

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. Participants will debrief and share their thoughts about stereotypes, interethnic expectations, and communication preferences.

Objectives:

As a result of this activity, participants will be able to:

1. Discover how media practices reflect cultural biases.
2. Identify their own cultural preferences for telling a story through film.
3. Examine how different cultural practices in media production can lead to possible antagonism and misunderstanding.

Time:

80 minutes.

Group Size:

Small Group.

Materials:

Participant Instructions (in [Downloads](#)).

Intercultural Development Continuum Stages:

- Minimization
- Acceptance

AAC&U Intercultural Knowledge and Competence Goals:

Cultural Self-Awareness

- To articulate insights into own cultural rules and biases (e.g., seeking complexity; aware of how their experiences have shaped these rules, and how to recognize and respond to cultural biases, resulting in a shift in self-description).

Knowledge of Cultural Worldview Frameworks

- To demonstrate sophisticated understanding of the complexity of elements important to members of another culture in relation to its history, values, politics, communication styles, economy, or beliefs & practices.

Openness

- To initiate and develop interactions with culturally different others.
- To suspend judgment in valuing interactions with culturally different others.

Other Skills:

Diversity, Equity, & Inclusion.

Activity Instructions:

1. Watch the KONY 2012 YouTube [video](#) as a whole group (30 minutes).

URL: <https://www.youtube.com/watch?v=Y4MnpzG5Sqc>

2. Watch the YouTube [video](#) responses to "KONY 2012."
**Facilitator note: There are several videos ranging from 5 to 10 minutes – you can decide how many to show as time allows.*

URL: <https://kevinmbooker.wordpress.com/learning-from/part-3-debriefing-film-in-intercultural-training-by-kevin-m-booker-and-rita-booker-solymosi/>

3. After watching the videos, break participants into smaller groups (3-5) and instruct them to discuss the following questions (20 minutes):
 - 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?"
4. After small group discussion, participants will debrief with the larger group and answer the following questions (20 minutes):
 - 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)