

Level II Humanities Summer Work: 2017

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ALL SUMMER WORK IS DUE THE FIRST DAY OF SCHOOL- NO EXCEPTIONS!

In order to prepare you for Level II Humanities class, we have selected Barbara Demick's book, Nothing to Envy: Ordinary Lives in North Korea. You can find this book at your local library, you can purchase it from a bookstore or you can order it from amazon.com. If you have trouble locating or obtaining a copy of this book, we highly suggest you contact us **before** August and we will help you. We will be available through email. If you would like an electronic copy of this assignment, please let us know as soon as possible.

After reading the book, your assignment is divided into two parts:

Discussion Questions:

Must be typed, MLA format, and printed!

1. Demick follows the lives of six North Koreans. Whose story do you find most compelling, disturbing, horrific—or inspiring? Why?
2. Demick describes North Korea, not as an undeveloped country, but as "a country that has fallen out of the developed world." What does she mean? What would it be like for any of us to live under the conditions in North Korea? What would be most difficult for you?
3. What was your experience reading this book? Was it hard to get through or did you find yourself unable to put the book down? Were you depressed, angered, outraged, or thankful for your own life? All of the above?
4. What happens to those who manage to defect? How do they manage life outside North Korea? What are the difficulties— both practical and psychological—they confront in their new lives? What surprised you about the new lives of the defectors?

Project: Propaganda

President Kim Il-Sung of North Korea cemented his absolute power and authority in North Korea through many propaganda techniques. For this part of your summer work assignment, you will be analyzing 21st century propaganda techniques.

First, what is Propaganda?

Neil Postman once wrote that of all the words we use to talk about talk, the word “propaganda” is the most mischievous. That’s because the word has a wide variety of definitions:

- 1. Propaganda is a form of communication aimed towards influencing the attitude of a population toward some cause or position. -Wikipedia*
- 2. Propaganda is a form of information that panders to our insecurities and anxieties. -Jacques Ellul*
- 3. Propaganda is indifferent to truth and truthfulness, knowledge and understanding; it is a form of strategic communication that uses any means to accomplish its ends. - Walter Cunningham*
- 4. Propaganda is the deliberate, systematic attempt to shape perceptions, manipulate cognitions, and direct behavior to achieve a response that furthers the desired intent of the propagandist. -Garth Jowett and Victoria O'Donnell*
- 5. Propaganda is a form of purposeful persuasion that attempts to influence the emotions, attitudes, opinions, and actions of specified target audiences for ideological, political or commercial purposes through the controlled transmission of one-sided messages (which may or may not be factual) via mass and direct media channels. - Richard Alan Nelson*
- 6. Propaganda is intentionally-designed communication that invites us to respond emotionally, immediately, and in an either-or manner. -Neil Postman*

However it is defined, one thing is clear: contemporary propaganda is everywhere - in news, information, advertising and entertainment. In a Web 2.0 world, propaganda is impossible to avoid.

Propaganda can be found in news and journalism, advertising and public relations, and education -- and in all aspects of daily life. It is present in politics and government, business, religious and non-profit organizations, and in many forms of entertainment including music, TV shows, movies, videogames and social media like YouTube, Facebook and Twitter. It is even present in education; in Illinois, a state law mandates that schools promote a positive image for coal mining. You may be familiar with public

service announcements (PSAs) that aim to alter your behavior. For example, when researchers found that college students overestimated how many of their peers were involved in binge drinking, they designed messages that showed that binge drinking is not as common as many people think. In 2014, the restaurant chain Chipotle launched an online comedy series about the agriculture industry on Hulu. Using comedy, the show reflected the company's values about sustainable agriculture and the humane treatment of animals used for meat.

Your assignment is to create your own propaganda poster. Just like Kim Il-Sung used propaganda posters to advocate for his own cause, you will create a propaganda poster for something that you feel passionately about.

Requirements:

1. Your poster can be as large as you want, but cannot be smaller than 8.5 x 11 (average paper size)
2. Your message or cause must be clearly conveyed through your poster
3. Your poster needs to be creative and captivating- a true propaganda platform
4. Be prepared to present and explain your poster
5. It is due the first day of school!