Media Paradigm & Propaganda

Media Lit

Media Literacy Paradigm

Paradigm: a specific way of looking at something

The Media Literacy Paradigm:

1. Classify Product
2. Examine Origin
3. Analyze Mediation
4. Investigate Consumption
5. Perceive Impact

Media Literacy Paradigm

What to ask yourself when examining media?

- What medium is used (TV, radio, etc.)? What is the genre? (classify the product)
- Who is the sender of the message? What is the purpose of the message? (examine origin)
- What techniques attracted my attention? (analyze the mediation)
- Who is the audience and why? (investigate the consumption)
- What ideas are being sold? What is the cultural context? (perceive impact)

What do you see? Let's analyze and discuss

Believe in something.
Even if it means sacrificing everything.

Nike. Just do it.

The Media Literacy Paradigm:

1. Classify Product
2. Examine Origin
3. Analyze Mediation
4. Investigate Consumption
5. Perceive Impact

What do you see? Let's analyze and discuss

The Media Literacy Paradigm:

1. Classify Product
2. Examine Origin
3. Analyze Mediation
4. Investigate Consumption
5. Perceive Impact

Propaganda

Propaganda: information that is spread with the purpose of supporting a cause

Propaganda vs. Advertising

Propaganda is the term for one directional, one-to-many communication that promotes a point of view or political cause

Advertising is the term for one directional, one-to-many communication that promotes commercial goods and services and tried to convert existing general needs into specific wants.

Both accomplish the same thing and use a variety of strategies

Propaganda/ Advertising Strategies

1. Bandwagon
2. Card Stacking
3. Glittering Generalities
4. Name-Calling
5. Plain-folk Appeal
6. Testimonial
7. Sex Appeal
8. Humor
9. Repetition

Bandwagon

Creates the idea that "everyone" is doing it, using it, or likes the product. A majority supports it, so *everyone* should

Examples:

- "1 Million people have made the switch"
- "Over 99 Billion Sold"
- In politics: used to get people to hop "on the bandwagon" to support causes, beliefs, or politicians.

Bandwagon Examples
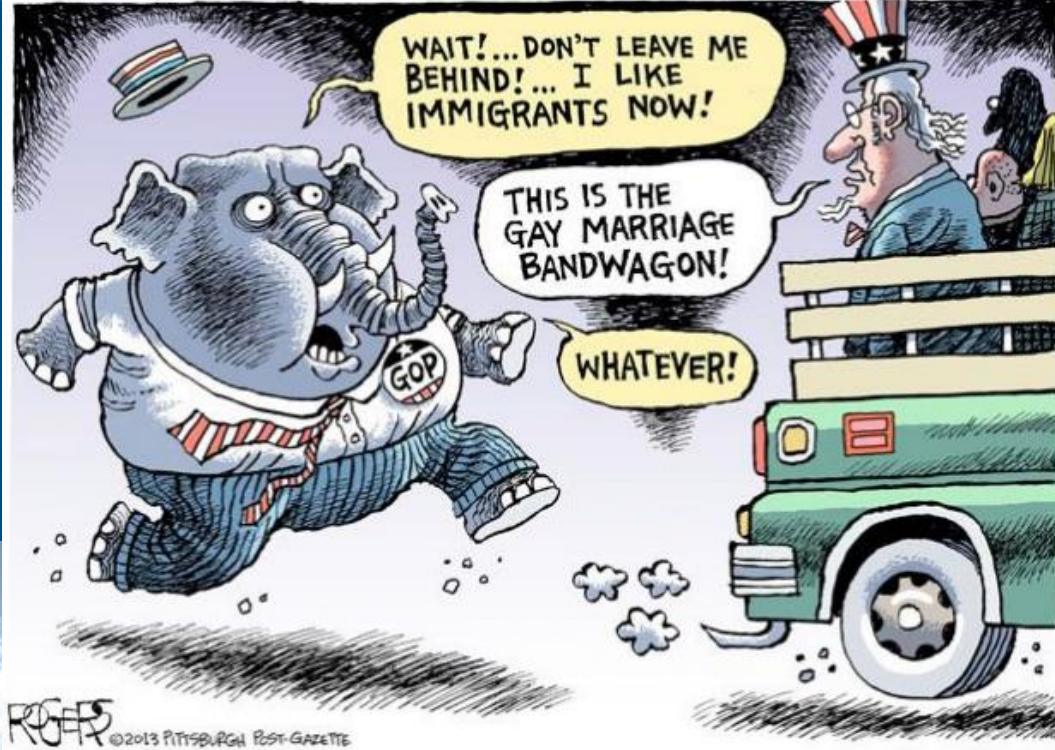
Card Stacking

Uses manipulation of info to make something sound better/worse than it is, usually in comparison to something

Examples:

- Fast food
- Cell Phones
- In politics: used to make politicians look good or bad

Card Stacking Examples

NEW SATISFRIES
40% LESS FAT*
30% LESS CALORIES**
BURGER KING®

**30% fewer calories than McDonald's® French Fries – 226.8 calories vs. 150.5 calories per 70 g serving.
*40% less fat than McDonald's® French Fries – 11.2 g vs. 6.3 g per 70 g serving.

