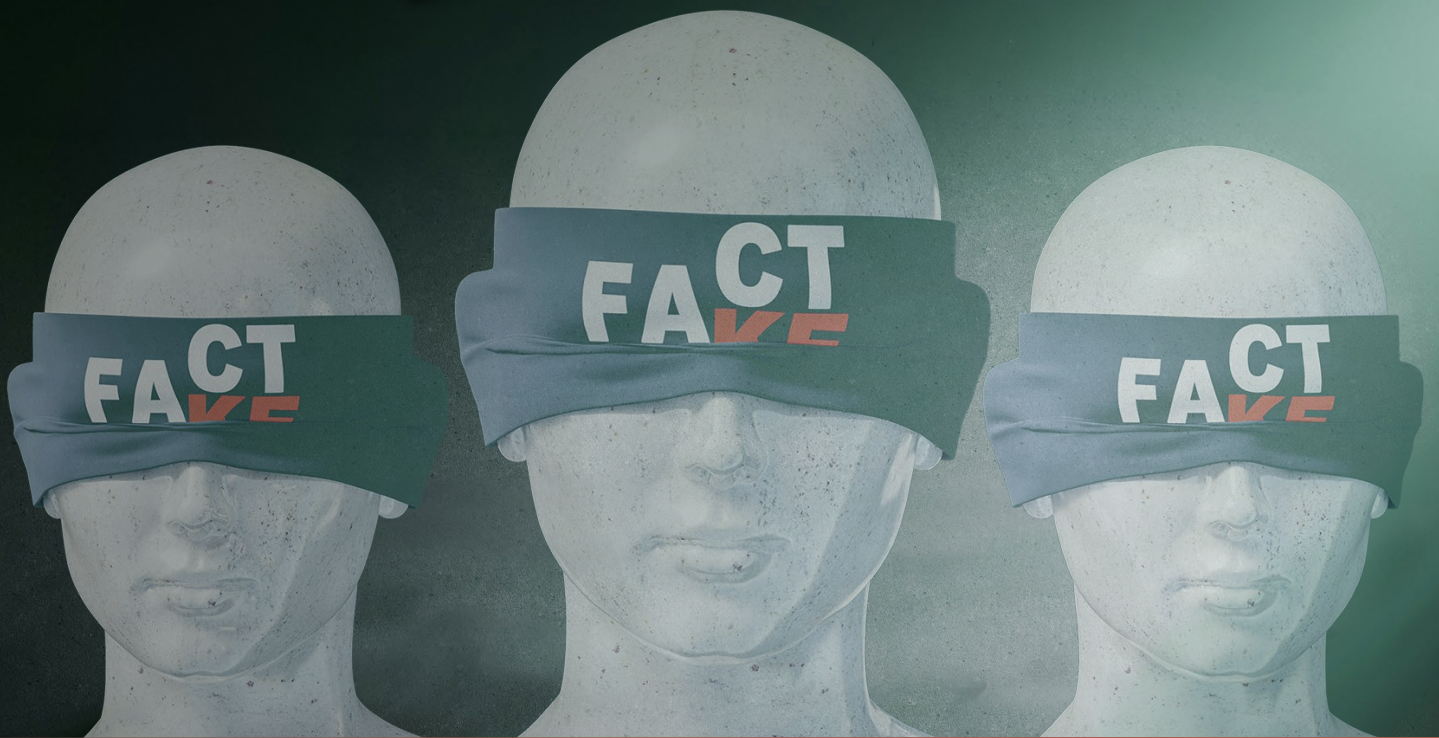


MEDIA | DIGITAL Literacy



PROPAGANDA



COURAGEISAHABIT.ORG

MEDIA | DIGITAL LITERACY

WHERE DOES IT COME FROM?

- Media/Digital Literacy is a rebranding of Antonio Francesco Gramsci's theory of Cultural Hegemony.
- Gramsci was an Italian Marxist philosopher who founded and led the Italian Communist Party.
- Cultural Hegemony works to create an information eco-system so completely saturated by one worldview (Marxism) that the average person assumes anyone who thinks differently must be an evil fascist or a Nazi.

WHAT THEY SAY IT IS

TEACHES STUDENTS HOW TO:

- 🗣 Evaluate information sources critically.
- 🗣 Distinguish credible sources from misinformation.
- 🗣 Engage responsibly online.

