

# Buona Giornata



## Roma, Italia

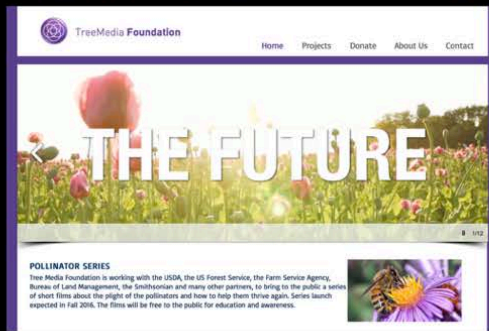
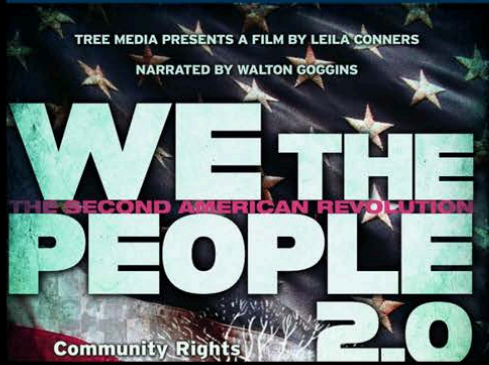




News: The Arrow of Time featuring Mikhail Gorbachev screened in Oslo on occasion of the Nobel Peace Prize honoring ICAN (International Campaign to Abolish Nuclear Weapons) received by Hiroshima survivor and peace-activist, Setsuko Thurlow, and who opens our film.



20 years in alternative media production



WHAT WHO WE

Launching in 2018 **CERNUNNOS MEDIA** is a partner-focused non-profit Zürich-based association. Our **MISSION** is to foster increased critical media literacy through our upcoming interview programs where we discuss and debate world events from global perspectives. Our **VISION** is to develop a collective international media network of positive-driven mindsets committed to media reform through ethical journalism.

Through our introductory program series we will begin drawing parallels between the cognition-epistemology relationship and how these connect with ethical journalism. It is our hope to obtain insight into how to improve critical media literacy when it comes to "news", international relations and understanding our world better.

Cernunnos Media © 2018

Riedhofstrasse 144, Zürich, 8049, CH

"An individual has not started living until he can rise above the narrow confines of his individualistic concerns to the broader concerns of all humanity."

- Martin Luther King, Jr.



POLLINATOR SERIES  
Tree Media Foundation is a  
Bureau of Land Management  
of short films about the plants  
expected in Fall 2016. The f



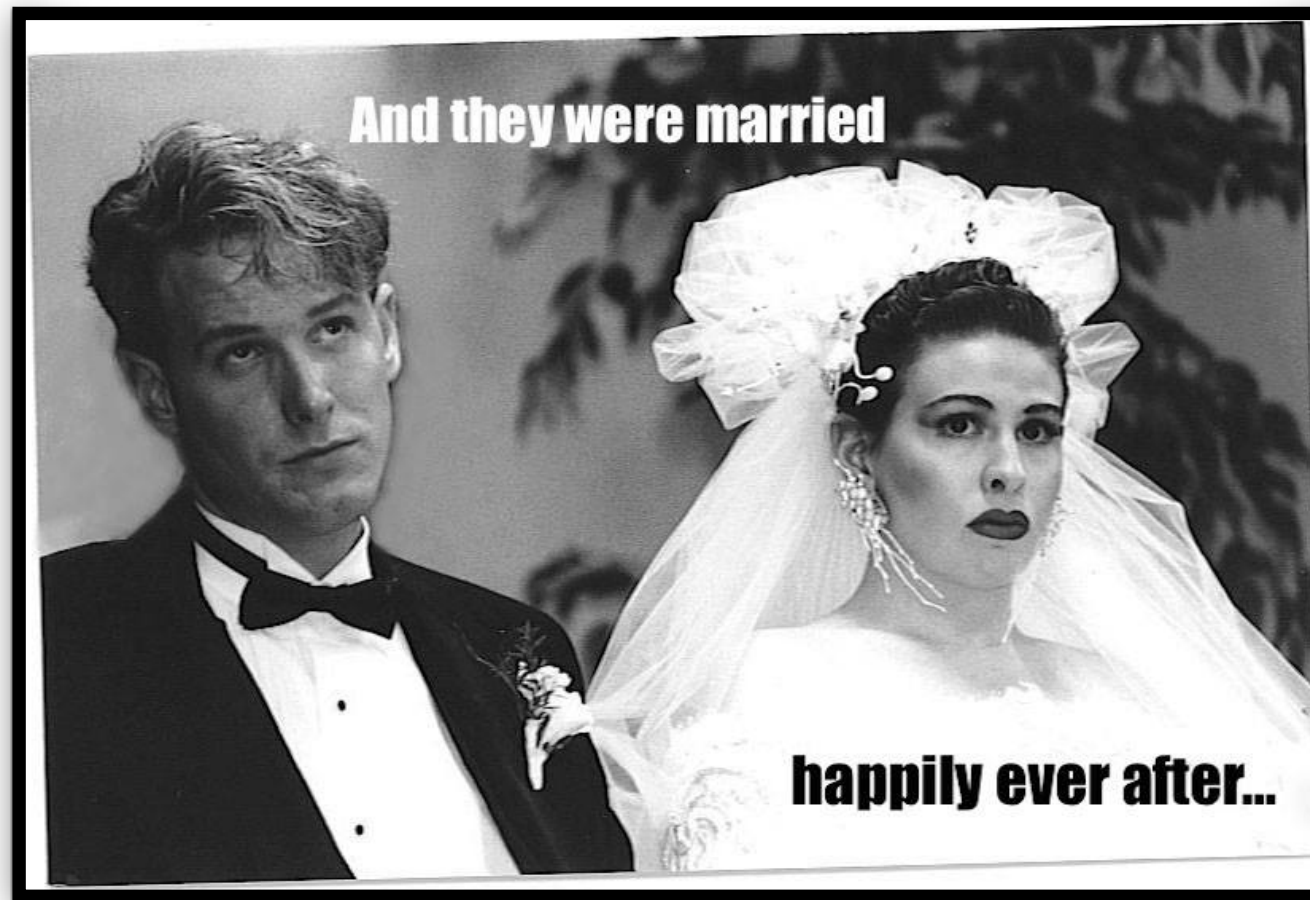
TreeMedia group  
STEPHAN MCGUIRE stephan@treemedia.com  
2nd Flr Santa Monica CA 90405  
4343 web www.treemedia.com



