

Step 4

Order the information you have found logically.

Step 5

Present your work to the rest of the class.

Step 6

Vote which group presented the most convincingly, and also vote for the scenario that you think is the most likely to happen.

Propagating the self ★★★★★

pages 24-25

Language Organiser • Listening • Reading • Speaking • Writing

Assignment 67

Pre-reading

5 ⌚



'Propagating the self' is about the way in which leaders present their own image, and why. Work with one or two fellow students and discuss the following questions. Write down your own answers.

- 1 Do you use social media to share images of yourself? Why or why not?
- 2 Do you follow others that use social media such as Instagram or Facebook for the pictures of themselves they post? If so, who?
- 3 Which leaders (it doesn't matter in which area: political, fashion, scientific, or anything) do you know that use image-based social media a lot?
- 4 Do you think it's a good thing that leaders focus on their visual image? Why or why not?
- 5 The text was taken from the magazine published by Foam (Fotografiemuseum Amsterdam). What kind of text do you expect from that source? Where do you think the focus of the text will lie?

Assignment 68

Language Organiser

10 ⌚



A

Match the words from the text to the correct dictionary definitions.

- | | |
|------------------|--|
| 1 to align | a to cause to spread to a great number of people |
| 2 allegedly | b acting as a sign for something |
| 3 allegiance | c to spread widely |
| 4 banality | d causing feelings of love or liking |
| 5 blissful | e uninteresting because very common |
| 6 to coincide | f to cause to be seen as human or humane |
| 7 to disseminate | g in a state of complete happiness |
| 8 to efface | h dull and solemn, lacking grace |
| 9 emblematic | i to happen at the same time or during the same period |
| 10 endearing | |
| 11 to humanise | |

- | | |
|-----------------|--|
| 12 ponderous | j stated or declared without proof or before finding proof |
| 13 to presume | k to rub out or remove from the surface of |
| 14 to propagate | l being in a state of opposition, animosity, or distrust |
| 15 to relish | m to bring oneself in agreement or partnership with |
| 16 strained | n to enjoy greatly or anticipate with pleasure |
| | o loyalty, faith, and dutiful support to a leader |
| | p to take something as true without proof of fact |

B

Change the following words from A into either nouns or adjectives: *presume* – *align* – *disseminate* – *coincidence* – *allegedly* – *propagate* – *endearing*. Then fill in the sentences with the correct forms.

- 1 She was hired for the job under the ... that she had the required skills.
- 2 The ... of three or more planets is a very rare occurrence.
- 3 Synagogues are still the main places for the ... of the Judaist doctrine.
- 4 Any similarities between this picture and that of Hitler are purely ...
- 5 He was had a hard time disproving the ... made against him.
- 6 Many organisations still rely heavily on spreading ... that serves their purpose.
- 7 *Bae* is a term of ... that is either short for *baby* or an acronym for *before anybody else*.

Assignment 69

Listening

15 ⌚



A

Listen to 'Propagating the self' and decide for each of the statements if they are *true* or *false*.

- 1 Pete de Souza was behind the success of Obama's presidential bid.
- 2 Obama's Facebook and Assad's Instagram share great similarities.
- 3 The *Vogue* article on Asma al-Assad displayed her in a completely new light.
- 4 Nachtwey was the most suitable photographer for the *Vogue* photoshoot.
- 5 The *Vogue* article was aimed to convince the world of Assad's power and stability.
- 6 Helmut Newton intentionally drew an analogy between Jean-Marie Le Pen and Hitler.
- 7 Nadav Kander has explicitly denied putting any political charge in his portrait of Trump.
- 8 Al-Baghdadi appears in photographs wearing a mask as a propaganda strategy.
- 9 Modern leaders try to use social media in order to explain their motives and messages.

- 10 Modern leaders are increasingly unwilling to rely on individual artists for being depicted.

B

Read the text and check whether you have answered the questions correctly. For each false statement, explain why it is false.

C

Check your answer to question 5 of Assignment 67. Did your expectation for the text match the contents? Write down the difference between what you expected and the contents of the text.

Assignment 70

Reading

15



Answer the following questions about the text in your own words. Use complete English sentences.

- 1 What is the relationship between ancient coins and social media, according to the text?
- 2 Why does Kooiman say 'When Barack Obama announced his presidential bid in 2007, the first iPhone had yet to be released' (ll. 14-15)?
- 3 Name three examples that show the 'very banality' of the image of a leader mentioned in lines 29-30?
- 4 Explain how exactly Nachtwey must have been uncomfortable with his work with Asma al-Assad.
- 5 How does Kooiman unintentionally support 'Wilders's view that the arts are merely a "leftist hobby"' (ll. 77-78)?
- 6 Which two reasons does Kooiman give for al-Baghdadi's popularity despite the lack of powerful images?
- 7 Political leaders, according to Kooiman, 'seem to undermine the autonomy of artists by shaping their propaganda' (ll. 138-139). What does Kooiman mean?
- 8 Kooiman is not quite objective in her description of politicians. Find three instances where the text displays her political subjectivity.

Assignment 71

Pre-writing

10



A

First, go to the list of *Fortune's* 2017 50 most influential world leaders at bit.ly/wr-self and scroll down the list. Let your eyes and mind do the work. Look which photos strike you as unusual – in both positive and negative ways. Each time a photo stands out, write down the name or ranking number and one or two reasons why you noticed the image.

B

Look at the photos again. Based on the images and your observations from A, write down at least three characteristics that you think a good photograph of a leader should have or how a leader should be depicted.

Assignment 72

Speaking

10



Work with one or two fellow students. Compare and discuss the images you have found with your fellow students:

- Take turns explaining which images you selected in 71A, why they stood out to you, and how they reflect the persons' leadership – or not. Also look at the functions of the persons depicted, and see if these functions are reflected in the images. Feel free to agree or disagree with one another, or to have your opinion swayed.
- Compare the characteristics you wrote down in 71B.
- Take notes of interesting points the others might bring up, too.

Assignment 73

Writing

70



Write an essay in which you compare and contrast two of the photos from *Fortune's* 50.

Step 1: Preparation

Read the following information on writing compare-and-contrast essays and formulating effective thesis statements: bit.ly/wr-cc and bit.ly/wr-thesis.

Step 2: Topic selection

Choose the photo that most effectively or surprisingly depicts a person as a true leader, according to you; also choose the picture that fails to depict a person in a position of leadership.

Step 3: Organise the essay

Draw up a table in which you list the differences and similarities of both photos. See if any of the differences or similarities correspond to points made in 'Propagating the self' – is a particular way of displaying these leaders beneficial or detrimental to their image? Organise that information in the order in which you want to discuss it in your essay.

Step 4: Write an introduction

In the introduction, state what you are going to write about in the essay, and with which aim (the thesis statement of your essay). Do not refer to yourself in first person – rely on the passive voice instead.

Step 5: Write the body paragraphs

Write the body paragraphs based on one shared topic (or comparison or difference). Each body paragraph requires a topic sentence, supporting evidence, and/or an explanation. Also consider how to end a paragraph: you can do this with a closing sentence, or you can set up a transition to the next paragraph.

Step 6: Write a conclusion

A conclusion is a brief summary of your essay. In it, you refer back to the introduction, rephrasing the thesis statement, and conclude. Do not bring new information or arguments into the conclusion.