Professor:  Dr. Randy Lake
Office: ASC 206C
Hours: 1:30-3:00 MW, and by appointment (I typically will be in the office four days a week, so appointments should be fairly easy to obtain.)
Telephone: (213) 740-3946
E-mail: rlake@usc.edu (This is the most efficient way to reach me. I check my e-mail regularly during the weekday, when I am in the office. However, weekends and evenings are much more sporadic so, if you e-mail me at these times, please do not expect an immediate reply.)

Objectives:
This seminar will investigate the roles played by communication in processes of social change, and will examine varying theoretical approaches to the study of the rhetoric of social movements. In addition, we will explore several case studies of movements in action.

Website:
There is a course website, located at blackboard.usc.edu. All students enrolled in this course have access to the website through their USC username and password.
This website is an official place for posting information relevant to the class, such as announcements, assignments, and grades, for discussing lecture materials, and so on. You are as responsible for knowing any material posted to the website as you would be responsible for material distributed or discussed during class.

Texts:
- Other readings as assigned

Suggested:
- *Social Movement Studies*. An academic journal published quarterly by Taylor & Francis.
Assignments:

- First and foremost, discussion. In a graduate seminar, your participation is extremely important; I will lecture only sparingly.

- Weekly reactions to readings. You may wish to synthesize the readings and identify key issues, concepts, etc., critique, and/or ask questions and otherwise seek clarification. These reactions (which will not be graded) will help guide our discussion; in order to facilitate this, please post your comments to the Discussion Board section of the website for the appropriate week no later than 10:00 p.m. each Wednesday evening.

- Reports, on topics or additional readings, as assigned. Please prepare handouts as appropriate to supplement your oral presentation. Handouts should synopsize essential points; these points should be amplified and illustrated during presentation.

- One seminar project, on a topic of your choosing, suitable given course content, and approved by me in advance. Collaborative projects are possible. Strive for a paper that, at the end of the term, is ready for submission to a professional conference, if not for publication. Approx. 25-30 pages. Due final class session, Thursday, April 29, at which it will be presented.

Technology:

Please turn off cell phones before coming to class. I am not fond of computers being used to take notes during class because, in my experience, they interfere with the form and level of interaction that we are seeking. I will tolerate them on a trial basis, but reserve the right to banish them should they become intrusive or hamper your participation. (Needless to say, computers never should be used for nonclass-related activities.)

Tentative Weekly Schedule:

Some minor adjustments in the following undoubtedly will be necessary as the semester progresses.

January

- 14 INTRODUCTION TO THE COURSE


- 28 MEANWHILE, OVER IN SOCIOLOGY . . . Melucci, Pt. 1 (Chs. 1-4); Jasper, Chs. 2-4

February


11 THE OTHER SIDE OF THE MIRROR: INSTITUTIONAL RESPONSES

18 RETHINKING ASSUMPTIONS ABOUT AUDIENCE

25 RETHINKING ASSUMPTIONS ABOUT PURPOSE AND STRATEGY

REPORT: Barbara Epstein, Political Protest and Cultural Revolution: Nonviolent Direct Action in the 1970s and 1980s

March

4 THE ASCENDENCE OF CULTURE
Duncombe, Introduction, Chs. 1-3

18 Spring break–no class


April


15 RETHINKING CONTEMPORARY POLITICS AND CULTURE Melucci, Pt. 3 (Chs. 11-14)

22 W(H)ITHER MOVEMENT STUDIES? DISPERSED, DEFUNCT, OR DA BOMB? Duncombe, Ch. 8; Melucci, Pt. 4 (Chs. 15-20); Kathryn M. Olson and G.

29 Presentation of Student Projects, and Wrap-Up