USCAnnenberg

Communication and Civic Engagement

Annenberg Youth Academy | Summer 2019
Mon/Tue/Wed/Thu/Fri | Period 1 | 9:00 am - 10:30 am (90 min)
June 17 – July 12 | 4 weeks
Location: ANN 106

Course Information

Instructor: Rogelio Alejandro Lopez
Office: ASC G6
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Office Hours: by appointment

Course Description

Communication and Civic Engagement provides students with an overview of the field of communications with an emphasis on civic engagement theories, concepts, and approaches. Students will examine what the study of communications entails, the types of insights this field derives, and how research can inform a better understanding of the world. Specifically, the course will explore the intersection of communication and civic engagement, with emphasis on civic media, civic imagination, participatory politics, and media activism.

Learning Objectives

By the end of this course, students will:
● Acquire an introductory understanding of the study of communication.
● Explore the intersection of communication, civic engagement, and social change.
● Workshop a variety of digital tools, platforms, and design techniques for media making.
● Develop a media production portfolio and website to be shared publicly online.
● Get a sense of what a college course can be in terms of content, format, and rigor.

Description of Assignments

Students will be responsible for the following assignments:

Online Portfolio (10%): Each student will create a wordpress website at the beginning of the course in-class on Wednesday June 19, and will post all creative projects to the website. Students will also be expected to design and arrange their website as they see fit, including

bios, menus, or other relevant tools and content. The overall portfolio, its design, and user-experience will be evaluated and graded at the end of the course.

Creative Projects (3 / 10% each / 30% total): Each student will create a total of (3) creative projects in class per week (for weeks 1-3), and this content will be uploaded to their website/online portfolio. Instructions and training for each week's project will be distributed in-class by the instructor, and will be due in-class on <u>Friday June 21</u>, <u>Friday June 28</u>, and <u>Friday July 5</u>.

Short Paper (20% total): Each student will write a 2-3 page paper (+1 reference page) exploring theories and concepts covered in lecture and readings to examine a contemporary real-world issue, event, or occurrence. Students will outline and draft these papers during an in-class writing session on <u>Monday June 26</u>, and will submit a *printed and stapled copy* of the paper at the beginning of class on <u>Friday July 5</u>. The paper format includes 11-12 point font, 1-inch margins, in MLA format, and must include name, date, course, instructor, page numbers, and a paper title. Students are expected to cite a *minimum of three sources*, including: 1) a required reading from the course: 2) an additional scholarly source (this can include assigned and "optional" course readings); 3) a reliable news source, academic blog, or government source. Students can select one of the following prompts to write their paper:
- Option 1: Civic Media
  - <u>Prompt</u>: Draw from readings and lectures to briefly describe the relationship between political participation and media: When is media considered "political"? How can media help us "do politics"? Define "civic media" in your own words. Find a real-world example of civic media, and provide three reasons why it should be considered "civic media" based on what we have discussed in class.
- Option 2: Participatory Politics
  - <u>Prompt</u>: Briefly describe what "political participation" means to young people, drawing from personal experience and our readings and lectures. Define "participatory politics" in your own words, and whether this idea reflects your own experience. Provide a real-world issue, current event, cause, or social movement that speaks to you, and describe three ways you have used/or could potentially use the "5 tactics of participatory politics" to engage with your chosen issue, event, cause, or social movement,.

Field Trip Report (10%): Each student will write a 1-page reflection for the field trip taken during the program (below). The instructor will provide specific key points and prompts to touch upon ahead of the visit, and the essay will be due on <u>Friday, June 28</u>.
- Museum of Tolerance and Annenberg Space for Photography, Thursday, June 27.

Final Class Media Project (20%): Each student will create a final media project as part of their final assignment. Students are free to choose from any of the previously covered formats and provide a more in-depth view or choose a new format from the list below. Additionally, each student will be required to present their final projects for at least ten minutes at the end of the

course. Specific guidelines will be further explained at the beginning of Week 4. The possible creative projects include:

- Photo/Image Remix
- Video or Music Mash-Up
- Informative or Advocacy Infographic
- Photo Essay
- Multimedia Story/Informative Report
- Video Interview or Video-Essay
- Paper Zine
- Media Campaign Essentials: Leaflets, Political Pamphlets, and Pledge Cards
- Building a Civic Imagination World in Minecraft
- Audio Story/Podcast

Participation and Attendance (10%): Attendance for the course is mandatory and will comprise 10% of the student's total grade. Excused absences require email communication with the instructor and supporting documentation (ex. doctor's note). More than 2 unexcused absences will result in a grade deduction. Students are also expected to be in class on time, and excessive tardiness will affect the final grade, and arriving more than 15 minutes late will result in an unexcused absence.

