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STUART EWEN is Professor and Chairman of the Department of Film and Media Studies at Hunter College. He is also a Professor in the Ph.D. Programs in History and in Sociology at the City University of New York Graduate Center. For the Fall Semester, 1998, Ewen was Visiting Distinguished Professor in the Graduate Program in Media Ecology, Department of Culture and Communications, at New York University.

Ewen's most recent book, *PR! A SOCIAL HISTORY OF SPIN*, is a historical examination of the development of public relations as a force in twentieth century American life. The book was a finalist for the 1996 Financial Times Global Business Book Award.

He is also the author of *ALL CONSUMING IMAGES: THE POLITICS OF STYLE IN CONTEMPORARY CULTURE*, which provided the foundation for Bill Moyers' 4-part, Peabody, Emmy, and National Education Association Awards winning PBS series, "The Public Mind." Ewen also appeared at length in the first episode of the series, "Consuming Images." A newly revised edition of "All Consuming Images" will appear in March, 1999. Ewen's other books include *CAPTAINS OF CONSCIOUSNESS: ADVERTISING AND THE SOCIAL ROOTS OF THE CONSUMER CULTURE*, and *CHANNELS OF DESIRE: MASS IMAGES AND THE SHAPING OF AMERICAN CONSCIOUSNESS* (co-authored with Elizabeth Ewen). His writings have appeared in French, Italian, Spanish, Finnish, German, Norwegian, Swedish, Korean and Japanese translation.

In recognition of his contribution to a better understanding of American consumer culture, Stuart Ewen was invited to deliver the keynote address at the 1991 Consumer Assembly in Washington, DC. More recently he has keynoted international conferences on contemporary consumer culture in Maastricht and in Zurich. Following the publication of *PR!*, Ewen was asked to address the national leadership of the Consumer Union, regarding public relations and future strategies for consumer education. In May, 1997 he presented the keynote address at the annual awards ceremony of the Publicity Club of New England, at the John F. Kennedy Museum and Library in Boston, and presented the keynote address at the PROMAN/Broadcast Design Association Conferences in Chicago in