

believe FREEDOM

The American Hype Campaign



A DAY IN THE HYPE OF AMERICA: MEDIA DIALOGUE

1. Introduction

Facilitator script:

A DAY IN THE HYPE OF AMERICA juxtaposes the unique experiences of four individuals and their expectations of the millennium with Y2K, an event manufactured by Mass Media. As you watch, we encourage you to examine the power of Mass Media and to explore how individuals interpret and find meaning in their own stories within a consumer society. Without further.... A Day in...

2. Show Film

3. Discussion

Facilitator transition:

The Media treated Y2K as a nationally significant event. Although Y2K was a historical event, its significance was largely defined by the hype generated by the Media. To discuss the meaning of hype and its effect on society and individuals, we invite you to join us in dialogue. Tonight's conversation is broken into three segments. Our first segment follows Act 1 of HYPE. In Act 1 the definition of hype is...

ACT I

HYPE: To stimulate; excite or agitate

- How was Y2K framed and interpreted via Media?
- How closely did the Media's treatment of Y2K reflect your experience of the millennium?

Facilitator transition:

From what has been shared, it seems some of our personal experiences were affected by the Media's Y2K hype. To stimulate, excite and agitate audiences and consumers, the Media often employed fear as a means of creating hype. In Act 2 the definition of hype is...

ACT II

HYPE: To heighten or promote using questionable claims or methods

- What current events and issues are framed within the context of fear?

- What's the purpose of the hype and who gains from it?

Facilitator transition:

We recognize there is a commercial incentive to generate hype. While marketing and advertising utilize hype to influence consumer choice, individuals ultimately make decisions based on information available.

In Act 3 the definition of hype is...

ACT III

HYPE: A swindle, deception or trick

- What do you think about the proposition that the Media simply satisfies demand? I.e. what consumers want the Media provides. Or do you think that proposition is false? I.e. the Media does more to create demand than satisfy it.
- Who is responsible for media content? As consumers, how are we accountable?
- What alternatives allow for a more diverse representation of information, ideas and experiences?

Facilitator transition:

This has been a great discussion... Thank you for participating... We appreciate

you taking time to join us in dialogue. Ideas emerge from conversation. However, the current tendency toward economic, social and political homeostasis requires us to do more than just sit on our collective "asses" and talk. It's time to act... to get involved or stay involved. Our busy lives often preclude us from becoming actively involved in the change we desire to see.

4. Call To Action

(Hand out Resource page) These pages will provide you with a myriad of resources and methods for you to exercise your agency (power, influence, etc.) to get or stay involved in your community. Thank you again for joining us. Have a wonderful day!

***Bonus: Additional Questions if need be**

Alternative Questions:

I. Individual impact

- a. What does the current state of media say about individual participation democratic society?
- b. What does a truly democratic media system look like?
- c. How do individuals participate in today's media? (passive)
- d. How does the media use individualism to undermine individual voice?
- e. Does the media simply operate according to free market principles?