“Don’t underestimate the power of vision and direction. These are irresistible forces, able to transform what might appear to be unconquerable obstacles into traversable pathways and expanding opportunities. Strengthen the individual. Start with yourself.”

- Jordan B. Peterson

# West Newton Kingdom Hall of Jehovah's Witnesses



**And they were married**

**happily ever after...**

DRAGAN!







CHANGE THE  
**MEDIA**



Truths Beliefs

Epistemology

Ethical Journalism

*"The media's the most powerful entity on earth.  
They have the power to make the innocent guilty  
and to make the guilty innocent, and that's power.  
Because they control the minds of the masses."*

- Malcolm X, 1963

**LIBERTY IS THE  
SOVEREIGNTY OF  
THE INDIVIDUAL**

Critical media literacy  
is an educational response  
that expands the notion of literacy  
to include different forms of  
mass communication, popular culture,  
and new technologies.  
It deepens the potential of literacy  
education to critically analyse  
relationships between media and  
audiences, information, and power.

NEWS / YEMEN

# Yemen could be 'worst' humanitarian crisis in 50 years

*UN's aid chief says war-torn country could become the world's worst humanitarian disaster in half a century.*

5 Jan 2018



# Obama the War Criminal, Butcherer of Women and Children

By [Paul Craig Roberts](#) | Jan 11, 2017 | Politics, US, Viewpoints | 7 🗨️ | ★★★★★



News › World › Americas

## Map shows where President Barack Obama dropped his 20,000 bombs

Outgoing US leader carries out 3,000 more strikes in 2016 than year before

[Harriet Agerholm](#) | [@HarrietAgerholm](#) | Thursday 19 January 2017 12:19 GMT | [31](#) comments





CHANGE THE  
**MEDIA**



CHANGE THE  
**WORLD**



Duren , Germany 1945 | WW2 1945 ...

MOST DESTROYED CITY IN WW2



“Don’t forget how the Soviet Union saved the world from Hitler. In the Western popular imagination, particularly the American one, World War II is a conflict we won.”  
- Ishaan Tharoor

## 2.4 million Iraqis Died in the War, New Study Says



### Iraq War, Based on Lies, Rages On

by Amy Goodman, Denis Moynihan



- ▶ GOP Feud Flares Up Over Moore
- ▶ Treasury Secretary Says Tax Bill on Track for Completion...
- ▶ Data Firm's WikiLeaks Outreach Came as It Joined Trump Campaign
- ▶ Trump, Xi Push Opposing Views on Trade
- ▶ Flynn's Alleged Deliver

POLITICS | NATIONAL SECURITY

## U.S. Spent \$5.6 Trillion on Wars in Middle East and Asia: Study

Figure for U.S. wars in Afghanistan, Iraq, Syria and Pakistan since 2001 reflects costs that aren't in Pentagon calculations



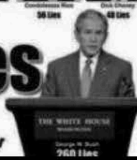
REMEMBER WHAT THE MEDIA SOLD AMERICA



294 Lies   105 Lies   65 Lies   58 Lies   48 Lies

### 935 Lies

Thousands of lives lost as Bush administration repeats false information leading up to Iraq war



THE WHITE HOUSE

January 20, 2003

7:50 PM

## NOW MATTIS ADMITS THERE WAS NO EVIDENCE ASSAD USED POISON GAS ON HIS PEOPLE:

BY IAN WILKIE ON 2/8/18 AT 11:44 AM







## US Military and CIA Interventions since World War II

■ targeted countries    
  US bombings    
  US government assassination plots

Source: William Blum, *Killing Hope: U.S. Military and CIA Intervention Since World War II*, 2004  
 and *Rogue State*, 2005. (<http://www.killinghope.org/>)

Copyright © 2010 by Richard D. Vogel at [combatingglobalization.com](http://combatingglobalization.com)

Permission to copy granted.