TRUMP PENCE
TRUMP MAKE AMERICA GREAT AGAIN COMMITTEE
45

Inaugural Year Approval Poll

1. How would you rate President Trump's first year in office (2017)?
   ○ Great
   ○ Good
   ○ Okay
   ○ Other

2. How would you rate President Obama's first year in office (2009)?
   ○ Great
   ○ Good
   ○ Okay
   ○ Poor
   ○ Other

3. Do you believe the Fake News Media will fairly cover President Trump's first year approval rating?
   ○ Yes
   ○ No
   ○ Other

**30% fewer calories than McDonald's® French Fries – 226.8 calories vs. 150.5 calories per 70 g serving.
*40% less fat than McDonald's® French Fries – 11.2 g vs. 6.3 g per 70 g serving.

Glittering Generalities

Uses simple and appealing terms (often one word) to describe something. Makes things very easily understandable

Examples:

- Fast Food
- Coke
- In politics: used to connect with everyone regardless of background

Glittering Generalities Examples

Name Calling

Directly states or implies something negative about a competitor

Examples:

- Coke v. Pepsi
- Wendy's
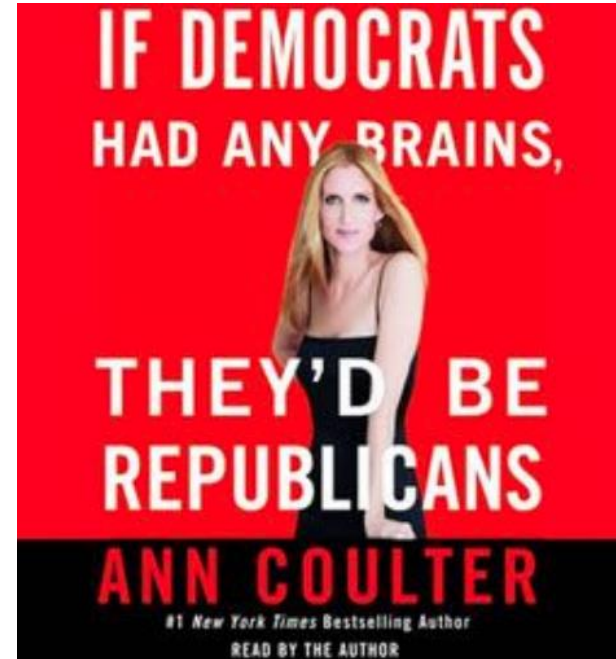- In politics: slams the other side (pretty obvious)
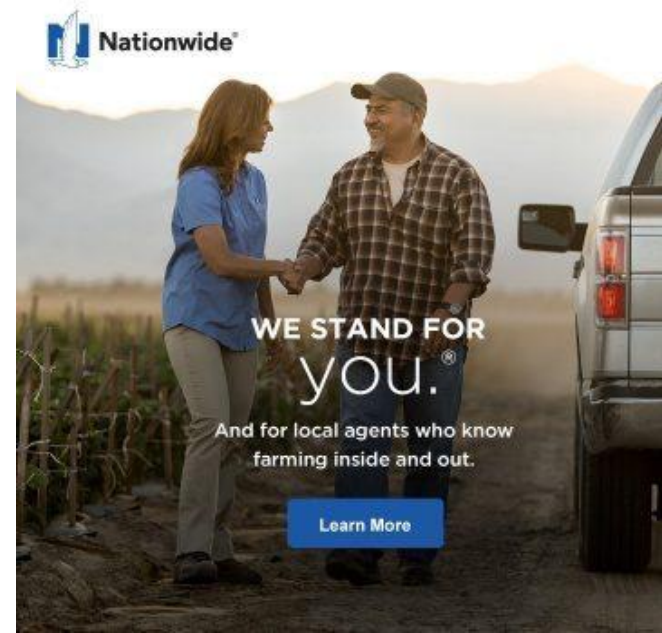
Name Calling Examples

Plain Folks

Gives the illusion that people in power (i.e. the President, millionaires, celebs) are "just like you." Designed to target blue-collar workers

Examples:

- Wal-Mart
- Subway
- In politics: used to seem more "human" and to connect with voters

Plain Folk Examples

Testimonial

Having people give accounts of their experience with a brand/product/person. Often uses a celebrity spokesperson

Examples:

- Icy Hot
- Proactive
- In politics: used to recruit people to a cause

Testimonial Examples

Sex Appeal

Uses attractive people and situations to entice the viewer to participate/buy in to the ideas or values being sold (i.e. If you buy this product you'll get this girl/guy/money)

Examples:

- Calvin Klein
- Axe
- In politics: news channels use "attractive" people to share the news/message. The idea is you'll listen more to an attractive person.

Sex Appeal Examples

Humor

Uses funny situations or social jokes to make light of an issue or topic to draw attention to it. Typically memorable

Examples:

- Doritos
- Squatty Potty
- In politics: used to discredit opponent and discredit their standings.

Humor Examples

Repetition

Repeats a word, phrase, name, or number multiple times. Studies show repeating things 4 times leads to greater memorization

Examples:

- Coke
- Apple
- In politics: ads are aired multiple times an hour

Repetition Examples

The Story of Content: Rise of the New Marketing

https://www.youtube.com/watch?v=dBnpr3pkFlk