

# Tidbits From Earth

## Commercials Aren't Just for Advertising Anymore

by Joe Albrecht

I've been watching a lot of television lately. Already, I know what you're saying. You're saying, "Joe, you should be spending your time more constructively by finishing reading Moby Dick, which was assigned last semester, or else phoning your Congressman telling him that since he was responsible for increasing the minimum wage, you think he deserves that extra \$45,000 a year - or better yet - make it an even \$100,000." To which I reply, "Easy for you to say, you probably have a lot of free time."

I don't enjoy watching TV, but it's my responsibility. I have a column to turn out and where else am I going to get interesting ideas - the Enquirer? - my subscription ran out. Magazine articles? - I lent out my Sports Illustrated Swimsuit edition. The radio - that went out before Dean Baldwin's leisure suit.

So you can see how I end up

in front of the tube - it has everything - gossip, sex, violence and sun-dried fruit dancing hither and thither across the screen in time to music. Seeing these California raisins sweating their tails off (I have yet to see one with a tail anyway) made me realize that commercials aren't just advertisements anymore; they're entertainment also. This is not emphasized any more than in the diet Coke advertisements where pseudo-talent Whitney (Whip Me) Houston lip-synchs to a jingle only slightly less ridiculous than any given song on one of her albums.

Excluding Whip Me and her kind, there seems to be a major change in TV over the past 10 years: the commercials are more interesting than the TV shows they sponsor, with the exception of the episode of *Geraldo* where he got nailed in the face with a chair. (Update: As I understand, the chair, sighting irreparable damage, has sued for a million dollars on the



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grounds that Geraldo instigated the melee and that he is a Complete Ass. Geraldo's lawyers have since commented "We don't know what he'll plead, but we've advised the Complete Ass that he should settle out

of court to avoid bad publicity that could tarnish his good name.)

The commercial I fail to understand is the one in which the narrator says "We asked doctors around the country if they were stranded on a deserted island which pain reliever they would most like to have with them. Four out of five said Bayer Aspirin." This is completely false. Everyone knows the correct answer is Loni Anderson. At least that's what I'd say. Maybe I should become a doctor and put some honesty back into the profession.

Another type of advertisement technique I cannot come to grips with is the *Herky Jerky Cameraman* had a seizure type in which the camera moves seemingly out of control from one speaker to the next. This technique was first developed by the folks at Nissan (Japanese for "In terms of quality, we can wipe your American butts off the map") who don't have much to do besides develop commercials where people sit

around a meeting room all day and hold conversations like this: (Camera moving helter skelter in an epileptic fit)

Worker 1 (in a serious tone): We must develop the car with the driver in mind.

Worker 2 (equally serious): So we should probably include a steering wheel, huh?

Worker 1: Not necessarily. We should incorporate what today's driver really wants.

Worker 3: Include a weekend stay at Hugh Hefner's mansion?

These are just a few examples which explicitly detail the high entertainment quality of today's television commercial. Many others exist. From the highly informative ads telling of the importance of oats via Wilford Brimley to the class that exists on its own - using harmless domestic animals to sell beer. I could go on for hours on the ineptitude of major beer companies but I'm afraid I might miss today's Word From Unity.

## Penn State Behrend - Summer Session 89

### Undergraduate Credit Course Schedule

Days M=Monday; T=Tuesday; W=Wednesday; R=Thursday; F=Friday; S=Saturday; M-F=Monday through Friday

Summer Session 1 - May 11 - June 1, 1989  
(3 Weeks - Students Limited to 3 Credits in this Session)  
Classes meet Monday through Friday.

Sched. No.	Course Abbrev. No.	Course Title	Sec	Cr	Day	Time
<b>Daytime</b>						
18795	BECON 450	Managerial Economics	1 3	M-F	9:00-11:45 A.M.	
16792A	BI SC 002	Genetics, Ecology, Evolution	1 3	M-F	9:00-11:45 A.M.	
167951	ECON 302	Intermediate Microeconomic Analysis	1 3	M-F	9:00-11:45 A.M.	
167960	ENGL 189	Founders of Modern Drama	1 3	M-F	9:00-11:45 A.M.	
167988	ENGL 202C	Technical Writing	1 3	M-F	9:00-11:45 A.M.	
181892	MGMT 321	Organizational Behavior	1 3	M-F	1:00-3:45 P.M.	
181919	MGMT 471	Business Policy	1 3	M-F	1:00-3:45 P.M.	
168103	MISBD 321	Intro to Mgmt. Info. Systems	1 3	M-F	1:00-3:45 P.M.	
168004	PHIL 012	Symbolic Logic	1 3	M-F	9:00-11:45 A.M.	
167997	PSY 002	Psychology	1 3	M-F	9:00-11:45 A.M.	
168040	SPAN 003	Spanish	1 4	M-F	9:00-11:45 A.M.	
168013	SPCOM100A	Effective Speech	1 3	M-F	9:00-11:45 A.M.	
<b>Evening</b>						
168068	ART 110	Design 2-D	1 3	M-F	6:00-8:45 P.M.	
206388	CMPBD297A	C	1 1	MTR	6:10-7:35 P.M.	
167933	ECON 002	Programming Intro to Microeconomic Analysis	1 3	M-F	6:00-8:45 P.M.	
168130	P E 342	Tennis I	1 1	M-F	6:00-8:00 P.M.	
168121	SPCOM 220	Intro to Rhetorical Theory	1 3	M-F	6:00-8:45 P.M.	

