

CMST 4P03: Social Activism and the Media

Academic Year: 2015 / [2:30-5:20 / KTH B107]

Term: 1

Day/Evening: D

Instructor: Dr. Andrea Zeffiro

Email: zeffiroa@mcmaster.ca

Office: Togo Salmon Hall 307

Phone: (905) 525-9140 ext 23503

Office Hours: Wednesday 12-2

COURSE OBJECTIVES:

This course examines the role of print, electronic and digital media in the relationship between social movements, the state and corporate interests. The course will explore social activism in philosophical and practical terms, and investigate the changing uses of media by social activists.

Students who have taken this course should be able to:

- Describe, discuss and evaluate activist media strategies
- Debate the benefits and drawbacks of specific activist media strategies
- Describe, discuss and evaluate the potentials of new media for activist groups
- Synthesize and evaluate a range of arguments and theories about social activists' media use and portrayal; analyze and explain the portrayal of social activism in traditional media
- Discuss the social activists' use of media to challenge symbolic/cultural forms
- Discuss the relationship between new trends in social activism and state power

TEXTBOOKS, MATERIALS & FEES:

Course materials are available via Avenue to Learn. Some readings may be accessed through a link provided or as a pdf, and others will require that you log on through the library system in order to access the journal.

METHOD OF ASSESSMENT:

Assignment guidelines will be provided at the start of the semester and posted to Avenue to Learn. Due dates are posted below.

PARTICIPATION (20%)

DUE: Weekly

Discussion and group work is central to this course. Students are expected to attend class regularly. Attendance and participation mean coming to class having read the assigned readings, contributing to class discussions, and participating in class exercises and group work. Absenteeism, chronic lateness and non-participation will affect the final grade.

GROUP PRESENTATION (20%)

DUE: Weekly Schedule (T.B.D. week 1)

Group presentations will consist of an oral presentation. Each week, a group of 3-4 students will lead and moderate a discussion on the readings, incorporating a historical or contemporary example illustrating some of the main ideas, themes or concepts from the readings. Each group will submit a one-page summary of their presentation topic. The guideline for group presentations will be provided and discussed at length during the first class.

PROJECT PROPOSAL (15%)

DUE: Draft October 21st / Final October 28th

Students will submit a proposal for their research project. On October 21st, students will bring 3 copies of their draft proposal to class for peer review. Final proposals will be due at the start of class on October 29th. The guideline for the project proposal will be provided at the start of the semester.

PROJECT PRESENTATION (15%)

DUE: November 25th / December 2nd

Students will present to the class their research project (in-process) on November 25th or December 2nd. The presentation schedule will be set mid-term. It will consist of an oral presentation followed by a brief discussion period. The presentation is a means for students to receive feedback as they work towards project completion. Guidelines for the oral component will be provided at the start of the semester.

FINAL PROJECT (30%)

DUE: December 9th

Students will have an opportunity to produce traditional scholarly research papers or undertake a hybrid research project. The guidelines for the final project will be provided at the start of the semester. We will have a brainstorming session in class on September 23.

POLICY ON MISSED WORK, EXTENSIONS, AND LATE PENALTIES:

Late Assignments

Assignments are due at the start of class on the due date (unless otherwise noted). Late assignments will be penalized 5% per day, including weekends and holidays. Assignments not handed in within one week (7 days) of the due date will receive a 0 grade. E-mailed assignments will not be accepted. Extensions will be given only for documented reasons. A technical difficulty (network outages, hardware or software malfunctions, data loss) does not warrant an extension. Please keep this in mind. Plan accordingly and maintain back-up copies of work.

PLEASE NOTE THE FOLLOWING POLICIES AND STATEMENTS:

Academic Dishonesty

You are expected to exhibit honesty and use ethical behaviour in all aspects of the learning process. Academic credentials you earn are rooted in principles of honesty and academic integrity.

Academic dishonesty is to knowingly act or fail to act in a way that results or could result in unearned academic credit or advantage. This behaviour can result in serious consequences, e.g. the grade of zero on an assignment, loss of credit with a notation on the transcript (notation reads: 'Grade of F assigned for academic dishonesty'), and/or suspension or expulsion from the university.

It is your responsibility to understand what constitutes academic dishonesty. For information on the various types of academic dishonesty please refer to the Academic Integrity Policy, located at www.mcmaster.ca/academicintegrity

The following illustrates only three forms of academic dishonesty:

1. Plagiarism, e.g. the submission of work that is not one's own or for which other credit has been obtained.
2. Improper collaboration in group work.
3. Copying or using unauthorized aids in tests and examinations.

