

# IML 420

New Media for Social Change  
Fall 2014, Th 9-11:50, SCI L106

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**IML 420: New Media for Social Change** explores the nature of civic engagement in the 21st century and gives students the opportunity to strengthen their storytelling tools in the pursuit of real world change.

With service-learning at its core, the course offers students an interdisciplinary experience that combines media studies, media arts and practice, popular culture, storytelling, world building and civic action. Students will surface, analyze and critique real world projects that work across media and genre to foster sustainable civic engagement. Drawing on these examples, they will then experiment with creating their own action-oriented media projects across a variety of digital and analog platforms, simultaneously exploring what it means to be a civically engaged citizen in the age of social media.

Finally, students will work directly with local youth-focused non-profit organizations to develop participatory workshops that help inspire and scaffold civic engagement through storytelling and media production. Workshops may combine offline and online practices, encouraging a nuanced approach to the differing affordances of real and virtual interactions.

The course builds on the research and outreach efforts of Henry Jenkins' Media, Activism & Participatory Politics (MAPP) Project as it integrates peer-based learning, popular culture, and media production. Current group affiliations include, but are not limited to: Invisible Children, The Harry Potter Alliance, the Muslim Youth Group of Southern California, the Freedom School and KCET Departures Youth Voices.

**USC**Cinematic Arts  
*Media Arts + Practice Division*