

# MEDIA AUDIT WORKSHEET

## OFFICE OF THE INTERNAL INSPECTOR GENERAL

Operational Guide: Spotting the Strings of Manipulation

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### SECTION I: INITIAL AUDIT DATA

- **Subject/Headline Under Review:** \_\_\_\_\_
  - **Source/Platform:** \_\_\_\_\_
  - **Date/Time of Review:** \_\_\_\_\_
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### SECTION II: COMPLIANCE CHECKLIST (THE FOUR PHASES)

*Instructions: Check the box if the indicator is present. More than two checks in any section suggests a high probability of Narrative Engineering.*

#### PHASE 1: SENSORY & EMOTIONAL AUDIT (The "Hijack" Test)

- **Weaponized Soundscapes:** Does the content use ominous, urgent, or overly patriotic music to set the mood?
- **The Human Shield:** Is the argument centered on a single, heart-wrenching anecdote to bypass statistical data?
- **Visual Framing:** Is the camera angle or editing used to omit broader context or create a "villain"?

#### PHASE 2: INTELLIGENCE & SOURCE AUDIT (The "Parrot" Test)

- **Manufactured Consensus:** Is this exact phrase being repeated word-for-word across multiple unrelated outlets?
- **Source Ambiguity:** Is the "expert" or "organization" clearly identified, or is the source vague and anonymous?
- **Cui Bono (Who Benefits?):** Does my immediate anger or fear directly benefit the profit or platform of the sender?

#### PHASE 3: COGNITIVE AUDIT (The "Bouncer" Test)

- **Confirmation Bias:** Does this information perfectly match my existing worldview and make me feel "right"?
- **Weaponized Inference:** Is the story leading me to "gift-wrap" my own conclusion without stating the facts?
- **Moral Superiority Trap:** Does sharing this make me feel "better" or "smarter" than an opposing group?

#### PHASE 4: THE TEN-SECOND REWIND (The Action Plan)

- **Mandatory Pause:** Have I taken a deliberate ten-second breath before hitting "Share" or "Retweet"?
- **Intellectual Self-Defense:** Have I sought out the primary source or the unedited version of the content?

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### SECTION III: AUDITOR'S FINAL DISPOSITION

- **PASS:** Content is context-rich, transparently sourced, and avoids sensory manipulation.
- **FAIL:** High emotional manipulation; utilizes "human shields" and "parroted" scripts.

**CORRECTIVE ACTION:**  IGNORE  VERIFY PRIMARY SOURCE  ARCHIVE WITHOUT AMPLIFICATION

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*"Critical thinking isn't a political position—it's a discipline."* — L. Reynolds Jr.