

# 3.2

## Video News Releases: Beneficial or Harmful?

*Instructions: Discuss whether video news releases are beneficial or harmful by imagining that you are representing one of the four groups. Use reasoning and evidence to support your group's point of view. Then compose a reaction to the video and post it to the [MIND OVER MEDIA](http://www.mindovermedia.tv) website.*

### **Board Game Helps Fight Real World Ebola**

View the Video:

<http://propaganda.mediaeducationlab.com/rate/699>

This video news release was widely distributed to countries all around the world and viewed by millions of people as part of their local or national television news.

**DISCUSS:** What's your point of view? Is this form of propaganda beneficial or harmful? Why or why not?

#### **GROUP 1**

##### **Voice of America**

Your group represents the point of view of the people who created this video. You are professional communicators who are dedicated to advancing American political and economic interests around the world.

#### **GROUP 2**

##### **Citizens of Sierra Leone**

Your community has been struck by a terrible epidemic of Ebola that has caused much personal tragedy. Thousands of people have died and the medical system is struggling to manage the disease.

#### **GROUP 3**

##### **Doctors and the Medical Community**

You are a group of medical professionals who have spent years in advancing your knowledge of how to research and treat complex epidemics like Ebola.

#### **GROUP 4**

##### **Citizens of the United States**

Your tax dollars pay for the Voice of America to create and distribute messages like this video, which helps influence the attitudes and beliefs of people all around the world.

### **COMPOSE YOUR GROUP'S RESPONSE TO THE VIDEO**

As you discuss, make notes to develop your reasoning and evidence to support your ideas. Then compose a response to the video that represents your group's interpretation and post it on the Mind Over Media website.

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# 3.3

## Putting Propaganda in Context

*Instructions: Select or upload an example of propaganda on the Mind Over Media website and then find several sources of online information using Google Search to deepen your understanding of the context of the propaganda example you are analyzing.*

### Mind Over Media: Analyzing Contemporary Propaganda

<http://mindovermedia.tv>

**Your Choice of Propaganda:** \_\_\_\_\_

**Your Sources.** As you search, keep track of what you find using this structure:

Website Title: \_\_\_\_\_ Author: \_\_\_\_\_

URL: \_\_\_\_\_

What You Learned: \_\_\_\_\_

### Synthesize What You Learned

After your search is complete, analyze the image by using evidence from your search to support your interpretation of the message by answering these questions:

#### Key Elements of Context

- 1. Message:** What is the nature of the information and ideas being expressed?
- 2. Techniques:** What symbols and rhetorical strategies are used to attract attention and activate emotional response? What makes them effective?
- 3. Means of Communication & Format:** How did the message reach people and what form does it take?
- 4. Environment and Context:** Where, when and how may people have encountered the message?
- 5. Audience Receptivity:** How may people think and feel about the message and how free they are to accept or reject it?