Email correspondence policy

It is the policy of the Faculty of Humanities that all email communication sent from students to instructors (including TAs), and from students to staff, must originate from each student's own McMaster University email account. This policy protects

confidentiality and confirms the identity of the student. Instructors will delete emails that do not originate from a McMaster email account.

Modification of course outlines

McMaster University reserves the right to change or revise information contained in course outlines in extreme circumstances. If a modification becomes necessary, reasonable notice and communication with the students will be given with an explanation and the opportunity to comment on changes. It is the responsibility of students to check regularly their primary email account via their @mcmaster.ca alias and course websites.

McMaster Student Absence Form (MSAF)

In the event of an absence for medical or other reasons, students should review and follow the Academic Regulation in the Undergraduate Calendar Requests for Relief for Missed Academic Term Work. Please note these regulations have changed beginning Fall 2015. If you have any questions about the MSAF, please contact your Associate Dean's office.

Academic Accommodation for Religious, Indigenous and Spiritual Observances

Students requiring academic accommodation based on religion and spiritual observances should follow the procedures set out in the Course Calendar or by their respective Faculty. In most cases, the student should contact his or her professor or academic advisor as soon as possible to arrange accommodations for classes, assignments, tests and examinations that might be affected by a religious holiday or spiritual observance.

TOPICS AND READINGS:

Wednesday, September 9, 2015.

AN INTRODUCTION TO THE COURSE

Wednesday, September 16, 2015.

SOCIAL ACTIVISM & THE MEDIA

Martin, Brian. (2007). Activism, social and political. In Gary L. Anderson and Kathryn G. Herr (eds.), *Encyclopedia of Activism and Social Justice*. (pp.19-27). Thousand Oaks, CA: Sage. <http://www.bmartin.cc/pubs/07Anderson.html>

Hands, Joss. (2011). Activism and technology. In *@ is for activism: Dissent, resistance and rebellion in a digital culture*. (pp.23-47). New York: Pluto Press. PDF

Warner, Michael. (2002). Publics and counterpublics (abbreviated version). *Quarterly Journal of Speech*, 88 (4), 413-425.

<http://web.b.ebscohost.com/ehost/viewarticle?data=dGJyMPPp44rp2%2fdV0%2bnjisfk5le46bFOtaq0Srak63nn5Kx95uXxl6urUq2pbBlr6ueS7iosVKxqJ5oy5zyit%2fk8Xnh6ueH7N%2fiVa%2bvsUyzrLNJt6ukhN%2fk5VXj5KR84LPhhfGc8nnls79mpNfsVbatsU%2b2prM%2b5OXwhd%2fqu4ji3MSN6uLSffbq&hid=123>

Wednesday, September 23, 2015.

SOCIAL MOVEMENTS

Gamson, Josh. (1989). Silence, death, and the invisible enemy: AIDS activism and social movement "newness". *Social Problems*, 36 (4), 351-367.

<http://dx.doi.org.libaccess.lib.mcmaster.ca/10.2307/800821>

Highleyman, Liz. (2002). Radical queers or queer radicals? Queer activism and the global justice movement. In Andrew Boyd et al. (Eds.), *From Act Up to the WTO: Urban protest and community building in the era of globalization*. (pp.106-120). London: Verso. PDF

Juhasz, Alexandra. (2012). Forgetting ACT UP. *Quarterly Journal of Speech*, 98 (1), 69-74.

<http://dx.doi.org/10.1080/00335630.2011.638662>

ACT UP: <http://www.actupny.org/>

Wednesday, September 30, 2015.

CULTURE JAMMING

Derry, Mark. (1993; 2010). *Culture Jamming: Hacking, Slashing, and Sniping in the Empire of Signs*. http://markdery.com/?page_id=154

Carducci, Vince. (2006). Culture jamming. *Journal of Consumer Culture*, 6(1), 116-138.

[doi:10.1177/1469540506062722](http://dx.doi.org/10.1177/1469540506062722)

Harold, Christine. (2004). Pranking rhetoric: "Culture jamming" as media activism. *Critical Studies in Media Communication*, 21(3), 189-211.

<http://dx.doi.org/10.1080/0739318042000212693>

Wednesday, October 7, 2015.

ZINE CULTURE(S)

Atton, Chris. (2011). Zines. In John D.H. Downing (Ed.), *Encyclopedia of Social Movement Media*. (pp. 565-567). London: Sage. PDF

Hanna, Kathleen. (1991). History is a weapon: Riot Grrrl manifesto. *Bikki Kill Zine 2*. <http://www.historyisaweapon.com/defcon1/riotgrrrlmanifesto.html>

Zobl, Elke. Cultural production, transnational networking, and critical reflection in feminist zines. *Signs*, 35(1), 1-12. <http://www.jstor.org/stable/10.1086/599256>

Nguyen, Mimi Thi. (2012). Riot Grrrl, race and revival. *Women & Performance: A Journal of Feminist Theory*, 22 (2&3), 173-196. <http://dx.doi.org/10.1080/0740770X.2012.721082>

ZineWiki: The Independent Media Wiki - <http://zinewiki.com/>

Wednesday, October 21, 2015.

