

Media alert

Aufgaben

Der vorliegende Vorschlag enthält in Aufgabe 3 alternative Arbeitsanweisungen.

- 1 Outline what Cleo McDougal does in the morning and her reactions to what has happened.
(Material 1)

(20 BE)

- 2 Analyze how the effect of the op-ed on Cleo McDougal is conveyed. Focus on narrative techniques and use of language. (Material 1)

(40 BE)

- 3 Choose one of the following tasks:

- 3.1 Taking Cleo McDougal's case as a starting point, assess the effects that social media can have on politicians and their campaigns. (Material 1)

or

- 3.2 You participate in the Erasmus+ project "Smartphone – Liberation or Enslavement?".

Based on the statistics (Material 2), write an article for the project website in which you comment on the implications of the findings.

(40 BE)

Material 1

Allison Winn Scotch: Cleo McDougal Regrets Nothing (novel, 2020)

Cleo McDougal has had a successful career as one of the youngest senators ever and is hoping to become US President.

Cleo McDougal is not a good person. She does good, yes, but doing good and being good aren't the same thing, now, are they?

Cleo McDougal did not see the op-ed¹ or this opening line in said op-ed on the home page of *SeattleToday!* until approximately seven fifteen a.m., after she had completed her morning at-home boxing class, after she had showered and meticulously applied the day's makeup (a routine she admitted was getting lengthier and more discouraging at thirty-seven, but Cleo McDougal had never been one to shy away from a challenge), and after she had roused her fourteen-year-old from his bed, which was likely her day's hardest ordeal.

Of course, she had not yet seen the op-ed. By the time she did, the political blogs had picked it up and run with it, which was why it took off, blazing around the internet and Twittersphere. (*SeattleToday!*, a hipster alternative online "paper," would otherwise really never have landed on Cleo's radar.)

She had made a rule, which was clearly a mistake – she could see that now – to give herself one hour in the mornings before checking her phone. This was not a hard-and-fast rule, and obviously she scrolled through the news and quickly glanced at her emails while still in bed, before the sun rose over Washington. [...]

Surprisingly, Lucas was the one who saw the op-ed first. Perhaps not all that surprising, since he and his phone were nearly telepathically connected, but surprising still because Cleo was, need it be said, a senator, and theoretically her staff should have given her the heads-up on a hit piece published in her childhood hometown, which then took off online like a match to gasoline.

"Who's MaryAnne Newman?"

Lucas was hunched over the kitchen island in their three-bedroom condo, picking over an Eggo², one of the few things he'd agreeably eat for breakfast, and Cleo wasn't sure she had heard him correctly. She had never mentioned MaryAnne to Lucas, rarely talked about that time in her life. It wasn't that she didn't think of MaryAnne – she did. But she also spent a lot of time trying *not* to think about her. How can you drive away from your past without even glancing in the rearview mirror? That kind of focus took effort.

"What?" Cleo turned toward Lucas, her coffee perilously close to sloshing over the rim of her mug. [...]

"MaryAnne Newman," Lucas muttered, which was one step above a grunt, and thus Cleo was almost delighted.

"Are you – are you on Facebook?"

Lucas rolled his eyes, which was much more like him. "No. Have you not seen this?"

He held out his phone, and Cleo stepped closer.

¹ op-ed – short for "opposite the editorial page", an article which expresses the opinion of an author not affiliated with the newspaper

² Eggo – a brand of frozen waffles

“She wrote about you. And ... I guess me? I got a news alert.”

35 “You have a Google alert on me?”

Lucas’s eyes could not have gone farther back into his head. “No. Jesus. It came up on my phone alerts. They do that now, you know, like, send breaking news to your phone.” He shrugged. “I guess everyone who has an iPhone probably got it.” He swallowed. “Also, I’m assuming what she wrote wasn’t true? Or is it? Because then —”

40 Lucas stared at her, eyelids lowered, an indecipherable mix of teenage disdain and ire and, Cleo detected, something more. Her heart rate accelerated. MaryAnne didn’t even *know* Lucas; their lives had diverged well before he came long. What could she possibly be writing about?

Cleo patted her pockets, in a slightly more desperate search for her own phone now, then realized it was still in her home office / boxing studio / guest room (though they never had guests), resting,
45 waiting, recharging, like it wasn’t an imminent time bomb.

Lucas pulled his screen closer, read the opening lines.

“*Cleo McDougal is not a good person. She does good, yes, but doing good and being good aren’t the same thing, now, are they? In fact, her whole life, Cleo McDougal has been a cheater. She cheated in high school, on the debate team, on the school paper, for a summer internship, and from there it only*
50 *got worse.*”

“That is *not* true,” Cleo said to Lucas. Though maybe it was, just a little? Leave it to MaryAnne to thread the needle between rumor and fact. Cleo almost snorted, it was so familiar.

“Keep reading,” he said, passing his phone across the counter.

55 Cleo skimmed the next paragraph, detailing old grudges that felt irrelevant twenty years later, until she saw it. The reason for the hint of whatever it was in Lucas’s eyes.

