

Chapter 1 : The Power of Social Media | HuffPost

3. Thorns these seeds sprouted and began to grow, but were chocked out because the thorns were better adapted at stealing nutrients and water from the healthy plants, and they also died.

Film student The Power of Social Media Instead of discouraging youth in our use of the Internet, I think people should start encouraging us to use it for the right reasons instead of the wrong ones. Teenagers like myself are among the top users of most social media platforms on the Internet. Social media is a huge part of our culture. Advertisers have endless opportunities to manipulate and influence us. Privacy is not really an option for most social media users. Plus, the Internet is now an environment that allows people to easily and anonymously hurt others. Cyber bullying has become a huge problem in the last few years. These are all negative aspects of being a part of online communities. I actually think being part of the social media world is beneficial to teenagers. It provides a space for youth to share opinions, stories and thoughts. It allows us to connect with people all over the world. It can be used for bad things, but it can also be used for good. On the Internet and off, bullying has always been a huge problem among youth, and probably will be for a long time to come. There are other ways to make a difference. The people who are against social media seem to focus so much on the fact that this environment gives users an easy way to spread hate, and less on the fact that it also gives users an easy way to spread love. At any time, you can compose a message on a forum like Facebook or Twitter and send it out for anyone in the world to see. Sure, many people on the Internet abuse this opportunity, but what if we encouraged them to use it for good instead? The other day, in the midst of this big "makeup-free selfie" trend, I used my Facebook as a platform to let my friends know my opinion of it all. That status update got a lot of response, and it felt good to be able to reach out to people and share something important to me, in a few clicks of a button. The thing is, the Internet gives youth so much freedom. We now have a relevant voice because of social media. Instead of discouraging youth in our use of the Internet, I think people should start encouraging us to use it for the right reasons instead of the wrong ones. The youth of today have a voice like we never have before. Social media can be an awesome environment to encourage each other, communicate with people and share our stories. Social media gives us a chance to reconnect and keep up with old friends and friends that live far away. It gives us the opportunity to share our stories and get our opinions out there. Having the freedom to say what we want on the Internet makes us feel heard. Recently, a few tweets of mine have been gaining popularity, and some have even gotten attention from famous people on Twitter. Social media platforms like Twitter have given me and so many other teenagers a lot of power. So now, with all of these ways to have our voices heard, I think that teenagers should be empowered to use that freedom for good. People need to start listening to what the youth has to say and understand that so much good can come from this opportunity if we are encouraged and accepted online and offline.

Chapter 2 : How to Power Seed a Lawn | Home Guides | SF Gate

- *Spreading Seeds of Hope to the Hurting* The mission of Provision Project is to provide financial relief to women in active treatment for breast cancer. The breast cancer battle is real.

What is seed faith? What is a seed faith offering? The more money you give and the more faith you have the more money you get in return. Prosperity preachers often solicit gifts to their ministries by promising such in-kind returns: It came up, grew and produced a crop, some multiplying thirty, some sixty, some a hundred times. No matter how little you think you have, sow it in joy and faith, knowing in your heart that you are sowing seed so you may reap miracles. Then start expecting all kinds of miracles! According to Oral Roberts, the way to take advantage of the law of sowing and reaping is three-fold: A good measure, pressed down, shaken together and running over, will be poured into your lap. For with the measure you use, it will be measured to you. The Bible teaches that we give for the sake of benefiting others and to glorify the Lord, not in order to enrich ourselves. Teachers of seed faith offering also like Matthew Nothing will be impossible for you. Another passage misused by seed-faith preachers is Mark They ignore the rest of the list. Are we to suppose that Jesus promised His followers a hundred literal mothers or that we should expect a hundred times more blood relatives than we have now? Or was Jesus speaking of an increased spiritual family? Since the mothers and fathers and brothers and sisters are spiritual, then perhaps the homes and fields are spiritual, as well. The promoters of the doctrine of seed faith offerings ignore several important details in Scripture. Consider, for example, 2 Corinthians 9: You will be enriched in every way so that you can be generous on every occasion, and through us your generosity will result in thanksgiving to God. And, when we give, God will supply more resources so the giving continues. The seed sown in this passage does not result in miracles or in personal wealth. The promoters of seed faith offerings also ignore the fact that the apostles were not wealthy men. The apostles certainly gave to others: Based on the doctrine of seed faith offerings, Paul should have been a rich man. The apostles were materially poor, yet they were spiritually blessed by the Lord. God loves a cheerful giver 2 Corinthians 9: Nor should we appropriate promises given to Old Testament Israel for ourselves. Our motive for giving should not be to get money in return. Our goal should be godliness with contentment see 1 Timothy 6: Peter warned the church about such chicanery:

Chapter 3 : Dawa: Sowing the Seeds of Hate

the power of the media The mass media is a matter that touches all our lives. Without cease, virtually every day since early childhood, it has been playing an important role in forming our personality, enriching our background knowledge, providing us with information of any kind.