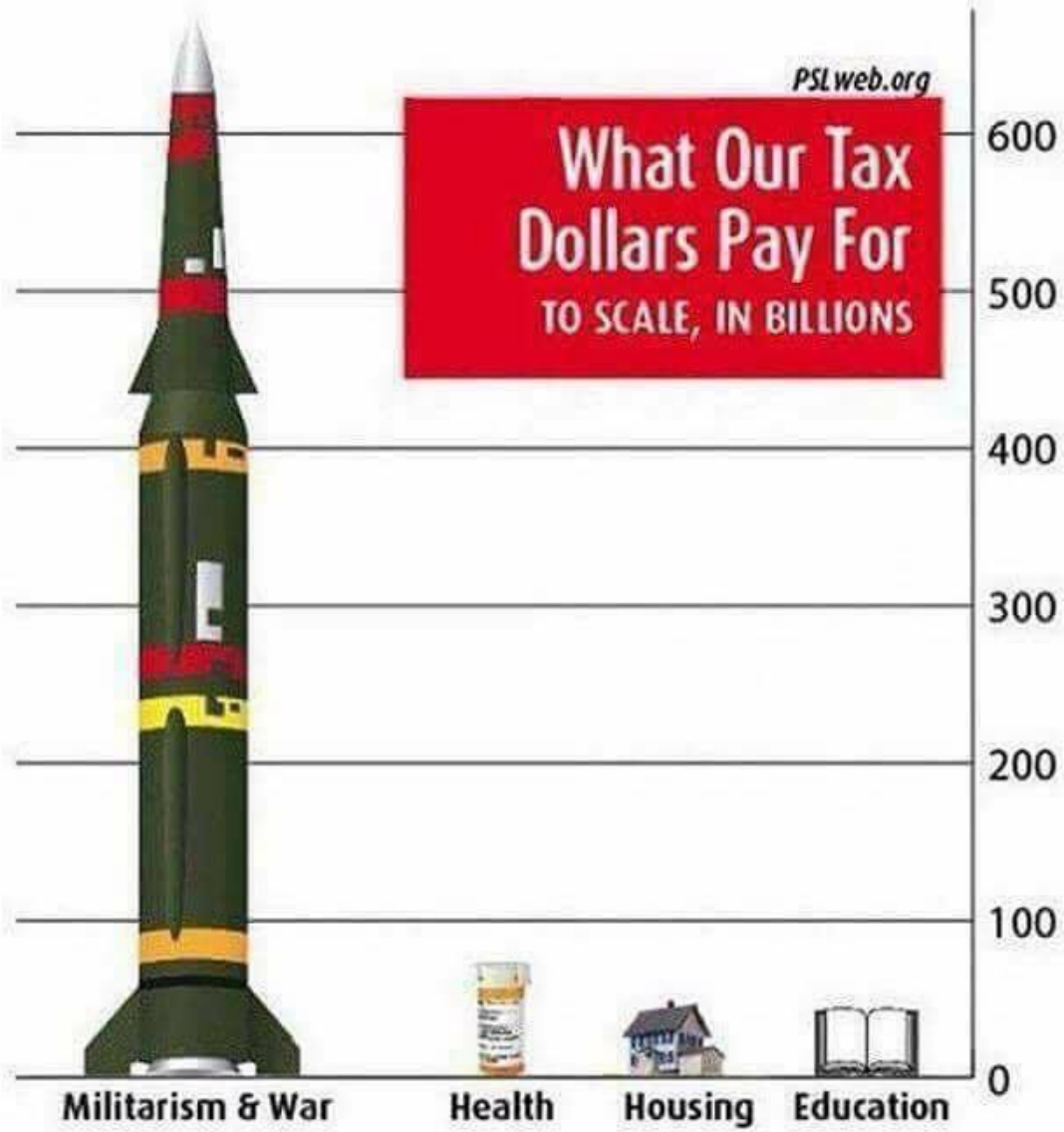
“The US has spent \$32 million per hour on war since 2001.”

