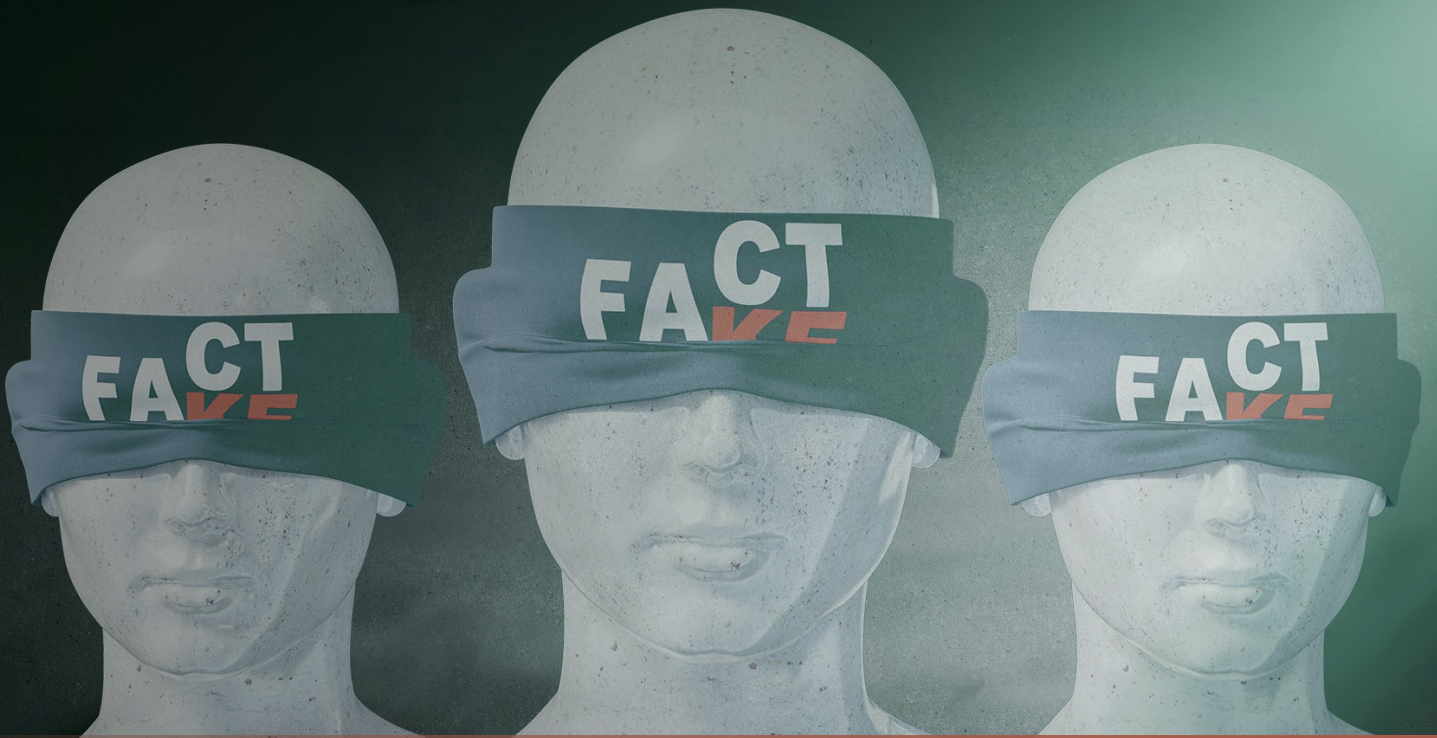


# MEDIA | DIGITAL Literacy



# 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."<sup>2</sup> 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.'"

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UNITED STATES SENATE  
WASHINGTON, DC 20540-2000

January 17, 2024

The Honorable Alejandro Mayorkas  
Secretary  
U.S. Department of Homeland Security  
2707 Marlin Luther King Jr. Ave SE  
Washington, D.C. 20528

Dear Secretary Mayorkas,

According to new reports, the 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 has consistently weaponized the federal government to smother conservatives using taxpayer dollars, first by colluding with private social media companies to censor conservative viewpoints and now by funding private actors to create affirmative propaganda to "counter" conservatives. This is an outrageous use of federal funds and abuse of power. All these funds should be clawed back by the federal government immediately, and anyone involved in making this grant should be fired.

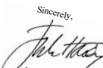
Your Department provided a grant to the University of Rhode Island's Media Education Lab to create "counter-propaganda." This grant was given through the Targeted Violence and Terrorism Prevention (TVTP) Grant Program, which "provides funding... to prevent targeted violence and terrorism."<sup>2</sup> 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.'" The Lab planned to use funds to create "counter-propaganda." Your Department gave them \$700,000 to do so.

