

# Course title and code: PAAS 101 Text, Manipulation Propaganda

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## Course description:

How do the texts we encounter in daily life—the news, advertising, films, novels—influence our thinking and manipulate our emotions? How do governments and other groups use these same techniques to control how we feel about or react to specific policies and situations? This course will analyse the mechanisms of propaganda and manipulation to help students become more critically aware of, and better able to protect themselves from, these far too common assaults on independent will, looking primarily at examples from contemporary Asian governments, but also films and literature which utilise the same techniques.

## Proposed assignments:

Midterm Exam:	15%
Final Exam:	15%
Exercises (2x10%)	20%
Midterm Essay:	20%
Term Essay:	30%

## Proposed reading list:

### **Critical:**

Barthes, Roland: "Introduction to the Structural Analysis of Texts," *Image, Music, Text*, London: Fontana Press, 1977

Beatty, Jerome *Norton Introduction to Literature: "Writing About Literature,"* New York: W.W. Norton and Company, 2002

Carroll, Noel "Film Form: An Argument for a Functional Theory of Style in the Individual Film," *Style*; Fall 1998, Vol. 32 Issue 3

Charters, Ann *Literature and Its Writers*, Boston: Bedford Books, 1997.

Jakobson, Roman "Linguistics and Poetics," *Style and Language*, ed. Thomas Sebeok, 1960

Ki no Tsurayuki: *Kana Preface to Kokinwakashū*

Herman, David *Cambridge Companion to Narrative: "Introduction," "Toward a Definition of Narrative,"* Cambridge: Cambridge University Press, 2007

Hirakawa, Sukehiro: "In Defense of the 'Spirit' of the Japanese Language," *Journal of Japanese Studies*, V. 7 N. 2

Summer, 1981, pp. 291-402

Meyer, Michael *The Compact Bedford Introduction to Literature: "Chapter 33: Critical Strategies for Reading," "Chapter 34: Reading and Writing,"* Boston: Bedford Books, 1997.

Padover, Saul K. "Japanese Race Propaganda," *The Public Opinion Quarterly*, Vol. 7, No. 2 (Summer, 1943), pp. 191-204.

Postman, Neil "Propaganda," *ETC: A Review of General Semantics*, Vol. 36, No. 2 (Summer 1979), pp. 128-133.

Robinson, Piers "Does the Propaganda Model Actually Theorise Propaganda?" in *The Propaganda Model Today: Filtering Perception and Awareness*, Book Editors: Joan Pedro-Carañana, Daniel Broudy, Jeffery Klaehn, Seattle: University of Washington Press, 2018.

Scholes, Robert *Elements of Literature: "The Elements of Fiction,"* Toronto: Oxford University Press, 1990

Silverstein, Brett "Toward a Science of Propaganda," *Political Psychology*, Vol. 8, No. 1 (Mar., 1987), pp. 49-59.

Timasheff, N. S. "On Propaganda," *The American Catholic Sociological Review*, Vol. 4, No. 1 (Mar., 1943), pp. 10-15.

Tuttle Ross, Sheryl "Understanding Propaganda: The Epistemic Merit Model and Its Application to Art," *The Journal of Aesthetic Education*, Vol. 36, No. 1 (Spring, 2002), pp. 16-30.

Wood, Allen "Propaganda and Democracy," *Theoria: An International Journal for Theory, History and Foundations of Science*, Vol. 31, No. 3 (September 2016), pp. 381-394.

### **For Analysis:**

Peace Museum advertisement, Hello Kitty images

Akutagawa, Ryūnosuke: "The Swamp," "Woman"

Lu, Xun: "Diary of a Madman"

TV Commercials from Japan, China

Chinese news propaganda

North Korean News Propaganda

Yip, Wilson: *Ip Man*, film, 2008

Post-Mao short Fiction