

# Molson with a blue dress on

MONTREAL (CUP) — Molson beer ads have been condemned by a Vancouver watch dog group for ignoring advertising industry standards on sexism.

The ads for Molson Canadian beer show women in a sexual context unrelated to the beer, Sylvia

Spring, founder of MediaWatch said.

The first ad features the song "Devil with a blue dress on," and a group of young men who gather at a bar. One of them eventually ends up with two desirable young women.

"The camera angles are very telling," Spring said. "When they photograph the women, the camera focuses on the upper body. They start from the legs, and then (pan) upwards slowly — definitely a male gaze.

"The women wear tight T-shirts and one wears her suspenders backwards, to emphasize her breasts."

The women in the ad look very similar, physically, somewhat like stock characters, while the men are portrayed as "independent and diverse," she added.

"They are showing that men are there to pick up women, and women are easily seduced," Spring said.

The ad was produced in Toronto by the Maclaren-Lintas advertising agency.

Neil McGregor, vice-president of Creative Services for Maclaren-Lintas, said MediaWatch finds these messages offensive because they seek them out.

"The point is, you see what you want to see," he said. "If you're looking for sexual innuendo, you're going to find it."

McGregor said the Molson Canadian ads are marketed for males aged 18-24. "We're appealing to how these males want to view themselves," he said. "I

don't think we're going beyond the physical. We're playing on male weakness more than female stereotyping."

But Spring said young males aren't the only ones who see these commercials. She believes that women are still affected by the ads, although they are not the advertiser's target group.

"All the women in the ads are young, white, beautiful and provocatively dressed. Young women are told this is the way they must act to get a man," she said.

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McGregor said regulation boards keep Molson from portraying beer as the social centerpiece, forcing companies to emphasize sex as the selling

point.

"You're not allowed to have the beer being the facilitator of a good time," he said.

He also said Molson's advertising schemes almost guarantee high beer sales. "We found a formula that fortunately or unfortunately works. We're picking up an existing stereotype we did not create."

But MediaWatch disagrees. "The industry is pretending to say that they don't create (the stereotype), they only respond to it. You create it by reinforcing it," Spring said.

McGregor insists that avid beer consumers don't dwell on sexual equality.

"Ninety per cent of my target group get their primary inspiration between their knees and their nipples," he said.

"I am playing upon the less positive attributes of females, but I have to put my personal feelings aside when I'm addressing the great unwashed. To them, the most attractive qualities about a woman are her measurements."

Although MediaWatch is not calling for a boycott of Molson beer, Spring said the group will continue pressuring the Molson corporation to clean up their advertising schemes.

## CUP Briefs

### More by accident

by Chris Lawson

OTTAWA (CUP) — Canada may have had more international students last year, but not on purpose, according to a recent report.

The number of students in Canada on visas increased 8.6 per cent from 1988 to 1989, according to the Canadian Bureau for International Education (CBIE)'s annual report on international students.

But CBIE official Jennifer Humphries said the increase wasn't the result of government efforts.

"There really isn't that much to be proud of," she said. "The increase is due to factors outside our control."

Humphries said much of the influx came from Chinese students fleeing repression in China. "Many of these students will be applying for permanent resident, so they won't be visa students next year," she added.

About 3.7 per cent of post-secondary students are in Canada on student visas, Humphries says, compared to 4.5 per cent in 1975-76.

"So, despite the increase last year, we're still far below where we were more than a decade ago," she added.

At Dalhousie, 534 students were enrolled on visas as of Dec. 1, an increase of 3.7 per cent from last year. There are 28 per cent fewer visa students this year than in 1983-84, when 745 were enrolled.

Humphries also said most of the new students came from affluent countries in Europe and Southeast Asia.

"Our representation from least-developed countries is really miserable," she added.

The report blames inadequate financial support for students from developing countries for their low representation in Canadian schools.

"Living costs here for them are enormous," she said, adding that one year's tuition can often cost more than ten times what someone from a developing country earns in a year.

International students have to pay tuition fees anywhere from \$1400 to \$8600 a year. Only about 32 per cent are covered by any kind of financial aid program.

