

FREE PROFESSIONAL DEVELOPMENT FOR CALIFORNIA EDUCATORS



IS SEEING BELIEVING? PROPAGANDA AND MEDIA LITERACY

A partnership of the **Museum of Tolerance** and
The Center for Media Literacy

Propaganda is pervasive and ever-present in all forms of media. It is a communication tool that is not new, and it can be beneficial — or not. But most importantly, citizens need skills to be able to discern propaganda, and understand its techniques, its audiences, its framing and content, and its purpose. These are the foundational skills of media literacy. In this workshop, we will explore media literacy fundamentals, and apply the timeless concepts of media literacy to examples of propaganda. We will relate these examples to the Museum of Tolerance exhibits and to Goebbels's Principles of Propaganda, and provide practice in deconstructing such campaigns. We will provide practical classroom tools that can be used, primarily with high school students, and include time for discussion, practice and reflection.

In addition the institute addresses:

- Coaching from Media Literacy staff
- Strengthen inquiry, social analysis, high-level thinking and problem-solving skills
- Utilize digital media for meaningful communication
- New Perspectives on the Final Solution

GRADUATE LEVEL EXTENSION CREDIT FROM THE UNIVERSITY OF SAN DIEGO AVAILABLE (1)



MUSEUM OF TOLERANCE
A SIMON WIESENTHAL CENTER MUSEUM

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Find us on:



REGISTER NOW

OPEN ENROLLMENT INSTITUTE AT THE
MUSEUM OF TOLERANCE

MARCH 28, 2018

8:30AM – 5:30PM

PROGRAM INCLUDES:

- EXPERIENCING THE MUSEUM OF TOLERANCE AS A LABORATORY OF HUMAN BEHAVIOR AND AN EXPLORATION OF HUMAN AND CIVIL RIGHTS
- SPECIAL SPEAKERS: WITNESSES TO HISTORY
- CUSTOMIZED WORKSHOP WITH EXPERT CONSULTANTS FROM THE **CENTER FOR MEDIA LITERACY**
- LUNCH AND A VALUABLE RESOURCE KIT
- TRAVEL/HOTEL ACCOMMODATIONS FOR OUT OF TOWN PARTICIPANTS

PARTICULARLY RELEVANT FOR MIDDLE SCHOOL LANGUAGE ARTS TEACHERS