- Brown University's  
Watson Institute  
for International  
and Public Affairs

PSLweb.org

# What Our Tax Dollars Pay For

TO SCALE, IN BILLIONS



Militarism & War

Health

Housing

Education



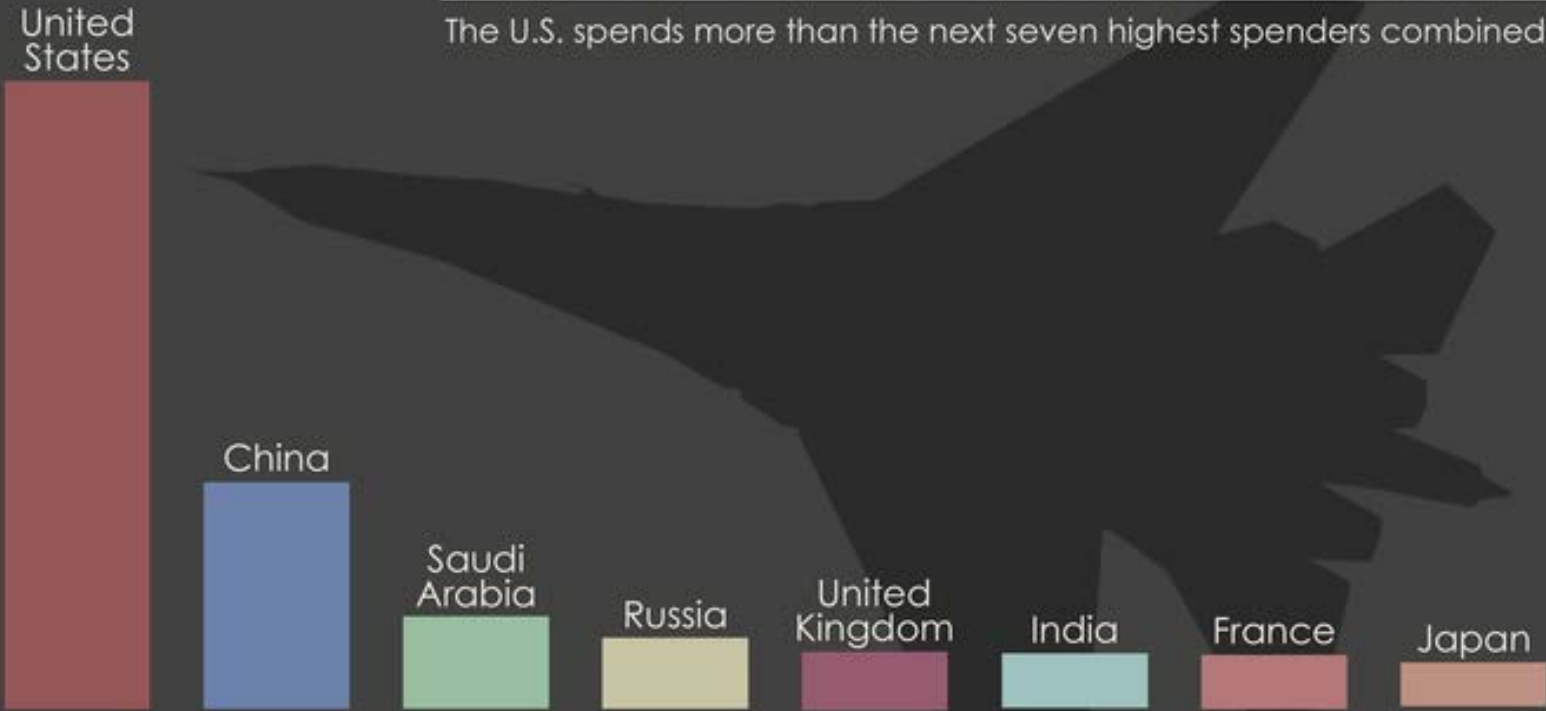
*Dwight D. Eisenhower*

## Military Industrial Complex

In the councils of government, we must guard against the acquisition of unwarranted influence, whether sought or unsought, by the **military industrial complex**. The potential for the disastrous rise of misplaced power exists and will persist.

# WORLD MILITARY BUDGETS

The U.S. spends more than the next seven highest spenders combined.



NATIONAL PRIORITIES PROJECT

[nationalpriorities.org](http://nationalpriorities.org)

Source: SIPRI, National Priorities Project





Traveling abroad extensively to over 40 countries in my life



Asia Australia Middle East Africa Inequality Cities Global development

### Mediterranean death rate doubles as migrant crossings fall

Aid agencies point to shortage of search-and-rescue vessels and the increasingly unsafe boats of people traffickers



▲ Nearly 1,500 migrants in 12 boats were rescued from the Mediterranean by Médecins Sans Frontières in just 12 hours last month. This rescue ship has a capacity of 600 people. Photograph: Cesare Abbate/EPA

The death rate among migrants attempting to cross the Mediterranean to enter Europe has almost doubled since the start of the year.



News > World > Europe

# German newspaper publishes names of 33,000 refugees who died trying to reach Europe

Paper seeks to document those who died 'as a consequence of the restrictive policies' of continent

Harriet Agerholm | [@HarrietAgerholm](#) | Monday 13 November 2017 12:35 GMT | [18 comments](#)





## Why I think this CapStone Project is important?

“Unlike educators in Canada, Europe, and Australia, many in the US are not even informed enough about media literacy to even consider it.”

- Prof. Douglas Kellner,  
University of California

CONNECTING  
CRITICAL MEDIA LITERACY  
With  
INTERNATIONAL RELATIONS

“The United States is unusual among the industrial democracies in the rigidity of the system of ideological control indoctrination... exercised through the mass media”

- Noam Chomsky

“The media's the most powerful entity on earth. They control the minds of the masses.”