From April to July, over 100,000 Tutsis and moderate Hutus were killed. In addition, 100,000 women became victims of sexual violence, many of whom were killed afterwards. Some of these can be dated back to over a century ago, when colonial powers entrenched a division between Hutus and Tutsis, a division further exacerbated in the decades that were to follow. Neighbours turned against neighbours, friends against friends and even relatives against relatives. Most of the victims were killed with elementary weapons such as machetes, clubs and axes and it is estimated that 10% of the population took actively part in the killings. In colonial administration, Europeans generally considered Tutsis as a superior group, and thus collaborated with the Tutsi monarchy to rule Rwanda. Where being Tutsi was commonly equated with a life of superiority and domination, being a Hutu was associated with a life of inferiority and subordination. Tutsis were predominantly herdsman, whilst the majority of Hutus were farmers. Indeed, Tutsis and Hutus are often described as belonging to the same ethnic groups as they share language, culture and region. Moreover, intermarriage was not uncommon and social mobility between Hutus and Tutsis was possible. Hutus acquiring larger amounts of cattle could become Tutsis, whereas Tutsis with a decreasing number of cattle could become Hutus. Despite these assertions, the conflict is commonly portrayed as an ethnic conflict, where group identities were artificially entrenched by colonial powers. The identities of Hutus and Tutsis were further constructed and reinforced by Belgian colonialists when they introduced identity cards in 1935, assigning the ethnicity of Hutu, Tutsi or Twa to each Rwandan. A formerly ranked, but flexible system which offered some level of social mobility, became a rigid system divided by largely-artificial ethnic delineation. This historical context is highly relevant, as much of the propaganda surrounding the genocide drew upon the distinctions and policies implemented during colonial rule. In the decades to follow, these perspectives, strongly influenced by the colonial period, became reinforced and deeply entrenched in the fabric of Rwandan society. The seed for protracted social conflict, leading to the eventual genocide, was sown and the Rwandan media was well aware of how to use it to its advantage. Exploiting Division With Hate Speech Propaganda Generally, group formation, per se, is not the source of conflict, but conflict is likely to arise if distinct groups are extremely exclusive and group members perceive their security to be under threat. This was to become evident in Rwanda by the early 1990s. In the years following independence, thousands of Tutsis fled from violence directed against them. The advance of the RPA led to extensive propaganda campaigns of the Rwandan media, exaggerating perceived differences between Tutsi and Hutu. The media draw attention to the colonial period and spread fears that Hutus could once more be the victim of suppression if Tutsis were to take over control in Rwanda. This contributed to a post-colonial precedent of anti-Tutsi propaganda, which was already a feature in massacres in 1959, and 1973. This was certainly true in Rwanda, where government propaganda claimed the invading RPF intended to massacre the Hutu population. Sometimes popular music was mixed with incitement to murder. Propaganda fuelled hysterical fear of Tutsis and blurred the line between the RPF and domestic Tutsis. What made propaganda particularly effective was the simultaneous dehumanisation of Tutsi and the legitimisation of their extermination. In 1994 the RPF and the then-Rwandan Government under Habyarimana signed a peace agreement – the Arusha Accords – leading to a power-sharing agreement. However, amongst and contributing to other factors, propaganda played a significant role in undermining the Arusha Accords, sustaining the conflict and rationale of the extremist propaganda. Furthermore, media targeted the United Nations presence and moderate Hutus were labelled as traitorous divisionists, publicly targeting individuals such as the Prime Minister. The genocide started a few hours later. Propaganda alluded to the rewards participants would receive for killing Tutsis. These messages reinforced impunity and provided the killers with the legitimacy to kill Tutsis and the moderate Hutus who often tried to protect them. Those Hutus who fled Rwanda after the genocide were often pushed into doing so by fear filled propaganda, which was arguably aimed at increasing

the number of refugees, who would then be seen as victims by the international community. Barayagwiza and Ngeze received a sentence of 35 years, Nahimana received 30 years. The ICTR concluded that the defendants were: Tension between the two groups existed for decades, but what was a protracted social conflict morphed quickly into a genocide with significant assistance from the media. Propaganda played an active, supportive role in facilitating the atrocities, as well as an influential role in establishing the pre-conditions for mass-killings. The lessons for the international society are twofold. Whilst a free press is sine qua none to hold those in power accountable and represents the very foundation free societies rest upon, it needs to be emphasised that freedom comes with responsibility. The abuse of the freedom of speech to create division through hate speech that in turn leads to large scale violence is an indicator of an arising conflict. Such hate speech needs to be identified and acted upon. Increased pressure by the international society is required to halt such speeches and resources need to be poured in to solve tensions between groups. Furthermore, the Rwandan genocide demonstrated that where propaganda and hate speech is so influential, lives can be saved if media outlets inciting violence are neutralised. Should future conflicts demonstrate similarly divisive and fearmongering disinformation, efforts should be made to both provide alternative sources of information and to block dangerous propaganda sources. The commemoration of the 20th anniversary of the Rwandan genocide should be a stark reminder that the consequences of hate speech should not be underestimated. The Injustice of Local Justice: Truth, Reconciliation, and Revenge in Rwanda. Genocide Studies and Prevention. The Shackled Continent, Smithsonian Books: Why Early Warning Failed. Journal of African Conflicts and Peace Studies. A Comprehensive Introduction 2nd Ed. The Rwandan Genocide. Century of Genocide 3rd Edition, Routledge: The media of conflict: Bystanders to Genocide, The Atlantic. We wish to inform you that tomorrow we will be killed with our families, Picador: Nahimana, , para Matthew Lower is contactable at:

Chapter 4 : How Do Seeds Sprout? | Wonderopolis

They are the lifeline of social media, connecting followers with causes and increasing donation power. Hashtags give a voice to those without a pedestal, unify complete strangers, and can generate unstoppable momentum.

