

## Introduction:

This activity involves watching the original KONY 2012 campaign video as well as video responses and engaging in small group discussion about how cultural context and a U.S. American framework influence the narrative of the film. You will debrief and share your thoughts about stereotypes, interethnic expectations, and communication preferences.

## Activity Instructions:

1. After watching the KONY 2012 videos, discuss the following questions in small groups:
  - What were your feelings as you watched this movie? What were some of the elements of the movie that led to those feelings?
  - "Would you feel differently about the film had the story not been in Africa? If so, why? If not, why?"
  - "In what ways would this film have been different if the story setting was in Asia or Latin America?"
  - Does "Kony 2012" use cultural stereotypes? How?
  - "How would this story have been told differently if it had not been produced by U.S. Americans?"
  - "If you were making the same movie, how would you have told the story differently?"
2. After small group discussion, debrief with the larger group and answer the following questions:
  - What new insights about expectations in different communities in your small groups came up in your discussion?
  - How does understanding how stereotypes are used in media provide a deeper understanding of interethnic expectations?
  - How does understanding how media is used in your cultural context help you better understand how it is used in other cultural contexts?
  - How can your own communication preferences help you better understand the preferences of others?
  - "What did you learn from the conversation? How can you use what you learned in the future?"

(Booker, 2012)