

Task 1

- a) Consider the importance of the topic and the purpose(s) of disclosing it:

The topic of the text is media manipulation, which is an important issue in our society. The purpose of disclosing it is to inform the public about how media outlets can manipulate information and shape public opinion. The text also aims to raise awareness about the dangers of media manipulation and the need for critical thinking.

- b) Check the timeliness of the source (and the expertise of the author):

The source of the text is a blog called "Autocratic for the People," which was last updated in 2012.

The article itself was published in 2012, which is somewhat outdated in terms of the current state of media and technology.

It is an article which supposedly is based on works' by Noam Chomsky. The author of the material, Noam Chomsky, is a well-known linguist and political activist. The American political commentator is still on top and continues his work. Unfortunately, his publications show that he supposedly supports the Russian side in this war. And opposite to US side. (according to what I found about him)

He still is active in his work and recently published a book. It consists of a collection of interviews with the political scientist primarily focusing on foreign policy. There also goes about the war in Ukraine, he named it "invasion".

- c) Read the introduction / preface and determine the intended audience:

The introduction of the article does not provide a clear indication of the intended audience, but it is likely that the article is aimed at a general audience interested in media and politics.

- d) Decide whether the information is fact, opinion, or propaganda:

The text contains a mixture of factual information and opinion, but it does not appear to be propaganda. The author provides evidence to support their claims and encourages readers to critically evaluate the media they consume. The article contains a mixture of facts and opinions. Chomsky provides examples of media manipulation that are well-documented and supported by evidence, but he also provides his own opinions on the motives behind this manipulation and the potential consequences.

e) Evaluate the evidence listed:

The text provides several examples of media manipulation, such as the use of language and framing to shape public opinion. The author also provides evidence of media consolidation and the impact this has on the diversity of news sources. The evidence presented is generally credible, although some of the claims may be open to interpretation.

The author provides several examples to support their claims of media manipulation, including the use of selective reporting, framing, and propaganda techniques.

In the article, the author refers to Noam's work about this topic and asks readers to check *Silent Weapons for Quiet Wars* - a programming manual for control of society. Supposedly, this work could be like big evidence based on some researching works.

In general, my opinion is that he described and explained well and his article explains a lot and is relevant even today. I agree with his position and find the article is definitely worth reading.

f) Examine the list of references if available:

There is no list of references provided in the text. Except, the name "Noam Chomsky" at the beginning. Supposedly, refers to his whole opinion on the topic.

Although, no direct link or quotes. We can't be sure if it is just full copied text or the author's opinion based on Noam's work and paraphrase.

The article is full of pictures which refers to Noam's work and even the page "CHOMSKYINFO" and a website consists of many other links of his works.

Also, the author many times asks readers "see Silent Weapons for Quiet Wars"

g) Identify the overall layout of the text, its structure and steps:

The text is structured as a list of ten techniques used by the media to manipulate public opinion, with each technique briefly explained and accompanied by examples.

h) Analyze the keywords and expressions that make the text attractive and coherent:

The text uses keywords such as "media manipulation," "propaganda," and "framing" that are likely to catch the reader's attention and provide coherence to the overall theme of the article. The author also uses concise language and a clear structure to make the text easy to read and understand.

i) Evaluate the usefulness and reliability of the text for reading:

Overall, the text provides a useful introduction to the topic of media manipulation and encourages readers to critically evaluate the media they consume. The article is worth reading and shows in what ways the media could manipulate the audience and how it is important to check everything and use critical thinking.

Additionally, as a blog post, it is not necessarily a reliable source of information compared to established news sources or academic articles,

although it was written by a well-known linguist and political activist and american political commentator.

We can trust Noam Chomsky towards his activity but unfortunately we can't be sure that the article is totally based on his works because the author didn't do any reference details, except pictures.

Task 2

Skimming: If I were to skim through this article, I would first look at the headline, "Noam Chomsky's Top 10 Media Manipulation Strategies," and the subheading, "The mainstream media is an essential component of elite power." I would then quickly scan through the list of the top 10 media manipulation strategies to get an overall idea of what the article is about. I might also look at any bolded or italicized text to see if there is any important information I should take note of.

Scanning: If I were scanning this article, I might look for specific information, such as the names of the 10 media manipulation strategies or any examples of how the media uses these strategies. I would quickly move my eyes down the page, looking for keywords or phrases that match what I am looking for.

Intensive reading: If I were reading this article intensively, I would read each sentence carefully, taking note of any unfamiliar words or phrases. I would also try to understand the meaning behind each of the 10 media manipulation strategies listed in the article. I might make notes or highlight important information as I go along.

Extensive reading: If I were reading this article extensively, I would read through it at a comfortable pace, trying to gain a general understanding of the content. I would not worry too much about understanding every single word or detail, but would focus on the main ideas presented in the article. I might also take breaks and come back to the article later to continue reading.