Humphries said Canada spends less to bring students to Canada than France, Australia, Britain and West Germany.

"We're really at the bottom of the heap," she added.

### Privatization a war

by Tod K. Maffin

NORTH VANCOUVER (CUP) — Privatization is slowly infiltrating our education system, says a BC provincial MLA.

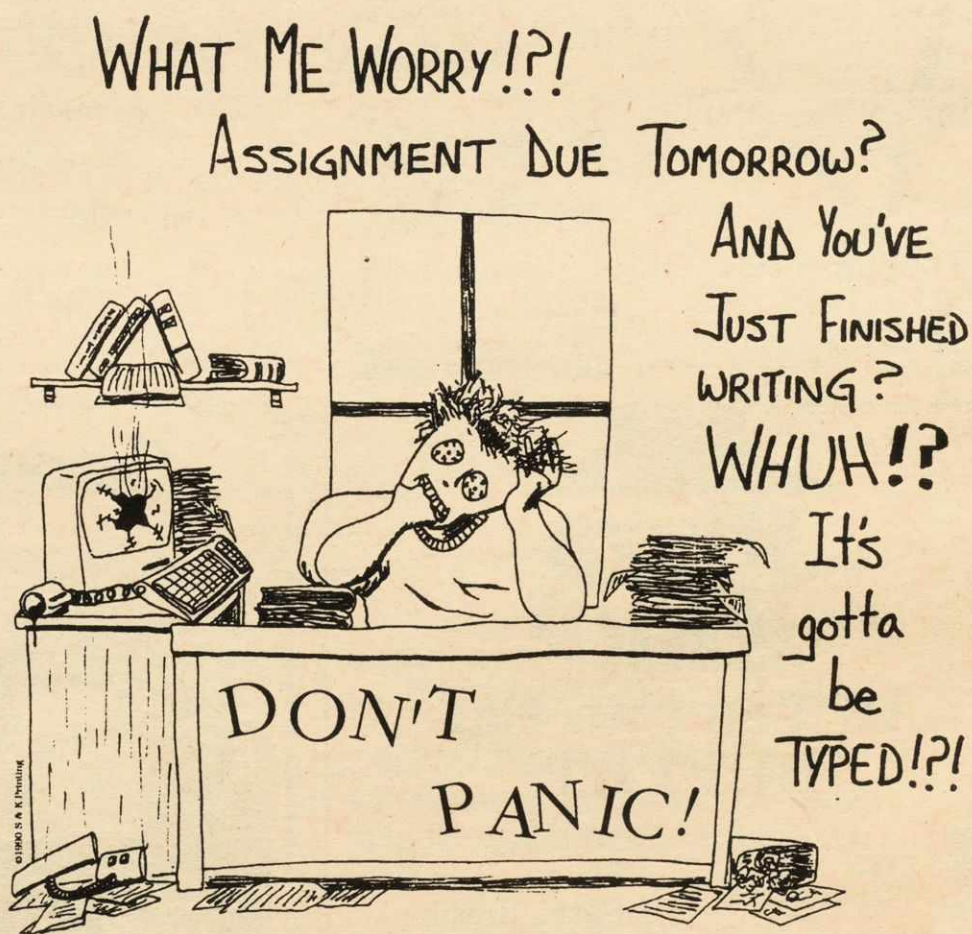
Nanaimo MLA Dale Lovick said the Social Credit government is privatizing post-secondary education (PSE) in stages. "The government is reluctant to do too much, because that would declare war. And I suspect they would lose that war."

Lovick, the provincial privatization critic, believes the issue will quickly become one of the most important student concerns in the upcoming year.

Education privatization takes two basic forms, a recent Canadian Federation of Students report says. One is the growing number of private institutions coming into BC under the free trade agreement. Another concern is the increasing incidence of private funding of some public institutions.

"If we get into the private sector," warned CFS chair Jane Arnold, "then one has to ask how much influence the private sector will have on what is being taught."

In 1988, 48 Canadian post-secondary institutions ran campaigns to raise \$485 million in corporate and private donations. Last year, that figure jumped to 56 institutions looking for \$720 million in private funding.



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