

COMM 412
Communication & Social Movements
4 Units

Spring 2023 – Mondays – 3:30-6:20

Section: 20628R

Location: ANN 210

Instructor: Teresa “T” Delfín (she/her/ella)

Office: TBD

Office Hours: By appointment

Contact Info: tdelfin@usc.edu, 510.219.5554 (cell)

Course Description

This course will explore the rhetoric of contemporary political social movements. We will consider movements such as Black Lives Matter, Women’s Marches, Immigration Reform, and Environmental Justice, among others. We will study the theories that have informed these movements and the movements that inform theories. We will study the methodology that helps launch social movements, as well as the methods that teach us how to make sense of them. Throughout, we will delve into histories and case studies with the aim of engaging with the field in a meaningful and well-rounded manner. Participation is a major component of this course and students will be responsible for developing discussion questions to guide our seminar and presentations that help unpack theories and methods.

Student Learning Outcomes

Throughout this semester, students will study a range of social movements to learn about the events themselves, but also to learn about how social movements are modeled, studied, compared, and written about. Each class meeting will focus on two primary areas: 1) the week’s case study and 2) theories and methods. Students will learn how to ask excellent and constructive questions, which will be the basis of our seminar discussions. We will also work collaboratively to model theories and methods throughout the semester with the goal of developing fluidity in their use on the final project, a group case study. Much of our learning will be collaborative, so there is a high expectation that students should participate meaningfully and with mutual respect. By the end of the semester students should be able to analyze and present major elements of rhetoric related to social movements.

Course Notes

The syllabus is subject to change. Any updates will be posted in “Announcements” on Blackboard. Please note that some assignments will have individualized due dates. These individualized assignments should be submitted the day they are presented.

Description and Assessment of Assignments/Grading

Assignment	Frequency	Value	Due Date	Where/How to Submit
Blackboard Quizzes on Social Movements book	Weekly	20%	Weekly by start of class	Blackboard (Bb)
5 Discussion Questions on RSM book	Once*	20%	By start of class	In Bb Assignments
Images from Women's March	Once*	5%	By start of class 1/23	TBA

Presentation of Theories/Methods from RSM	Once*	20%	By presentation date	In-person and in Bb Assignments
Case Study Group Presentation	Once*	10%	By presentation date	In-person and in Bb Assignments
Case Study Individual Submission	Once	25%	Finals Week	In Bb Assignments

*If you cannot attend the march in person, please study it in-depth on social media, collecting at least 20 images of signs/messaging to share in class. This can also include “counter-protesters.”

b. Course Grading Scale

Letter grades and corresponding point value ranges.

Letter grade and corresponding numerical point range		
95% to 100%: A	80% to 83%: B-	67% to 69%: D+
90% to 94%: A- (A minus)	77% to 79%: C+ (C plus)	64% to 66%: D
87% to 89%: B+	74% to 76%: C	60% to 63%: D-
84% to 86%: B	70% to 73%: C- (C minus)	0% to 59%: F

c. Grading Standards

Letter Grade	Description
A	Excellent; demonstrates extraordinarily high achievement; comprehensive knowledge and understanding of subject matter; all expectations met and exceeded.
B	Good; moderately broad knowledge and understanding of subject matter; explicitly or implicitly demonstrates good, if not thorough understanding; only minor substantive shortcomings.
C	Satisfactory/Fair; reasonable knowledge and understanding of subject matter; most expectations are met; despite any shortcomings, demonstrates basic level of understanding.
D	Marginal; minimal knowledge and understanding of subject matter; more than one significant shortcoming; deficiencies indicate only the most rudimentary level of understanding.
F	Failing; unacceptably low level of knowledge and understanding of subject matter; deficiencies indicate lack of understanding.

d. Grading Timeline

Every effort will be made to grade assignments within a week of their submission. Please don't hesitate to request expedited grading or to check in when grading is delayed.

Assignment Rubrics

Please refer to the “Assignments” section on Blackboard for detailed rubrics.

Assignment Submission Policy

- A. All assignments are due on the dates specified. Contact professor as soon as possible to request deadline revisions
- B. Assignments must be submitted via Blackboard

Required Readings and Supplementary Materials

Both required books and the assigned journal article are available free online through the library and are linked on Blackboard.

Laptop Policy

All undergraduate and graduate Annenberg majors and minors are required to have a PC or Apple laptop that can be used in Annenberg classes. Please refer to the [Annenberg Digital Lounge](#) for more information. To connect to USC's Secure Wireless network, please visit USC's [Information Technology Services](#) website.