Parents today are willing to buy more for their kids because trends such as smaller family size, dual incomes and postponing having children until later in life mean that families have more disposable income. For example, in the late s the advertising firm Saatchi and Saatchi hired cultural anthropologists to study children engaging with digital technology at home in order to figure out how best to engage them with brands and products. According to Klein, the mids saw the birth of a new kind of corporationâ€”Nike, Calvin Klein, Tommy Hilfiger, to name a fewâ€”which changed their primary corporate focus from producing products to creating an image for their brand name. By moving their manufacturing operations to countries with cheap labour, they freed up money to create their powerful marketing messages. Marketers plant the seeds of brand recognition in very young children, in the hopes that the seeds will grow into lifetime relationships. According to the Center for a New American Dream, babies as young as six months of age can form mental images of corporate logos and mascots. The idea is to find the coolest kids in a community and have them use or wear your product in order to create a buzz around it. Corporations realize the power of the school environment for promoting their name and products. A school setting delivers a captive youth audience and implies the endorsement of teachers and the educational system. Advertising posted in classrooms, school buses, on computers, etc. Contests and incentive programs: In addition, companies are also recognizing the advantages of developing positive brand associations through facilitating school field trips. This is seen as a win-win situation by many educators and retailers because it lets children have hands-on experiences outside their classrooms, while building positive associations between companies, students and their parents and teachers. The marketing of adult entertainment to children has been, and continues to be, an ongoing issue between government regulators and various media industries. In a report released in , the U. Federal Trade Commission FTC took movie, music and video games industries to task for routinely marketing violent entertainment to young children. Subsequent reports since then have shown that although advances have been made â€” particularly within the video game industry â€” there are still many outstanding concerns relating to the frequency that adult-oriented entertainment is marketed to children and the ease with which many under-age youth are able to access adult-rated games, movies and music. The real challenge is that promotion of adult-oriented entertainment does not necessarily fall within the parameters outlined by regulatory agencies such as the FTC. Marketers following youth trends to the bank, The Washington Post, April 19, More Companies Market Directly to Kids.

Chapter 5 : How Marketers Target Kids | MediaSmarts

Spreading the Seeds of Community these practitioners to learn firsthand the power of combining community and philanthropy to create vehicles of social.

Without cease, virtually every day since early childhood, it has been playing an important role in forming our personality, enriching our background knowledge, providing us with information of any kind. The mass media nowadays is mostly associated with television, press and the Internet. Especially the latter has become so overwhelmingly important that such kind of the mass media as radio turns out to be that of being scarcely mentioned. But it is not ousted by other kinds of the mass media at all. Today the main functions of the radio programs are to entertain and provide people with information. The number of radio programs is increasing constantly not only abroad but also in our country. It is estimated that the most popular leisure time activity is watching TV. The sets are often on up to 8 hours a day. Recent studies show that the average viewer watches more than 28 hours of television every week. We are already beginning to forget what the world was like without it, and what we used to do to occupy our spare time. For instance, we used to go out for our amusement to theaters, cinemas, restaurants, we used to have hobbies, we liked to visit our friends, we used to listen to music and read books. Nowadays we rush home just to be in time for this or that program. Television prevents us from communicating with each other, as it demands silence and attention. Nevertheless, TV is extremely popular as it satisfies many of the interests that people enjoy so much – sports, news, music, theatre, movies, education programs – it caters for popular tastes, whatever they are. TV is the cheapest source of info and entertainment, but it is also a powerful means of shaping public opinion. Over the last 20 years TV has gained considerable influence on the political scene. Many observers believe that V. Putin was elected President in large part because of the favorable impression he created in his television appearances though television is required to present the news and public issues objectively, to refrain from taking sides, and to offer political opponents equal amounts of time to present their opinions. Presidents now frequently deliver speeches to television audience. In addition the president and other governmental officials often hold briefings and press conferences, which are supposed to help reporters understand complex issues and government policies. Newspapers have always been highly political. Readers expect them to take political stands and to endorse political nominees on the editorial pages. The majority of newspapers are referred to as the independent press – free from governmental influence and control. The others are obviously in favor of the policies of this or that party. Glossy magazines attract lots of women-readers by writing about new tendencies in fashion, rumors about pop and film-stars. Some people claim that the Internet cannot be compared with radio, television and press. They say it is something unique. Some time ago one could meet only texts and illustrations on the Internet. Nowadays Internet-radio, Internet-television and electronic newspapers have come into being. The electronic news update more frequently than it appears on TV or issues in press. None of the conventional mass media can be so custom-built or be in our disposal 24 hours a day. Many people today read everyday news on the Internet, there are Wi-Fi hot spots providing us with Internet access everywhere. The World Wide Web is a great help for teachers, students, pupils, doctors and parents of small children. But unfortunately it as perhaps everything is a missed blessing because far not every piece of boundless amount of information is innocent for instance pornography watched by children. There is little control and no censorship over information on the Internet actually. As a result some individuals do use this freedom for spreading absurd and foolish information fascist propaganda. The governments of all countries take all their pains to reduce this process. Special software has been developed to filter this kind of information. Although the Internet wins more and more users daily, it goes without saying that it does not oust conventional mass media but supplements them. The role of the mass media in the contemporary society is difficult to overestimate. They have become a considerable part of our life. They report about various aspects of life, form and affect public opinion.

Chapter 6 : The Media as a Tool of War: Propaganda in the Rwandan Genocide - Human Security Centre

This caused the average media consumer to become more likely to accept uncritically whatever the media source said was the truth. When print media consumption started to decline, critical thinking on the part of the media consumer declined even faster.

