

# ANALYZING PROPAGANDA AND TEACHING MEDIA LITERACY

## THE HOLOCAUST AS A CASE STUDY



### UPCOMING PROGRAM

**SATURDAY, APRIL 9, 2022 | 9 AM-2 PM**  
Scottsdale Community College | 9000 E Chaparral Rd |  
Scottsdale, AZ 85256

For more information and to register, contact:  
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Sponsored by: Scottsdale Community College

### WHY ATTEND THIS PROGRAM?

Media literacy skills have become essential for young people to successfully navigate and critically assess the ever-increasing amount of information they receive throughout their day — on social media, advertisements, television, and film. Therefore, it is crucial for students to comprehend and identify how media, both historically and in contemporary society, can be used as a tool to incite hate and violence against certain groups.

This learning opportunity examines the events of the Holocaust through the lens of media, by examining propaganda deployed by the Nazis to discriminate against Jews and other minorities. Educators will gain the tools to facilitate classroom discussions on the role and impact of Nazi propaganda during the Holocaust and support their students to critically analyze media in today's world.

### PROGRAM GOALS

Through this program, educators will:

- 1 Explore a sound pedagogy for the planning and implementation of Holocaust education in the classroom,
- 2 Receive a framework to guide students as they build media literacy skills through a critical examination of the role of Nazi propaganda during the Holocaust,
- 3 Identify opportunities to connect the lessons of the Holocaust with more current examples of hate-oriented propaganda; and
- 4 Build confidence and capacity to teach about media literacy and propaganda.

### WHAT IS ECHOES & REFLECTIONS?

Echoes & Reflections is the premier source for Holocaust educational materials and dynamic content, empowering teachers and students with the insight needed to question the past and foresight to impact the future. We partner with educators to support them, foster confidence, and amplify their skills and resources to teach about the Holocaust in a comprehensive and meaningful way.

*A joint program of ADL, USC Shoah Foundation, and Yad Vashem*