SCHOOL-SCOUT.DE

Unterrichtsmaterialien in digitaler und in gedruckter Form

Auszug aus:

"Alternative Facts" - The Trump administration and its use of the media

Das komplette Material finden Sie hier:

School-Scout.de

THE WHITE HOUSE
WASHINGTON

Alternative Facts
Englisch aktuell

SCHOOL-SCOUT.DE

Social Media in Politics – The 2016 Presidential Election

1. Read the following text about the use of social media in the 2016 presidential election in the United States. Create a mind map of important words concerning the use of social media in politics.

How did Social Media Influence the 2016 Presidential Election?[1]

Social media has become very important in our everyday life, but since the last election it has also become very important in politics. If you add up the time that Americans spent reading about Donald Trump on networks such as Facebook or Twitter in the past year, the answer is quite astonishing: more than 1000 years! Donald Trump has reached far more people and much more often via social media, than he could if he had used traditional forms of political communication, such as television ads. Furthermore, traditional forms of political communication would have been too expensive. Social media, on the other hand, is free and easy to use. Because of this, social media has become a strong influence in the 2016 election, and will surely influence future elections as well for various reasons.

Social networks have become many people's primary source of news. Thus, political candidates can contact voters more efficiently and more directly by posting messages on Twitter and Facebook. Instead of just using social media as an auxiliary way to communicate with voters, it is now quickly becoming the primary way of addressing possible voters, because it is direct and cost-effective. Younger voters enjoy that candidates can speak to them on social media, especially because social media provides minute-by-minute updates that traditional political communication cannot keep up with.

Donald Trump's social media reach is very extensive: Americans have spent more than a third of their time reading about Donald Trump than reading about the Democratic candidates, Bernie Sanders and Hillary Clinton, combined. This may be due to Trump's style of messaging, which often combines several issues in a single statement. Thus, he activates several groups at once, often with inflammatory rhetorics, which rouses people's interests and emotions. Because the statements are posted on social media, there is no official instance to fact-check these statements, however, they represent a new way of communication which politics has not seen before.

2. Create a list of pros and cons: What advantages/ disadvantages does the use of social media in politics have?

advantages	disadvantages

3. Exchange your list with a partner. Using both lists, try to answer this question together: Should the use of social media in politics be banned?

---

[1] Article inspired by http://www.govtech.com/social/2016-Presidential-Election-Circus-Is-Social-Media-the-Cause.html

„Alternative Facts" – (Mis)Information in 2017

In an interview on January 22nd, 2017, US-President Donald Trump's counselor Kellyanne Conway used the phrase "alternative facts" to defend incorrect statements made by the then White House Press Secretary Sean Spicer. Do the following tasks to find out more about this incident.

4. **Use the Internet to research the background, the use of the phrase "Alternative Facts", and the reaction of the public to the phrase. Fill in the information into the following chart.**

background
who:
when/ where:
what:

incident
who:
when/ where:
what:

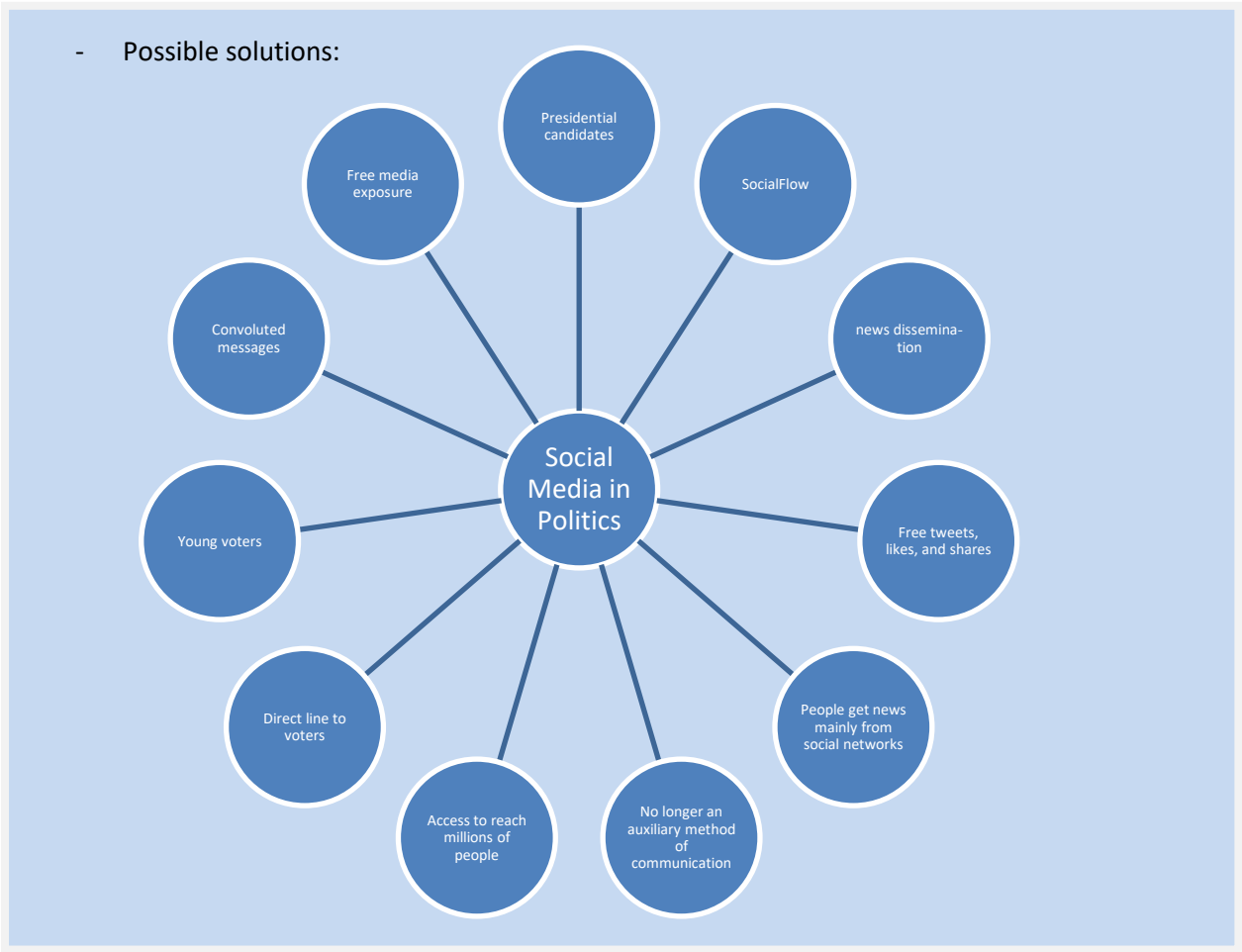| reaction of the public/ the press |
|---|
| who: |
| when/ where: |
| what: |

Solutions

SOCIAL MEDIA IN POLITICS – THE 2016 PRESIDENTIAL ELECTION

1. **Read the following text about the use of social media in the 2016 presidential election in the United States. Create a mind map of important words concerning the use of social media in politics.**

- Possible solutions:

Mind map with central node "Social Media in Politics" connected to: Presidential candidates, SocialFlow, news dissemination, Free tweets, likes, and shares, People get news mainly from social networks, No longer an auxiliary method of communication, Access to reach millions of people, Direct line to voters, Young voters, Convoluted messages, Free media exposure.

2. **Create a list of pros and cons: What advantages/ disadvantages does the use of social media in politics have?**

advantages	disadvantages
- Direct line to voters - Politicians are easier to reach - Voters can become more active - Minute-by-minute information	- **Encourages polarization** - **Is easily used to post misleading information** - **No fact-checking**

SCHOOL-SCOUT.DE

Unterrichtsmaterialien in digitaler und in gedruckter Form

Auszug aus:

"Alternative Facts" - The Trump administration and its use of the media

Das komplette Material finden Sie hier:

School-Scout.de

Alternative Facts
Englisch aktuell

SCHOOL-SCOUT.DE