Spanish "In Western countries, dawa aims both to convert non-Muslims to political Islam and to bring about more extreme views among existing Muslims. The ultimate goal of dawa is to destroy the political institutions of a free society and replace them with strict sharia. The ultimate goal of establishing an Islamic state in the United States could hardly be much clearer. The pretense of caring for "diversity" and "inclusion" that ICNA displays on its public website cannot be characterized as anything other than an attempt at dissimulation, as is the stated goal of "establishing a place for Islam in America. While the West is preoccupied with fighting "hate speech", "Islamophobia" and white supremacist groups, it appears more than willing to ignore the cultivation of Muslim hate speech and supremacist attitudes towards non-Muslims. It is a cultivation that occurs especially in the process of dawa, the Muslim practice of Islamic outreach or proselytizing, the results of which seem to have been on show this week in a downtown New York terror attack. The terrorist, Sayfullo Saipov, originally from Uzbekistan, was apparently only radicalized after he moved to the United States. On the surface, dawa, or outreach -- in person or online -- appears to be a benign missionary activity, about converting non-Muslims. Legal in Western societies, it is allowed to proceed undisturbed by the media or government. Dawa generally attracts little attention, except when members of an outreach organization suddenly turn up in the headlines as full-fledged jihadists. Politicians and the media in the West seem to prefer viewing Islam solely as a religion and not as a political system that, according to critics, seeks to impose its own laws and regulations, sharia, on the world. Dawa is not the Islamic equivalent of religious proselytizing, although it is often disguised as such In Western countries, dawa aims both to convert non-Muslims to political Islam and to bring about more extreme views among existing Muslims. It turned out, however, that they had come to wage jihad together with Isnilon Hapilon, the late "emir" of Islamic State in Southeast Asia. Vast numbers of British Muslims have spent time in its ranks" [1]. However, the Tablighi Jamaat was largely unknown in the UK, until it emerged that several British Muslims charged with terror offences had all spent time [2] in the organization. He quoted a prominent British promoter of the Tablighi Jamaat as saying: Nevertheless, Tablighi Jamaat remains a legal, active organization, which yields a considerable influence over Muslims in Europe, especially the UK and the United States. Heimbach, said , "We have a significant presence of Tablighi Jamaat in the United States and we have found that Al-Qaeda used them for recruiting now and in the past. Eleven year olds were taught that Hindus "have no intellect" and "drink cow piss". The teacher also said , "You are not like the non-Muslims out there All that evil that you see in the streets The Kuffar [derogatory term for non-Muslims] have brought so many new things out there They are controlling your minds Are you part of those who prefer their way of life: The way of the Kuffar over the way of the Prophet? In , a Dutch government report identified threats to Dutch society from the practice of dawa and concluded that an "interaction or even interwovenness of Dawa and Jihad demonstrate the relationship between the various forms of radical Islam and the phenomenon of radical-Islamic terrorism. Dawa may also serve to convince Muslim communities that the values and standards of non-Muslims are incompatible with those of Islam and should therefore be considered as depraved. In such a form of Dawa, Muslim communities are often encouraged to emphasise in a provocative way the differences with other groups and sometimes also to express their contempt and hatred towards standards and values and the culture of non-Muslims". It would appear that Western governments have largely unlearned -- at least officially -- these insights into dawa as a tool for fostering feelings of Muslim supremacy and hatred of non-Muslims. Instead, they engage in endless, misguided obsessions over "Islamophobia. Other dawa organizations also operate in the West. Unlike the Tablighi Jamaat, it focuses its missionary efforts on non-Muslims. Its leaders have made racist, supremacist and anti-democratic statements such as, again, calling non-Muslims, "kuffars. He has also said that the "immediate problem" for Muslims in Britain is being surrounded by "kuffar" and that one of the only

justifications for Muslims to remain in the UK is to "call the kuffar to Islam. He admits that he used to be a member of Hizb ut-Tahrir, a radical Islamic organization, but that he left the organization for "scholastic and philosophical reasons. Unlike the far-right fringe groups recently banned by British Home Secretary Amber Rudd -- the mere support of such groups is punishable by up to 10 years in prison -- the iERA is free to carry on its dawa activity undisturbed [4] and does so at an incredible pace. The iERA also trained 15 dawa leaders from all over the world -- from Iceland and Poland to Honduras and Finland -- in a recent online dawa training program. Its ultimate objective is to achieve the pleasure of our Creator Allah and success in the hereafter through struggle for Iqamat-ad-Deen [the establishment of Islam in its totality]. Islamic movements are active in various parts of the world to achieve the same objectives". They are made part of the Islamic Ummah as brothers and sisters. It established vital institutions at the national level for support of its dawah activities Recognizing other movement oriented groups in this land, ICNA continues to coordinate and combine its efforts with them". Its spiritual leader, Yusuf al Qaradawi, has preached that the West will be conquered by Islam -- not through the sword, but through dawa. Judith Bergman is a columnist, lawyer and political analyst. Green has spoken favorably of dying for the cause of jihad. The articles printed here do not necessarily reflect the views of the Editors or of Gatestone Institute. No part of the Gatestone website or any of its contents may be reproduced, copied or modified, without the prior written consent of Gatestone Institute. Get Free Exclusive Gatestone Content:

The Power of Social Media. seem to focus so much on the fact that this environment gives users an easy way to spread hate, and less on the fact that it also gives users an easy way to spread.

