

**EXAM TWO, CDAE 195 PROPAGANDA,  
MEDIA OWNERSHIP & CITIZEN RESPONSIBILITY  
2017**

Your grade on this exam will be determined by how well written, thoughtful, and complete your answers are. Please take time to consider carefully what you write. The exam will be due at the end of our last class, May 3, 2017, 11:40am Deadline!

You may work on the exam at any time in or outside of class, BUT, you must write your answers by hand on this paper during our class time.

Pre-exam work: Go to our Syllabus, click on “**Media Company or Organization presentations**” schedule link in one of our early lectures. Choose a Media Presentation and:

1. (25 points) Interview a fellow classmate about their Media Organization:

    Their Name\_\_\_\_\_

    Their Media Org:\_\_\_\_\_

Describe: What the media organization does:

What kind of media is it using the *BLUR* classification?

How does the organization make money?

What did your classmate learn about the organization that they did not know before by doing this assignment?

What did your classmate learn that was most surprising about the organization?

2. (25 Points) Choose a **different** classmate (from question one above) and go to the “**Case Study of Media Propaganda**” schedule in one of our recent lecture outlines. Interview the classmate on their Propaganda Case Study.

    Their Name\_\_\_\_\_

    Their Propaganda Case:\_\_\_\_\_

Describe: What the Propaganda Case Study was about:

Summarize the propaganda techniques that were used (describe examples):

What did your classmate learn about the case study that they did not know before by doing this assignment?

What did your classmate learn that was most surprising about the case study?

3. (5 points) Give five examples of things to look or listen for to spot a lie, based on the TED talk by Pamela Meyer that we watched in class?

4. (10 points) Get together with TWO or THREE other Classmates and discuss for at least five minutes the SLATE article titled “Scientists, Stop Thinking Explaining Science Will Fix Things” that was emailed to the class on 20 April. Answer the following questions alone after the discussion:

What are the key take-home messages or points of the article?

Are you convinced that the methods suggested in the article for communicating and persuasion based on science are a good idea? Why or Why Not?

5. (20 points) Based on the PBS Frontline, TED talks, and PBS Frontline **United States of Secrets** on the NSA surveillance program, please answer the following:

What did you learn that you did not know before we watched these segments?

Will your behavior (media usage) change based on what we saw? If yes, why? If not, why not?

6. (10 points) How has the NSA policies changed since Ed Snowden’s leak (Do some research and **cite your sources**)?

7. (5 points) GENERAL FEEDBACK:

What topics, Youtube, TED talks, or other media do you think should be covered in this class that were missing (please list)?

What topics should be stressed more in this class?

Which topics should be less stressed?

What did you enjoy most about this class?

What suggestions do you have for this class in the future?