

Propaganda and Ideology in Everyday Life, 5 weeks, May-June 2015



The University of
Nottingham

UNITED KINGDOM • CHINA • MALAYSIA

<https://www.futurelearn.com/courses/propaganda>

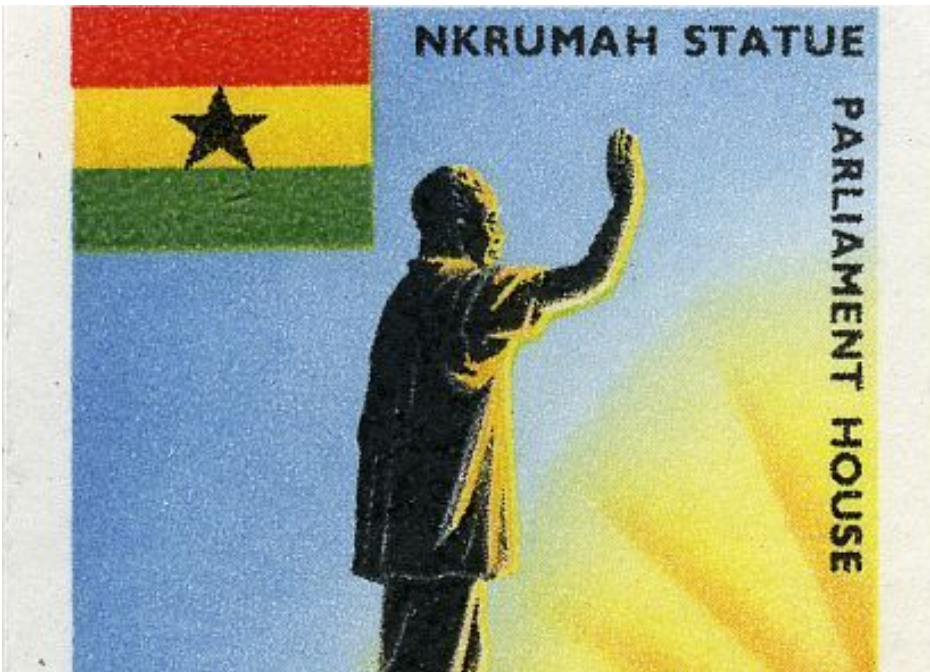


BRITISH
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Statue of Liberty with men in the eyes. One holds a bag giving her the appearance of shedding a tear.

Positives

- Proper partnership
- Doing new things
- Learning from each other
- Points of common interest
- Shared agenda
- Collaboration in design + delivery



Independent Ghana postage stamp issued 1959, showing Ghanaian flag and Nkrumah statue

No negatives – just challenges



Ministry of Information publication c.1941 - The Battle for Civilisation. Gorilla in Nazi hat being attacked with knives.

- ‘Bumpy’ workload
- Rights clearance
- Social media
- Measuring ‘success’
- Staff resource
- Monetization
- Making connections
- Overestimating digital literacy
- Roles within the team

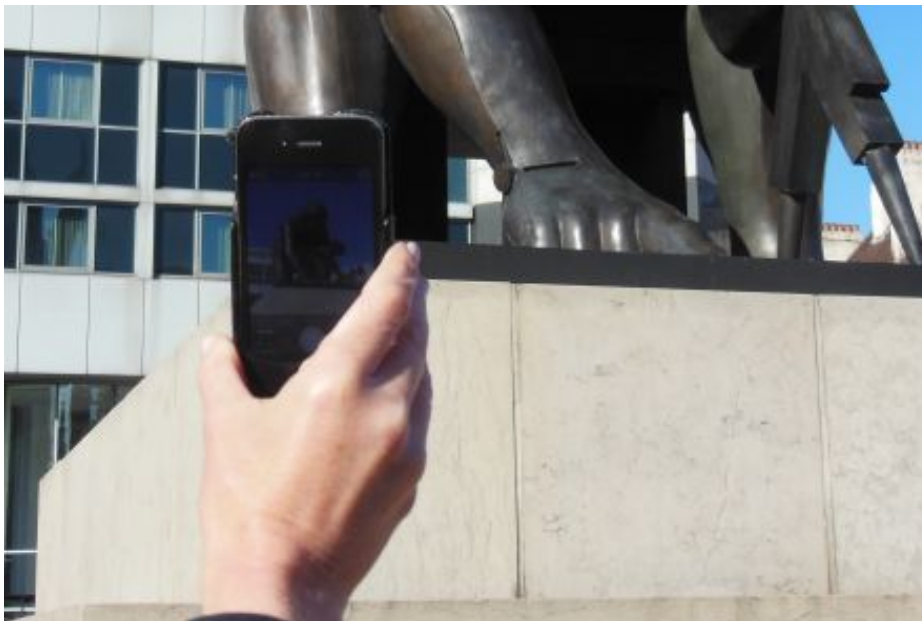
Building the partnership

- Feels very early
- Joint place on ESRC Impact Leadership programme
- Shared review of course
- Spin-off activities



Unfurling the flag of freedom (Moscow; printed for Central Asia 1920s)

Worth it?



- The tender nudge
- Relating cultural objects to ideas
- Matching experience to resource
- Helping form strategy
- Model for other partnerships

Yes