Course Title: Communication and Social Change

Course Number: COMM 5233-101

Course Description: This course looks at the role of communication and social change. The first portion of the course will examine social change strategies by examining the ways in which organizations, politicians, industries, and social movements rely on rhetorics of agitation and control. The second part of the course will undertake a theoretical examination of case studies from social movements.

Class Dates, Location and Hours:

Dates: July 20-22 & 27-29, 2012
Location: 3281 Sheridan Road, Fort Sill, Oklahoma
Hours: Fri 5:30-9:00 p.m., Sat 9:00 a.m.-5:00 p.m.; Sun 12:00-4:00 p.m.
Last day to enroll or drop without penalty: June 21, 2012

Site Director:
Anita Bailey. Phone: 580-355-1974; Local Phone: 580-581-2434; Fax: 580-351-9674; E-mail: apftsill@ou.edu

Professor Contact Information:
Course Professor: Lisa Foster, Ph.D.
Mailing Address: 610 Elm Avenue
Norman, OK 73072
Telephone Number: 405-325-4180
Fax Number: 405-325-7625
E-mail Address: lfoster@ou.edu
Professor availability: The professor will be available via e-mail to students before and after the class sessions. On-site office hours are half an hour before and after each class session, by appointment.

Textbook(s) and Instructional Materials:
Student materials are available at the Follett/AP Bookstore located in the Oklahoma Memorial Union, 900 Asp Ave., Norman, OK. Orders can be placed online at www.oklahomaunion.bkstr.com or by telephone at 866-369-9713 (toll free in the U.S.) or 405-325-5960 (outside the U.S.). E-mail orders may be sent to oklahomaunion@bkstr.com. Representatives are available from 8 a.m. to 6 p.m. CST Monday through Thursday and 8 a.m. to 5 p.m. CST on Friday. Summer hours: 8 a.m. to 4 p.m. CST. Faxed orders may be placed 24 hours a day to 866-223-5607 (toll free in the U.S.) or 405-325-7140 (outside the U.S.).


3. Materials posted on the OU Desire to Learn (D2L) system: Additional Reading Materials May be provided in the general content area of D2L. Any additional readings will be posted no later than June 20, 2012. Access D2L at http://learn.ou.edu; enter your OU NetID (4+4) and password, and select course to access material. Please contact your local Site Director if you require assistance.
Note: The Follett/AP Bookstore is the Advanced Programs contractual textbook provider. Should text changes become necessary after publication of the course syllabus, Advanced Programs will facilitate text returns/refunds only for texts purchased through the Follett/AP Bookstore.

Course Objectives:
To understand the strategies of communication and social change as well as analyze social movements for those communication strategies. Students should also feel well equipped to apply communication strategies for the purposes of social change.

Assignments, Grading and Due Dates:

Assignment 1:

Assignment 1 (30%) Questions and Analysis: Prior to the first class day, students will read Bowers, Ochs, and Jensen’s “The Rhetoric of Agitation and Control” and respond to a series of questions that will be provided one month prior to the first class day (posted on D2L no later than June 20, 2012). In addition to responding to this series of questions, you will be asked to then apply the strategies of communication and social change to a social movement or social change event of your choice. That analysis will be approximately 5 pages. Questions and Analysis will be due on the first class day.

Some possible social movements or campaigns for analysis are: Civil Rights Movements, GLBT Movements, Immigrant Movements, and campaigns that aim to change social behaviors (i.e. anti-smoking campaigns, food movements (i.e. ABC and Jamie Oliver’s “Food Revolution”), and safe-sex movements). More recent movements include uprisings in the Middle East known as the Arab Spring, the Occupy Wall Street protests, and recent anti-censorship movements to stop SOPA and PIPA bills in congress. THESE ARE ONLY EXAMPLES TO GET YOU THINKING. If you want to email me to get confirmation that you have chosen an appropriate social change phenomenon, feel free.

Assignment 2:

Assignment 2 (30%): Our class time will be devoted to readings that analyze case studies concerning communication and the rhetoric of social change. Your second assignment is geared toward having an active classroom environment. For each assigned reading, you will summarize, respond to questions provided by the instructor, and create three additional questions per article for class discussion. Journal entries will consist of no more than 1-2 pages each and will accompany approximately 10 different readings. A complete list of readings to be included in the journal will be posted no later than June 20, 2012. Completed journals will be due on the last class day.

Assignment 3:

Assignment 3 (30%) At the Final Class session you will be tested (essay) over course materials, class discussions, and class readings. The exam will be essay and will ask you to synthesize and apply your knew knowledge of communication and social change.