There appears to be a pattern of funneling taxpayer dollars through the TVTP program to a University of Dayton program to fight "domestic violent extremism and hate movements." The year prior to the grant award, the university's Human Rights Center—which runs the program—hosted a seminar during which the Christian Broadcasting Network, the National Rifle Association, Fox News, and other mainstream conservative organizations were included in a "pyramid of far-right radicalization" with neo-Nazis and

...proposed to be approved by the Department on January 31, 2024.

...and approving this grant and will you hold them accountable?

...similar entities have received funding under the Targeted Violence and Terrorism Prevention Grant Program?

Sincerely,  
  
Josh Hawley  
United States Senator



## 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."*

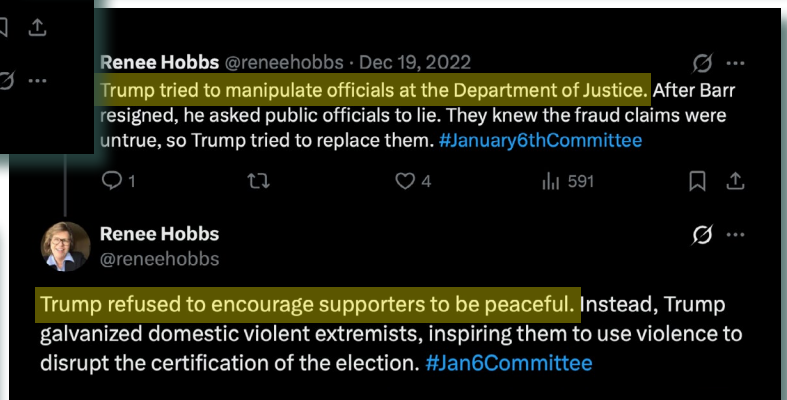
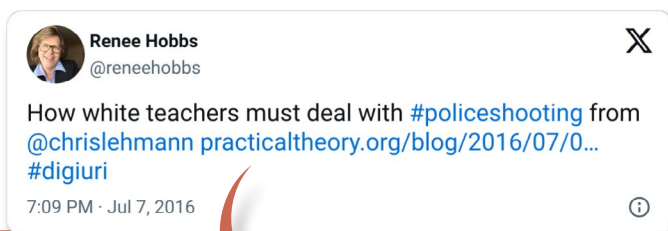
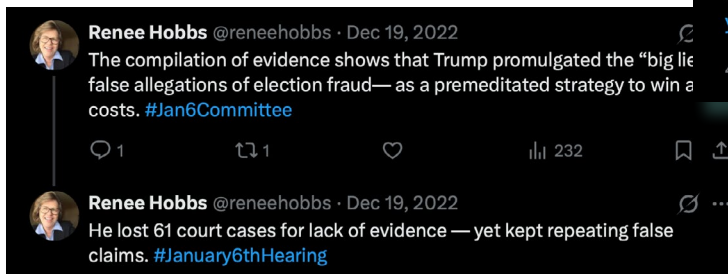
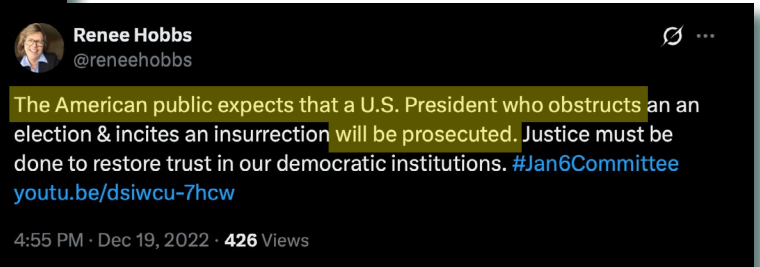
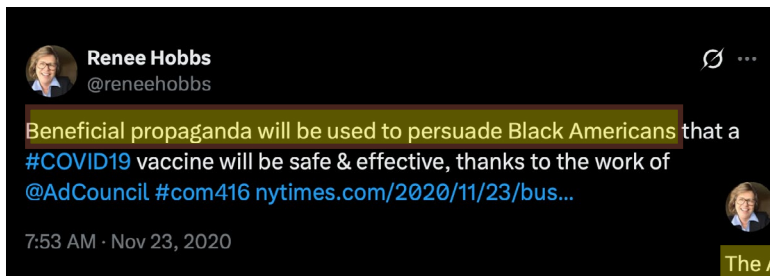
*-Larry Sanger*

## 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 3



## 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, 727 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 3



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...](http://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 3



**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





# IF YOU DO NOT STAND UP FOR YOUR CHILDREN TODAY



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[COURAGEOUS SUPPORTER](#)