**Textual Bias**

## Guiding questions

1. How can we learn to identify biased language?
2. How does the context of a text help us understand its biased use of language?
3. Bias has a fairly bad reputation. Does good bias also exist?
4. Is it even possible to avoid bias?

**Language and campaigns**

## Guiding questions

1. How is language used in political campaigns to persuade audiences?
2. How is language used in advertising campaigns to persuade audiences?
3. How are different media used to influence the public?
4. What do persuasive texts say about the cultural values of the audience that they target?

**Language and the State**

**Guiding questions**

1. How is language used in various media to inform and persuade the public?
2. What kinds of stylistic devices do we often see in public service announcements?
3. What is the difference between indoctrination and public information?
4. How might propaganda be good for the general public?