

# EMS 30I MEDIA STUDIES

## Noam Chomsky and Marshal McLuhan Analysis Report

Complete the following assignment as a 3-5 page report. Use full sentences and paragraphs. Spelling and grammar counts. This should be typed and double-spaced.

Label and organize your answers in the following order:

### A. Manufacturing Consent

Analyze one example of Manufacturing Consent currently in the media (war, advertising, propaganda, public service message, etc.) using Chomsky's Theory.

1. Explain in one paragraph the origins of your example. Where did it come from? Why does it exist?
2. Who has been Demonized? How and Why have they been targeted?
3. Identify the Lies or Disinformation?
4. What images have been selected and why were they chosen?
5. What information has been Omitted or left out.
6. What information has been Censored or covered up?
7. What is an example of Propaganda used in your example?
8. Decode the Propaganda Message:
  1. Interpret the Intent and identify who will gain if the message is accepted?
  2. How Important is the Story? What is the "tone" of the Story?"
  3. Decode the Text, is one view favoured over another?

### B. McLuhan's Theories

1. Define (from your notes) McLuhan's Theories of "Media", "Global Village" and "The Four Laws Of Media".
2. What are 5 examples of his "Global Village" theory at work in 21<sup>st</sup> Century media?
3. Apply McLuhan's Four Laws to something you use every day (Electricity, cell phone, video game, internet, etc.).
  - a) Research the history of the technology/media. When was it invented? Who invented it? Why was it invented?
  - b) Answer 1. What Does It Extend? 2. What Does It Make Obsolete? 3. What Does It Retrieve? 4. What Does It Reverse Into?

For example, you can examine electricity as a general innovation, or electrical power systems that wire the environment, or the light bulb as a specific electric technology, or the halogen light bulb as a new variation. Similarly, you can look at the computer in its entirety or break the study down into specific components such as calculation, videogames, hypertext, e-mail, the World Wide Web and virtual reality.

Remember that in addition to the intended effects of a new technology, there are always unintended effects, sometimes referred to as side effects or blowback. The automobile was intended to facilitate transportation, but its unintended effect was to become a medium of courtship for teenagers, a private space for romantic activity. Also, whatever the positive effects of an innovation, there will always be negative effects as well. The automobile vastly increased mobility and personal freedom but at the cost of significant loss of human life and damage to the environment. Moreover, a new medium will have indirect as well as direct effects. The automobile made it possible to travel from one point to another faster than was previously possible. This change allowed people to live farther away from their place of employment, resulting in the expansion of the suburbs contributing to the decay of inner cities.

(Note: don't use the automobile as your example)

### Evaluation Rubric: McLuhan and Chomsky Theory Project

Criteria	Level 1 (50-59%)	Level 2 (60-69%)	Level 3 (70-79%)	Level 4 (80-100%)
Understands concepts of media	Limited	Some	Considerable	Thorough
Analyse Media Forms	Limited	Some	Considerable	Thorough
Logical Organization	Limited	Some	Considerable	Thorough
Application of language conventions	Limited	Moderate	Effective	Effective and Creative