Benefits[edit] Seed dispersal is likely to have several benefits for different plant species. First, seed survival is often higher away from the parent plant. This higher survival may result from the actions of density-dependent seed and seedling predators and pathogens , which often target the high concentrations of seeds beneath adults. Seed dispersal also allows plants to reach specific habitats that are favorable for survival, a hypothesis known as directed dispersal. For example, *Ocotea endresiana* Lauraceae is a tree species from Latin America which is dispersed by several species of birds, including the three-wattled bellbird. Male bellbirds perch on dead trees in order to attract mates, and often defecate seeds beneath these perches where the seeds have a high chance of survival because of high light conditions and escape from fungal pathogens. These seeds can thus avoid adverse environmental effects such as fire or drought, reach nutrient-rich microsites and survive longer than other seeds. In fact, recent evidence suggests that the majority of seed dispersal events involves more than one dispersal phase. Long distance[edit] Long distance seed dispersal LDD is a type of spatial dispersal that is currently defined by two forms, proportional and actual distance. An example of LDD would be that of a plant developing a specific dispersal vector or morphology in order to allow for the dispersal of its seeds over a great distance. The actual or absolute method identifies LDD as a literal distance. Here, threshold means the minimum distance a plant can disperse its seeds and have it still count as LDD. This is known as the non-standard form. Non-standard LDD is when seed dispersal occurs in an unusual and difficult-to-predict manner. An example would be a rare or unique incident in which a normally-lemur-dependent deciduous tree of Madagascar was to have seeds transported to the coastline of South Africa via attachment to a mermaid purse egg case laid by a shark or skate. However, it is still unclear today as to how specific traits, conditions and trade-offs particularly within short seed dispersal effect LDD evolution. Autochory[edit] Autochorous plants disperse their seed without any help from an external vector, as a result this limits plants considerably as to the distance they can disperse their seed. The effect of gravity on heavier fruits causes them to fall from the plant when ripe. Fruits exhibiting this type of dispersal include apples , coconuts and passionfruit and those with harder shells which often roll away from the plant to gain more distance. Gravity dispersal also allows for later transmission by water or animal. Often the force that generates the explosion results from turgor pressure within the fruit or due to internal tensions within the fruit. An exceptional example of ballochory is *Hura crepitans* –this plant is commonly called the dynamite tree due to the sound of the fruit exploding. The explosions are powerful enough to throw the seed up to meters. This vectors may include wind, water, animals or others. Wind dispersal of dandelion seeds *Entada phaseoloides* – Hydrochory Wind dispersal anemochory is one of the more primitive means of dispersal. Wind dispersal can take on one of two primary forms: An important constraint on wind dispersal is the need for abundant seed production to maximize the likelihood of a seed landing in a site suitable for germination. There are also strong evolutionary constraints on this dispersal mechanism. For instance, Cody and Overton found that species in the Asteraceae on islands tended to have reduced dispersal capabilities i. Unusual mechanisms of wind dispersal include tumbleweeds , where the entire plant is blown by the wind. *Physalis* fruits, when not fully ripe, may sometimes be dispersed by wind due to the space between the fruit and the covering calyx which acts as air bladder. Water[edit] Many aquatic water dwelling and some terrestrial land dwelling species use hydrochory, or seed dispersal through water. Seeds can travel for extremely long distances, depending on the specific mode of water dispersal; this especially applies to fruits which are waterproof and float. The water lily is an example of such a plant. The seeds of palm trees can also be dispersed by water. If they grow near oceans , the seeds can be transported by ocean currents over long distances, allowing the seeds to be dispersed as far as other continents. Mangrove trees grow directly out of the water; when their seeds are ripe they fall from the tree and grow roots as soon as they touch any kind of soil. During low tide, they might fall in soil instead of water and start growing right where they fell. If the

water level is high, however, they can be carried far away from where they fell. Mangrove trees often make little islands as dirt and other things collect in their roots, making little bodies of land. A special review for oceanic waters hydrochory can be seen at oceanic dispersal. The "bill" and seed dispersal mechanism of *Geranium pratense* Animals [edit] The small hooks on the surface of a bur enable attachment to animal fur for dispersion. Animals can disperse plant seeds in several ways, all named zoochory. Seeds can be transported on the outside of vertebrate animals mostly mammals , a process known as epizoochory. Plant species transported externally by animals can have a variety of adaptations for dispersal, including adhesive mucus, and a variety of hooks, spines and barbs. This form of seed dispersal has been implicated in rapid plant migration and the spread of invasive species. Birds and mammals are the most important seed dispersers, but a wide variety of other animals, including turtles and fish, can transport viable seeds. The extinction of these large frugivores from poaching and habitat loss may have negative effects on the tree populations that depend on them for seed dispersal. Ants carry such seeds into their colonies, feed the elaiosome to their larvae and discard the otherwise intact seed in an underground chamber. In addition, rodents may also disperse seeds via seed spitting due to the presence of secondary metabolites in ripe fruits. For example, dung beetles are known to disperse seeds from clumps of feces in the process of collecting dung to feed their larvae. Zoochory can occur in more than one phase, for example through diploendozoochory, where a primary disperser an animal that ate a seed along with the seeds it is carrying is eaten by a predator that then carries the seed further before depositing it.

Chapter 8 : Seed dispersal - Wikipedia

The media has the ability to exploit persuasive tactics to the specific definition of propaganda: the spreading of ideas, information, or rumor for the purpose of helping or injuring an institution, a cause, or a person.

