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Media Literacy
and Contemporary Propaganda
this former KGB officer has nothing but praise for Donald Trump.

Putin repeats praise of Trump: He's a 'bright' person

Trump has welcomed Putin's comments in the past, calling the Russian strongman's praise "a great honor" in December.

POLITICO.COM

Randolph Byrd And we're STILL talking about Trump!

Like · Reply · 1 · June 17 at 4:02pm

Arthur W Lichtenberger There are many ways to sabotage the US.

Like · Reply · June 17 at 5:58pm

Esther Phillips I think it was "bright, colorful and flamboyant" to be exact (according to Putin), but then we must remember it is Russian that is being translated.
David Jones @DavidJo52951945 · Jun 17
We have more in common with Australia and India than Latvia and Slovakia says David Cameron’s ex trade envoy

deailmail.co.uk
Someone was shot in America every 17 minutes over the course of the gun control sit-in. bit.ly/28S8LL4

June 23
3:45 AM

Sacramento, CA
1 dead

Vox
expanding access to media & information
High levels of apathy and disengagement are accompanied by increased political polarization.
Why aren’t teachers incorporating news and current events into the classroom?
Why aren’t teachers incorporating news and current events into the classroom?
Why aren’t teachers incorporating news and current events into the classroom?

1. Students don’t care about current events
2. News is too much of a “hot button” issue – we should stay away from it
Why aren’t teachers incorporating news and current events into the classroom?

3. I work in a conservative/liberal environment; my views are very different
4. I am not informed myself; I don’t feel comfortable discussing current events
Recognizing Propaganda

- Activate Strong Emotions
- Respond to Audience Needs
- Simplify Information & Ideas
- Attack Opponents

@reneehobbs #2ndEURMIL
Propaganda Has an Image Problem
Where is Propaganda Found?

Journalism & Public Relations

Advertising

Government

Education

Entertainment

Advocacy
What is Propaganda?

- Propaganda appears in a variety of forms
- Propaganda is strategic and intentional
- Propaganda aims to influence attitudes, opinions and behaviors
- Propaganda can be beneficial or harmful
- Propaganda may use truth, half-truths or lies
- Propaganda uses any means to accomplish its goal
- To be successful, propaganda taps into our deepest values, fears, hopes and dreams
PROPAGANDA IS ALL AROUND US.

Do you know how to recognize and respond to it?

www.mindovermedia.tv
@reenehobbs #2ndEURMIL
Crowdsourced Content

Step 1: Upload

Image

OR

Video
Link to a YouTube or Vimeo video by pasting the URL from your browser bar into the field below.

Step 2: Describe

*Background
Describe what this is. Include who created it and where and when it appeared, if you know.

*Technique Employed:
- Activate Emotion
- Simplify Ideas
- Respond to Audience
- Attack Opponents

*Why Is This Propaganda?
Explain how this example illustrates the technique you have identified, as well as how it is trying to influence public opinion or behavior. Is it beneficial or harmful? Explain why.

@reenehobbs #2ndEURMIL
http://propaganda.mediaeducationlab.com/browse/terrorism

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The Mind Over Media website uses crowdsourcing to create a Propaganda Gallery. Users upload content, share their personal interpretations, and then evaluate the potential impact of the images, websites and videos they share.
Propaganda can be Harmful

By activating strong emotion, activists can simplify complex issues in ways that encourage people to act without critical thinking.
Propaganda can be Beneficial

Activists create propaganda to raise awareness, evoke strong emotions, and inspire people to action.

