

COMM 4853.02
Media and Social Movements
Spring, 2013
T,W,R,F 12:40-1:35 Denney 0253 – *First 7 Weeks*

Instructor:

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This syllabus is available in alternative formats upon request. Students with disabilities are responsible for making their needs known to the instructor and seeking assistance in a timely manner. Any student who feels he/she may need an accommodation based on the impact of a disability should contact me privately to discuss your specific needs, or contact the office for **disability services at 292-3307 in Room 150 Pomerene Hall to coordinate your documented disabilities.**

Note Concerning Flu-like Symptoms:

Students should NOT attend class while ill with influenza. Students with flu symptoms will be asked to leave class. The illness and self-isolation period will usually be about a week. It is very important that individuals avoid spreading the flu to others. If you are absent due to the flu, you will be provided with a reasonable opportunity to make up missed work.

Course Overview:

This course is about media and social movements. To understand the role of media in social movements, we have to learn something about social movements in general (how they occur, when they succeed, when they fail, and how and why they change), and some things about media content in relation to social movements. That puts us in a position of having to understand the media, social issues, and social change before we can understand the more specialized area of social movements.

For this course, we're going to do a couple of different things and take a couple of different approaches. We'll first define social movements and talk about some of the important social movements of the past and present, then we'll move on to examining social movements as part of media content – examining how social movements are represented in mainstream media, and trying to get at why this is so.

In addition to some of this historical perspective, we'll also try to do something that is highly current and will likely be an important part of your future careers: we'll be examining the way social movements are dealt with through social media. To do this, the whole class will work on a research project that lets us examine the use of Twitter in a current or recent social movement. On the first or second day of class, we'll determine what movement we want to focus on. The idea for this part of the course is to get you familiar with how social media data is

used in the media and communication industries (advertising, PR, news, entertainment). If you are going to go into the field of communication, you will be using social media information, so this project will help you get a sense of what is available and why these industries are using this information.

Course Objectives:

1. To provide you with an introduction to what we know about social change and social movements.
 - Via lecture materials tracing the known history of certain movements
 - Through reading materials
2. To introduce you to the theory and methods of understanding the role of social media in social movements today.
 - Through practice in participating in research
 - Through writing summaries of the results of your own research
3. To explore the ways in which media presentations have focused on particular social movements.
 - By examining historical media content within the social norm context in which it evolved

Required Text:

There is no required text for this course. Required readings will be announced.

Grades:

- There is one midterm exam and one final exam (each counts as 20% of the grade, or 200 points). You can have input into which questions end up on the test by making up your own questions and either posting them on the website, giving them to me in class, or emailing them to me. If they're good questions, I will use them on the tests (usually after a bit of editing).
- There is one individual report (based on the class project) that is worth 30% (300 points)
- There is one group report (based on the class project) that is worth 30% (300 points).
- This totals 1000 points possible in the class.

Letter Grade	Points	Percent of 1000
A	930-1000	93-100
A-	900-929	90-92.9
B+	870-899	87-89.9
B	830-869	83-86.9
B-	800-829	80-82.9
C+	770-799	77-79.9
C	730-769	73-76.9
C-	700-729	70-72.9
D+	670-699	67-69.9
D	600-669	60-66.9
Failing	0-599	Below 60

Please note: Carmen, OSU's grading and class management software, does not round fractions up. Please take that into account in computing grades. I have to make a cut at some point, so I just use Carmen to do that, and I don't round up individual grades, no matter how close you may be, because it's not fair to other students. Instead, I give everyone a point to take care of the rounding issue. I then use extra credit opportunities as a way to help even out things for those who are close to a grade they'd like and are willing to put in the extra effort to work for it.

Writing Assignments and Tests: Getting through a semester in 7 weeks will be tricky. Please keep track of when things are due. All writing assignments must be submitted to the Carmen dropbox so that they can be accessed by the professor. Any dispute about a grade must be taken up with your professor within one week of the grade posting. Each time a grade is posted, there will be an announcement on Carmen.

Please keep track of these exam dates (in class):

Midterm Exam: 1/22

Final Exam: 2/26

Please keep track of these deadlines for submission to Carmen

Individual Report: due Feb. 1

Group Report: due Feb. 22

Note: I will leave the dropbox open until 10:00 a.m. the morning following the deadline. This is so that you have time to get the papers in if there are technical problems the night before. **If it is not in the dropbox by the time it closes, I cannot accept the paper.** Please treat the 11:00 p.m. deadline as the deadline, and only submit after 11:00 if you have technical difficulties. This will give you 11 hours to resolve technical problems. Please do not email your paper to me. You must have a medical excuse to have a paper accepted after the dropbox closes.

Academic Misconduct:

Academic misconduct is any activity that compromises the academic integrity of the institution or subverts the educational process. Examples of academic misconduct include, but are not limited to:

- Violation of course rules as contained in this course syllabus or other information provided.
- Providing or receiving information during examinations, or providing or using unauthorized assistance on individual assignments.
- Fabricating research data.
- Plagiarism, including the use of information from any uncredited source.
- Alteration of grades or marks in an effort to change the earned grade or credit.
- Failure to report others' incidents of academic misconduct.

Also, please note that fabricating research data is considered a breach of the student conduct code. This includes participation in extra credit opportunities, so please do not "blow off" any research opportunities in which you participate. Writing down random answers to research questions or completing a survey without reading the questions would be considered an instance of fabrication. Please don't participate if you don't want to contribute your time and/or opinions. There will always be alternatives available to you.

If I find an instance of academic misconduct in this class, the University Committee on Academic Misconduct will be notified in accordance with The Ohio State University Code of Student Conduct.

Course Calendar

Date	Notes	Scheduled Lecture Topic
1/8	None	Introduction to Class; Syllabus Overview
1/9		Societal Trends and Social Issues
1/10		What are Social Movements?
1/11		Project Decisions
1/15		Media and Social Movements
1/16		Social Movement as Media Content Fictional and Non-Fictional Portrayals
1/17		Civil Rights
1/18		Project Progress
1/22		Midterm Exam
1/23		Civil Rights, continued
1/24		Civil Rights, continued
1/25		Project Progress
1/29		Women's Rights
1/30		Women's Rights, continued
1/31		<i>Individual Report Presentations</i>
2/1		Project Progress/ <i>Reports due on Carmen</i>
2/5		Women's Rights, continued
2/6		Peace and Anti-War
2/7		Peace, continued
2/8		Project Progress
2/12		<i>Project Day – no class meeting – work on group projects</i>
2/13		Peace, continued
2/14		Occupy Wall Street
2/15		Wall St., continued
2/19		Project Progress
2/20		Wall St., continued
2/21		Summary/Review/Final Project Completion Information
2/22		<i>Group Presentations and Reports Due on Carmen</i>
2/26		Final Exam in class. Don't be late. No one will be admitted to take the exam after the first person has completed it.