Post 1:

The documentary emphasizes four different sections of TNC methodology and global impact.

**No Space** revolves around the idea that corporations have moved beyond the constraints of material offerings and have sold the brand itself as a lifestyle or way of being. This enable them to reach far beyond the nearest shopping mall and bleeds into the reaches of less developed countries and even demographics without the immediate means to make purchases but do have the means to influences those that do.

***No Choice*** emphasizes the use of oligopolistic or monopolistic methods by corporations to limit the choice for the consumer. Assuming the task of market dominance through pricing out the competition or the abuse of copyright laws these TNCs then provide through questionable labor practices to provide the products they promise through methods such as market penetration.

***No Jobs*** turns the view back on the US by demonstrating how with nay of the manufacturing jobs going to other countries with lower labor costs the US has had to shift its manufacturing dependent economy to something under a more tertiary perspective. Granted the once prolific manufacturing jobs from the industrial era are now employed in a “McJob” scenario while the nation as a whole is predominantly focused in information technology and overseas monopolies.

Finally, ***No Logo*** is the severely liberal and sometimes radical approach to bringing and end to, or at least and awareness to capitalistic saturation and abusive labor practices. The irony is that many of these movements have employed the same capitalistic methods used by the TNCs in question. Is this just playing the game or is it hypocritical?

Post 2:

Lifestyle branding in order to be truly successful in a global market place has increasingly changed. These businesses have to create a lifestyle, an idea. Adding logos to products of consistency and quality. Mass industrialization caused local customers who shopped for local products to have to shop products now produced by factories.

 Companies have decided to sell off factories to move overseas where labor is cheaper and the labor laws are not as strict. This causes thousands of Americans to lose their jobs and makes the American economy move in a negative direction.

 Marketing became a larger role with a few successful companies such as Coca-Cola selling peace and love, Nike in the eighties selling the image raw ability of superstar athletes also using it as a metaphor for the “American dream”. The hardest part about advertisement is keeping the attention of the target audience. People have very short attention spans and the competitors are always working making it harder on the companies. Corporate censorship involves monopolies for example Walmart owning so much of the book and music market their brand image comes into conflict with artistic expression; deciding song lyrics or an album covers do not fit their image.

 Workers are protesting at World Trade Organizations and banks believe what is right for a corporation is best for us as well. The speaker in the film suggests when writing rules about trade make them appeasing to the corporations and more changes will take place.