Shoot Apical Meristem 7. Root Apical Meristem 8. Seed Coat Angiosperm flowering plants seeds consist of three genetically distinct constituents: In angiosperms, the process of seed development begins with double fertilization, which involves the fusion of two male gametes with the egg cell and the central cell to form the primary endosperm and the zygote. Right after fertilization, the zygote is mostly inactive, but the primary endosperm divides rapidly to form the endosperm tissue. This tissue becomes the food the young plant will consume until the roots have developed after germination. Gymnosperm ovule on left, angiosperm ovule inside ovary on right After fertilization the ovules develop into the seeds. The ovule consists of a number of components: The funicle funiculus, funiculi or seed stalk which attaches the ovule to the placenta and hence ovary or fruit wall, at the pericarp. The nucellus, the remnant of the megasporangium and main region of the ovule where the megagametophyte develops. The micropyle, a small pore or opening in the apex of the integument of the ovule where the pollen tube usually enters during the process of fertilization. The chalaza, the base of the ovule opposite the micropyle, where integument and nucellus are joined together. Plants generally produce ovules of four shapes: Orthotropous ovules are straight with all the parts of the ovule lined up in a long row producing an uncurved seed. Campylotropous ovules have a curved megagametophyte often giving the seed a tight "C" shape. The last ovule shape is called amphitropous, where the ovule is partly inverted and turned back 90 degrees on its stalk the funicle or funiculus. The upper or chalazal pole becomes the main area of growth of the embryo, while the lower or micropylar pole produces the stalk-like suspensor that attaches to the micropyle. The cotyledons, the seed leaves, attached to the embryonic axis. There may be one Monocotyledons, or two Dicotyledons. The cotyledons are also the source of nutrients in the non-endospermic dicotyledons, in which case they replace the endosperm, and are thick and leathery. In endospermic seeds the cotyledons are thin and papery. Dicotyledons have the point of attachment opposite one another on the axis. The epicotyl, the embryonic axis above the point of attachment of the cotyledons. The plumule, the tip of the epicotyl, and has a feathery appearance due to the presence of young leaf primordia at the apex, and will become the shoot upon germination. The hypocotyl, the embryonic axis below the point of attachment of the cotyledons, connecting the epicotyl and the radicle, being the stem-root transition zone. The radicle, the basal tip of the hypocotyl, grows into the primary root. Monocotyledonous plants have two additional structures in the form of sheaths. The plumule is covered with a coleoptile that forms the first leaf while the radicle is covered with a coleorhiza that connects to the primary root and adventitious roots form from the sides. Here the hypocotyl is a rudimentary axis between radicle and plumule. The seeds of corn are constructed with these structures; pericarp, scutellum single large cotyledon that absorbs nutrients from the endosperm, plumule, radicle, coleoptile and coleorhiza—these last two structures are sheath-like and enclose the plumule and radicle, acting as a protective covering. Seed coat[edit] The maturing ovule undergoes marked changes in the integuments, generally a reduction and disorganisation but occasionally a thickening. The seed coat forms from the two integuments or outer layers of cells of the ovule, which derive from tissue from the mother plant, the inner integument forms the tegmen and the outer forms the testa. The seed coats of some monocotyledon plants, such as the grasses, are not distinct structures, but are fused with the fruit wall to form a pericarp. The testae of both monocots and dicots are often marked with patterns and textured markings, or have wings or tufts of hair. When the seed coat forms from only one layer, it is also called the testa, though not all such testae are homologous from one species to the next. The funiculus abscises detaches at fixed point—abscission zone, the scar forming an oval depression, the hilum. Anatropous ovules have a portion of the funiculus that is adnate fused to the seed coat, and which forms a longitudinal ridge, or raphe, just above the hilum. In bitegmic ovules e. Gossypium described here both inner and outer integuments contribute to the seed coat formation. With continuing maturation the cells enlarge in the outer integument. While the inner epidermis may remain a single layer, it may also divide to produce two to three layers and