ARCHIVAL ACTIVISM

Danbolt, Mathias. (2010). We're here! We're queer? Activist archives and archival activism. *Lambda Nordica*, 15 (3-4), 90-118. http://www.lambdanordica.se/artikelarkiv_laddaner.php?id=918

Hogan, Mél. (2008). *Dykes on Mykes*: Podcasting and the activist archive. *TOPIA 20*. <http://topia.journals.yorku.ca/index.php/topia/article/download/22887/28296>

Hogan, Mél. (2015). Talking about the *Queer Public Podcast* with Erin McGregor. *No More Potlucks*, 38. <http://nomorepotlucks.org/site/talking-about-the-queer-public-podcast-with-erin-mcgregor-mel-hogan/>

No More Potlucks: www.nomorepotlucks.org

Queer Public: www.queerpublic.org

Queer Zine Archival Project: <http://www.qzap.org>

Wednesday, October 28, 2015.

ACTIVIST SPACES

Hou, Jeffrey. (2010). Not your everyday public space. In Jeffrey Hou (Ed.), *Insurgent public space: Guerrilla urbanism and the remaking of contemporary cities*. (pp. 1-16). London: Routledge. PDF

Hou, Jeffrey. (2012). Beyond Zuccotti Park: Making the public. *Places*.
<https://placesjournal.org/article/beyond-zuccotti-park-making-the-public/>

Juris, Jeffrey S. (2012). Reflections on #Occupy everywhere: Social media, public space, and emerging logics of aggregation. *American Ethnologist*, 29(2), 259-279.
<http://onlinelibrary.wiley.com/doi/10.1111/j.1548-1425.2012.01362.x/full>

Massy, Jonathan., & Snyder, Brett. (2012). Occupying Wall Street: Places and spaces of political action. *Places*. <https://placesjournal.org/article/occupying-wall-street-places-and-spaces-of-political-action/>

Wednesday, November 4, 2015.

HACKTIVISM

Coleman, E. Gabriella. (2013). *Coding freedom: The ethics and aesthetics of hacking*. Princeton: Princeton University Press. <http://gabriellacoleman.org/Coleman-Coding-Freedom.pdf>

Wednesday, November 11, 2015.

SOCIAL MEDIA ACTIVISM

Morozov, Evgeny. (2009, May 19). The brave new world of slacktivism. *Foreign Policy*.
http://neteffect.foreignpolicy.com/posts/2009/05/19/the_brave_new_world_of_slacktivism

Clay Shirky. (2010, December 20). The political power of social media: Technology, the public sphere, and political change. *Foreign Affairs*.
<https://www.foreignaffairs.com/articles/2010-12-20/political-power-social-media>

Peña-López, Ismael. (2013). Casual Politics: From slacktivism to emergent movements and pattern recognition. *Big Data: Challenges and Opportunities*. Proceedings of the (th International Conference on Internet, Law & Politics. Universitat Oberta de Catalunya, Barcelona. June 25-26, 2012. http://ictlogy.net/articles/20130626_ismael_pena-lopez_-_casual_politics_slacktivism_emergent_movements_pattern_recognition.pdf

Amnesty International. (2014). Social media activism: A guide to online change-making.
<http://www.amnesty.org.au/resources/activist/activist-portal-training-social-media-activism-guide.pdf>

Wednesday, November 18, 2015.

CELEBRITY ACTIVISM

Meyer, David S. (1995). The challenge of cultural elites: Celebrities and social movements. *Sociological Inquiry*, 65(2), 181-206. <http://dx.doi.org/10.1111/j.1475-682X.1995.tb00412.x>

Toby Miller. (2013). Why Coldplay sucks. *Celebrity Studies*, 4(3), 372-376. http://resolver.scholarsportal.info/resolve/19392397/v04i0003/372_wcs.xml

Fuqua, Joy. V. (2011). Brand Pitt: Celebrity activism and the make it right foundation in post-KatrinaNew Orleans. *Celebrity Studies*, 2(2), 192-208. http://resolver.scholarsportal.info/resolve/19392397/v02i0002/192_bpcaatrfipno.xml

Wednesday, November 25, 2015.

PROJECT PRESENTATIONS

Wednesday, December 2, 2015.

PROJECT PRESENTATIONS