Extra Credit (5%): Students will have the opportunity to earn extra credit by doing one of the following:

- Additional Field Trip Report
- Additional Creative Project

Grading Breakdown

Assignment	Due Date	% of Grade
Online Portfolio	Wed - June 19	10%
Creative Project 1	Friday - June 21	10%
Creative Project 2	Friday - June 28	10%
Field Trip Reflection	Monday - July 1	10%
Short Paper	Friday - July 5	20%
Creative Project 3	Friday - July 5	10%
Final Media Project	Thursday - July 11	20%
Attendance and Participation	n/a	10%

Extra Credit	Friday - July 12	5%
Total		105%

Grade Scale

97-100%: A+	80-83%: B-	64-66%: D
94-96%: A	77-79%: C+	60-63%: D-
90-93%: A-	74-76%: C	0-59%: F
87-89%: B+	70-73%: C-	
84-86%: B	67-69%: D+	

Required Texts

All course texts will be provided to students by the teaching staff, and reading them in a timely fashion is mandatory for all enrolled students. ***Assigned readings must be read prior to class on the date they are assigned on the syllabus (below)***. Students should plan to dedicate at least 1 hour for each assigned reading, and must be prepared to ask questions and engage with the material. The instructor reserves the right to implement pop-quizzes if students are not keeping-up with readings.

Course Policies

Classroom & Participation Conduct - The fear of public speaking, also known as glossophobia, is among the most common in the world. As such, cultivating an intentional, mutually respectful, self-reflexive, and democratic participation environment - where disagreement is not a personal attack, antagonistic, nor disruptive - is key. With that said, there is zero tolerance for communication that is disrespectful, hateful or harmful, or that violates USC's Code of Ethics.

Technology Use - The use of laptops or phones during class is _not permitted_ unless stated otherwise by the instructor. Students should come to class prepared to be fully engaged as listeners, without technological distractions. Please come prepared to take notes with pen/pencil and a notepad instead.

Assignment Submission - Students should expect to print all assignments and bring the hard-copy to the start of class for direct submission to the instructor on the due date. If the student is unable to submit on the due date due to an emergency, they must let the instructor

know as soon as possible via email and provide documentation. Unless approved by the instructor, late assignments, either written or presentations, will drop a total letter grade per additional late day, and will receive a zero after the third day.

Academic Integrity - All work produced during and for this course must be the student's own, and references to the work of others will follow academic guidelines (ex. proper citations, fair use) and must be adequately attributed. There is zero tolerance for plagiarism in this course, and any student suspected of academic dishonesty will be reported to the Student Judicial Affairs and Community Standards Office - where sanctions can range from a failing grade in the course to expulsion from the university. For more information, see Sections 11 and 13 of the University Student Conduct Code.

Academic Accommodations - Special accommodations can be made for students registered with Disability Services and Programs (DSP). Students must provide official documentation from DSP as soon as possible - preferably within the first week of class. If you have any questions about this process, please contact DSP directly via email at ability@usc.edu or by phone at (213) 740-0776.

Course Schedule

Week 1 - Civic Media and Communication

Monday - June 17 - Introduction to Communication
*TIME CHANGE: 11:15AM-12:30PM
Required Reading: Wood, J. T. (2011). Communication Mosaics: An Introduction to the Field of Communication.
Optional Reading: Hall, S. (2006). Encoding/Decoding.

DUE BEFORE CLASS: Media and Technology Use Survey

Tuesday - June 18 - Civic Theory and Citizenship
Required Reading: Westheimer, J., & Kahne, J. (2004). Educating the "Good" Citizen: Political Choices and Pedagogical Goals.
Optional Reading: Levine, P. (2016). The Public and Our Problems. In We Are the Ones We Have Been Waiting For (pp. 3–7).

Wednesday - June 19 - Civic Media
Required Reading: "Civic Media: An Introduction," Gordon and Mihailidis
DUE IN CLASS: Wordpress, Online Portfolio

Thursday - June 20 - Citizenship in the Digital Age
Required Reading: "New Media, New Civics," Ethan Zuckerman
Optional Reading: "Acting Politically in a Digital Age," Noelle McAfee

Friday - June 21 - Media Workshop - The Civic Imagination
Required Reading: "Superpowers to the People! How Young Activists Are Tapping the Civic Imagination," Jenkins, Shresthova, Gamber-Thompson, & Kliger-Vilenchik
DUE IN CLASS: Creative Project 1

Week 2 - Youth, Media, and Participatory Politics

Monday - June 24 - Youth and Political Participation
Required Reading: "Putting Our Conversation Into Context: Youth, Old Media, and Political Participation," Jennifer S. Light
Optional Reading: "Media in Action: A Field Scan of Media and Youth Organizing in the United States, Costanza-Chock et al.

Tuesday - June 25 - Participatory Politics
Required Reading: Jenkins, Henry & Lopez, Rogelio Alejandro. "On Emma González's Jacket and Other Media: The Participatory Politics of the #NeverAgain Movement." The Brown Journal of World Affairs 25 (1), 117-134.
Optional Reading: "The Five Tactics of Participatory Politics," Lissa Soep, "Participatory Politics," Jenkins et al. (in Keywords in Remix Studies), "Youth Agency in Public Spheres: Emerging Tactics, Literacies, and Risks," Lissa Soep.