WHAT IT REALLY IS

- ⚠ Control Information & Viewpoints
- ⚠ Destroy Critical Thinking
- ⚠ Label Free Speech As Dangerous
- ⚠ Attribute Radical Ideology As Facts & Credible
- ⚠ Label Conservative Viewpoints As Hate Speech
- ⚠ Systemic Censorship

2016: MEDIA/DIGITAL LITERACY WATERSHED MOMENT

The 2016 election of Donald Trump shocked the political establishment, sparking a calculated, partisan counter-offensive to regain control over public discourse. As independent journalism and free peer-to-peer communication bypassed legacy media gatekeepers, institutional elites weaponized public education to protect their monopoly on information. By rebranding independent thought as "disinformation," the Left deployed "media literacy" and modern "fact-checking" frameworks as a political tool to train the next generation to trust only establishment narratives.

WHO IS RENEE HOBBS?

Dr. Renee Hobbs is essentially the 'mother' of media literacy in education. She was instrumental in transforming the concept from a niche academic idea into a formalized, national movement for K-12 classrooms. Hobbs is a Professor of Communication Studies at the Harrington School of Communication and Media at the University of Rhode Island. She is also the founder of the [Media Education Lab](#), which serves as a main research hub for implementing media literacy programs in K-12 and higher education in the United States.

MEDIA EDUCATION LAB

Biden Administration funds Media Education Lab for anti-conservative propaganda

- ▶ "Department of Homeland Security (DHS) paid an activist group \$700,000 to "write blog posts that criticized Donald Trump and other conservatives under the guise of 'media literacy.'"
- ▶ "Your Department provided a grant to the **University of Rhode Island's Media Education Lab to create "counter-propaganda."** This grant was given through the Targeted Violence and Terrorism Prevention (TVTP) Grant Program, which "provides funding... to prevent targeted violence and terrorism."² In its application, the Lab wrote that it would address "propaganda and misinformation concerning topics including immigration, racial justice, the coronavirus, and vaccination" and "build on top of concerns about so-called 'fake news' and 'cancel culture.'"



MEDIA/DIGITAL LITERACY IN UNIVERSITIES

Universities argue that in this digital age, Media/Digital Literacy is necessary for our future leaders and professionals to manage endless streams of data, communications, and fast-moving public crises.

Universities Academic Components of Media/Digital Literacy

- ▶ While claiming to fight fake news and AI tricks, the program actually trains students to automatically view legacy establishment networks as objective baseline truths while labeling independent, populist, or right-leaning journalism as dangerous, unverified "disinformation".
- ▶ Serving as the manufacturing plants for left-wing ideology, universities train future educators to adopt biased frameworks of 'literacy.' Through this credentialing pipeline, higher education successfully smuggles its partisan worldview into K-12 classrooms, systematically neutralizing local school boards and parental oversight.
- ▶ Media/digital literacy programs manipulate students to create media that advocates for progressive activism. Under the guise of 'civic engagement,' these graded assignments effectively turn an academic requirement into a pipeline for left-wing advocacy.

RENEE HOBBS CONTAMINATES WIKIPEDIA

Renee Hobbs uses Wikipedia as a primary vehicle for teaching modern Media/Digital Literacy. **Hobbs integrates Wikipedia editing into her university courses.** She argues that the act of editing Wikipedia moves students from passive consumers of information to active, responsible "creators" of knowledge.



THE IMPACT TO WIKIPEDIA

[Stossel Reports How Wikipedia Got Captured: Leftist Editors & Foreign Influence On Internet's Biggest Source Of Info](#)



"Wikipedia has simply declared most conservative media generally unreliable. That means editors should not cite FOX News, The Federalist, The Daily Wire, The New York Post. By contrast, Wikipedia not only calls CNN reliable, it deems MSNBC, Vox, Slate, The Nation, and Mother Jones reliable."

-John Stossel

[I co-founded Wikipedia, but an anonymous mob runs the show — and now I'm banned](#)



"...the site has manifestly been captured by a small clique of ideologically motivated bullies. They manipulate and intimidate the other participants, and anyone who does not fall in line — like me — is banned."

-Larry Sanger

MEDIA/DIGITAL LITERACY IN K-12

Instead of fostering independent reasoning, media/digital literacy curriculum conditions students to accept appeals to authority without scrutinizing their relevance, reliability, or motives. Furthermore, by framing alternative viewpoints as fundamentally dangerous and oppressive, it teaches students to produce propaganda specifically designed to shut out non-woke viewpoints.

