

## Raspberry to offer his "Perspectives on America"

Syndicated columnist speaks here tonight

Columnist William Raspberry will speak tonight at 8 p.m. in the Reed Lecture Hall, the third speaker in Penn State-Behrend's 1990-91 Speaker Series "Shaping the Future: Taking Responsibility in the 1990's."

A syndicated columnist in 175 newspapers nationwide -- including the *Erie Morning News* -- Raspberry's columns address the latest ideas surrounding today's critical social issues.

Raspberry was a pre-ministerial student working his

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## Ferraino says advertising reinforces stereotypes

Have negative effects for women

Diana Ziemniak  
for *The Collegian*

As a precursor to the Women's Film Series, "Swept Away: Women On The Edge," Deanna Ferraino, the sexual assault coordinator of the Meadville Center for Women's Services, spoke to students about the powerful effects advertising has on society.

Ferraino spoke about the alarming increase of sexual violence in the United States. She said that a quarter of women in college have been raped. "That means they have been involved with sexual intercourse under force or without their consent," she added.

She explained that a major source of apathy and misunderstanding surrounding sexual violence stems from culturally accepted attitudes imbued by advertising.

As a part of the program, Ferraino presented the film, "Still Killing Us Softly," to show the significant role advertising plays in reinforcing stereotypical representations of men and women.

Ferraino told the audience that advertisers use sophisticated techniques to sell their products. She hoped the viewer would gain insight regarding the devices used by advertisers that can shape perceptions about gender roles.

In the film, various ads were analyzed. The film's narrator, Jean Kilbourne, emphasized that advertisers commonly present women as sex objects. "These ads are designed to send out powerful messages to be passive and submissive," Kilbourne said.

The film also drew attention to ads that depict men as being in control and invulnerable.

She remarked that these ads produce accumulative unconscious attitudes about ourselves. "Look underneath the messages of the ads," Kilbourne said.

She explained that ads contain a casual attitude about sex with no responsibility. According to Kilbourne, the ads contribute to a climate already there, and they create a climate that makes violence more acceptable.

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## Women's Film Series challenges students' views of women's problems

by Shirl Climpson  
*The Collegian*

For the past two years the Women's Film Series, sponsored by Student Services, Women Today and the Women's Studies course, has provided students and staff with a challenging view of modern women's problems, according to David Shields, assistant dean of Student Services.

"The series is designed to be controversial, to stimulate discussion and raise issues that women may or may not have to face," said Shields.

The series is sponsored by Penn State's Equal Opportunity Programming Council Grant, which allocates money to a wide variety of diversity-related programs.

"EOPC funding supports a lot of programming that is not typically funded by the university or helps bring programs up to speed that were formerly underfunded," said Shields. Here at Behrend the grants not only support the Women's Film Series but a week-long orientation for minority students and the Minority Advanced Placement program.

According to Shields, another strong point with the Women's Film Series is the strong faculty

involvement.

"We have tremendous faculty support for this program. Dr. Diana Hume George (professor of English) has been most instrumental in providing support and is doing an incredible job with the series."

This year's series is entitled "Swept Away: Women on the Edge."

*"The films selected are supposed to show women who are put in extreme situations and how they deal with them"*

-Maureen Finn  
Coordinator of Student Organizations and Program Development

"The films selected are supposed to show women who are put in extreme situations and how they deal with them," said Maureen Finn, coordinator of student organizations and program development.

Monday night's controversial film, "Winter Tan," focused on one woman's attempt to take a "vacation from feminism" and

search for her own identity through her sexual experiences in a foreign land.

Mauricia, the main character of the film, journeyed to Mexico to get away from her idea of feminism. She viewed feminism as the pure and high minded state that followed the politics of gender. While in Mexico, Mauricia's views changed as she tried to find her own identity through different sexual relationships.

Mauricia consistently focused on man's demeaning treatment of women as she tried to evaluate her own ideals. Her reformed idea at the end of the film was one that viewed feminism as promiscuity for pleasure.

The after-film discussion was led by Finn and Penn State-Behrend student Michelle McLaughlin.

Topics in the discussion ranged from the effect and purpose of the vulgarity in the film to the idea that men use women and taunt them in relationships.

The main theme of the discussion centered around the idea that the main character Mauricia was, according to one student, "trying to balance out her feminism" by doing a little soul-searching and evaluating her stance on the treatment of women

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