

COLLOQUIUM BY NATHAN MEYER

MEDIA LITERACY: IDENTIFYING MECHANICS OF MANIPULATION IN COMMERCIAL AND POLITICAL SPEECH

TIME: 5:00-6:00 PM, MONDAY, 2 APRIL 2018

VENUE: ACADEMIC BUILDING 1079

Media Literacy: Identifying Mechanics of Manipulation in Commercial and Political Speech

Speaker: Nathan Meyer, MA from California State University East Bay

* The event is also a faculty recruitment seminar for Language and Culture Center.

ABSTRACT:

The 21st century's interconnected world of smart devices and social media gave mass media new communication tools and opportunities to influence public opinion as never before. However, while the mediums and invasiveness of mass media are new, the art of persuasion and human psychology remain constant. This talk demonstrates how to recognize mechanics of manipulation using real-world commercial and political messaging in American media. These examples show how audiences can use critical thinking to control effects of persuasive speech by identifying rhetorical appeals, archetypes, and logical fallacies. Today, fake news and misinformation campaigns are global concerns underscoring the importance of adopting an analytic mindset to meet the challenges of rapidly evolving information landscapes.

BIO:

Nathan Meyer is a lecturer of English, teacher trainer, and curriculum developer for universities in the US, China, and Eastern Europe. As a US State Dept. English Language Fellow he developed nation-wide teacher training courses in Serbia and Moldova, speechwriting workshops for US embassies, and programs combatting fake news in Ukraine. In the former Yugoslavia, he founded a regional NGO promoting post-conflict resolution through literary arts

projects. His current work emphasizes teaching English through critical thinking, media literacy, and creative writing.

This event is open to all. For any queries email yg73@duke.edu or call 3665 7149.

Hope to see you all.

Yijun