

Media & Influence: Who's Trying to Change Your Mind

AC-ELHS-10 · 0.5 credit · Semester · High School

Units

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| Unit 1 | The Persuasion-Saturated World: What Media & Influence Are and Why They're Everywhere |
| Unit 2 | The Psychology of Influence: How Your Mind Gets Moved |
| Unit 3 | Advertising & Marketing: The Business of Wanting |
| Unit 4 | Propaganda & Political Messaging: Moving the Masses |
| Unit 5 | The News & the Story: Reporting, Opinion, Spin & the Loss of Shared Facts |
| Unit 6 | Entertainment: The Stories That Shape You |
| Unit 7 | The Digital Machine: Algorithms, Influencers & Social Proof at Scale |
| Unit 8 | Guarding Your Mind: Discernment, Freedom & Choosing Your Influences |
| Capstone | Deconstruct the Campaign / Build Your Filter |