Come, discover the sexist, racist, and classist world of advertising as Dr. Kathleen Taylor, Sierra College Professor of Psychology, takes you through a slide oddesy of images employed in popular culture during the last 6 years. Visit a land where almost everyone is white, young, sexy, rich, and incredibly hip. See how seductive a little violence can be. Learn how exotic people want to take care of you. Take note of how world problems can be solved by becoming consumer cultures, not unlike the USA! Venture into a realm where Bigger and Brighter is better—unless you are talking about women. And best of all, check out how little you may notice your desires being manipulated as you consume the images and buy the products that promise to make you a more desirable you.