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Deconstructing the Media

- 1. Who paid for the media and why Is there a conflict of interest. Can this source be objective?**
- 2. Who are the audience being targeted by this media message ?**
- 3. What assumptions of right and wrong is it expressing?**
- 4. What kind of lifestyle is presented in the message and is this lifestyle glamorised or demonised. Are there issues of race class or religion involved?**
- 5. What is the text of the media message and is there a sub text to the message?**

Record a national newscast and use the techniques below to answer these questions.

Watch the video without sound

Listen to media without visuals

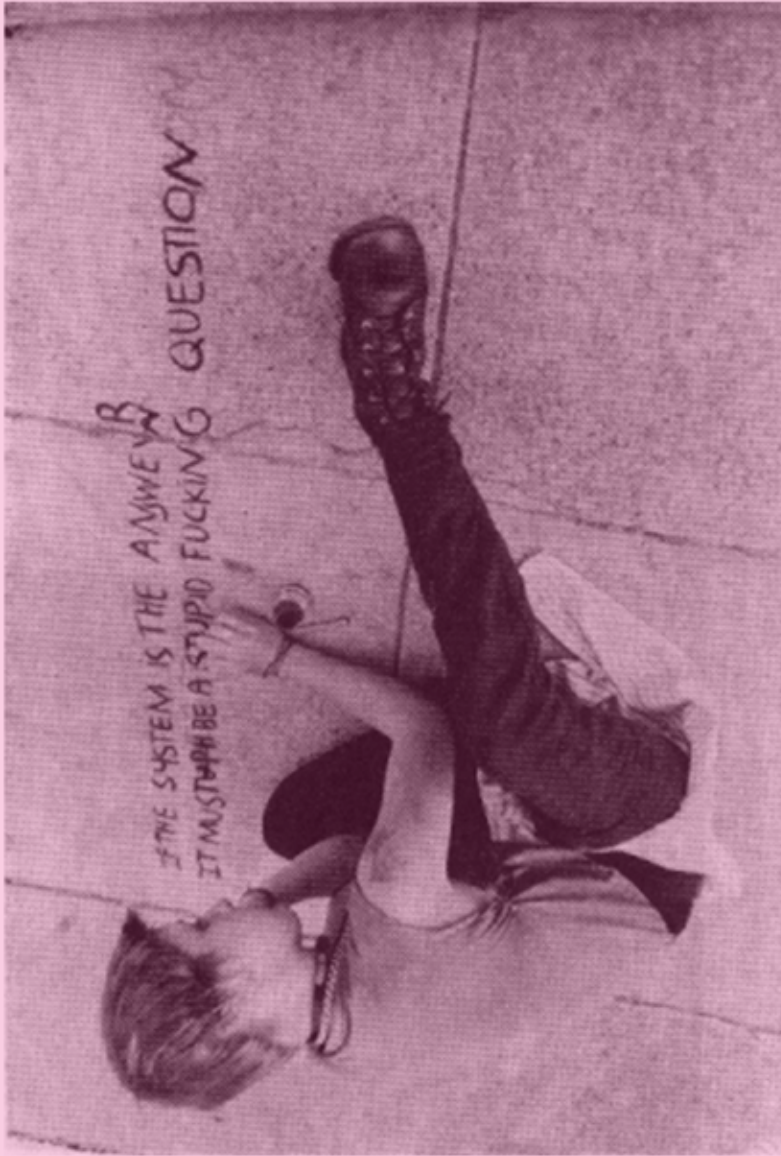
Read transcripts of media

Write down all of the adjectives used. do these terms constitute an objective analysis?

