

The Canberra Times

November 16, 1998, Monday Edition

SECTION: Part TVG; Page 14

LENGTH: 158 words

HEADLINE: MANIPULATION OF THE MASSES

BODY:

The Cola Conquest, ABC, 9.30pm: There's a shrine to image and consumption, the joint mass market religion of the 20th century, in the corner of The Canberra Times tea room - a Coca-Cola drink machine.

It's a tribute, in a way, to a drink which has no nutritional value whatsoever yet has become the dominant brand name of civilisation. In doing so, since its creation in Atlanta, Georgia, in 1885, the makers of Coca-Cola created the modern advertising industry, trademark law and helped change Christmas from a Christian celebration into a festival of mass consumerism.

This three-part documentary series, inspired by the history of Coca-Cola written by American writer Mark Pendergrast, For God, Country and Coca-Cola, is excellent. It analyses how marketing an image into an icon relies entirely on manipulating the basic want of humanity to be feel loved, happy and content.

Our rating: Consume all of it. - David Sibley