Wednesday - June 25 - Media Workshop - Photo Stories
Optional Reading: "On Photography," Susan Sontag, "Eyes of the Proletariat"
DUE: Creative Project 2 - The Photostory

Thursday - June 27 - **Field Trip**
Museum of Tolerance, Annenberg Space for Photography
Optional Reading: "Impure Dissent: Hip Hop and the Political Ethics of Marginalized Black Urban Youth," Tommie Shelby, "Analog girl in a digital world: hip hop feminism and media activism," Aisha Durham

Friday - June 28 - Unpacking Media - Critical Media Project
Optional Reading: "Memes" (in Keywords in Remix Studies), "Sharing Snapshots of Teen Friendship and Love," Katynka Z. Martinez
Activity: Writing and Research Workshop

Week 3 - Media Activism and the Politics of Resistance

Monday - July 1 - Media and Social Movements
Required Reading: "Out of the Shadows, Into the Streets" Foreword and Introduction, Sasha Costanza-Chock
Optional Reading: "Networks of Outrage and Hope" Introduction, Manuel Castells

DUE: Field Trip Reflection

Tuesday - July 2 - Journalism Field Trip - NO CLASS

Wednesday - July 3 - Youth Media Activism
Required Reading: "By Any Media Necessary: Introduction," Jenkins et al.

Thursday - July 4 - **Independence Day - NO CLASS**

Friday - July 5 - Media Workshop - Worker Photo Essay
Required: Hardt, H., & Ohrn, K. B. (1981). The eyes of the proletariat: The worker-photography movement in Weimar Germany. Studies in Visual Communication, 7(3), 46-57.
DUE: Creative Project 3
DUE: Short Paper

Week 4 - Identity Politics, Difference, and Social Change

Monday - July 8 - Race, Ethnicity, and Citizenship
Required Reading (Choose 1): "Asian American Youtube Celebrities Creating Popular Culture Networks," Lori Kido Lopez, "Undocumented, Unafraid, and Unapologetic: Dream Activists, Immigrant Politics, and the Queering of Democracy," Christina Beltran

Tuesday - July 9 - Gender, Sexuality, and LGBTQ Politics
Required Reading (Choose 1): "Son Enough: Developing Girls' Agency in India Across Domestic and Civic Spheres through Feminist Media Practice," Glynda Hull et al., "Case Study: Marriage Equality, Facebook Profile Pictures, and Civic Participation," Brady Robards and Bob Buttigieg

Wednesday - July 10 - Final Media Project Workshop

Thursday - July 11 - Final Media Project Workshop
DUE: Final Media Project

Friday - July 12 - Final Presentations ***LAST DAY OF CLASS***
DUE: Extra Credit

Student Support Services

Student Writing Center - Students looking to improve, strengthen, and/or polish their academic writing can make an appointment at The Writing Center for individual consultation and/or group workshops. For more information visit their website (https://dornsife.usc.edu/writingcenter/), or contact the center via phone (213-740-3691) or email (writing@usc.edu).

Student Counseling Services - Students experiencing personal or emotional distress can make an appointment at the Engemann Student Health Center, which provides general counseling, psychiatric services and therapy, and various kinds of wellness support groups. For more information about making an appointment, visit the Engemann website (https://engemannshc.usc.edu/counseling/), or call (213) 740-7711. Crisis therapists are also available via phone 24/7 at (213) 740-7711.

Relationship and Sexual Violence Prevention Services - The Engemann Student Health Center also provides support services for gender and power-based harm, such as sexual assault, domestic violence, and stalking. An appointment can be made in person at Engemann, Suite 356, or by phone at (213) 740-4900 (press "zero" after hours in case of emergency). For more information, visit https://engemannshc.usc.edu/rsvp/.

Protection Against Harassment and Discrimination - The USC Title IX Office and Office of Equity and Diversity respond to harassment and/or discrimination faced by a protected status or characteristic, whether race, ethnicity, nationality, physical disability, gender, sexual orientation, veteran status, etc. For more information about the Office of Equity and Diversity, visit http://equity.usc.edu/. To report an instance of harassment or discrimination, visit http://titleix.usc.edu/, email at titleix@usc.edu, or call (213) 740-5086.

Student Support and Advocacy - The USC Student Affairs provides various student support and advocacy services, including: helping students navigate the university, breaking down university policies, assisting students with crisis management, facilitating a leave of absence (medical and non-medical), and grade disputes. For more information, visit https://studentaffairs.usc.edu/ or call (213) 821-4710.

Campus and Public Safety - The Department of Public Safety (DSP) oversees the safety of the USC campus and surrounding community, by physically patrolling the campus with DSP officers, responding to crime or complaints, providing students with safe transportation after hours, offering safety trainings and tips, and providing real-time safety information via text and email alerts. For more information about any of these services, visit https://dps.usc.edu/, or call (213) 740-6000. To contact DSP during an emergency, please call (213) 740-4321.