Add/Drop Dates for Session 001

(15 weeks: 1/9/2023 – 4/28/2023; Final Exam Period: 5/3-10/2023)

Link: <https://classes.usc.edu/term-20231/calendar/>

Last day to add: Friday, January 27, 2023

Last day to drop without a mark of "W" and receive a refund: Friday, January 27, 2023

Last day to change enrollment option to Pass/No Pass or Audit: Saturday, January 28, 2023 [All major and minor courses must be taken for a letter grade.]

Last day to add/drop a Monday-only class without a mark of "W" and receive a refund or change to Audit: Tuesday, January 31, 2023

Last day to withdraw without a "W" on transcript or change pass/no pass to letter grade: Friday, February 24, 2023 [Mark of "W" will still appear on student record and STARS report and tuition charges still apply.]

*Please drop any course by the end of week three for session 001 (or the 20 percent mark of the session in which the course is offered) to avoid tuition charges.]

Last day to drop with a mark of "W": Friday, April 7, 2023

Course Schedule: A Weekly Breakdown

Week 1 1/9	Introduction
Week 2 1/16	Read: RSM Ch. 1; "The 2017 Women's March on Washington" article No Class: MLK Jr.'s Birthday; please attend* LA Women's March on 1/22
Week 3 1/23	Read: RSM Ch. 2; SM Ch. 1 SM reading quiz on Blackboard due by start of class. Share pictures from march
Week 4 1/30	Read: RSM Ch. 3; SM Ch. 2 SM reading quiz on Blackboard due by start of class
Week 5 2/6	Read: RSM Ch. 5; SM Ch. 3 SM reading quiz on Blackboard due by start of class
Week 6 2/13	Read: RSM Ch. 6; SM Ch. 4 SM reading quiz on Blackboard due by start of class
Week 7 2/20	No Class: President's Day
Week 8 2/27	Read: RSM Ch. 8; SM Ch. 5 SM reading quiz on Blackboard due by start of class
Week 9 3/6	RSM Ch. 9; SM Ch. 6 SM reading quiz on Blackboard due by start of class
Spring Break 3/12-3/19	

Week 10 3/20	Read: RSM Ch. 10; SM Ch. 7 SM reading quiz on Blackboard due by start of class
Week 11 3/27	Read: RSM Ch. 12; SM Ch. 8 SM reading quiz on Blackboard due by start of class
Week 12 4/3	Read: RSM Ch. 13; SM Conclusion SM reading quiz on Blackboard due by start of class
Week 13 4/10	Read: RSM Ch. 14 Presentations
Week 14 4/17	Read: RSM Ch. 15 Presentations
Week 15 4/24	Read: RSM Ch. 17 Presentations
Study Days 4/29-5/2	
Finals 5/3-5/10	

RSM: The Rhetoric of Social Movements

SM: Social Movements: The Structure of Collective Mobilization

Policies and Procedures

Additional Policies

Students are expected to attend all class meetings and to check email and Blackboard regularly for updates.

Communication

For the most immediate response, please text message me: 510.219.5554. Please also text to make arrangements for phone calls, Zooms, and office hours.

Statement on Academic Conduct and Support Systems

Academic Conduct

The USC Student Handbook (https://policy.usc.edu/wp-content/uploads/2022/09/USC_StudentCode_August2022.pdf)

Academic Integrity

USC's Unifying Value of integrity is a foundational principle that inspires the community to match its values to its actions. Academic integrity is ultimately the sole guarantor of the legitimacy of one's education, and therefore, is vitally important not just for oneself, but for the entire USC community. The value of all USC degrees is negatively impacted by violations of academic integrity. In the classroom, general principles of academic integrity 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.

Academic Integrity violations (academic dishonesty) include, but are not limited to:

Plagiarism and Cheating

- The submission of material authored by another person but represented as the student's own work, whether that material is paraphrased or copied in verbatim or near-verbatim form.
- Re-using any portion of one's own work (essay, term paper, project, or other assignment) previously submitted without citation of such and without permission of the instructor(s) involved.

- Improper acknowledgment of sources in essays or papers, including drafts. Also, all students involved in collaborative work (as permitted by the instructor) are expected to proofread the work and are responsible for all particulars of the final draft.
- Acquisition of academic work, such as term papers, solutions, or other assignments, from any source and the subsequent presentation of those materials as the student's own work, or providing academic work, such as term papers, solutions, or assignments that another student submits as their own work.

The School of Communication maintains a commitment to the highest standards of ethical conduct and academic excellence. Any student found responsible for plagiarism, fabrication, cheating on examinations, or purchasing papers or other assignments will be reported to the Office of Student Judicial Affairs and Community Standards and may be dismissed from the School of Communication. There are no exceptions to the school's policy.