- Malcolm X



**GE**

Brands  
Include:

**NBC NEWS**

**COMCAST**

**UNIVERSAL  
PICTURES**

**FOCUS  
FEATURES**



**NEWS-  
CORP**

Brands  
Include:

**FOX NEWS**

**WALL STREET  
JOURNAL**

**NEW YOUR  
POST**



**DISNEY**

Brands  
Include:

**ABC NEWS**

**ESPN**

**PIXAR**

**MIRAMAX**

**MARVEL  
STUDIOS**



**VIACON**

Brands  
Include:

**MTV**

**NICK JR**

**BET**

**CMT**

**PARAMOUNT  
PICTURES**



**TIME  
WARNER**

Brands  
Include:

**CNN**

**HBO**

**TIME**

**WARNER  
BROS**



**CBS**

Brands  
Include:

**CBS NEWS**

**SHOWTIME**

**NFL.COM**

**JEPOARD**

**60 MINUTES**

[https://www.youtube.com/watch?v=cabD\\_0h5mcA&t=48s](https://www.youtube.com/watch?v=cabD_0h5mcA&t=48s)



# U.S. drops to 45 in ranking of countries based on freedom of the press

Published: Apr 26, 2018 1:38 p.m. ET

*The report calls out Trump as a 'media-bashing enthusiast'*

Aa 





**Sovereignty**

Autonomous;  
free from external control.



**LIBERTY IS THE SOVEREIGNTY OF THE INDIVIDUAL**



In 1958 Tennessee also filmed the "IMAGINARY INTERVIEW" with himself...

The effect was comical - yet extremely profound.

WHAT WHO WHY WHEN & WHERE



Launching in 2018 **CERNUNNOS MEDIA** is a partner-focused non-profit Zürich-based association. Our **MISSION** is to foster increased critical media literacy through our upcoming interview programs where we discuss and debate world events from global perspectives. Our **VISION** is to develop a collective international media network of positive-driven mindsets committed to media reform through ethical journalism.

Through our introductory program series we will begin drawing parallels between the cognition-epistemology relationship and how these connect with ethical journalism. It is our hope to obtain insight into how to improve critical media literacy when it comes to "news", international relations and understanding our world better.

Cernunnos Media © 2018

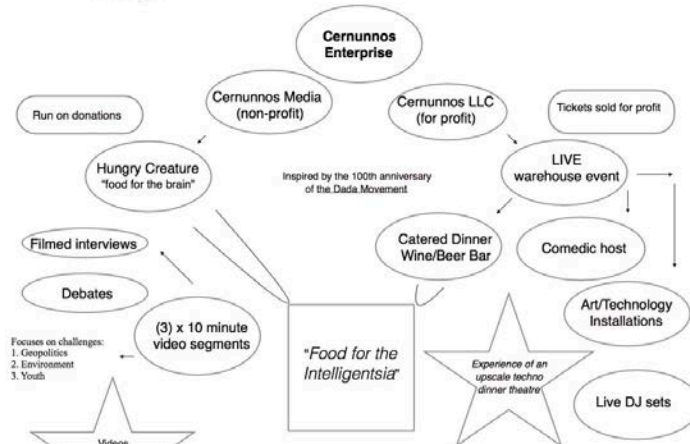
Riedhofstrasse 144, Zürich, 8049, CH

**CERNUNNOS MEDIA & HUNGRY CREATURE CONCEPT MAP**



**CERNUNNOS = A Media Revolution with a Party!**

"Flavoured with the intelligence of TED, the fun of The Daily Show, and the relevance of avant-garde /anti-war Dadaism, CERNUNNOS ENTERPRISE will feature catered, well-produced evenings (filmed live to be shown on YouTube) showcasing intelligent discussions, lively debates, insightful interviews, fun special guests and huge opportunities for social networking."



