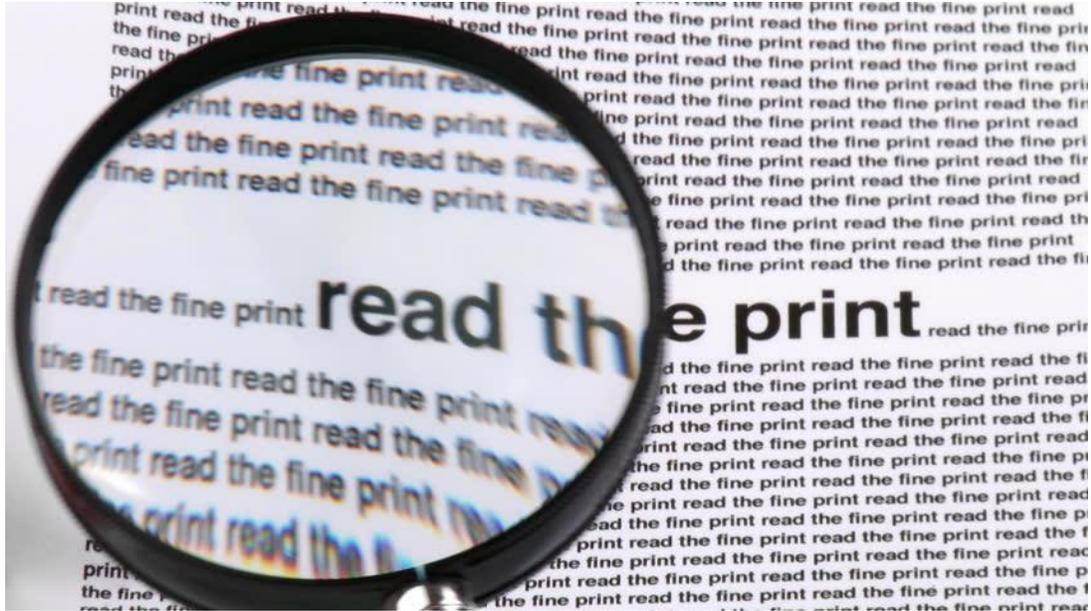


Watch their language



- Analyzing and interpreting what you read and see is a necessary skill
- Do not be a passive receptor

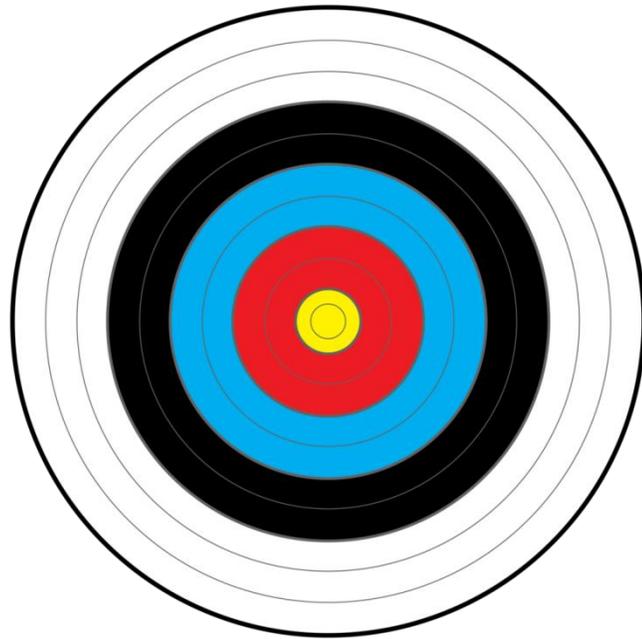
Assess the language

- Proper spelling, grammar, punctuation?
- ALL CAPS AND LOTS OF EXCLAMATION POINTS!! “Forward this to everyone! This is not fake!”
- Bait words: “Breaking news!” “Oh my god!” “Wow!” “You will not believe this!” “Prepare to be outraged!”
- What is the tone—factual or angry?

Determine the main message

- Fact? Interpretation? Opinion? Propaganda? Satire?
- Does it present one viewpoint or multiple viewpoints?
- Is it fair, balanced, and reasonable?
- Does it appeal to emotions and biases?
- Does it make outrageous claims?