Dove Onslaught(er)
by GreenpeaceVideo
7 years ago • 1,875,221 views
http://www.greenpeace.org/kitkat You talked to Dove now talk to Nestlé. Ask them to stop using palm oil from forest destruction.
The Mind Over Media website uses crowdsourcing to create a Propaganda Gallery. Users upload content, share their personal interpretations, and then evaluate the potential impact of the images, websites and videos they share.
USA CRIME STATISTICS ~ 2015

BLACKS KILLED BY WHITES ~~ 2%
BLACKS KILLED BY POLICE ~~ 1%
WHITES KILLED BY POLICE ~~ 3%
WHITES KILLED BY WHITES ~~ 16%
WHITES KILLED BY BLACKS ~~ 81%
BLACKS KILLED BY BLACKS ~~ 97%

SOURCE: Crime Statistics Bureau - San Francisco

The Mind Over Media website uses crowdsourcing to create a Propaganda Gallery. Users upload content, share their personal interpretations, and then evaluate the potential impact of the images, websites and videos they share.

SEE HOW YOUR RATING COMPARES TO OTHERS:

<table>
<thead>
<tr>
<th>BENEFICIAL</th>
<th>HARMFUL</th>
</tr>
</thead>
<tbody>
<tr>
<td>22%</td>
<td>10%</td>
</tr>
<tr>
<td>15%</td>
<td>12%</td>
</tr>
<tr>
<td>40%</td>
<td></td>
</tr>
</tbody>
</table>

This is a photo declaring the statistics of racial crime. It was created by the Crime Statistics Bureau - San Francisco.

THIS IS AN EXAMPLE OF: Simplify Ideas

THIS IS PROPAGANDA BECAUSE:
This photo can be considered Simplify Ideas. I think its quick to show facts about how people think there is racism still alive, or not alive. It is beneficial because it informs others quickly, and with factual data.

WHAT DO YOU THINK?
Respond to the interpretation above. How did your rating compare to others?
art

journalism

advocacy
HYPOTHESIS 1: Analyzing contemporary propaganda cultivates intellectual curiosity
In Considering Whether Propaganda is Beneficial or Harmful, Consider:

**Message:** What is the nature of the information and ideas being expressed?

**Techniques:** What symbols and rhetorical strategies are used to attract attention and activate emotional response? What makes them effective?

**Means of Communication & Format:** How did the message reach people and what form does it take?

**Environment:** Where, when and how may people have encountered the message?

**Audience Receptivity:** How may people think and feel about the message and how free they are to accept or reject it?
Point of View

1985
AFGHAN FIGHTING
SOVIET INVASION

2015
AFGHAN FIGHTING
USA INVASION

"FREEDOM FIGHTER"

"TERRORIST"

#KnowYourHeroes

@reneehobbs #2ndEURMIL

f y o theMUSLIMHeroes
HYPOTHESIS 2: Cross cultural dialogue about contemporary propaganda deepens students’ understanding of how context shapes meaning.
Strong Feelings

Taking Action

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Strong Feelings

THINKING & REASONING

Taking Action

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Key Concepts of Media Literacy

People Interpret Messages Differently

Messages Have Economic & Political Power

Messages Use Different Codes and Conventions

Messages are Representations

Messages Influence our Attitudes and Behaviors

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Media and Information Literacy is a Civic Competency

Media education is an essential step in the long march towards a truly participatory democracy, and the democratization of our institutions. Widespread media literacy is essential if all citizens are to wield power, make rational decisions, become effective change agents, and have an effective involvement with the media.

-Len Masterman, 1985
Questioning All Forms of Authority

Media literacy, because it emphasizes a critique of textual authority, invites students to identify the cultural codes that structure an author’s work, understand how these codes function as part of a social system, and disrupt the text through alternative interpretations. In learning to critically read media messages, citizens are developing the abilities to gather accurate, relevant information about their society and to question authority (both textual and, by implication, institutional).

- Renee Hobbs, 1998
Agents of Social Change

When people have digital and media literacy competencies, they recognize personal, corporate and political agendas and are empowered to speak out on behalf of the missing voices and omitted perspectives in our communities. By identifying and attempting to solve problems, people use their powerful voices and their rights under law to improve the world around them.

-Renee Hobbs, 2010
High levels of apathy and disengagement are accompanied by increased political polarization.
High levels of engagement & critical thinking inspire collaborative and creative efforts to reduce inequalities.
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