accumulates starch, and is referred to as the colourless layer. By contrast the outer epidermis becomes tanniferous. The inner integument may consist of eight to fifteen layers. Kozłowski As the cells enlarge, and starch is deposited in the outer layers of the pigmented zone below the outer epidermis, this zone begins to lignify, while the cells of the outer epidermis enlarge radially and their walls thicken, with nucleus and cytoplasm compressed into the outer layer. In the inner epidermis the cells also enlarge radially with plate like thickening of the walls. The mature inner integument has a palisade layer, a pigmented zone with layers, while the innermost layer is known as the fringe layer. Relevant discussion may be found on the talk page. Please help to ensure that disputed statements are reliably sourced. October Learn how and when to remove this template message In gymnosperms, which do not form ovaries, the ovules and hence the seeds are exposed. This is the basis for their nomenclature "naked seeded plants. Two sperm cells transferred from the pollen do not develop the seed by double fertilization, but one sperm nucleus unites with the egg nucleus and the other sperm is not used. Shape and appearance[edit] A large number of terms are used to describe seed shapes, many of which are largely self-explanatory such as Bean-shaped reniform "resembling a kidney, with lobed ends on either side of the hilum, Square or Oblong "angular with all sides more or less equal or longer than wide, Triangular "three sided, broadest below middle, Elliptic or Ovate or Obovate "rounded at both ends, or egg shaped ovate or obovate, broader at one end , being rounded but either symmetrical about the middle or broader below the middle or broader above the middle. Striate seeds are striped with parallel, longitudinal lines or ridges. The commonest colours are brown and black, other colours are infrequent. The surface varies from highly polished to considerably roughened. The surface may have a variety of appendages see Seed coat. A seed coat with the consistency of cork is referred to as suberose. Other terms include crustaceous hard, thin or brittle. Structure[edit] The parts of an avocado seed a dicot , showing the seed coat and embryo Diagram of the internal structure of a dicot seed and embryo: In addition, the endosperm forms a supply of nutrients for the embryo in most monocotyledons and the endospermic dicotyledons. Seed types[edit] Seeds have been considered to occur in many structurally different types Martin This reflects the degree to which the developing cotyledons absorb the nutrients of the endosperm, and thus obliterate it. Diagram of a generalized dicot seed 1 versus a generalized monocot seed 2. Endosperm Embryo[edit] In endospermic seeds, there are two distinct regions inside the seed coat, an upper and larger endosperm and a lower smaller embryo. The embryo is the fertilised ovule, an immature plant from which a new plant will grow under proper conditions. The embryo has one cotyledon or seed leaf in monocotyledons , two cotyledons in almost all dicotyledons and two or more in gymnosperms. In the fruit of grains caryopses the single monocotyledon is shield shaped and hence called a scutellum. The scutellum is pressed closely against the endosperm from which it absorbs food, and passes it to the growing parts. Embryo descriptors include small, straight, bent, curved and curled. Nutrient storage[edit] Within the seed, there usually is a store of nutrients for the seedling that will grow from the embryo. The form of the stored nutrition varies depending on the kind of plant. In angiosperms, the stored food begins as a tissue called the endosperm , which is derived from the mother plant and the pollen via double fertilization. It is usually triploid , and is rich in oil or starch , and protein. In gymnosperms, such as conifers , the food storage tissue also called endosperm is part of the female gametophyte, a haploid tissue. The endosperm is surrounded by the aleurone layer peripheral endosperm , filled with proteinaceous aleurone grains. Originally, by analogy with the animal ovum , the outer nucellus layer perisperm was referred to as albumen , and the inner endosperm layer as vitellus. Although misleading, the term began to be applied to all the nutrient matter. This terminology persists in referring to endospermic seeds as "albuminous". The nature of this material is used in both describing and classifying seeds, in addition to the embryo to endosperm size ratio. The endosperm may be considered to be farinaceous or mealy in which the cells are filled with starch , as for instance cereal grains , or not non-farinaceous. The endosperm may also be referred to as "fleshy" or "cartilaginous" with thicker soft cells such as coconut , but may also be oily as in Ricinus castor oil , Croton and Poppy. The endosperm is called "horny" when the cell walls are thicker such as date and coffee , or "ruminated" if mottled, as in nutmeg , palms and Annonaceae. In the non-endospermic dicotyledons the endosperm is absorbed by the embryo as the latter grows within the developing seed, and the cotyledons of the embryo become filled with stored food. At maturity, seeds of these species have no

endosperm and are also referred to as exalbuminous seeds. The exalbuminous seeds include the legumes such as beans and peas, trees such as the oak and walnut, vegetables such as squash and radish, and sunflowers. According to Bewley and Black, Brazil nut storage is in hypocotyl, this place of storage is uncommon among seeds. Seed coat [edit] The seed coat develops from the maternal tissue, the integuments, originally surrounding the ovule. The seed coat in the mature seed can be a paper-thin layer. The seed coat helps protect the embryo from mechanical injury, predators and drying out. Depending on its development, the seed coat is either bitegmic or unitegmic. Bitegmic seeds form a testa from the outer integument and a tegmen from the inner integument while unitegmic seeds have only one integument. Usually parts of the testa or tegmen form a hard protective mechanical layer. The mechanical layer may prevent water penetration and germination. Amongst the barriers may be the presence of lignified sclereids. The endotegmen is derived from the inner epidermis of the inner integument, the exotegmen from the outer surface of the inner integument. The endotesta is derived from the inner epidermis of the outer integument, and the outer layer of the testa from the outer surface of the outer integument is referred to as the exotesta. If the exotesta is also the mechanical layer, this is called an exotestal seed, but if the mechanical layer is the endotegmen, then the seed is endotestal. The exotesta may consist of one or more rows of cells that are elongated and palisade like. In the latter example these hairs are the source of the textile crop cotton.

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Verb. The newspaper was spread across his lap. Her notes were spread all over the desk. Help me spread the cloth on the table. We spread fertilizer on our yard. The seeds are spread by wind, birds, and animals.

About fifty percent of the members in a given sample are susceptible to the third-person effect , underestimating their degree of influence. Information is stored in this model as nodes, clustered with related nodes by associated pathways. If one node is activated, nearby nodes are also activated. This is known as spreading activation. Priming occurs when a node is activated, causing related nodes to stand by for possible activation. Both the intensity and amount of elapsed time from the moment of activation determine the strength and duration of the priming effect. Most media violence research , a popular area of discussion in media effects studies, theorizes that exposure to violent acts may prime an individual to behave more aggressively while the activation lingers. Children and adolescents, considered vulnerable media consumers, are often the target of these studies. Most studies of media violence surround the media categories of television and video games. The rise of the motion picture industry, coupled with advances in social sciences, spurred the famous Payne Fund studies and others. Though the quality of the research has been called into question, one of the findings suggested a direct role between movies depicting delinquent adolescents and delinquent behaviors in adolescents. Wertham later suggested that comic books influenced children into delinquent behaviors, provided false worldviews and lowered literacy in his book *Seduction of the Innocent*. This research was too informal to reach a clear verdict, and a recent study suggests information was misrepresented and even falsified, yet it led to public outcry resulting in many discontinued comic magazines. Since then, studies have hypothesized a number of effects. Behavioral effects include disinhibition, imitation and desensitization. Disinhibition , a theory that exposure to violent media may legitimize the use of violence, has found support in many carefully controlled experiments. Men exposed to violent pornography behave more aggressively towards women in certain circumstances. Studies have covered both television and video game violence. It is very easy for a movie to become caught up in making its films look artistic that they begin to make their audiences indifferent to the true horror that is taking place on screen. Cultivation[edit] Not all media effects are instantaneous or short-term. Gerbner created cultivation theory , arguing that the media cultivates a "collective consciousness about elements of existence. Press coverage sends signals to audiences about the importance of mentioned issues, while framing the news induces the unsuspecting viewer into a particular response. Additionally, news that is not given press coverage often dissipates, not only because it lacks a vehicle of mass communication, but because individuals may not express their concerns for fear of ostracization; this further creates the spiral of silence effect. Framing[edit] News outlets can influence public opinion by controlling variables in news presentation. News gatherers curate facts to underscore a certain angle. Presentation methodâ€™such as time of broadcast, extent of coverage and choice of news mediumâ€™can also frame the message; this can create, replace or reinforce a certain viewpoint in an audience. Entman describes framing as "the process of culling a few elements of perceived reality and assembling a narrative that highlights connections among them to promote a particular interpretation. It can reinforce capitalism , patriarchy , heterosexism , individualism , consumerism , and white privilege. With a never-ending, near-limitless amount of information, filtering will occur by default. Subcultures within news organizations determine the type of published content, while editors and other news organization individuals filter messages to curate content for their target audience. In addition to more gates, there are also more gatekeepers. In fact, users on social media can act as a check to the media, calling attention to bias or inaccurate facts. There is also a symbiotic relationship between social media users and the press: The multiplicity of outlets combined with downsizing in the aftermath of the recession makes reportage more hectic than ever. One study found that journalists write about 4. Public relations agencies play a growing role in news creation: As applies to media effects studies, some individuals may silence their opinions if the media does not validate their importance or viewpoint. This spiral of silence can also apply to individuals in the media, who may refrain from publishing controversial media content. Media effects studies also are more

