ad nauseum. This year, we're treated to about a dozen ads featuring cute animals, babies, or combinations of the two. After a while, these ads take on the air of sleazy exploitation, as if using cute animals and babies to sell product somehow degrades them.

I suspect that part of the reason why these festivals are so popular is because they represent the apotheosis of passive entertainment. Nobody has to think critically or even have an attention span to enjoy these ads. And, in fact, when you do start to think about them, the implications can be unsettling.

A series of ads for Japanese video cameras, on reflection, are creepy; for instance, when children turn a videocamera on their arguing parents, the arguing subsides, and the parents smile nervously for the camera. The lingering feeling these commercials communicate is that technology is intruding into everyday life in such a way that our behavior and our ways of life are being irrevocably altered. And a running shoe ad from Zimbabwe carries disquieting overtones. In this ad, Zulu dancers remedy their sore feet by buying running shoes in a typical suburban shopping mall. The intimation is that these aboriginal people would be much better off if they gave up their silly, primitive customs and conformed to a more rational, Western way of life.

The conclusion to be drawn here is that if you want to enjoy these commercials, it would be best to avoid thinking about them. As escapist entertainment, they're a lot of fun, being better executed and wittier than the average Hollywood schlock. Just don't mistake them for art.



Attention Students!

Is English your second language?

Doctoral student needs subjects whose first language is not English to participate in a research project.

The aims of this research are to determine how accurately students can evaluate their ability to read and write academic English. The project will also examine the influence of various factors (e.g., test anxiety, cultural self-concept, age, sex, field of study) on self-evaluation and ESL proficiency.

As a participant, you would be asked to...

- read a passage in English, answer questions on it and write a summary of what you've read.
- evaluate your own ability to read and write academic English.
- complete a questionnaire on test anxiety

Length: Approximately 2 hrs to complete the tasks.

Remuneration: Each participant will be paid \$10.

All results will be treated anonymously.

Tuesday • Wednesday • Thursday
November 21, 22, 23 1989
9:00 a.m. - 7:00 p.m. Tory Breezeway 2



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