

# "Conspiracy Theory: Did We Land on the Moon?"

Fox Network Presentation (February 15, 2001, first aired)

A Critique by Gary Mechler, Ph.D.

and Critical Thinking Exercise  
(examine the evidence & consider alternative interpretations)

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## Some general critiques

1. Video: opening segment (03:07-07:55) from start of tape to start of NASA rep without comment.
2. Five strategies to hook the viewer. Working together, these techniques powerfully slant the information in ways the viewers don't notice.
  - a. Set up viewers with balanced introduction.

Video: (03:07-04:30) Formal intro announcement: "The theories expressed..."

- "The following program deals with a controversial subject."
- "The theories expressed are not the only possible interpretations."
- "Viewers are invited to make a judgement based on all available information."

- b. Music to set a tone of mystery and foul play

Video: (04:30-04:40)

- c. Accusatory-toned narration-constantly implying NASA has done something terribly wrong

Example: Video: (17:30-17:55) after an ad break, "We've all been led to





10. Artificial Lighting—Two shadow directions “Conspiracy theorists point out that lighting was a serious flaw in the lunar photos.”
  
11. Light backfill in shadows
  
12. The allegedly removable LM in front of mountains
  
13. The “problem” of the “+” signs—cross-hair fiduciary marks
  
14. The killing radiation of the Van Allen Belts and the Sun
  
15. Conspiracy theory-NASA killed off astronauts.