“*I have recently learned that this pattern of cheating extends all the way to Cleo’s personal life. I support women and their myriad choices, but when these choices reflect on their moral and ethical compass – something we must all agree is critical for presidential material – it bears stating publicly. A reliable source recently reached out to me, knowing we grew up together, to disclose that while at*
60 *law school, Cleo had a torrid affair with a married professor, and, I quote here, ‘many people have since suspected that he could be the father of her son.’ I share this information not to shame her —*”

Cleo slammed down the phone; she didn’t need to read further. *Of course MaryAnne would play the smug card!* she thought. *That. Conniving. Bitch,* she also thought. [...]

65 Cleo blew out her breath. She tried to tell herself that she was more perplexed than alarmed, but that wasn’t really true. She was alarmed. She was shocked out of her brains and also terrified too. How on earth had MaryAnne Newman heard about Alexander Nobells? Gaby and her whole team of advisors – Cleo had a staff of thirty-five in her DC office alone – had warned her: if you toy with a run for the presidency, everyone will emerge, cockroaches and rats and all sorts of vermin from your past, to share their own stories. [...]

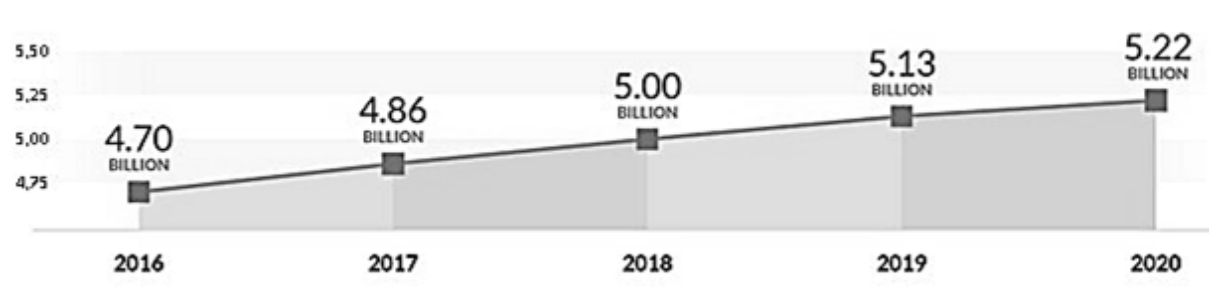
(984 Wörter)

Allison Winn Scotch: Cleo McDougal Regrets Nothing, Seattle 2020, S. 1–5.

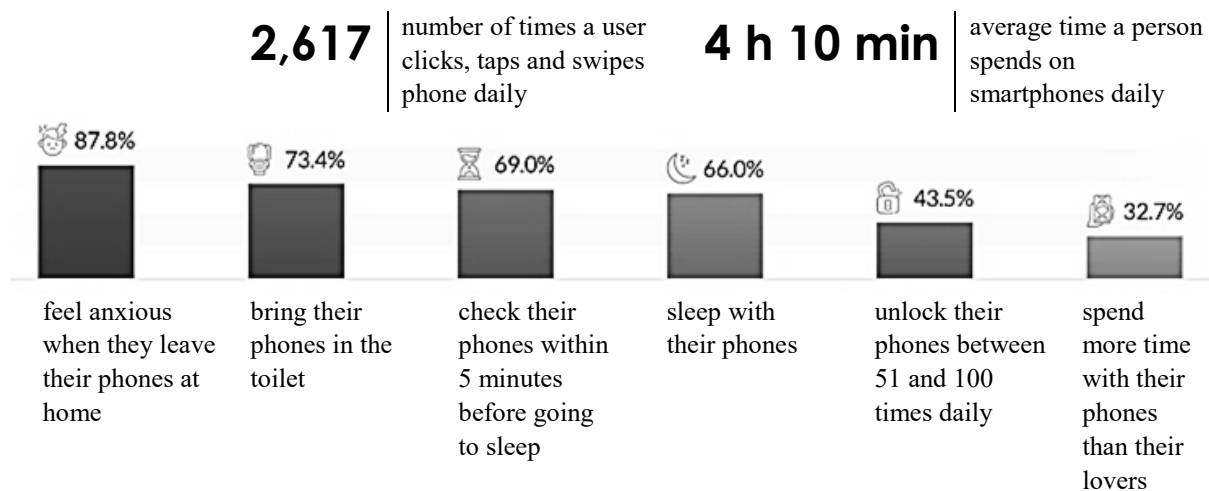
Material 2

Jenny Chang: Smartphone Addiction Statistics (2022)

1. Smartphone Users Worldwide



2. Smartphone User Behavior Worldwide



Jenny Chang: 90 Smartphone Addiction Statistics You Must See: 2022 Usage and Data, in: Finances Online¹, 06.11.2022, URL: <https://financesonline.com/smartphone-addiction-statistics> (abgerufen am 20.03.2023).

¹ Finances Online – an American website for business professionals