

ENGLISH TRANSCRIPTIONS

THE CORPORATION 12/23 – Perception Management

Some of the best creative minds are employed to ensure our faith in corporate world view. They seduce us, with beguiling illusions design to divert our minds and manufacture are consent.

Corporate don't advertise products practically. They're advertising a way of life, a way of thinking, a story. Who we are people, how we got here, and what the source of our social* liberty, also called freedom. You know, you have decades and decades and decades of propaganda and education, teaching us to think in a certain way. When apply to the large corporation, it's that the corporation was unavailable, that is indispensable, that is some how remarkably efficient and that is responsible for progress and good life.

Perception Management is a very interesting concept. It's basically a methodology witch helps us, when we work with our clients, to go through a very systematic thoughtful process in order to be able to help our clients identify what the resources that they have, what the barriest to the success are and how we can use communications to help them to accomplish their objectives.

If Michael or Angela came to me and said: "dad what do you do, why is it important"? My answer to that question is basically that I help corporations have a voice. And I help corporations share the point of view about how they feel about things.

They're selling them-selves, they're selling their domination, they're selling their rule and they're creating an image from them-selves as just regular focused on a blog.

Hi there, this is Mark Ackbar. I produce them, co-directive the corporation and this is the official shareware version of the film. I'm proud of the fact that hundreds of thousands of people have already downloaded and shared this film. If I had a dollar for every download, well I probably won't be making disappear. More than two hundred people worked on the film, the DVD, and the website over eight years. If you support the film, please, support the film makers too. You can make a contribution, large or small, even a couple of bucks would help.

The corporation [dot]com

Thanks.

EACH MARK "*" MEANS THAT I DIDN'T UNDERSTAND THE WORD.

To find my two videos, go on youtube and search each title as it is written on this sheet.

THE CORPORATION 11/23 – Basic Training

Imagine a world in which one of the things own by corporation, with the song happy birthday. In fact NEOL time owner substitery* holds the copyright.

In the pass it is demand over ten thousand dollars to allow you to hear anyone sing that popular song in a film. We didn't pay. We prefer to use the money to fly a court to Boston and Los Angeles to bring you the following story.

Five, four, tree, two, one, off into space, that takes real team work and here is the team of junior spacemen with a ... world breakfast ...*

Comparing the marketing against of the marketing of today is like comparing a baby gun, to a small bomb. It's not the same, as when I was a kid, or even when the people who are young adults today were kids. It's much more sophisticated, and it's much more pervasive. It's not that products them-selves are bad or good; it's the notion of manipulating children into buying the products.

In 1998, Western International Media Century City and Lieberman Research Worldwide conducted a study on Nagging. We ask parents to keep a diary for three weeks and to record every time, you could imagine every time, their child nag them for a product. We ask them to record, when, where and why.

This study was not to help parents coop with nagging, it was to help corporations help children nag for the products more effectively.

Anywhere from 20% to 40% purposive will not of occurred unless the child nag their parents. That is we've found for example, a quarter involve visits the theme Parks. One of occurred child nag of the parents.

All the ten visits to play like chuck E. cheese would not have occurred. And any parent would understand that, you know what I think, a chuck E. cheese. Oh my Goodness, it's noise. And it's so many kids, why would I want to spend two hours there, but if the child nags enough, you gonna go.

We saw the same thing with movies, with home video, with fast food, we do have to break through this barrier. What they do tell us, or they say they don't like it when their kids nag. Well just a general attitude that they posses. It's doesn't mean that is necessarily act on product hundred percent of the time. You can manipulate consumers into watching and buying your products. It's a game.

Children are not little adults, their minds aren't developed, and what's happening this marketers are playing to their development environment abilities? They advertising the children expose to today is own by psychologist it's in hand spy, media technologic that nobody thought it was possible. The more incite your have about the consumer, the more creative will be in your communication strategies. So that takes a psychologist "ya we want one of those on sta"

I'm not thinking it's wrong to make things for children. You know, and I also think this is important to distinguish between psychologists who work on products for children who help you know to ...* corporations make choice in their development appropriate. I think that's great, that's different from selling the toys directly to the children.