### p14 FAKE ?

The power of words

This document is a poster/ an advertisement published / released in 2014 as part of the “information is Ammunition” awareness campaign set up / organised by the Canadian Journalists for Free Expression or CJFE.

This poster shows an object which looks like a sub-machine gun.

**Yet**, this weapon was created with equipment used by journalists or reporters.

**Indeed,** it is made of camera parts :body of the camera, tripod, telephoto lens and strap.

This equipment is usually used by journalists or reporters.

**Besides**, the tagline/ sentence / message/ caption “information is Ammunition” appearing on the poster means that / reminds us that information is a weapon journalists can use to defend / promote the rights of oppressed populations (like a gun), expose scandals and denounce wrongdoings.

This poster must be part of an awareness campaign. Its aim must be to make people aware that the freedom of the press has to be protected, especially in countries where journalists become targets.

It’s about shooting pictures and not bullets. Information is a weapon that can be used to defend people (like a gun). Information is a powerful and democratic weapon against abuses of power.

This counterpower can hold the other powers – the legislative, the executive and the judicial – in check.

**This is why** journalists, who in some countries run the risk of being arrested, prosecuted, imprisoned, taken hostage or executed, need to be protected.

**However,** as shown by the threatening elements in the poster and the tagline, information may also become dangerous when put into the wrong hands.

**Indeed,** individuals or websites can misinform or falsely alarm the public by spreading false information or distorting the perception of an event. They can also wrongly accuse people.

**Learn more about this document:**

<https://osocio.org/message/information-is-ammunition-unfortunately/>

Vocabulary

Pronunciation with Flashbelin

**Nouns**

* **an awareness campaign** *une* *campagne de sensibilisation*
* **citizen journalism** *le journalisme citoyen*
* **a counterpower** *un contre-pouvoir*
* **disinformation** *la désinformation*
* **a telephoto lens** *un téléobjectif*
* **a strap** *une sangle*
* **a sub-machine gun** *une mitraillette*
* **the tabloid press** *la presse à sensation*
* **a tripod** *un trépied*
* **a weapon** *une arme*

**Adjectives**

* **lethal** *mortel(le)*

**Verbs**

* **to misuse [sth]** *faire mauvais usage de* *[qqch]*
* **to keep in check***garder sous contrôle*
* **to make people aware of [sth]** *amener les gens à prendre conscience de* *[qqch]*
* **to misinform** *désinformer*
* **To raise awareness among us/ people/ the general public** sensibiliser/ interpeller
* **To make people / somebody aware of…** sensibiliser/ interpeller
* **Alert somebody/ the general public to a problem** alerter**/**sensibiliser/ faire partager une préoccupation

**HOW TO…**

**Express your opinion**

* **It seems to me that**… *J’ai l’impression que…*
* **In my opinion…** *Selon moi,…*
* **I guess (that)…** *Je* *pense que…*
* **I would say (that)…***Je dirais (que)…*
* **Everything suggests that…** *Tout laisse à penser que…*