Locate the bullseye



- Facts
- Interpretation
- Opinions
- Speculation
- Honest inaccuracies
- Intentional distortions
- Conspiracy theories
- Fake/junk news

E.S.C.A.P.E. to Analysis

- **E = Evidence:** do the facts hold up?
- **S = Source:** who made this and can I trust them?
- **C = Context:** what is the big picture?
- **A = Audience:** who is the intended audience?
- **P = Purpose:** why was this made?
- **E = Execution:** how is the information presented?

(Newseum)



The color of words

One image



Multiple descriptions

- Increasing
- Rising
- Surging
- Skyrocketing

Hyperbole to create interest



- “It’s an episode you have to see to believe.”
- “Next week, the romance, the heartbreak, the drama, will blow you away.”
- “It’s the most dramatic, most shocking, most jaw-dropping week in Paradise history.”

Context is important

- “Money is the root of all evil.” (Popular cliché)
- “For the *love of* money is a root of all kinds of evil, for which some have strayed from the faith in their greediness, and pierced themselves through with many sorrows.”

(1 Timothy 6:10, *The Holy Bible*, New King James Version, Thomas Nelson, Inc., 2010, page 480)

Spin makes something look better than it is



- Rout
- Retreat
- Strategic withdrawal
- Attacking in a different direction

Washington Monument



- **Fact:** It was closed for repairs and renovations from 2016 to September 2019.

<https://www.npr.org/2019/09/19/761868410/our-long-3-year-wait-is-over-the-washington-monument-reopens>

- **Satire/Fake News/Conspiracy Theory:** It was closed because the Clinton Foundation/Trump Foundation [take your pick] was hiding documents in it.

Same story; different headlines

The Hill



Documents show US leaders misled public on progress in Afghanistan War: report

BY ZACK BUDRYK AND REBECCA KHEEL - 12/09/19 08:52 AM EST

1,329 COMMENTS

New York Post

Afghanistan report bombshell: US officials misled public about war for nearly 2 decades

By Yaron Steinbuch

December 9, 2019 | 10:31am | Updated

The facts

“**Madison** - One of the men convicted in the deadly 1970 bombing at the University of Wisconsin-Madison was arrested last week after authorities found \$800,000 cash in the motor home he was driving.

A court document says Karl Armstrong, 65, was arrested in Chicago. The Wisconsin State Journal [reports](#) that Armstrong's arrest Thursday led to a search on Saturday by the Wisconsin Division of Criminal Investigation of a Town of Madison trailer home where Armstrong lives for evidence of marijuana trafficking.

Neither Wisconsin nor Illinois authorities found marijuana in Armstrong's trailer or motor home.

A spokeswoman for Illinois State Police did not return messages about Armstrong's status.

Armstrong was one of three men arrested for their roles in the Sterling Hall bombing during the Vietnam War. A researcher died in the blast.”

(Milwaukee Journal Sentinel, May 21, 2012, <http://archive.jsonline.com/news/crime/convicted-uw-bomber-armstrong-arrested-in-chicago-r15ghpo-152360135.html/>)

Blog with opinion added

“State Troopers in Illinois have arrested a murderous terrorist who served 8 years in prison, was freed, and is now up to something mysterious that has resulted in a huge amount of cash hidden in his vehicle. Ed Treleven of the [Wisconsin State Journal](#) in Madison reports: . . .”

(Thomas Lifson, “Freed domestic terrorist arrested with \$800k in cash,” May 22, 2012, *American Thinker*, https://tmp.americanthinker.com/blog/2012/05/freed_domestic_terrorist_arrested_with_800k_in_cash.html)

An interpretation

“Whatever happened to the idea that colleges and universities were sanctuaries of free speech, where academics and students could vigorously study and debate differing ideas? Why have so many institutions of higher learning—once regarded as bastions of vigorous, honest scholarship, where the search for truth was inviolable—morphed into places of intolerance and rigid ideological conformity? Speakers with “unacceptable” viewpoints are shouted down or even resisted with violence. Students whose views are not in line with the prevailing orthodoxy on these campuses can risk real trouble with their peers, professors and college administrators.”

