**STRATEGIC STAKEHOLDER RELATIONSHIPS**

**Learning Outcome 4: ACTIVITY 6**

**GROUP ACTIVITY**

**Ethical messaging**

Watch YouTube video [Astroturf and manipulation of media message](https://www.youtube.com/watch?v=-bYAQ-ZZtEU) (weblink: <https://www.youtube.com/watch?v=-bYAQ-ZZtEU>).

Fake news is big news in the West. Discuss how ethical messaging can survive in the face of special interests.

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