Course title and code:
PAAS 101 Text, Manipulation Propaganda

Instructor: Timothy Iles
Email: timiles@uvic.ca
Phone: 721-6237

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:

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<thead>
<tr>
<th>Assignment</th>
<th>Weight</th>
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<tbody>
<tr>
<td>Midterm Exam</td>
<td>15%</td>
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<tr>
<td>Final Exam</td>
<td>15%</td>
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<tr>
<td>Exercises (2x10%)</td>
<td>20%</td>
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<tr>
<td>Midterm Essay</td>
<td>20%</td>
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<tr>
<td>Term Essay</td>
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### Proposed reading list:

**Critical:**

6. Ki no Tsurayuki: *Kana Preface to Kokinwakashū*

**For Analysis:**

19. Peace Museum advertisement, Hello Kitty images
21. Lu, Xun: “Diary of a Madman”
22. TV Commercials from Japan, China
23. Chinese news propaganda
24. North Korean News Propaganda
26. Post-Mao short Fiction