

Seminar 9. "How to detect manipulations and fakes"

Task 1. Sources

1. Analyze the media reports below. Do the texts reveal the sources of information? Is it possible to verify them?
2. Do you usually trust the publications that refer to anonymous "insiders"? Give at least one example of such a media case (add a screenshot and a brief analysis).

Example 1

Could [Meghan Markle](#) be the next *Kardashians* guest star? Sources say it's more of a possibility than fans may think.

Within the past few months, the Duchess of Sussex and her mother Doria Ragland have been seen with the reality TV family. Not only was Meghan seen with the family at a VIP Champagne party for Beyoncé's birthday, but [Ragland was pictured with Kris Jenner and Kim Kardashian](#) at the This Is About Humanity's annual bash. Since then, people have wondered, "Is something going on behind the scenes?"

More from SheKnows

Example 2

CBS News

North Texas food industry insiders respond, what's up with all the food recalls?

Food industry insiders tell CBS News Texas mistakes are bound to happen due to how "processed" our food is, and improved technology can...



Task 2. Visuals

1. How do the visuals illustrate the content and contribute to it? What kind of visuals do you mainly pay attention at in the media?
2. Does the colour scheme add to the emotions? How is this feature usually applied in mass media? Analyze the "Colour emotion guide" for ideas.



3. Can the font add to the content of a textual message? In what way? Analyze what kind of look these fonts carry in a text and what kind of content they are appropriate for. Where would you personally use them?

- *Ex: Times New Roman, Garamond, Baskerville*

Ex: Rockwell, Playbill

- *Ex: Edwardian, Vladimir, Kunstler*

- **Ex: Chiller, Jokerman, Curlz MT**

Task 3. What is wrong?

Study the real-life media cases. Explain what can be wrong there.

Example 1



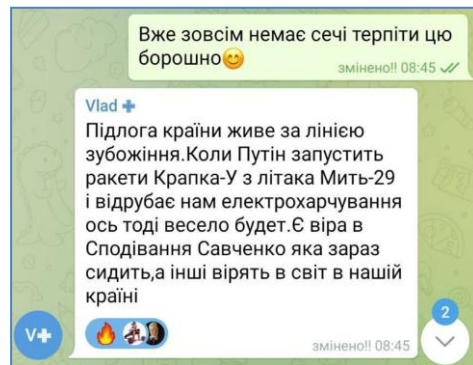
Example 2



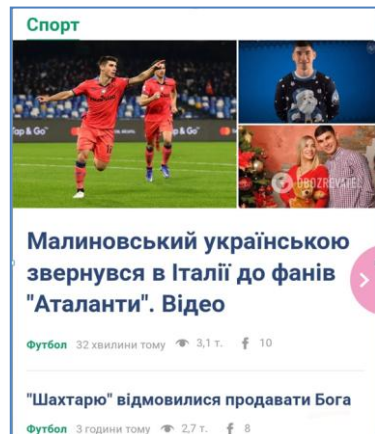
Example 3



Example 4



Example 5



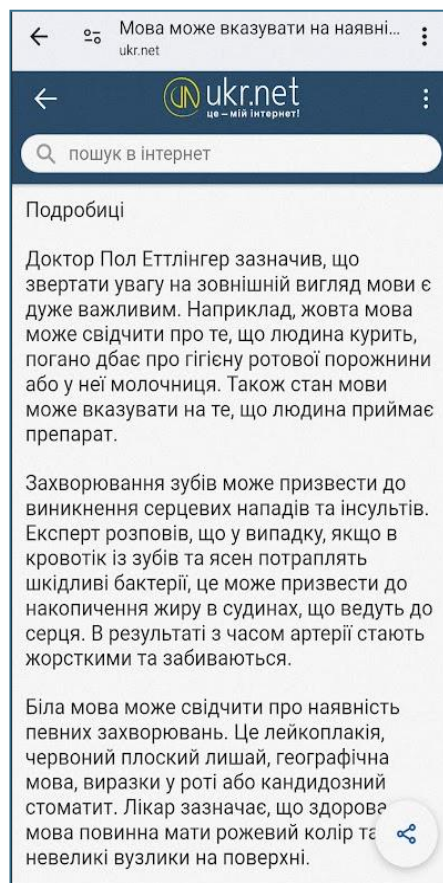
Example 6



Example 7



Example 8



Example 9

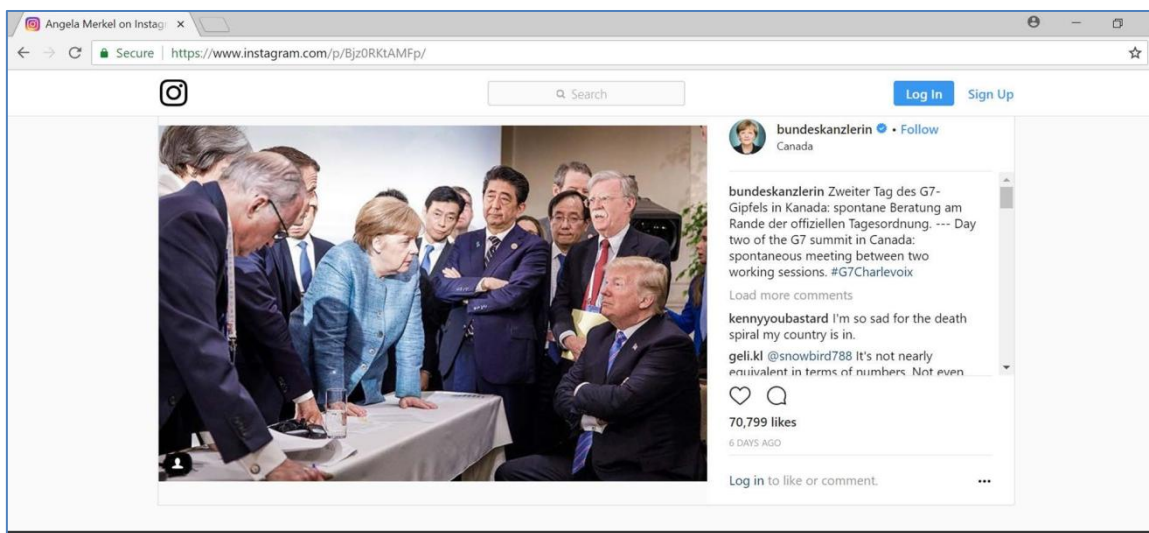


Task 4. Detecting manipulations

Study the same photo used in 3 different contexts. Answer the questions:

1. Who/what does the image show? What compositional elements do you notice?
2. What textual information is attached to the image in both cases? Who posted each message?
3. What impression does the photo produce upon the reader of the 1st and the 2nd posts? What seems to be the message in each case?
4. How does the context influence our perception of each media message supported by the same photo?

Example 1



Example 2