Assignment 4:

Assignment 4 (10%) Participation should flow naturally from your preparedness for class and the completion of class assignments.

Grading:

This is a letter-graded course: A, B, C, D, or F.

NOTICE: Failure to meet assignment due dates could result in a grade of I (Incomplete) and may adversely impact Tuition Assistance and/or Financial Aid.
POLICIES AND NOTICES

Attendance/Grade Policy

Attendance and participation in interaction, individual assignments, group exercises, simulations, role playing, etc. are valuable aspects of any course because much of the learning comes from discussions in class with other students. It is expected that you attend all classes and be on time except for excused emergencies.

Excused absences are given for professor mandated activities or legally required activities such as emergencies or military assignments. Unavoidable personal emergencies, including (but not limited to) serious illness; delays in getting to class because of accidents, etc.; deaths and funerals, and hazardous road conditions will be excused.

If you are obtaining financial assistance (TA, STAP, FA, VA, Scholarship, etc.) to pay all or part of your tuition cost, you must follow your funding agency/institution’s policy regarding “I” (Incomplete) grades unless the timeline is longer than what the University policy allows then you must adhere to the University policy.

Students who receive Financial Aid must resolve/complete any “I” (Incomplete) grades by the end of the term or he/she may be placed on “financial aid probation.” If the “I” grade is not resolved/completed by the end of the following term, the student’s Financial Aid may be suspended make the student ineligible for further Financial Aid.

Students are responsible for meeting the guidelines of Tuition Assistance and Veterans Assistance. See the education counselor at your local education center for a complete description of your TA or VA requirements.

Academic Honesty

Honesty is a fundamental precept in all academic activities and … [you] have a special obligation to observe the highest standards of honesty. Academic misconduct in any form is inimical to the purposes and functions of the University and is therefore unacceptable and is rigorously proscribed. Academic misconduct includes:

- cheating (using unauthorized materials, information, or study aids in any academic exercise), plagiarism, falsification of records, unauthorized possession of examinations, intimidation, and any and all other actions that may improperly affect the evaluation of a student’s academic performance or achievement;
- assisting others in any such act; or attempting to engage in such acts.

All acts of academic misconduct will be reported and adjudicated as prescribed by the student code of the University of Oklahoma. All students should review the “Student’s Guide to Academic Integrity” found at http://www.ou.edu/provost/integrity

Accommodation Statement

The College of Continuing Education [Advanced Programs] is committed to making its activities as accessible as possible. For accommodations on the basis of disability, please contact your OU Site Director.

Course Policies

Advanced Programs policy is to order books in paperback if available. Courses, dates, and professors are subject to change. Please check with your OU Site Director. Students should retain a copy of any assignments that are mailed to the professor for the course. Advanced Programs does not provide duplicating services or office supplies.

Copyright

Any and all course materials, syllabus, lessons, lectures, etc. are the property of professor teaching the course and the Board of Regents of the University of Oklahoma and are protected under applicable copyright.

For more information about Advanced Programs, visit our website at: http://www.goou.ou.edu/
INSTRUCTOR VITA

Lisa R. Foster, Ph.D.

Education

• 2006 Ph.D., Communication Studies, University of Texas, Austin, Texas
• 2000 MA, Communication Studies, University of Kentucky, Lexington, Kentucky
• 1998 BA, English Literature, Centre College, Danville, Kentucky

Current Positions

• Advanced Programs Professor since 2006
• Assistant Professor, Mass and Political Communication, Department of Communication, College
  of Arts and Sciences, University of Oklahoma since 2005

Frequently Taught Advanced Programs Courses

• COMM 5343 Mass Communication Perspectives
• COMM 5233 Communication and Social Change

Major Areas of Teaching and Research Interest

• Undergraduate:
  • Communication and Argumentation
  • Political Communication
  • Communication and Free Speech
  • Political Communication and Popular Culture
  • Media Literacy
  • Graduate: Communication and the Public Sphere
  • Mass Communication Perspectives

Representative Publications and Presentations

Books and Articles

  manuscript in process; Proposal under review.
• Foster, Lisa. “Populist Argumentation in Bruce Springsteen’s The Rising.” Argumentation and

Book Chapters

Foster, Lisa R. “Ordinary Struggle and the “Public Good”: Navigating Vernacular Voices, State
  Power, and the Public Sphere in Quests for Social Justice.” In Through the Eye of Katrina: Social

Proceedings

  Analysis of the Problematic of Privateness in Televised Public Spheres.” In Charles Willard, Ed.,