

MEDIA POWER TOOLS

The 7 S.E.P.R.I.T.E. Forces that Shape CULTURE/HISTORY

1. Social Structures (“socius” = “companion”)

Consider age, gender, race, ethnicity, and socioeconomic class.

2. Economics (“oikos” = “managing the house”)

Consider time, work, division of labor, currency, resources.

3. Politics (“polis” = “city/citizen”)

Consider systems of decision-making and governance.

4. Religion (“religare” = “to bind together”)

Consider beliefs, rituals, practices, the supernatural.

5. Ideology (“ideos” = “idea”)

Consider the big ideas or “isms” (nationalism, capitalism).

6. Technology (“tekne” = “craft/skill”)

Consider tools, machines and inventions.

7. Environments (“environs” = “surroundings”)

Consider natural and human-built systems.