

## Keeping a Sharp Lookout™

In a journey on the ocean, treacherous currents hidden beneath the surface can sweep you off course, and mirages can make it difficult to see where the water ends and the sky begins. Similarly, throughout your life you will encounter countless people whose job it is to deceive you, to manipulate you, and to influence your thoughts — preferably without you even being aware of it. And they're very good at their jobs!

Fortunately, there are ways to defend yourself against the deception and manipulation being practiced today by advertisers, the media, politicians, and many others.

In "Keeping a Sharp Lookout," you'll learn how to recognize and resist the forces of deception, stand on your own two feet, and think for yourself logically and clearly!

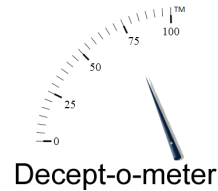
*Half the work that is done in the world is to make things appear what they are not.*  
- E. R. Beadle

*Nothing is so difficult as not deceiving oneself.*

- Ludwig Wittgenstein

## Decept-o-meter™

Can you tell if someone might be lying to you? What are the signs? Learn how to develop and use your own lie-detecting capabilities.



## Ad Axe™

Learn how to chop through deceptive advertising claims.



## Media Microscope™

Take a closer look at the stories you see and hear in all forms of media, and you may be surprised at what you find!



## Wide-angle Awareness™

Turn obliviousness into observation and discover the world around you.



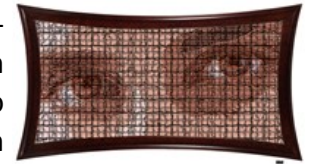
## Propaganda & Persuasion

Learn to recognize the practice of propaganda and how it is used to persuade you and others.



## Self-Deception

Nobody's better at fooling you than you! Learn to avoid common self-deceptions.



## All about Arguments

Learn the difference between *having* an argument and *making* an argument, and how good arguments are made.



## Fallacious Arguments

Learn to identify the most common errors ("fallacies") in arguments.



## For Our Learners:

Witcraft Academy is not what you've come to expect from your typical educational experience. In our programs, you'll go far beyond the usual to learn the unusual, like little-known facts, *un*-common knowledge, and *un*-conventional wisdom. You'll be challenged to think differently, to see things differently, and to do things differently. Are you ready to explore the unknown with us?

## For Parents:

In recent years, the classical education has been disappearing. The attention of schools today is limited to the *grammar* portion of the classical trivium, almost entirely neglecting the *logic* and *rhetoric* portions. This leaves students both vulnerable to the flawed arguments of others, and unable to formulate their own arguments effectively.

In addition, many other subjects have been reduced to afterthoughts or eliminated altogether due to an unrelenting pressure to prepare for narrowly-focused standardized tests. This can leave your child without the knowledge and abilities necessary to a broad understanding of an ever-changing and competitive world.

Witcraft Academy's mission is to fill in the gaps, supplementing and enhancing the school curriculum using fun, fast-paced, learning that prepares students to function as well-rounded citizens of the world.

### Witcraft Academy

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### ***Explore the Unknown™***

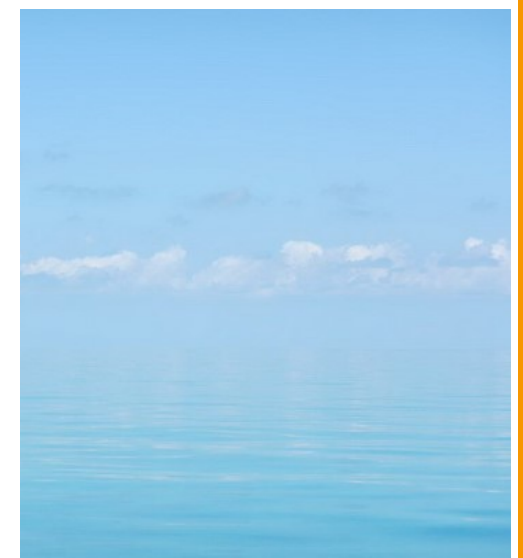
***...from the hidden workings of your own mind to the mysteries of the universe.™***



### Wit'craft`

- n. 1. Art or skill of the mind; contrivance; invention; wit.
- 2. The art of reasoning; logic.

## Program Overview



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