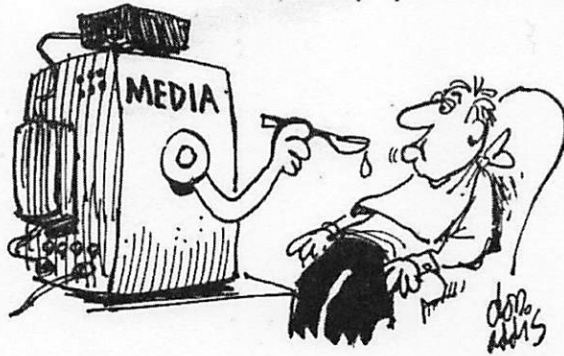


When Rhetoric and Critical Media Studies Align








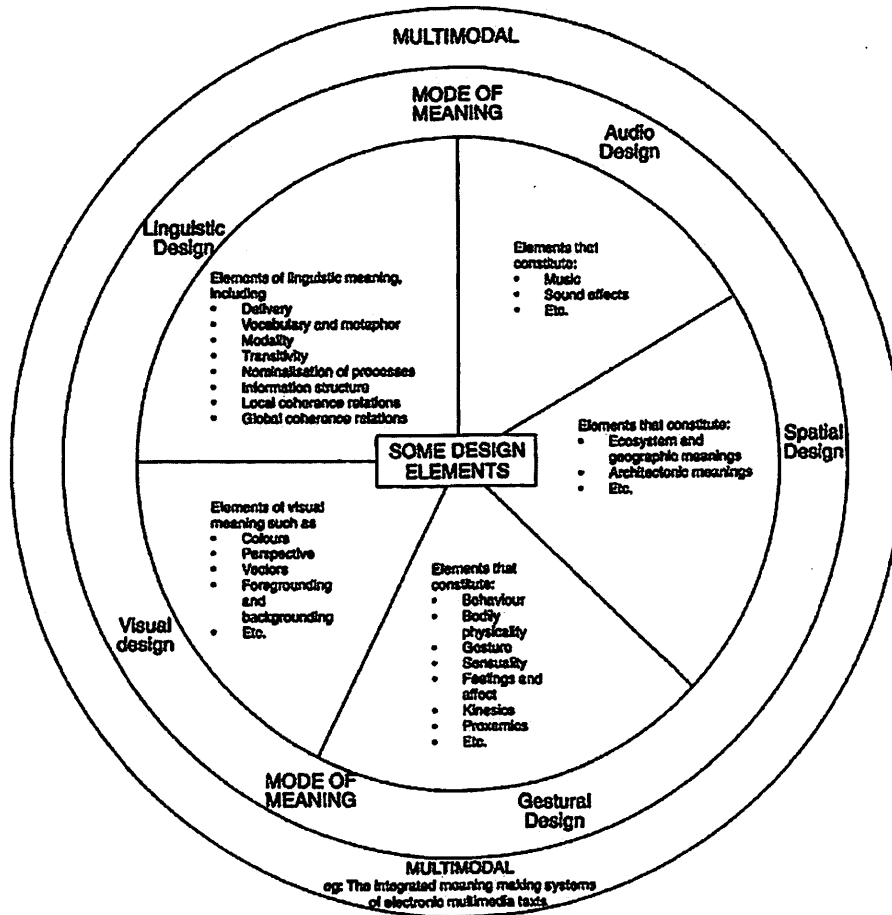
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Critical Media Studies

	Core Concepts	Key Questions	Symbol
Social Constructivism	All media messages are "constructed."	Who created this message?	
Language & Semiotics	Media messages are constructed using creative language with its own rules.	What techniques are used to attract my attention? HOW is it put together?	
Audience & Positionality	Different people experience the same media message differently.	How might different people understand this message differently from me?	
Politics of Representation	Media have embedded values and points of view that often reinforce hierarchies & benefit those in power or those who have privilege.	What lifestyles, values, and points of view are represented in or omitted from this message?	
Production & Institution	Media are organized to gain profit and/or power.	Why was this message sent?	



Tone Tracker - Moon Sand

While you watch and listen:

- Write down *sounds* you hear.
- Write down *images* about the environment/setting.
- Write down *verbs and adjectives* related to "Moon Sand."

Commercial #1

Commercial #2

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Immigrants (We Get the Job Done): Close Reading

<p>You know, and it gets into this whole issue of border security You know, who's gonna say that the borders are secure? We've got the House and the Senate debating this issue And it's, it's really astonishing that in a country founded by immigrants "Immigrant" has somehow become a bad word So the debate rages on and we continue.</p> <p>And just like that it's over, we tend to our wounded, we count our dead Black and white soldiers wonder alike if this really means freedom Not yet</p>	<p><i>This line is from the musical lyrics and refers to the Battle of Yorktown during the American Revolution. George Washington helped the colonists defeat the British.</i></p>
<p>I got one job, two job, three when I need them I got five roommates in this one studio, but I never really see them And we all came America trying to get a lap dance from Lady Freedom But now Lady Liberty is acting like Hilary Banks with a pre-nup Man, I was brave, sailing on graves Don't think I didn't notice those tombstones disguised as waves I'm no dummy, here is something funny, you can be an immigrant without risking your lives</p> <p>Or crossing these borders with thrifty supplies All you got to do is see the world with new eyes</p>	<p>Why does the speaker have five roommates?</p> <p>What is meant by "sailing on graves" and what effect does it have?</p> <p>What do you think this speaker thinks about the topic of the song?</p>
<p>Immigrants, we get the job done</p> <p>Look how far I come Look how far I come Look how far I come We get the job done Look how far I come Look how far I come Look how far I come Look how far I come</p>	<p><i>This line from Hamilton is said by Alexander Hamilton (an immigrant to the colonies) and the Marquis de Lafayette, a French general who helped win the battle of Yorktown.</i></p> <p>Why is "look how far I've come" repeated? What meaning does it give?</p>
<p>Immigrants, we get the job done</p> <p>It's a hard line when you're an import Baby boy, it's hard times When you ain't sent for Racists feed the belly of the beast With they pitchforks, rich chores Done by the people that get ignored Ya se armó <i>(and it started)</i> Ya se despertaron <i>(and they awoke)</i></p>	<p>What is an "import" and why do you think it was used instead of another word?</p> <p>"Ya se armó" translates to "it has started." What has started?</p>