RENEE HOBBS | in her own words

1 of 5

Renee Hobbs · Dec 19, 2022
@reneehobbs

Replying to @reneehobbs

The compilation of evidence shows that Trump promulgated the "big lie" — false allegations of election fraud — as a premeditated strategy to win at all costs. [#Jan6Committee](#)

Renee Hobbs
@reneehobbs

He lost 61 court cases for lack of evidence — yet kept repeating false claims. [#January6thHearing](#)

8:07 PM · Dec 19, 2022

Renee Hobbs
@reneehobbs

The American public expects that a U.S. President who obstructs an election & incites an insurrection will be prosecuted. Justice must be done to restore trust in our democratic institutions. [#Jan6Committee](#)
youtu.be/dsiwcu-7hcw

7:55 PM · Dec 19, 2022

Renee Hobbs
@reneehobbs

How white teachers must deal with [#policeshooting](#) from [@chrislehmman practicaltheory.org/blog/2016/07/0...](#)
[#digiuri](#)

7:09 PM · Jul 7, 2016

Renee Hobbs
@reneehobbs

Replying to @reneehobbs

Trump refused to encourage supporters to be peaceful. Instead, Trump galvanized domestic violent extremists, inspiring them to use violence to disrupt the certification of the election. [#Jan6Committee](#)



8:27 PM · Dec 19, 2022

PRACTICAL THEORY

A View From the Schoolhouse

[For White Teachers in the Time of #BlackLivesMatter](#)

🏠 > Politics > For White Teachers in the Time of #BlackLivesMatter

Recent Posts

AI AND SHOWING OUR WORK
KEEP THE KIDS SAFE
MEETING THE MOMENT BY KNOWING OUR HISTORY
CRITICAL THINKING / CRITICAL DOING
RADICAL KINDNESS

Re:Building School 2.0 – The Podcast

Chapter 5: Be One School
Re:Building School 2.0

For White Teachers in the Time of #BlackLivesMatter

This is a post for white teachers – it doesn't matter if you teach at predominantly white schools or schools with a majority of students of color. I don't pretend to have big "A" Answers, but what I hope this post does is help you make sense of the role you play as our nation grapples with one of the most challenging issues of our time – police violence and how that is magnified against African-Americans.

In the past two days, we've seen two videos of Black men dying after having been shot by police officers. The videos are almost impossibly hard to watch. We've seen the partners and children of these men react to their death – and those videos are nearly as hard to watch as the deaths themselves. These killings are the most recent example of how many people die at the hands of police officers in America – and importantly – how there is deep racial inequity about who dies at the hands of the police. In 2015, 7.27 African-Americans per million were killed by police while 2.93 white Americans per million were killed by police. (<http://theguardian.com/thecounted>) American police officers kill more people per capita than most other places in the world. And American police kill African-Americans more than they kill anyone else.

RENEE HOBBS | in her own words

2 of 5



Renee Hobbs
@reneehobbs



White supremacy is domestic terrorism. Thanks
[@SenWarren](#) for calling it like it is [#DemDebate](#)

9:43 PM · Jul 30, 2019



Renee Hobbs
@reneehobbs



The phrase "citizen" journalism denies both the role of
undocumented people & that of non-journalists, says
[@henryjenkins](#) [#2016dml](#)

2:51 PM · Oct 7, 2016



Renee Hobbs
@reneehobbs



Undocumented teens explore personal & social identity in
a media literacy program for North Korean refugee
students ila.onlinelibrary.wiley.com/doi/10.1002/ja...

3:42 PM · Dec 28, 2019



Renee Hobbs
@reneehobbs



One of my favorite shows — a deeply humane look at the
experience of being undocumented in America [#Mo](#)

Define American @DefineAmerican

Our very own @DulceValenciaS sat down with @realmoamer to talk about
his new @netflix series #Mo which debuted last month on the streaming
platform.

Check out the full conversation [👇](#)



Renee Hobbs
@reneehobbs



Trump made his bias & bigotry toward Muslims clear yet
the Supreme Court gave his statements little weight.
If only Congress had appointed Merrill Garland when it
had the chance. Shame on us for not marching on
Washington when they were stonewalling him.



7:57 AM · Jun 27, 2018



What is Netflix's Newest Show 'Mo' about?



9:10 AM · Sep 13, 2022



RENEE HOBBS | in her own words

3 of 5



Renee Hobbs
@reneehobbs



Undocumented immigrants have paid more taxes in the past 10 years than [@realDonaldTrump](#), says [@joseiswriting](#) #2016DML

2:30 PM · Oct 7, 2016



Suzanne Nossel

@SuzanneNossel

Fmr CEO @PENAmerica, background diverse; opinions my own. Author of Dare to Speak (HarperCollins, 2020) and Is Free Speech Under Threat (PRH UK, 2024)

New York [pen.org](#) Joined February 2012 >



Renee Hobbs
@reneehobbs

I appreciate how [@SuzanneNossel](#) describes the arms race that's occurring about free speech orthodoxies on campus and the resulting backlash against DEI and school library book bans. Thanks [@JMLudes](#) [@SalveRegina](#)