Summer Session 2 - June 12 - August 2, 1989  
(8-Week Regular Summer Session)

Sched. No.	Course Abbrev. No.	Course Title	Sec	Cr	Day	Time
<b>Daytime</b>						
168266	ACCTG 104	Intro to Managerial Acctg.	1 3	MTR	8:15-9:55 A.M.	
168815	BIOBD 494B	Biology Research	1 1-12		By Appointment	
168824	BIOBD 495	Biology Internship	1 3-12		By Appointment	

168301	CHEM 012	Chem. Prin.	1 4	MTWR	10:10-11:50 A.M.
168365	CHEM 015	Experimental Chemistry	1 1 F		8:15A.M.-1:15P.M.
168451	CHMBD 494	Chem. Res.	1 1-12		By Appointment
168392	CMPBD 100	Project Computer Appl.	1 3	MT	12:05-1:45 P.M.
168419	CMPSC 101	Intro to Algorithmic Processes (Practical)	1 3	MTR	8:15-9:55 A.M.
168455	E G 050	Eng. Method & Graph. Comm.	1 3	MTR	12:05-3:30 P.M.
168446	ECON 004	Intro to Macroeconomic Analysis	1 3	MTR	10:10-11:50 A.M.
168464	ENGL 004	Basic Writing	1 3	MTR	8:15-9:55 A.M.
168491	ENGL 015	Rhetoric & Composition	1 3	MTR	10:10-11:50 A.M.
168509	GEOSC 020	Planet Earth	1 3	MTWR	8:15-9:55 A.M.
185636	H&SS 297E	England Ireland Tour	1 3		By Appointment
185645	H&SS 497E	England Ireland Tour	1 3		By Appointment
171758	KEYBD 100J	Piano: Secondary	30 1		By Appointment
168473	MATH 004	Intermediate Algebra	1 3	MTR	10:10-11:50 A.M.
168482	MATH 005	Algebra I	1 3	MTR	8:15-9:55 A.M.
168518	MATH 040	Algebra, Trig. & Geom.	1 5	M-F	10:10-11:50 A.M.
168527	MATH 140	Calculus & Analytic Geom. I	1 4	MTWR	10:10-11:50 A.M.
168716	MATH 141	Calculus & Analytic Geom. II	1 4	MTWR	12:05-1:45 P.M.
181937	MGMT 331	Org. Design & Development	1 3	MTR	10:10-11:55 A.M.
168554	MUSIC 005	Intro to Western Music	1 3	MTR	8:15-9:55 A.M.
171695	P E 342	Tennis I (First 4 Weeks)	2 1	MTWR	8:00-9:55 A.M.
169102	PHYBD494	Physics Project	1 1-12		By Appointment
195211	PHYS 151	Technical Physics	1 3	MTWR	10:10-11:50 A.M.
168545	PHYS 201	General Physics	1 4	MTWR	8:15-10:10 A.M.
168563	PL SC 003	Intro to Comparative Politics	1 3	MTR	10:10-11:50 A.M.
176294	PSYCH 130	Mgmt. of Interpersonal Relationships	1 3	MTR	10:10-11:50 A.M.
168572	Q B A 102	Elem. Business Statistics	1 3	MTR	10:10-11:50 A.M.
195220	RUS 100	Culture & Civilization	1 3	MTR	8:15-9:55 A.M.
168707	SPCOM100B	Effective Speech	1 3	MTR	8:15-9:55 A.M.
168752	THEA 100	Art of Theatre Acting	1 3	MTR	10:10-11:50 A.M.
168581	THEA 102	Theatre Acting Fundamentals	1 3	MTR	12:05-1:45 P.M.

