

COMM_427-01-4172-CUE

Case Studies in Communication-Communication for Social Change
Spring Semester 2017.

Professor: Greg Leichty

Office-206H Strickler

Phone-502-612-3416-My cell. I also accept texts. They are my preferred method for you to contact me, especially on matters that require a timely response.

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Office Hours: TR 10:15-10:45 TR, 12:15-12:45 TR, 2:30-3:00 TR.

"I don't divide the world into the weak and the strong, or the successes and failures, I divide the world into learners and nonlearners." Benjamin Barber. Sociologist.

Catalogue Description:

Prerequisite: 90 credit hours completed, and COMM 316 or faculty consent.

Introduction to the case study method in Communication on a topic relevant to the discipline.

Course Explanation

This course is a CUE course. CUE stands for "Culminating Undergraduate Experience". It is supposed to be a course where you apply the concepts you have learned about and the skills that you have developed as a communication student in a significant and systematic way.

Last Semester I taught a course on conflict management. This semester, I am looking at how groups called social movements use communication to create momentum for cultural and/or political change.. Some social movements have a very broad focus (Environmental Movement) other groups or campaigns may be narrower and much more specific (Mothers Against Drunk Driving). Communication is sometimes defined as "Who says What to Whom through What Channels with What Effects. We will be looking at each of these components as it relates to groups of people promoting significant cultural and political change. Each of you will do research and write a case study about how a particular social movement organizes its communication. Evaluating the effectiveness of these communication efforts will also be a part of the project.

Title IX/Clergy Act Notification

Sexual misconduct (including sexual harassment, sexual assault, and any other nonconsensual behavior of a sexual nature) and sex discrimination violate University policies. Students experiencing such behavior may obtain confidential support from the PEACC Program (852-2663), Counseling Center (852-6585), and Campus Health Services (852-6479). To report sexual misconduct or sex discrimination, contact the Dean of Students (852-5787) or University of Louisville Police (852-6111).

Disclosure to University faculty or instructors of sexual misconduct, domestic violence, dating violence, or sex discrimination occurring on campus, in a University-sponsored program, or involving a campus visitor or University student or employee (whether

current or former) is not confidential under Title IX. Faculty and instructors must forward such reports, including names and circumstances, to the University's Title IX officer.

Student Learning Outcomes:

In this course you will learn how to:

- Compare and contrast a hierarchical view of power and a social view of social power
- Explain the importance of quality and quantity of participation in promoting cultural, economic and political change.
- Explain the functional requirements that social movements must meet in order to maintain their viability.
- Explain the motivational elements that motivate participation in a social movement.
- What communication challenges do Social Movements Face with regards to their communication with the public.
- When it comes to social movements, who says what to whom with what effects?
- Explain the steps involved in constructing a Case Study.
- Explain how cases ought to be selected to serve particular research issues, including theoretical ones.
- Locate and summarize peer reviewed research literature on a student selected topic.

- conduct and write a quality literature review regarding a particular social movement-what is already known.
- develop in writing a research plan to collect and process original data on the selected topic.
- master the appropriate data collection and data analysis skills that are needed to complete the topic (e.g., content analysis);
- Write Case study and case Analysis that summarizes your conclusions.
- Develop a deliver a presentation of your case study in a professional manner.
- Evaluate the "Effectiveness" of the communication program of the group pursuing change

Communication With Instructor

If you have a question about a personal issue, such as an illness, or being out of town on university business, you should contact me on a timely basis. For simple informational matters, PLEASE feel free to text me. I check my cell-phone more often than I do my email. If you need immediate feedback please text me so we can arrange a time for a consultation call. I am also quite happy to respond to less complicated questions by text as well. I strongly prefer to communicate with you BEFORE small problems become large ones. Of course you can always drop in to talk to me during office hours. You do NOT need an appointment during regularly scheduled office hours.

Instructional Materials

Erica Chenoweth & Maria Stephan (2011). Why Civil Resistance Works.

