American Studies 429J

Perspectives on Popular Culture

Social Activism and Popular Culture

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Office hours: Wednesday 10 a.m. to 1 p.m. or by appointment. Please email for an appointment during office hours as well to save your having to wait while I talk with someone else.

Readings


In Social Activism and Popular culture we will explore the cultural environment in which any social activism must operate. Participants in this course will choose a social cause and a related non-profit organization as the subjects of their assigned exercises. By the end of the semester, each participant will have a completed portfolio to be delivered to a selected contact person at the organization. The semester includes a face to face brainstorming meeting between the student and the contact person.
All assignments are due with a hard copy, typed document at class time. University excused lateness must be documented. Chronically late assignments may not be accepted at all. In all circumstances of lateness, please contact me.

You must type the university honor code on each assignment. After the second time, I will begin to take off points. Repeated omission will raise suspicions of academic dishonesty. All forms of academic dishonesty will be forwarded to the Honors Council. See a further discussion at the end of this syllabus.

Projects
Identification of Specific Cause, Related Organization and Contact Person: 10 points
Analysis of Related Film and Other Media: 15 points
Analysis of Icon or Artifact: 15 points
Analysis of Audience or Potential Audience: 15 points
Analysis of Opposition or Obstacle: 15 points
Creation of an alternative strategy: 20 points
Mandatory Meeting/Conversation with Contact Person: 15 points
Revision of Entire Project (Final Exam): 25 points
Must Include Documentation of Delivery of Entire Project to Contact
Attendance and Discussion of Outside Talk or Event: 10 points
Class Participation: 20 points Attendance is assumed. You cannot participate if you are not here and class participation can change your grade, for better or worse, by more than a letter grade. In addition, you will not be able to successfully complete your projects without regular attendance.

Schedule
January 25: Introductions

January 30: Collective Consciousness A on F: xvi-44 and 385-409
Feb.1: cont.

Feb. 6: Emotion and the Collective Unconscious: Letters, all of book; Soul, Intro and Chpt. One
Feb. 8: cont.

Feb. 13: Entertainment and Social Discourse Soul, Chpts. Two, Three and Four
Feb. 15: Identification of Cause and Related Organization Due

Feb. 20: Ways of Seeing: A on F, 45-164, 211-302
Feb. 22: Analysis of Related Films or Media Due

Feb. 27: Ways of Being: A on F, 165-210, 303-384
Feb. 29: cont. (Contact letters sent)

March 5: The Art and Science of Activism *Changing Minds*, ix-112
March 7: cont.

March 12: The Art and Science of Activism cont.: *Changing Minds*, 113-222
March 14: Analysis of Icon or Artifact Due

March 19 and 21: Spring Break

March 26: Old Media and Activism (reading excerpt on Blackboard)
March 28: cont.

April 2: The New Media World: *Content Nation*
April 4: Analysis of Audience or Potential Audience Due

April 9: Social Media: Finish *Content Nations*
April 11: cont.

April 16: Groups and Individualism: Excerpt from *Smart Mobs*
April 18: Analysis of Opposition or Obstacle Due

April 23: Case Studies: *Soul*, Chpts. Five through Eight
April 25: Case Studies

**April 30: Creation of an Alternative Strategy Due**

May 7: excerpt: *A Force More Powerful*
May 9: Documentation of Contact with Organization A on F, 159-169

Final Revised Project Due on scheduled examination date: Wednesday, May 16 1:30-3:30 pm. Must include documentation of final delivery to Organization Contact.

- **Academic Accommodations:** If you have a documented disability, you should contact Disability Support Services 0126 Shoemaker Hall. Each semester students with documented disabilities should apply to DSS for accommodation request forms which you can provide to your professors as proof of your eligibility for accommodations. The rules for eligibility and the types of accommodations a student may request can be reviewed on the DSS web site at [http://www.counseling.umd.edu/DSS/receiving_serv.html](http://www.counseling.umd.edu/DSS/receiving_serv.html).

- **Religious Observances:** The University System of Maryland policy
provides that students should not be penalized because of observances of their religious beliefs, students shall be given an opportunity, whenever feasible, to make up within a reasonable time any academic assignment that is missed due to individual participation in religious observances. It is the responsibility of the student to inform the instructor of any intended absences for religious observances in advance. Notice should be provided as soon as possible but no later than the end of the schedule adjustment period. Faculty should further remind students that prior notification is especially important in connection with final exams, since failure to reschedule a final exam before the conclusion of the final examination period may result in loss of credits during the semester. The problem is especially likely to arise when final exams are scheduled on Saturdays.

• Academic integrity: The University of Maryland has a nationally recognized Code of Academic Integrity, administered by the Student Honor Council. This Code sets standards for academic integrity at Maryland for all undergraduate and graduate students. As a student you are responsible for upholding these standards for this course. It is very important for you to be aware of the consequences of cheating, fabrication, facilitation, and plagiarism. For more information on the Code of Academic Integrity or the Student Honor Council, please visit http://www.studenthonorcouncil.umd.edu/whatis.html

The University of Maryland is one of a small number of universities with a student-administered Honors Code and an Honors Pledge, available on the web at http://www.jpo.umd.edu/aca/honorpledge.html. The code prohibits students from cheating on exams, plagiarizing papers, submitting the same paper for credit in two courses without authorization, buying papers, submitting fraudulent documents, and forging signatures.

The University Senate encourages instructors to ask students to write the following signed statement on each examination or assignment: "I pledge on my honor that I have not given or received any unauthorized assistance on this examination (or assignment)."