Focuses on challenges:  
1. Geopolitics  
2. Environment  
3. Youth

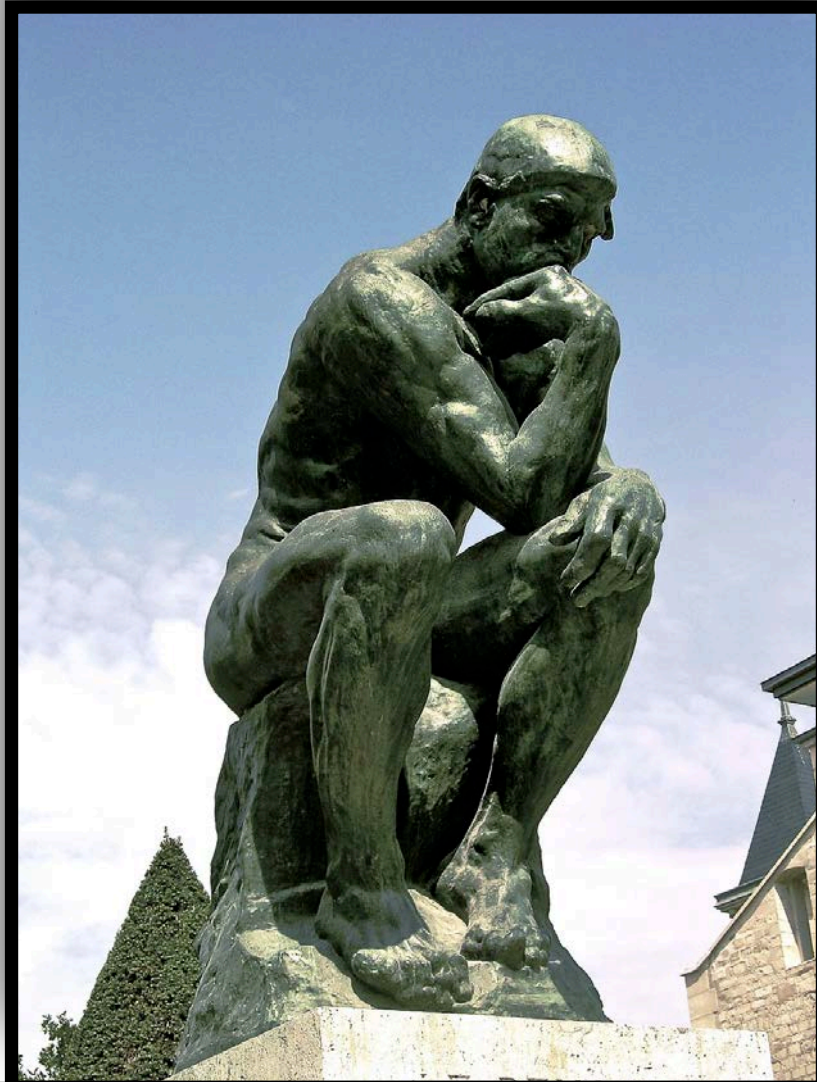
Inspired by the 100th anniversary of the Dada Movement

Experience of an upscale techno dinner theatre

**Future Event locations:**  
Zurich  
Cape Town  
Los Angeles  
Budapest  
Mumbai  
Istanbul  
Moscow

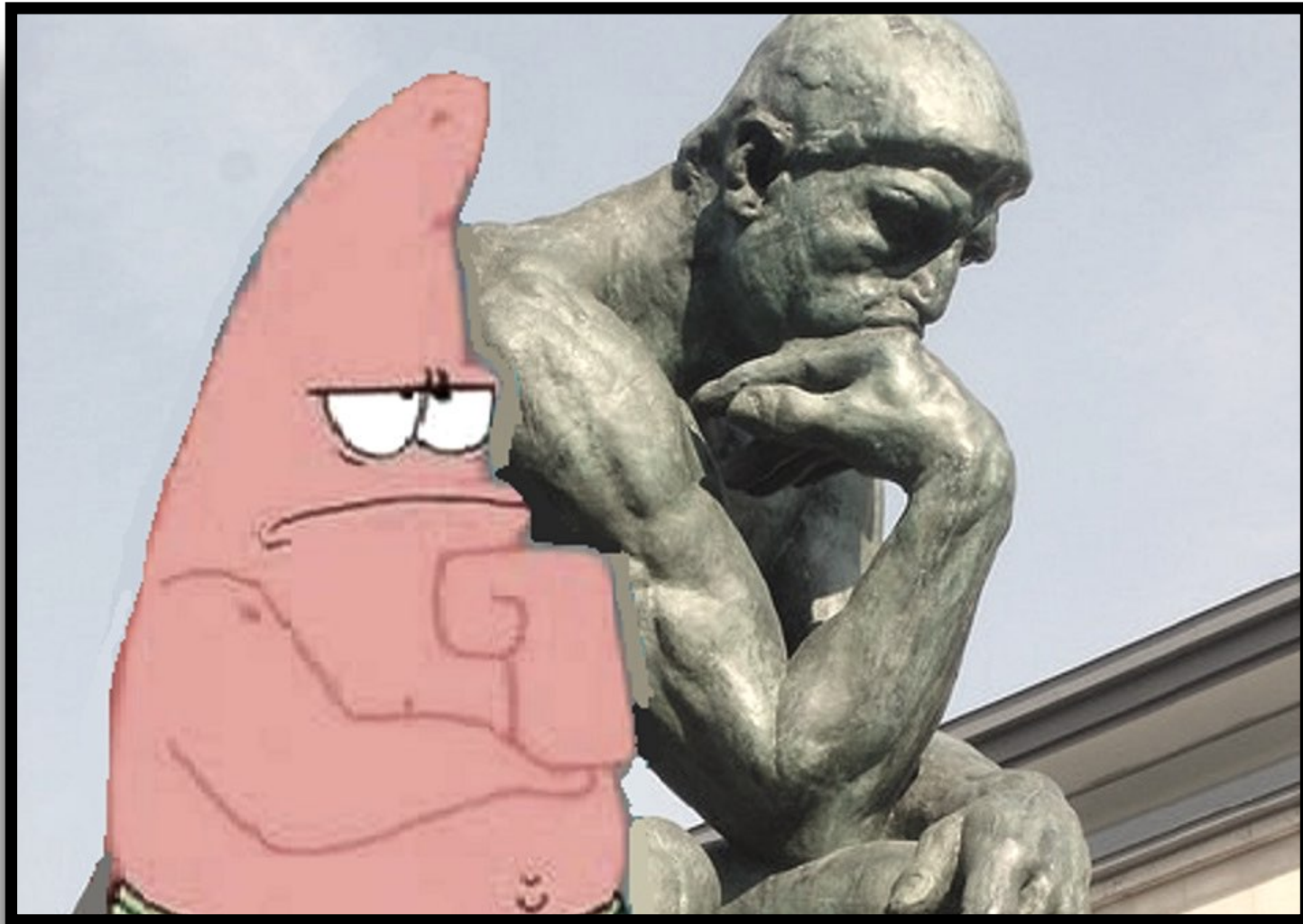
"Dada is the world soul, dada is the pawnshop.  
In plain language:  
the hospitality of the Swiss is something to be profoundly appreciated.  
And in questions of aesthetics  
the key is quality."  
-- Dada Manifesto, Zurich (Hugo Ball, 1916)

