



MEDIA WATCH PODCAST

TECHNOLOGY WEEK · ENGLISH PRESS PROJECT

"Would, Should, Could" We Use Media For...?

Propaganda · Misinformation · Disinformation · Distraction · Fake News

01 — INTRODUCTION

In today's hyper-connected world, media is everywhere — on our phones, televisions, social networks, and even in our classrooms. But as media grows more powerful, so does its potential for misuse. This podcast asks a bold and necessary question: Would, Should, and Could media be used as a tool for propaganda, misinformation, disinformation, distraction, and fake news? Through critical analysis and real-world examples, we explore the darker side of media — and why media literacy is now one of the most essential skills of the 21st century.

02 — VOCABULARY

Media — Les médias

Definition: Channels of mass communication such as television, the internet, newspapers, and radio used to reach large audiences.

Example: Social media has transformed how news is shared.

Propaganda — La propagande

Definition: Biased or misleading information used to promote a political cause, government agenda, or ideology.

Example: During wartime, propaganda posters were used to influence public opinion.

Misinformation — La mésinformation / fausse information

Definition: False or inaccurate information that is spread without the deliberate intent to deceive.

Example: Sharing an outdated health article by mistake is an act of misinformation.

Disinformation — La désinformation

Definition: False information deliberately created and spread to deceive or manipulate people.

Example: Foreign actors used disinformation campaigns to interfere in elections.

Fake News — Les infox / fausses nouvelles

Definition: False stories that appear to be genuine news articles, designed to mislead and spread rapidly online.

Example: The fake news article went viral before fact-checkers could debunk it.

Distraction — La distraction / diversion

Definition: A technique used by media to divert public attention away from important issues toward trivial content.

Example: Celebrity scandals are often used as distractions from political crises.

Media Literacy — L'éducation aux médias

Definition: The ability to critically access, analyze, evaluate, and create media in various forms.

Example: Schools must teach media literacy to help students identify fake news.

Bias — Le biais / le parti pris

Definition: An unfair tendency to favor one side, viewpoint, or perspective over another in media coverage.

Example: The journalist's bias was clear in how she framed the story.

Manipulation — La manipulation

Definition: The act of cleverly controlling people's beliefs or emotions through deceptive media tactics.

Example: Emotional manipulation is a key tool in propaganda campaigns.

Critical Thinking — La pensée critique

Definition: The ability to objectively analyze information, question sources, and make well-reasoned judgments.

Example: Critical thinking helps us distinguish facts from opinions in the news.

03 — TRANSCRIPT



Host: Ivy — Student Journalist · Media Watch Podcast

Hello, and welcome to Media Watch — the podcast where we ask the questions that matter. I'm your host, Ivy, and today we are diving into one of the most critical conversations of our generation: Would, Should, and Could media be used for propaganda, misinformation, disinformation, distraction, and fake news?

Let's start with a simple truth: media is power. Whether it is a newspaper, a YouTube video, a tweet, or a television broadcast — the media shapes how billions of people around the world understand reality. And like all forms of power, it can be used for good... or for harm.

So, could media be used for propaganda? Absolutely. History gives us countless examples. During World War II, governments on all sides used posters, radio, and film to fuel nationalism and dehumanize enemies. Today, the same tactics exist — just faster, smarter, and hidden behind a screen. A carefully crafted video, a viral image, a trending hashtag — all of these can be instruments of propaganda.

But should we use media this way? That is where ethics come in. No — media should never be used to manipulate, to deceive, or to divide. A free press exists to inform, to educate, and to hold power accountable. The moment media becomes a weapon of disinformation — spreading deliberate lies to serve an agenda — it betrays its fundamental purpose.

Now, what about misinformation? This one is more complex, because misinformation is not always intentional. A parent shares a fake health article without knowing it's false. A student copies a wrong fact from an unreliable website. These are acts of misinformation — no evil intent, but dangerous consequences. In the age of social media, misinformation travels six times faster than the truth. That is a fact from an MIT study, and it should terrify all of us.

And then there is fake news — perhaps the most visible threat of our era. Fake news is designed to look real. It copies the style of journalism, uses convincing headlines, and plays on our emotions — our fear, our anger, our desire to confirm what we already believe. It spreads because we share before we think.

Let's not forget distraction. Sometimes, media does not even need to lie. It simply needs to keep us busy — flooded with entertainment, celebrity gossip, and endless scrolling — while important events happen elsewhere. When we are distracted, we stop asking questions. And when we stop asking questions, power goes unchecked.

So what is the answer? Media literacy. We must learn to question what we read. We must check our sources. We must ask: Who wrote this? Why? What evidence is provided? Who benefits from this message? These are not complicated questions — but they are life-changing habits.

Would media be used this way? It already is. Should it? Never. Could we stop it? Yes — but only if we develop critical thinking, demand ethical journalism, and refuse to be passive consumers of information.

Thank you for listening to Media Watch. Question everything. Think critically. And remember — the most powerful tool against fake news is a well-informed mind. Until next time.

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