



Hearts and Minds in 4 Minutes

Reducing Prejudice Through Media Intervention



What's to Come...

- My 4 Minute Video
- Why it's Valuable
- How to Create a Persuasive Piece of Media
- Why it Works





Why Self-Made Media is Valuable

- It allows US to rewrite OUR narrative



Components of Persuasion

Pathos: emotional drive

Ethos: the credibility of the speaker

Logos: logical arguments



Why Media Intervention WORKS

Theory of Exemplification- “top of the mind” theory

Parasocial Contact Hypothesis- “Predicts that forming positive emotional bonds with outgroup members portrayed [in media] reduces prejudice”

- OUT & EQUAL

2019 WORKPLACE SUMMIT



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Please take time to evaluate today's "Big Idea"