Added to the 8-week schedule

219340 MATH 251 Ordinary & Partial Differential Equations SEC. CR. 1 4 MTWR 8:15 - 9:55 AM

Summer Session 2 - June 12 - August 2, 1989  
(8-Week Regular Summer Session Continued)

Sched. No.	Course Abbrev. No.	Course Title	Sec	Cr	Day	Time
<b>Evening</b>						
168176	ACCTG 101	Intro to Financial Acctg.	1 3	MTR	7:40-9:20 P.M.	
168590	ARTS 001	The Arts	1 3	MTR	7:40-9:20 P.M.	
168284	CHEM 001	Molecular Science	1 3	MTR	5:45-7:25 P.M.	
168617	CMPSC 201	Prng. for Engineers	1 3	MTR	5:45-7:25 P.M.	
168743	ENGL 015	Rhetoric & Composition	2 3	MTR	5:45-7:25 P.M.	
176276	ENGL 202D	Business Writing	1 3	MTR	7:40-9:20 P.M.	
168635	FIN 301	Corporation Finance	1 3	MTR	7:40-9:20 P.M.	
168653	HUMAN0101	Mod. Science & Values	1 3	MTR	7:40-9:20 P.M.	
168644	MATH 110	Techniques of Calculus I	1 4	MTWR	5:45-7:25 P.M.	
168662	MGMT 301	Basic Mgmt. Concepts	1 3	MTR	7:40-9:20 P.M.	
168680	MKTG 301	Principles of Marketing	1 3	MTR	5:45-7:25 P.M.	
171749	P E 138	Golf I	1 1	MTR	6:00-8:00 P.M.	
168725	Q B A 101	Intro to Q B A	1 3	MTR	5:45-7:25 P.M.	
168699	SPCOM100A	Effective Speech	2 3	MTR	5:45-7:25 P.M.	

Any student registering for English or Mathematics courses should talk with the counselors at registration to learn about the placement examinations. Counselors will discuss which English and Mathematics courses best meet the needs of the student's degree program. Note the descriptions of English and Mathematics courses in another section of this brochure. Allow one hour at registration for the English placement examination and eighty minutes for the mathematics placement examination.

Summer Session 3 - May 11 - July 29, 1989  
(10-Week Session)

Sched. No.	Course Abbrev. No.	Course Title	Sec	Cr	Day	Time
169184	COMMU 494	Comm. Project	1 3-6		By Appointment	
169193	COMMU 495A	Comm. Internship	1 12		By Appointment	
169201	HSTRY 495	History Practicum	1 3-6		By Appointment	
182053	MANGT 497C	Mgmt. Projects	1 3	MW	6:00-8:00 P.M.	
MISBD 437	Information Systems Project	1 3	TR	4:00-6:00 P.M.		

201204	FLET 497A	Co-op Experience	1 1-6		By Appointment
169210	POLSC 495	Internship in Local Govt.	1 1-6		By Appointment
169229	PSY 495	Psychology Practicum	1 1-15		By Appointment

MBA Graduate Program Courses  
(10-Week Session)

Sched. No.	Course Abbrev. No.	Course Title	Sec	Cr	Day	Time
181955	ACNTG 531	Income Tax	1 3	TR	6:15-9:00 P.M.	
181982	COMMUS01	Business Communications	1 3	TR	6:15-9:30 P.M.	
182008	MANGT 531	Organizations	1 3	MW	6:15-9:00 P.M.	
182017	MANGT 545	Enterpren. Ventures	1 3	S	8:15-11:45 A.M.	
182026	MANGT 571	Strategic Planning	1 3	MW	6:15-9:00 P.M.	

NOTE: MBA pre-program competency courses are listed under Session 2: ACCTG 101 and MATH 110 are available evenings.

The following MBA courses have unique beginning and ending dates:

ACNTG	531	(Class begins May 11 and ends July 6)
COMMU	501	(Class begins May 11 and ends June 22)
MANGT	531	(Class begins May 15 and ends July 12)
MANGT	571	(Class begins May 15 and ends July 12)
OPMAN	501	(Class begins May 15 and ends July 12)

Masters in Adult Education Program Courses

Sched. No.	Course Abbrev. No.	Course Title	Sec	Cr	Day	Time
200386	ADTED 597B	Education for the Professions	30 3	TR	6:00-10:00 P.M.	
200403	ADTED 597C	Design Dev. in Distance Ed.	30 3	F	6:00-10:00 P.M.	
				S	8:30 A.M.-12:30 P.M.	
200412	ADTED 597D	Program Eval. in Adult & Extension Ed.	30 3	MW	6:00-10:00 P.M.	

Adult Education courses are delivered via Audio Teleconferencing from Penn State's University Park campus. As such, they have unique beginning and ending dates as follows:

ADTED	597B	(Class begins May 9 and ends June 8)
ADTED	597C	(Class begins May 12 and ends June 17)
ADTED	597D	(Class begins June 12 and ends July 12)

NOTE: Some undergraduate and graduate credit courses may be closed to additional enrollment or may require prerequisite courses.