7:15 PM · Nov 13, 2024



Renee Hobbs
@reneehobbs



Thanks [@InsightersEd](#) for sharing this great viewing & discussion lesson exploring racism & white privilege [x.com/povengage/stat...](#)



POV Engage @POVengage

Today @EJI_org opened the powerful memorial in Montgomery, AL dedicated to those lives lost to lynchings, @MemPeaceJustice. We're revisiting the #edu materials for #TwoTownsofJasperPBS examining the lasting legacy of racial violence in America: [to.pbs.org/2HVIhsA](#)

8:57 AM · Apr 27, 2018



RENEE HOBBS | in her own words

4 of 5

Renee Hobbs helped build the media apparatus that protected Dr. Anthony Fauci, using "media literacy" as a cover to insulate [his lies](#) from public scrutiny.



Renee Hobbs
@reneehobbs



Dr. Fauci has dedicated his life to public service. To improving the health & well being of millions & millions. He's a great American, a great patriot, a great doctor, and a great public servant.

Thank you Dr. Fauci.

6:30 PM · Jun 3, 2024



Renee Hobbs
@reneehobbs



Propaganda sometimes uses facts and information. But it always simplifies complexity. Dr. Fauci says "Let's pull together!" while responding in TRUE or FALSE fashion to some of the questions that skeptics have.

[#mindovermedia](#) [#RollUpYourSleeves](#)

7:07 PM · Apr 18, 2021



Renee Hobbs
@reneehobbs



He can't hide it. It's an authentic mix of embarrassment, humiliation, & shame. This press conference revealed the deeply heartless nature of Tr*ump, a man who is truly endangering our society. Dr. Fauci, we honor your service under these extreme conditions.

6:48 PM · Mar 20, 2020



Through her training programs for education staff, Renee Hobbs turned "media literacy" into a vehicle for COVID vaccine propaganda, actively gaslighting professionals who questioned the official narrative."

Renee Hobbs
@reneehobbs

One in three Americans does not intend to get the #COVID19 vaccine. Should you be teaching about antivax propaganda and misinformation? Join us on Tuesday to discuss: mediaeducationlab.com/vaccine-propag...

Instagram is recommending misinformation and hate to its users

Users following these kinds of accounts	Wellness	Anti-vaxxers	Anti-vaxxers+	Far-Right	QAnon
Wellness influencers adjacent to anti-vaxxers	Leading anti-vaxxer accounts	Extended list of leading anti-vaxxers	Far-right and militia groups	QAnon	QAnon accounts and health authorities
With this typical content	10 REMEDIAL VEGETABLES	10 REMEDIAL VEGETABLES	10 REMEDIAL VEGETABLES	10 REMEDIAL VEGETABLES	10 REMEDIAL VEGETABLES
Are recommended this misinformation by Instagram	63% Covid 37% Anti-vaxx	63% Covid 30% Anti-vaxx	52% Covid 28% US Election 20% Anti-vaxx	67% Covid 33% Anti-vaxx	54% Covid 25% US Election 21% QAnon
Key points	Harder anti-vaxx content from "verified" accounts	Antisemitic conspiracies	US Election misinformation	Covid and vaccine misinformation	Covid, vaccine and election misinformation recommended despite also following trustworthy health accounts

5:44 PM · Apr 18, 2021

Renee Hobbs
@reneehobbs

Mark your calendar for April 20 4 pm EST/1 pm PST as @fbaker and I demonstrate 4 instructional practices you can use to teach about vaccine propaganda in health class, science class, English or social studies [#medialiteracy mediaeducationlab.com/vaccine-propag...](https://mediaeducationlab.com/vaccine-propag...)

April 20 2021

VACCINE PROPAGANDA

Professional Development

4:55 PM · Apr 13, 2021

Renee Hobbs
@reneehobbs

I'll be at @rilibraries on June 3 talking about strategies for addressing vaccine propaganda and conspiracy theories [#digiURI mediaeducationlab.com/strategies-res...](https://mediaeducationlab.com/strategies-res...)

Strategies for Responding to Vaccine Propaganda

8:45 PM · May 31, 2021

Renee Hobbs
@reneehobbs

Beneficial propaganda will be used to persuade Black Americans that a #COVID19 vaccine will be safe & effective, thanks to the work of @AdCouncil [#com416 nytimes.com/2020/11/23/bus...](https://nytimes.com/2020/11/23/bus...)

10:53 AM · Nov 23, 2020

IF YOU DO NOT STAND UP FOR YOUR CHILDREN TODAY



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[COURAGEOUS SUPPORTER](#)