IML 420
New Media for Social Change
Spring 2015

Professor: Vicki Callahan, Ph.D.
Thursday, 1:00 pm - 3:50 pm
Email: vcallahan@cinema.usc.edu
Office: SCI 101H
Office hours: (tba)

4 units
Room: SCI L106 + other spaces as noted

Course Description: This course focuses on using digital tools for social change in our highly mediated, globally connected world. The course fulfills the Diversity Requirement by considering the ways in which race and gender function in the world, how these issues are mapped onto digital space and, finally, the possibilities for intervention using digital media.

A set of core texts provides theoretical grounding and knowledge of case studies in participatory media for social change. We will examine examples from activist media and the multiple forms available to activists/media makers today through our course work and guest speakers. Like all Media Arts + Practice classes, the course includes both theory and practice asking students to interrogate structural forces and the ethics of representation, before enacting the theory by creating digital projects in collaboration and dialogue with a specific community partner.

This semester our focus will be on issues of gender and sexual equality with special attention to feminist media praxis. Our community partner for this course will be the feminist technology and education collaborative group, FemTechNet (http://femtechnet.org). Our projects will focus on issues of representation, women media makers, and alternative strategies for storytelling and writing history. We will begin with the reclaiming of women’s media history via “wikistorming” activity and conclude by developing a cross-platform story employing “speculative fiction” or counter-histories of gender representation.

Requirements and Grading:
Wikistorming (Collaborative Work) 20%
Keyword Video (Individual Work) 20%
Transmedia Project (a class project with individual + group components) 20%
Seminar Participation (Reading Responses + In class work/discussion) 15%
Peer Review 15%
Final Reflection 10%
**Required Materials** *(books are available electronically from Amazon, please order after first class meeting)*

Chimamanda Ngozi Adichie, *We Should All be Feminists* (Random House, 2014)

bell hooks, *Feminism is for Everybody: Passionate Politics* (Routledge, 2014)


*Other readings will be available on course wiki*

**COURSE POLICIES**

**Statement on Fair Use:** Fair use is a legal principle that defines certain limitations on the exclusive rights of copyright holders. MAP seeks to apply a reasonable working definition of fair use that will enable students and instructors to develop multimedia projects without seeking authorization for non-commercial, educational uses. Four factors should be considered when determining whether a use is fair: (1) the purpose and character of use, (2) the nature of the copyrighted work, (3) the amount and substantiality of the portion used in relation to the copyrighted work as a whole, and (4) the effect of the use upon the potential market for or value of the copyrighted work. In general, we regard the reproduction of copyrighted works for the purposes of analysis or critique in this class to be covered by the principle of fair use.

**Citation Guidelines:** All projects will need to include academically appropriate citations in the form of a References section, which covers all sources, in order to receive a passing grade. The References area is either included in the project or as a separate document, as appropriate to your project. We will be following the KAIROS style guide for citation purposes in this class [http://www.technorhetoric.net/styleguide.html]. Kairos uses a modified APA format, whose general guidelines and many specific examples you can find here: http://owl.english.purdue.edu/owl/resource/560/01/

**Statement on Academic Integrity:** USC seeks to maintain an optimal learning environment. General principles of academic honesty include the concept of respect for the intellectual property of others, the expectation that individual work will be submitted unless otherwise allowed by an instructor, and the obligations both to protect one’s own academic work from misuse by others as well as to avoid using another’s work as one’s own. All students are expected to understand and abide by these principles. Scampus, the Student Guidebook, contains the Student Conduct Code in Section 11.00, while the recommended sanctions are located in Appendix A: http://scampus.usc.edu/. Students will be referred to the Office of Student Judicial Affairs and Community Standards for further review, should there be any suspicion of academic dishonesty. The Review process can be found at: http://www.usc.edu/student-affairs/SJACS/.

**Statement for Students with Disabilities:** Any student requesting academic accommodations based on a disability is required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP. Please be sure the letter is delivered to me (or to TA) as early in the semester as possible. DSP is located in STU 301 and is open 8:30 a.m.–5:00 p.m., Monday through Friday.

**Emergency Plan:** In the event of an emergency, all attempts will be made to continue MAP courses as usual. If we cannot meet synchronously, we will continue with our asynchronous work. In addition, all course materials are backed up on a secondary site (usually Blackboard) in the event that the primary wiki site should go down.