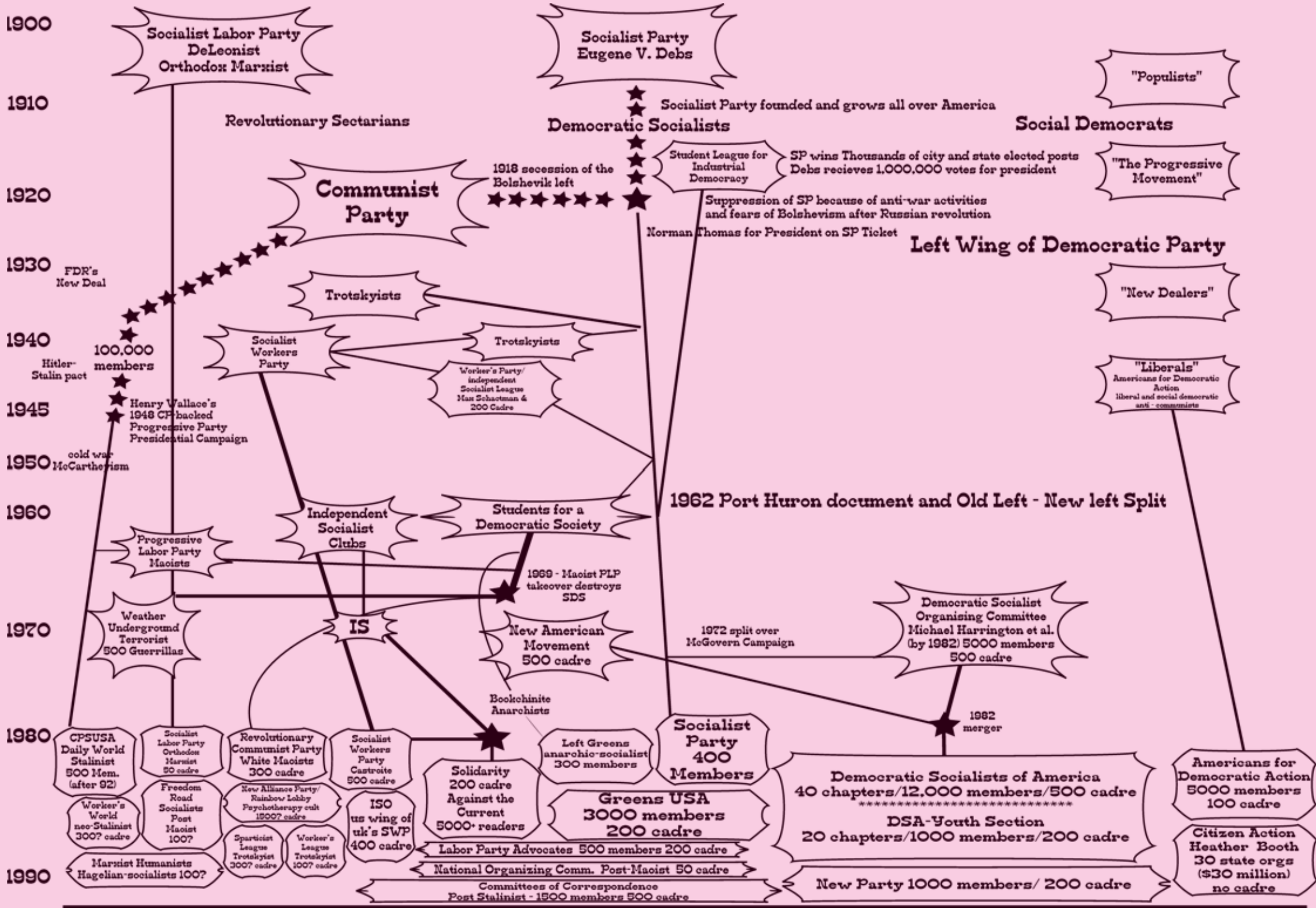
With many events being mediated by sources with a vested interest of how you respond. Every person has a responsibility to answer these questions. Many peoples views are being constructed around this mediation which poses as objective news when in reality it falls under the term propaganda.

