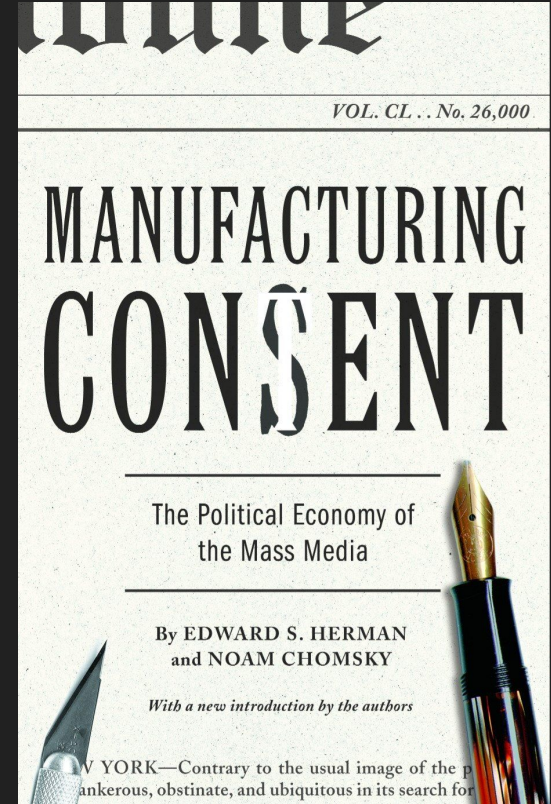


Manufacturing Consent in the Classroom

By : Jake Grise

What is the Problem

- **Media literacy**
 - Is a major problem in our society and it could start in the classroom.
- **Manufactured consent**
 - Political Tribalism
 - Corporate based narrative
- **Problem**
 - Are teachers pointing students to topics that are backed by corporate media
 - Widening the gap in political tribalism among the youth
 - Are teachers manufacturing consent in the classroom?



Why is this important for students?

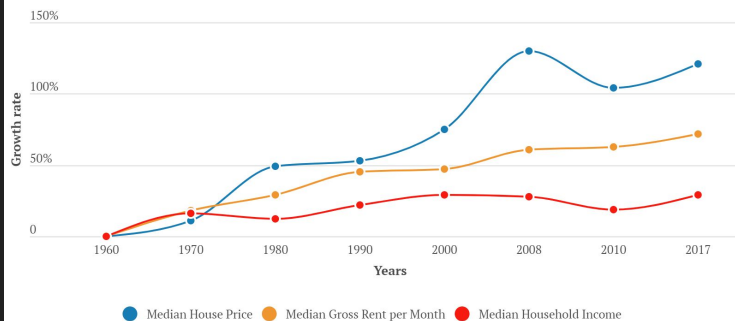
- **Students are faced with a bleak future**
 - 1970 to 2020
 - We have seen an increase of in state tuition of 2,580%
 - Housing is skyrocketing
 - Inflation is at record highs 7%
 - Medical debt is the number one cause of bankruptcy in the U.S.
 - More people have died in Chicago than the Afghanistan war and Iraq war combined
 - Climate disasters
 - Are political figures bought and paid for by corporate interest groups through lobbying and campaign donations (Citizens United)
 - Yet schools continue to focus on culture war issues pushed by corporate media

Cost of in-state tuition at public universities 1970-2020

Academic year	Average annual tuition & fees	Federal hourly minimum wage	Total annual work hours required to pay tuition	Hours per week required to pay one year's tuition
1970-71	\$394	\$1.60	246	5
1995-96	\$2,848	\$4.25	670	13
2020-21	\$2,848	\$7.25	1,457	28

Sources: National Center for Education Statistics
U.S. Department of Labor

Growth Rate of Median Home Prices v. Median Household Incomes v. Median Rents Nationwide

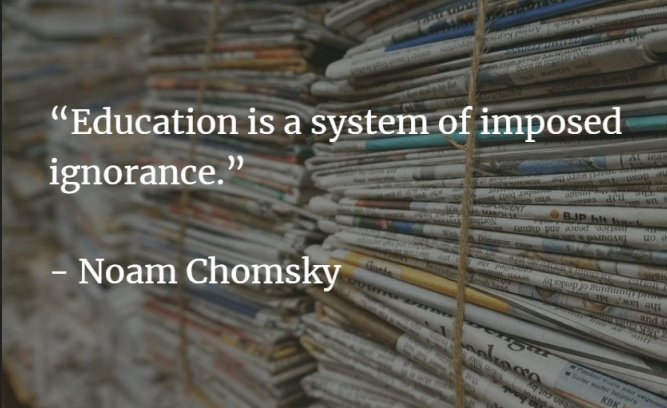


Note: All of the values are indexed to 1960. Chart only includes data for depicted years.

Source: 1960-2000 Decennial Censuses and 2008, 2010 and 2017 American Community Surveys

Who are you studying/Methodology

- Teachers in my School district
- I created a 18-question online survey
- The survey includes four-and five-point Likert scales relating to the themes of corporate media intake and implementation into their personal curriculum.
- As well as multiple choice and short answer questions (Example Below)
 - 9. I talk about topical issues covered in mainstream media in my class.
 - 10. If yes, please indicate the types of topics you cover in your class Rittenhouse case
 - Covid
 - Abortion
 - Inflation
 - Unaffordable Housing
 - lobbying
 - Student Loans
 - Political Tribalism
 - Other: _____



“Education is a system of imposed ignorance.”

– Noam Chomsky

What challenges are you encountering?

- **Finding time**
 - To do all this while teaching AP classes and adjusting curriculum for government and politics
- **Response Rate**
 - I am worried that I will not get enough responses as teachers are overworked and underpaid