In addition, it is assumed that the work you submit for this course is work you have produced entirely by yourself, and has not been previously produced by you for submission in another course or Learning Lab, without approval of the instructor.

Students and Disability Accommodations:

USC welcomes students with disabilities into all of the University's educational programs. The Office of Student Accessibility Services (OSAS) is responsible for the determination of appropriate accommodations for students who encounter disability-related barriers. Once a student has completed the OSAS process (registration, initial appointment, and submitted documentation) and accommodations are determined to be reasonable and appropriate, a Letter of Accommodation (LOA) will be available to generate for each course. The LOA must be given to each course instructor by the student and followed up with a discussion. This should be done as early in the semester as possible as accommodations are not retroactive. More information can be found at osas.usc.edu. You may contact OSAS at (213) 740-0776 or via email at osasfrontdesk@usc.edu.

Support Systems:

Counseling and Mental Health - (213) 740-9355 – 24/7 on call

Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention.

988 Suicide and Crisis Lifeline - 988 for both calls and text messages – 24/7 on call

The 988 Suicide and Crisis Lifeline (formerly known as the National Suicide Prevention Lifeline) provides free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week, across the United States. The Lifeline is comprised of a national network of over 200 local crisis centers, combining custom local care and resources with national standards and best practices. The new, shorter phone number makes it easier for people to remember and access mental health crisis services (though the previous 1 (800) 273-8255 number will continue to function indefinitely) and represents a continued commitment to those in crisis.

Relationship and Sexual Violence Prevention Services (RSVP) - (213) 740-9355(WELL) – 24/7 on call

Free and confidential therapy services, workshops, and training for situations related to gender- and power-based harm (including sexual assault, intimate partner violence, and stalking).

Office for Equity, Equal Opportunity, and Title IX (EEO-TIX) - (213) 740-5086

Information about how to get help or help someone affected by harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants.

Reporting Incidents of Bias or Harassment - (213) 740-5086 or (213) 821-8298

Avenue to report incidents of bias, hate crimes, and microaggressions to the Office for Equity, Equal Opportunity, and Title for appropriate investigation, supportive measures, and response.

The Office of Student Accessibility Services (OSAS) - (213) 740-0776

OSAS ensures equal access for students with disabilities through providing academic accommodations and auxiliary aids in accordance with federal laws and university policy.

USC Campus Support and Intervention - (213) 740-0411

Assists students and families in resolving complex personal, financial, and academic issues adversely affecting their success as a student.

Diversity, Equity and Inclusion - (213) 740-2101

Information on events, programs and training, the Provost's Diversity and Inclusion Council, Diversity Liaisons for each academic school, chronology, participation, and various resources for students.

USC Emergency - UPC: (213) 740-4321, HSC: (323) 442-1000 – 24/7 on call

Emergency assistance and avenue to report a crime. Latest updates regarding safety, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible.

USC Department of Public Safety - UPC: (213) 740-6000, HSC: (323) 442-1200 – 24/7 on call

Non-emergency assistance or information.

Office of the Ombuds - (213) 821-9556 (UPC) / (323-442-0382 (HSC)

A safe and confidential place to share your USC-related issues with a University Ombuds who will work with you to explore options or paths to manage your concern.

Occupational Therapy Faculty Practice - (323) 442-2850 or otfp@med.usc.edu

Confidential Lifestyle Redesign services for USC students to support health promoting habits and routines that enhance quality of life and academic performance.

Annenberg Student Success Fund

<https://annenberg.usc.edu/current-students/resources/annenberg-scholarships-and-awards>

The Annenberg Student Success Fund is a donor-funded financial aid account available to USC Annenberg undergraduate and graduate students for non-tuition expenses related to extra- and co-curricular programs and opportunities.

Annenberg Student Emergency Aid Fund

<https://annenberg.usc.edu/current-students/resources/annenberg-scholarships-and-awards>

Awards are distributed to students experiencing unforeseen circumstances and emergencies impacting their ability to pay tuition or cover everyday living expenses. These awards are not intended to cover full-tuition expenses, but rather serve as bridge funding to guarantee students' continued enrollment at USC until other resources, such as scholarships or loans, become available. Students are encouraged to provide as much information in their application, as well as contact their academic advisor directly with questions about additional resources available to them.

About Your Instructor

Teresa "T" Delfín is an anthropologist and filmmaker. She earned a Ph.D. from Stanford in the Program in Modern Thought and Literature and an M.A. in Latin American Studies from U.C. Berkeley. T is a native Spanish speaker who grew up in Guadalajara, Mexico and the San Francisco Bay Area.