DONATIONS TO REPUBLIKANS BY GUN LOBBIES LAST 12 YEARS
13.934.174 DOLLERS
DONATIONS TO DEMOCRUTS BY GUN LOBBIES LAST 12 YEARS
2.457.887 DOLLIRS

The Other Patriots



1960000 PEOPLE ARE IN JAIL IN AMERICA



THE FACTS ABOUT OVERWEIGHT AND OBESITY

61 OF ADULTS IN THE UNITED STATES WERE OVERWEIGHT OR OBESE BMI 25 IN 1999
 13 OF CHILDREN AGED 6 TO 11 YEARS AND 14 OF ADOLESCENTS AGED 12 TO 19 YEARS
 WERE OVERWEIGHT IN 1999 THIS PREVALENCE HAS NEARLY TRIPLED FOR ADOLESCENTS IN THE PAST 2 DECADES
 THE INCREASES IN OVERWEIGHT AND OBESITY CUT ACROSS ALL AGES RACIAL AND ETHNIC GROUPS AND BOTH GENDERS
 300000 DEATHS EACH YEAR IN THE UNITED STATES ARE ASSOCIATED WITH OBESITY
 OVERWEIGHT AND OBESITY ARE ASSOCIATED WITH HEART DISEASE CERTAIN TYPES OF CANCER TYPE 2 DIABETES
 STROKE ARTHRITIS BREATHING PROBLEMS AND PSYCHOLOGICAL DISORDERS SUCH AS DEPRESSION
 THE ECONOMIC COST OF OBESITY IN THE UNITED STATES WAS ABOUT 117 BILLION IN 2000



CAUSES OF OVERWEIGHT AND OBESITY

OVERWEIGHT AND OBESITY RESULT FROM AN IMBALANCE INVOLVING EXCESSIVE CALORIE CONSUMPTION AND/OR INADEQUATE PHYSICAL ACTIVITY.
 FOR EACH INDIVIDUAL, BODY WEIGHT IS THE RESULT OF A COMBINATION OF GENETIC, METABOLIC, BEHAVIORAL, ENVIRONMENTAL, CULTURAL, AND SOCIOECONOMIC INFLUENCES.
 BEHAVIORAL AND ENVIRONMENTAL FACTORS ARE LARGE CONTRIBUTORS TO OVERWEIGHT AND OBESITY AND PROVIDE THE GREATEST OPPORTUNITY FOR ACTIONS AND INTERVENTIONS DESIGNED FOR PREVENTION AND TREATMENT.

PHYSICAL ACTIVITY AND INACTIVITY

IT IS RECOMMENDED THAT AMERICANS ACCUMULATE AT LEAST 30 MINUTES (ADULTS) OR 60 MINUTES (CHILDREN) OF MODERATE PHYSICAL ACTIVITY MOST DAYS OF THE WEEK. MORE MAY BE NEEDED TO PREVENT WEIGHT GAIN, TO LOSE WEIGHT, OR TO MAINTAIN WEIGHT LOSS.
 LESS THAN 1/3 OF ADULTS ENGAGE IN THE RECOMMENDED AMOUNTS OF PHYSICAL ACTIVITY.
 MANY PEOPLE LIVE SEDENTARY LIVES; IN FACT, 40% OF ADULTS IN THE UNITED STATES DO NOT PARTICIPATE IN ANY LEISURE TIME PHYSICAL ACTIVITY.
 43% OF ADOLESCENTS WATCH MORE THAN 2 HOURS OF TELEVISION EACH DAY.
 PHYSICAL ACTIVITY IS IMPORTANT IN PREVENTING AND TREATING OVERWEIGHT AND OBESITY AND IS EXTREMELY HELPFUL IN MAINTAINING WEIGHT LOSS, ESPECIALLY WHEN COMBINED WITH HEALTHY EATING.