Dawson Hancock & Bob Algozzine (2011). Doing Case Study Research: A practical guide for beginning researchers..

Of Related Interest

Gene Sharp (2013). How Nonviolent Struggle Works.

(2011) The Dictator's Handbook: Why Bad Behavior is Almost Always Good Politics.

Course Assignments and Evaluation

Exams 30%--There will be three exams that cover course readings and student presentations.

10% Research Article Summaries-There will be several summaries of research articles that you will read and present to the class on the topics related to how social movements communicate with the rest of society.

10% Class Participation--Assessed by your readiness to ask questions and discuss the readings and assignments on given days.

50% Case Study Project as broken down into the following components"

-Literature review on what is known about your selected social movement/civil resistance movement. (10%)

-Research Proposal 5%

-Case Study Paper-30%

-Case Presentation 5%

Disabilities Statement

The University of Louisville provides access to programs and services for qualified students with disabilities. If you have a disability and require accommodation to complete requirements for this class, notify me immediately and contact the Disability Resource Center (Robbins Hall, 852-6938) for verification of eligibility and determination of specific accommodations that may be needed.

Grading Scale:A=90%+; B+=88-89%; B=82-87%; B-=80-81%; C+=78-79%; C=82-87%; C-=71-72%; D+=68-69%; D=62-67%; D-=60-61%; F=<60%.

Provisional Schedule

The schedule is provisional. The schedule is flexible enough for us to consider prominent issues that are in the news. Revisions to the schedule will be put up on the announcements board and on the Weekly Agenda post in addition to being announced in class. The weekly agenda board is the official source for each week's agenda. Weekly readings and assigned audio/videos are not specified in the schedule, but are specified in the weekly tasks list in agenda folder each week.

January 10-

January 12-Social Movements & Power-Chapter 1-Why Civil Resistance Works

January 17-Social Movements & Participation-Chapter 2-Why Civil Resistance Works

January 19-Alternative Variables-Chapter 3-Why Civil Resistance Works

January 24-How Civil Resistance Movements Affect Subsequent Governance-Chapter 8 & Conclusion.

January 26-What is a Case Study Consist of? Hancock & Algozinne, Chapters 1-5

January 31-Chapter--Palestinian Intifada-

February 2-Hancock & Algozinne-chapters 5, 6, 7 & 8

Exam 1 to be completed on or before Monday, February 6.

February 7-Who Communicates-Collective Identity-Readings TBA

February 9-Through What Channels-In the age of Social Media--Readings TBA

Hand in summary and evaluation of article on social media and social movements

February 14-What Messages--Motivational Components

February 16-Literature Review on Your social Movement due Discussion

February 21-To Whom With What Effects-Research Article Summary due

February 23-Data Collection Plan due--Discussion Day-Student Input

February 28-Case Study-Phillipines

March 2-Case Study Palestinian Intifada

March 7--Hancock & Algozine Chapters 9-14-Analyzing Data

March 9-Scheduled Conferences

March 11-19 Spring Break

March 21-Case Study Iran

March 23-Case Study Burma

Exam #2 To be completed by Monday March 27

March 28-Peer Group/Instructor Consultations Groups 1 & 2

March 30-Group/Instructor Consultations Groups 3 & 4

April 4-Individual Conferences-

April 6-Individual Conferences

April 11-Paper due-Presentations Begin
April 13-Presentations

April 18-Presentations
April 20-Presentations

Final Exam On or Before

Academic Calendar-Spring Semester 2017

Monday, January 9, Last day of Registration
Friday, January 13, Last day to Add Drop
Monday, January 16-Martin Luther King Holiday
Wednesday February 1, Last day to Apply for Degree
Thursday, March 9-Last day to Withdraw
March 13-March 19-Spring Break
Monday, April 24-Last Day of class
Tuesday, April 25 Reading Day
Wednesday, April 26-Tuesday-May 2 Finals
Saturday, May 13, Commencement Degree Date