diverse and specified. Researchers had noticed the selectivity of media use decades ago, and considered it as a key factor limiting media effects. Later, two theoretical perspectives, uses-and-gratifications Katz et al. Generally, these theories put media user in the center of the media effect process, and conceptualize media use as a mediator between antecedents and consequences of media effects. In other words, users with intention or not, develop their own media use effects. Media properties as predictors[edit] The inherent properties of media themselves are considered as predictors in media effects. Media formats have been evolving ever since the very beginning, whether the modality is text, auditory, visual or audiovisual is assumed to be affecting the selection and cognition of the users when they are engaging in media use. Known for his aphorism of "The medium is the message," Marshall McLuhan is one of the best-known scholars who believe it is the modality rather than the content of media that is affecting individuals and society. The majority of media effects studies still focus on the impact of content e. Besides of modality and content, structural properties such as special effects, pace, visual surprises also play important roles in affecting audiences. By triggering the orienting reflex to media, these properties may initiate selective exposure Knobloch-Westerwick An indirect effect indicates that an independent variable e. The conceptualization of indirect media effects urges us to pay attention to those intervening variables to better explain how and why media effects occur. Many media effects theories hypothesize conditional media effects, including uses-and-gratifications theory Rubin, [37] reinforcing spiral model Slater, [53] the conditional model of political communication effects McLeod et al. Media effects are transactional[edit] Many theories assume reciprocal causal relationships between different variables, including characteristics of media users, factors in environment, and outcomes of media Bandura Transactional media effects theories are the most complex among the five features. There are three basic assumptions. First, communication technologies e. They engage in transactions through these technologies Bauer They influence each other. Producers can be influenced by receivers because they learn from what the audience needs and prefer Webster However, these features are only limited within micro-level media effects studies, which are mostly focused on short-term, immediate, individual effects. We look forward to more syntheses on macro-level research. Audiences learn and conduct their political sights of view from reading, listening to the political analysis and evaluation. The mass media are powerful guardians of proper political behavior because audience tends to trust the press who should inform them about government wrongdoing and providing proper suggestions. All of the mass media are politically important because of their potential to reach large groups of audiences. However, the influence of each media varies depending on their characteristics, ease of access and the quantity of the audience reached. Electronic media especially television broadcasts provide a greater sense of reality which sometimes provide more credibility than others and stronger influence to the audiences. Moreover, large segments of the U. Politics is no exception, the relationship between organization and public opinion has been influenced by new media. New media includes online newspaper, blogs, social media and so on. More and more people prefer new media than traditional media because of the less limitation of new media, such as time limitation and space limitation. Most people have a cell phone or a computer. They can catch the news anytime in anyplace. As a result, new media has a greater impact on people. Politicians also notice new media is a more effective way to convey their message, and they use it to attract supporters. Public opinion also affect politics through the new media. New media provides a two-way communication, which achieves an interactive role. People can directly send message to government and politicians can comment online. When those comments gather together, it will draw public opinion to focus on the wrongdoings of government. Since new media has a large user base, the political activity is followed by more people than before. New media lets people can better supervise government behavior. Also, governments can know public opinion through new media as reference for decision making. Although new media has both positive and negative effect on politics, it narrows the relationship between the public and politics. Public is not only an information receiver anymore. People also can give their advice and opinion to the government. Government also have a chance to get to know the thought of citizens. Without mass media, openness and accountability are very tough to reach in contemporary democracies. The media can inform the public of how effectively the current government or candidates have performed in the past and help them to account. Nevertheless, mass media can also hinder political transparency as well as help it. Politicians

and political operatives can simulate the political virtues of transparency through rhetorical and media manipulation. There are three major societal functions that mass media perform to the political decisions raised by the political scientist Harold Lasswell: The mass media regularly present politically crucial information on huge audiences and it also represents the reaction from the audience rapidly through the mass media. The government or the political decision-makers have the chance to have a better understanding of the real reaction from the public of those decisions they have made.