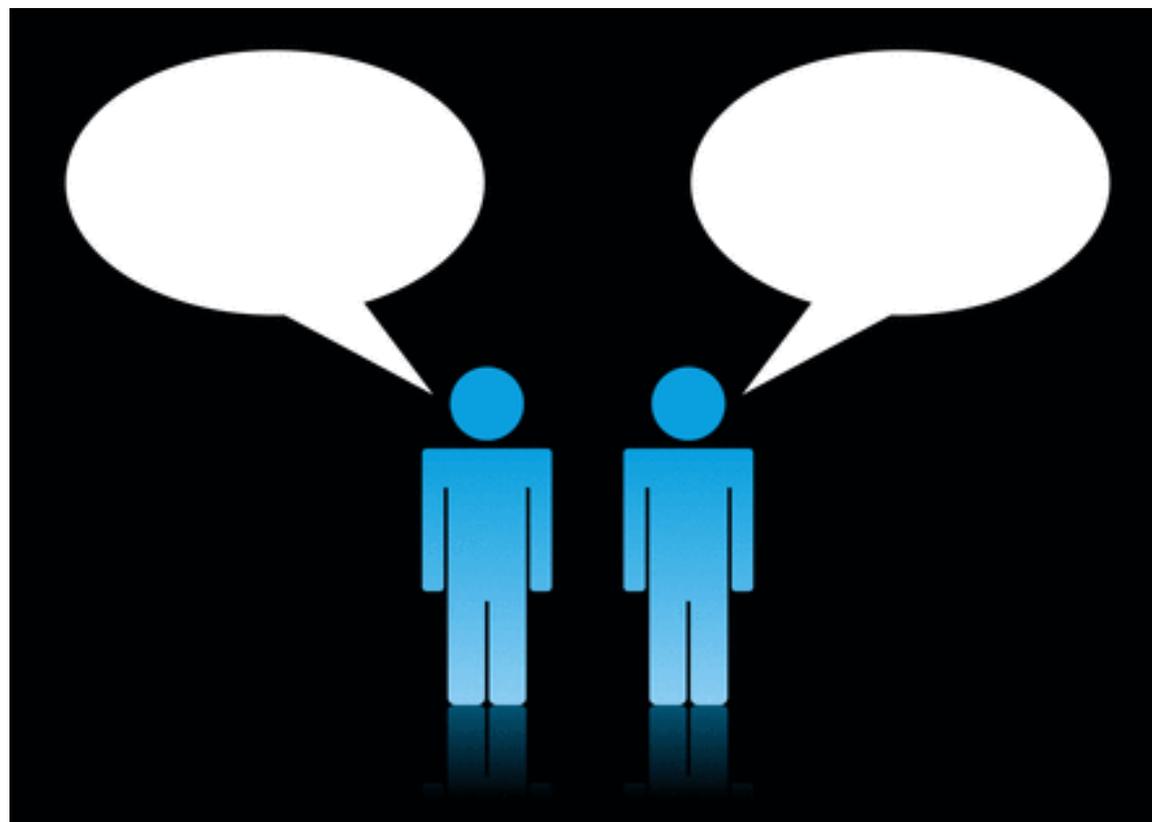
(Steve Forbes, “A Critical Fight For Free Speech Is Underway. Can It Be Won?” *Forbes*, December 9, 2019, <https://www.forbes.com/sites/steveforbes/2019/12/09/a-critical-fight-for-free-speech-is-underway-can-it-be-won/#10b763514b89>)

A different interpretation

“The status of free speech on college campuses is one of the most heated controversies in American public life today — and, in my view, somewhat overblown. In a couple of recent essays, my colleague [Matt Yglesias](#) and I surveyed the research on the topic and found little support for the claim that free speech rights are seriously imperiled at American universities.”

(Zack Beuchamp, “The myth of a campus free speech crisis,” *Vox*, August 31, 2018, <https://www.vox.com/policy-and-politics/2018/8/31/17718296/campus-free-speech-political-correctness-musa-al-gharbi>)

The words matter



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La Crosse Public Library

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