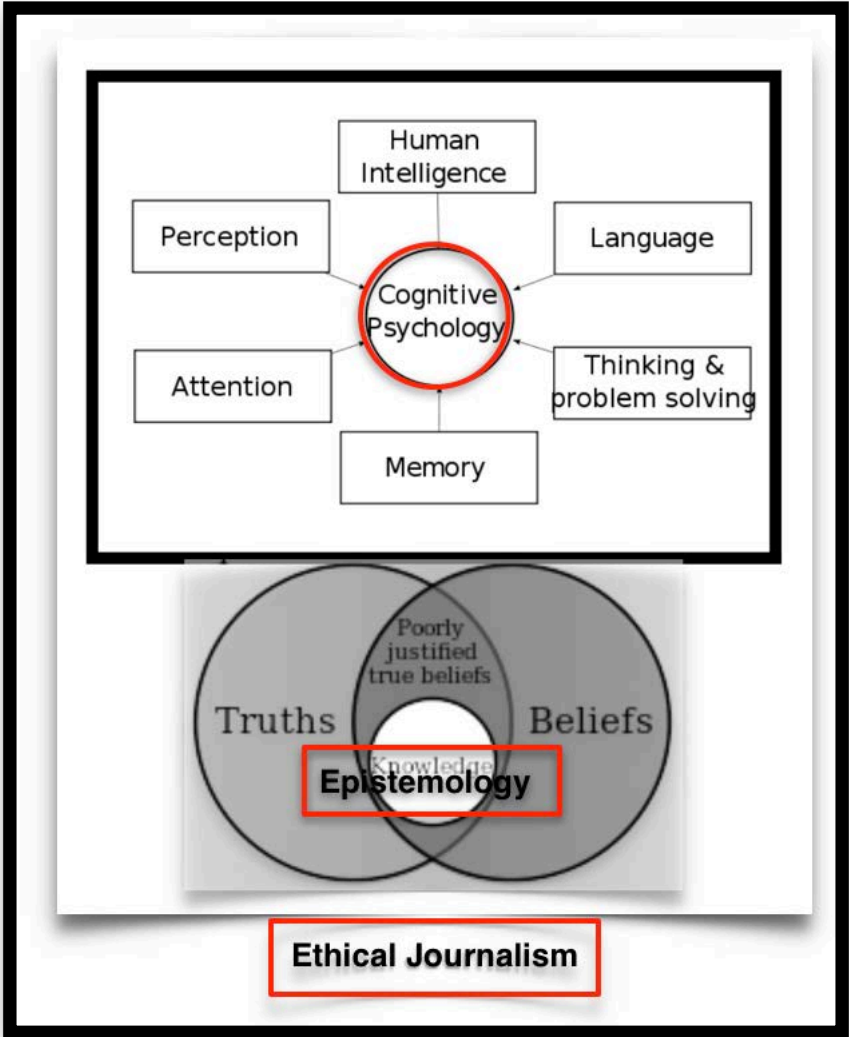
CCT = <3



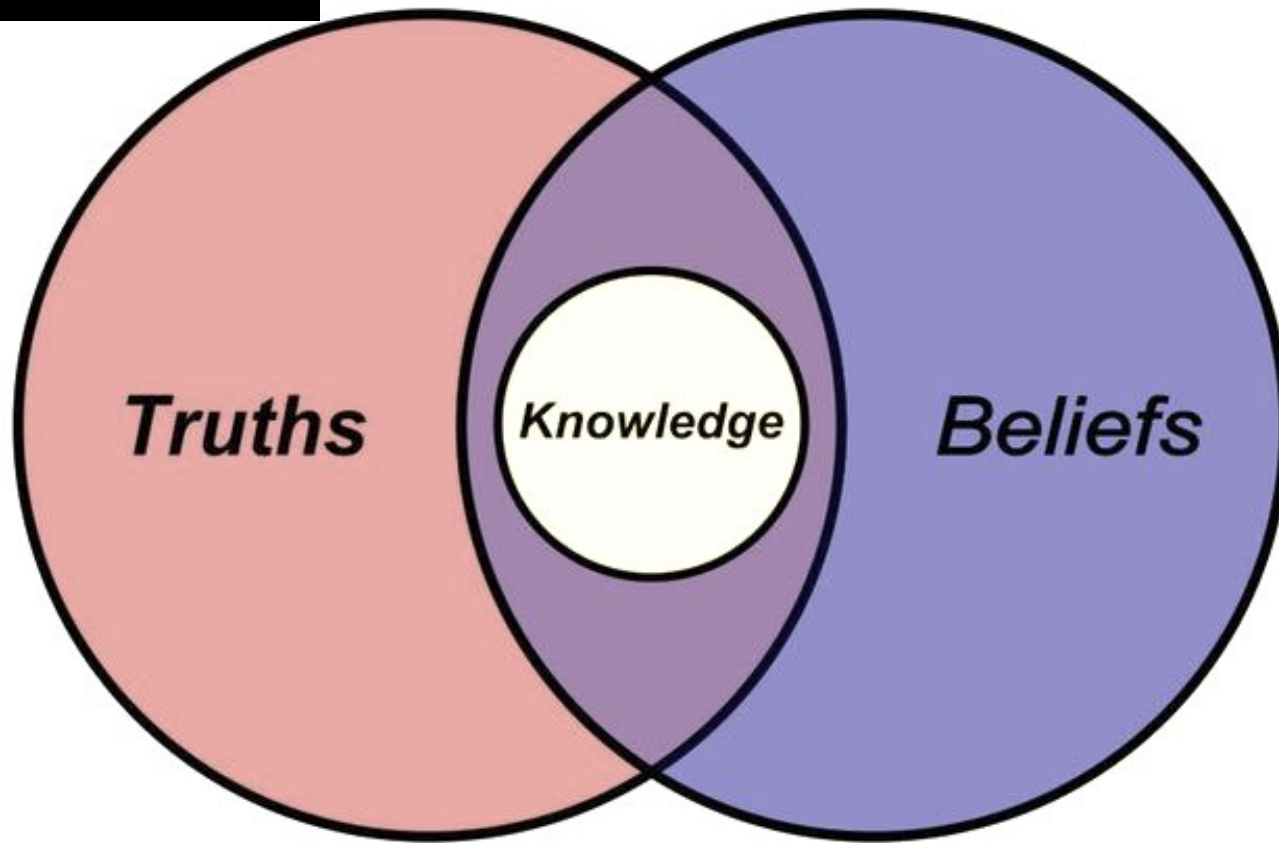
**Dante Alighieri, an early Italian Renaissance poet**







**Epistemology**





“There is no more neutrality in the world. You either have to be part of the solution, or you're going to be part of the problem”

- Eldridge Cleaver

WHAT YOU CAN DO!?

:D

# CRITICAL MEDIA LITERACY GUIDING PRINCIPLES

1. Media Literacy Education affirms that people around the world use their **INDIVIDUAL** skills, beliefs and experiences to construct their own meanings from media messages.
2. **BECOME CONSCIOUS** if your beliefs are based on inference or evaluation.
3. Take **TIME** for pondering, reflection, reconsideration **AND TALK !!!!**

# CRITICAL MEDIA LITERACY GUIDING PRINCIPLES

4. UNDERSTAND how conservative & liberal beliefs relate to confirmation bias & groupthink.
5. LEARN to SEE from alternative and multiple perspectives.
6. Remain INDEPENDENT of other's opinions and biases.



## CRITICAL MEDIA LITERACY GUIDING PRINCIPLES

7. Is the journalist independent? If not, research from where pay check comes from.
8. Research & follow journalists with proven track record of fairness and impartiality.
9. Become AWARE of how others from other nations have come to their point of view!

# CRITICAL MEDIA LITERACY GUIDING PRINCIPLES

10. Be OPEN to Socratic questioning - leading to root questioning and reflection.

11. Be systematic and GOAL ORIENTATED toward civic and political truth.

12. DO NOT DESPAIR: CONTROL the narrative for your peace of mind!

“If everyone fought  
for their own convictions  
there would be no war.”

- Leo Tolstoy, War & Peace

“An informed citizenry is at the heart of a dynamic democracy.”

-Thomas Jefferson

[Stephan@Treemedia.com](mailto:Stephan@Treemedia.com)

**PLEASE READ MY SYNTHESIS!**



Leila Connors  
Santa Monica



Me  
Rome

Raphael de Haro  
Rio de Janeiro

# Università Luiss



Ph.D. Program in Politics: History, Theory, Science  
The Ph.D. Program in Politics: History, Theory, Science, in collaboration with the Centre for Ethics and Global Politics. Philosophy and political theory, ethics of international relations





GRAZIE to all fellow students.  
Each of you have impacted me for life  
in your own amazing way.