Technology

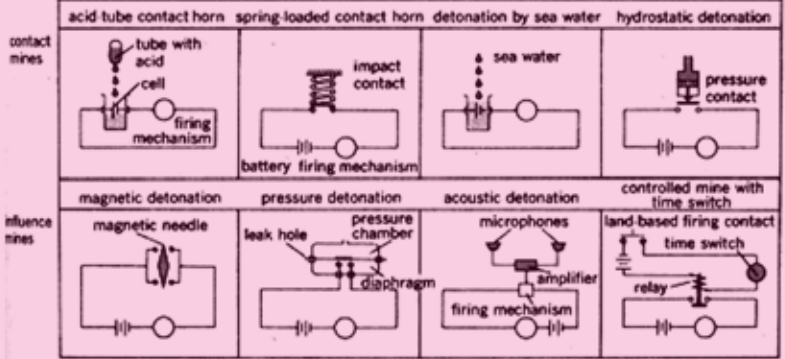
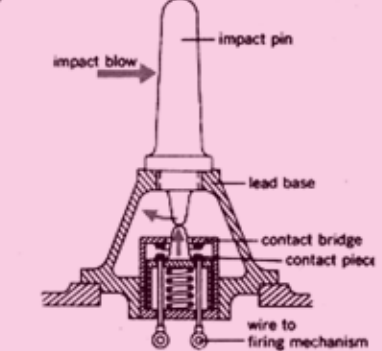
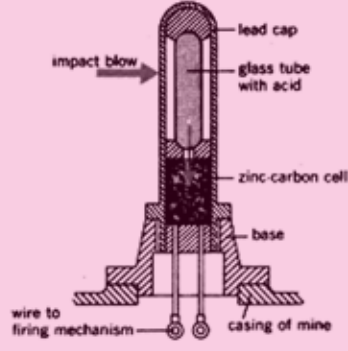
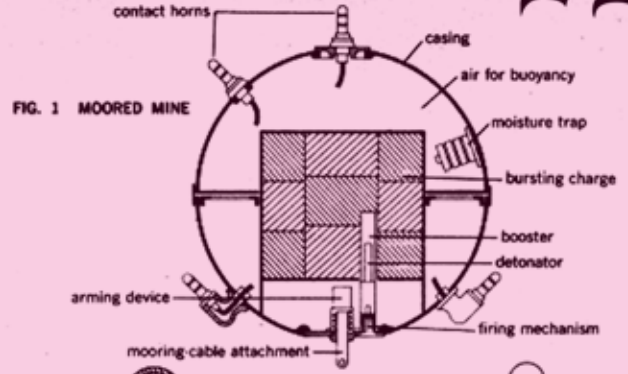


FIG. 3 MINE-DETONATING SYSTEMS

The Application of Knowledge



a friend of mine
Said to me
"Oh, you'll believe anything you're American ."

Subtle signs of lying

- *Over formal speech - Use of long words, painfully correct grammar and the full forms of words or phrases that would normally be shortened, suggesting a scripted speech rather than natural conversation
- *Very few gestures and no pointing - as physical movement illustrating something being described are a quite common and natural activity
- *justification - Attempting to justify every detail with lengthy explanations

Can't trust those sweaty palms



Obvious signs include:

- * Over denial - Repeating protests of innocence.
- * Stuttering - Stumbling over words without natural fluency.
- * Hand Wringing - Fiddling, rubbing, picking and playing with the fingers and hands while talking.
- * Eye Contact - Unwillingness to make or never breaking it.

However, the majority of people intending to tell a lie fabricate their story long beforehand and become comfortable with it, and so rarely get caught out so easily. Equally, many of the signs indicated may also simply be signs of nerves due to shyness or discomfort with a new situation.

Types of Lie

Lies can be categorised in many different ways, but a widely held view is that there are four types of lie:

- * Pro-social - Lying to help someone else.
- * Self-enhancement - Lying to make yourself look better while not hurting another.
- * Selfish - Lying to personally benefit at the expense of another.
- * Anti-social - Lying to deliberately damage another.



the fine art of lying

