Have you been HyperNormalised?

*“Welcome to the post-truth world. You know it’s not real. But you accept it as normal. But there is more out there. Events keep happening that seem inexplicable and out of control. Donald Trump, Brexit, the War in Syria, the endless migrant crisis, random bomb attacks. And those who are supposed to be in power are paralyzed—they have no idea what to do. This film is the epic story of how we got to this strange place. It explains not only why these chaotic events are happening—but also why we, and our politicians, cannot understand them. It shows that what has happened is that all of us in the West—not just the politicians and the journalists and the experts, but we ourselves—have retreated into a simplified, and often completely fake version of the world. But because it is all around us we accept it as normal. But there is another world outside. Forces that politicians tried to forget and bury forty years ago—that then festered and mutated—but which are now turning on us with a vengeful fury. Piercing though the wall of our fake world.”—*Adam Curtis

The documentarian Adam Curtis presents the above thesis at the start of his latest production *HyperNormalisation*. One could certainly analyze his work from several different perspectives; but for the purposes of our ETHICS class, we might focus on the issues of what is TRUE and what is FAKE. Curtis claims we are living in a “fake world”, BUT can we trust his presentation and evidence?

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| Semester Exam 🡪 Part 2 |

*HyperNormalisation* was used in class to introduce the topic of ETHICS OF VISUAL CULTURE/COMMUNICATION. Images can have a tremendous effect or power on our understanding:

* Enhance written messages
* Replace verbal messages
* Convey complex information
* Hold people’s attention
* Communicate with diverse audiences
* Convey connotative meaning

AND there are ethical rules for the use / presentation of “visual culture”:

* Provide appropriate context
* Don’t conceal negative information
* Don’t exaggerate support information
* Don’t oversimplify complex situations
* Avoid manipulation or coercion
* Be careful how you aggregate (gather + organize) data

All of this is a L-O-N-G way of asking your opinion/reaction to the film 🡪

*"Now that I know that, what do I do?"*

Your task:

* Create a table with 3 columns
* Each column will contain a different category for your reaction to the ideas presented in *HyperNormalisation*. Here’s a [website](http://www.rhymezone.com/r/rhyme.cgi?Word=idea&typeofrhyme=jjb) – and [another](http://describingwords.io/for/ideas) – to give you some adjectives for your categories.
* There is no minimum or maximum for ideas you need to put in each category … AND some might belong in more than one.
* JUST RESPOND TO THE FILM’S CONTENT and PRESENTATION!!

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