1. What is the thesis of this documentary? (1 mark)

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2. According to Schechter, media coverage of September 11th was very “patriotic” and supportive of the government. In what way did this shape media coverage? (1 mark)

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3. What does the title of the segment Muzzling Debate, Minimalizing Dissent mean? What did the media do to “muzzle debate and minimalize dissent”? (2 marks)

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4. What are the disadvantages to “embedding” reporters in the war? What effect does this have on the media coverage? (2 marks)

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5. What is “militainment” (as described by Schechter)? What techniques were used by networks to persuade viewers? (2 marks)

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6. Discuss how the media coverage of the Iraq war presented a very biased, inaccurate picture to the public. What was the reason to relay such specific beliefs, attitudes and behaviours to the public? In your response, include a definition of “bias”. (5 marks)

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knowledge/understanding __ making connections __ supporting evidence __ logic __ clarity __

7. Some would argue that Weapons of Mass Deception is propaganda in its own right. Do you agree or disagree with this statement. Explain your reasons. (3 marks)

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knowledge/understanding __ reasoning/analysis __ clarity __