PAPER TWO: PROPAGANDA AND DECEPTIVE FRAMING

INTRODUCTION: Both Chomsky and Lakoff have put forth models of how media manipulation and deceptive framing are used to shape public opinion. Chomsky exposes the features of the Propaganda Model and the 5 Filters which are used by the media in order to manufacture our consent and achieve media control, while Lakoff’s work is filled with examples of how Orwellian Language, spin, and deceptive framing have been used in politics in order to reframe our political views.

Persuaders and political strategists such as Frank Luntz, Clotaire Rapaille, Karl Rove and others have deliberately exploited both of these propaganda models in order to succeed at manipulating public opinion and have in fact had a significant impact upon our society’s political discourse.

ASSIGNMENT:

1) Pick any ONE topic or issue which the American public is currently debating or discussing, and tell us how both Chomsky’s and Lakoff’s theories have been applied to it. Argue for how specific features of both models have adversely affected media coverage of the issue or altered our attitudes toward it. For Chomsky, identify the specific features of the Propaganda Model and the Filters which you think best explain the media’s coverage of your focus topic. For Lakoff, tell us how the Strict Father and Nurturant Parent models have been applied to your topic in order to affect our perceptions of it. Tell us why both sides think the way they do, and how both justify their views of the issue as the right view, according to Lakoff’s model. Use the terminology from the Moral Politics Glossary handout and your readings to help you explain this.

2) Present and expose any deceptive strategies, tactics, or frames that have been applied to your focus topic. Argue against strategies and tactics such as deceptive framing, spin, Orwellian language, or other propaganda techniques you think adversely affect an honest debate of your topic.

Be specific: give us specific examples of these deceptive tactics at work. These can come either from class texts and videos, or from “real world” articles you find when researching your topic. (Note: While examples of what proponents and opponents did say, is preferable, examples of what they would say, according to how the model works, are also acceptable.) Be sure to fully emphasize the significance of your examples, argue for what they show or prove, and close them off by arguing for or against their impact.

END GOAL OF THIS PAPER:

By exposing and arguing against the the specific strategies and tactics being used to manipulate the public’s mindset as it relates to your focus topic, your paper should help “pop the bubble” on the deceptions used to frame it, and thus your paper’s goal is to help protect the public from the deceivers and dishonest persuaders who are trying to manipulate it.

REQUIREMENTS:

- Double Spaced, 1” Margins all around, 12 Pt Font. No headings on any pages.
- Cover Page: Must include your name, class, and hour, and A Title which suggests your argument or attitude toward your essay
- Must be more than 6 Full Pages and No More Than 9 Full Pages
- Must Apply Both Lakoff’s and Chomsky’s theories to your focus topic
- Minimum Of 4 Examples of manipulative strategies at work
- Must use at least 8 citations, using key terminology or quotes from class texts or videos, or from outside sources to explain Lakoff’s or Chomsky’s models
- Minimum Of 3 Sources total; additional outside sources welcome

PAPER DUE: WEDNESDAY, NOVEMBER 14TH