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MEDIA AND THE CORPORATION

14.1 CORPORATION AS COG OF CAPITALISM

14.2 YOU AS CAPITALIST

14.3 YOU AS WORKER

14.4 YOU AS CONSUMER

14.5 YOU AS COMMODITY

14.6 YOU AS PERSON

If we want a stable and secure world, we must build a more just and equitable world.

Luiz Inacio Lula da Silva, President of Brazil

The \$200 billion culture industry - now America's biggest export - needs an ever-changing, uninterrupted supply of street styles, edgy music videos and rainbows of colors. And the radical critic of the media clamoring to be "represented" in the early nineties virtually handed over their colorful identities to the brandmasters to be shrink-wrapped.

Naomi Klein, NO LOGO, Page 115



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