Created by Christopher Lewis, 2017

<p>It's a whole awakening La alarma ya sonó hace rato <i>(the alarm went off a while ago)</i> Los que quieren buscan <i>(those who want, search)</i> Pero nos apodan como vagos <i>(but they label us hoodlums)</i> We are the same ones Hustling on every level Ten los datos <i>(here's the details)</i> Walk a mile in our shoes Abróchense los zapatos <i>(better buckle your shoes)</i></p>	<p>Who do you think the speaker is talking to? What is her message? How is it different than the last speaker? Who does this speaker represent?</p>
<p>I been scoping ya dudes, ya'll ain't been working like I do I'll outwork you, it hurts you You claim I'm stealing jobs though Peter Piper claimed he picked them, he just underpaid Pablo But there ain't a paper trail when you living in the shadows We're America's ghost writers, the credit's only borrowed It's a matter of time before the checks all come But</p>	<p>Do you know the Peter Piper story? How does the speaker change it and for what purpose?</p> <p>What is meant by the line about "ghost writers"? Why is the "credit only borrowed"? What argument is being made?</p>
<p>Immigrants, we get the job done (repeat chorus)</p> <p>The credit is only borrowed It's America's ghost writers, the credit's only borrowed It's America's ghost writers America's ghost writers America's ghost writers, the credit's only borrow-borrowed It's America's ghost writers, a credit is only borrowed It's America's ghost writers, a credit is only borrowed It's America's ghost writers, a credit is only borrowed It's</p>	<p>Who do you think the speaker is talking to? What is his message? How is it different than the last speaker? Who does this speaker represent?</p> <p>What is the purpose of mentioning <i>taxes, tools, swagger, and food</i>?</p> <p>Why are Buckingham Palace and Capitol Hill referred to?</p>
<p>Immigrants, we get the job done Ay yo aye, immigrants we don't like that Na they don't play British empire strikes back They beating us like 808's and high hats At our own game of invasion, but this ain't Iraq Who these fugees what did they do for me But contribute new dreams Taxes and tools, swagger and food to eat Cool, they flee war zones, but the problem ain't ours Even if our bombs landed on them like the Mayflower Buckingham Palace or Capitol Hill Blood of my ancestors had that all built</p>	<p>Who do you think the speaker is talking to? What is his message? How is it different than the last speaker? Who does this speaker represent?</p> <p>What is the purpose of mentioning <i>taxes, tools, swagger, and food</i>?</p> <p>Why are Buckingham Palace and Capitol Hill referred to?</p>

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<p>It's the ink you print on your dollar bill, oil you spill Thin red lines on the flag you hoist when you kill But still we just say "look how far I come" Hindustan, Pakistan, to London To a galaxy far from their ignorance 'Cause</p>	<p>This section refers to <i>Star Wars</i> twice. Why do you think so? What is the "galaxy" the speaker refers to?</p>
<p>Immigrants, we get the job done Por tierra o por agua Identidad falsa Brincamos muros o flotamos en balsas La peleamos como Sandino en Nicaragua Somos como las plantas que crecen sin agua Sin pasaporte americano Porque la mitad de gringolandia es terreno mexicano Hay que ser bien hijo de puta Nosotros les sembramos el árbol y ellos se comen la frutas Somos los que cruzaron Aquí vinimos a buscar el oro que nos robaron Tenemos mas trucos que la policía secreta Metimos la casa completa en una maleta Con un pico, una pala Y un rastrillo Te construimos un castillo Como es que dice el coro cabrón?</p> <p>Immigrants, we get the job done (repeat chorus)</p>	<p>Who does this new speaker represent? How do you know?</p> <p>What is meant by "gringolandia" and how does history help you understand the speaker's reference?</p> <p>How does the speaker describe the life of this group of immigrants? What message is being sent?</p>
<p>TRANSLATION <i>By land or by water False identity We jump walls or float by rafts We fight it like Sandino in Nicaragua We're like the plants that grow without water Without American passports because half of "gringolandia" is Mexican territory You would have to be a real son of a bitch* We plant the trees and they are the ones that eat the fruit We are the ones that crossed We come here to look for the gold that they stole from us We have more tricks than the secret police We stuffed our whole house in a suitcase With a pick, a shovel, and a rake we built you a castle How does the chorus go cabrón*? Immigrants we get the job done!</i></p>	<p>Who do you think is the intended audience of this piece? What is the overall message being sent? How do you know?</p>