

Where knowledge is served.

UC Riverside Extension, UCR's Department of Creative Writing and UCR's Program in Global Studies are proud to present:

Freeing Markets and Marketing Freedom in the Anti-American Century

Featuring

Ian Masters, Host of KPFK's "Live from the Left Coast" and "Background Briefing"

Thursday, October 12, 2006

12:05 pm

UC Riverside Extension Center
Conference Room E
1200 University Ave.



Ian Masters

While our leaders cling to the ideology of free markets, spreading freedom and fighting evil, disturbing reality-based data appears to contradict their faith-based assertions that we are better off, that freedom is on the march and that we are winning the war on terror. While household income is now declining, productivity is steadily increasing, meaning that capital, not labor, appears to be the beneficiary of globalization.

With global companies like Starbucks, McDonalds and Pepsi facing boycotts and rising insurance costs abroad, could brand America lose market share and go the way of Woolworth's and The Gap? So as we stand tall on credit, thanks to our trading rivals, China and Japan, what does it mean to be an American and what do we do about anti-Americanism?

Ian Masters is a BBC-trained broadcast journalist, author, screenwriter and documentary filmmaker.

Lunchtime Learning is free and open to the public.

Refreshments are provided by UC Riverside Summer Sessions & Special Programs.

Call Deidre Stowell at 951.827.1631 for more information.