

CMST 3169-1
MOVEMENT AND SOCIAL PROTEST RHETORIC
SPRING 2015

Lyman D. Hunt, Ph.D.
109a Prescott Hall
578-5989
lhunt@lsu.edu

OFFICE HOURS:
M,W,F, 8:50 – 9:20
11:35 – 12:25

"An efficient bureaucracy is the greatest threat to liberty." — Eugene McCarthy

In this course we will examine the rhetorical strategies and tactics employed by mass movements and in social protest. To accomplish this task, we will engage communication theories, critical assessments, and case studies falling under the broad rubric of “movement studies.” Along the way we will hop around a bit, tacking back and forth from theory to case study. We’ll also watch a couple of films and introduce a good dose of supplemental material.

THE TEXT (*required*):

1) Bowers, J.B., Ochs, D.J., Jensen, R.J., & Schulz, D.P. (2010). *The Rhetoric of Agitation and Control*. (3rd ed.) Long Grove, IL: Waveland.

THE SIMPLE MATH:	<u>PTS.</u>
Mid-Term Exam	375
Final Exam	400
Short Paper	175
Quizzes	50
Total	<hr/> 1000

THE GRADING SCALE:	<u>Letter Grade</u>
≥ 90%	A
80 - 89.99 %	B
70 - 79.99 %	C
60 - 69.99 %	D
≤ 59.99 %	F

THE SCHEDULE (as always; *tentative!*)

WEEK 1	Class introduction; C1: Foundations of Social Movements
WEEK 2	<i>Bound for Glory</i>
WEEK 3	C2: Rhetorical Functions and Means of Agitation; Social Movements as Interpretive Systems
WEEK 4	C3: Rhetorical Functions and Means of Control; Persuasive Functions of Social Movements
WEEK 5	Identification, Polarization, and Argument in Social Movements
WEEK 6	Life Cycle of Social Movements
WEEK 7	C4: Birmingham 1963; <i>Mid-Term Exam</i>
WEEK 8	C5: Leadership Dynamics
WEEK 9	Slogans, Obscenity, Ridicule, and Music
WEEK 10	<i>Billy Jack</i>
WEEK 11	C6: Chicago and the 60s
WEEK 12	60s ctd; Panthers and SFSU
WEEK 13	C7: New Jack Agitation
WEEK 14	C8: Iraq and an oppressive tone
WEEK 15	C9: Conclusions
<i>FINAL EXAM</i>	*University policy requires that this exam be given during your section's designated final exam period. Keep this imperative in mind when making end-of-semester plans!

THE ASSIGNMENTS:

Exams: Your midterm and final exams will consist of multiple choice questions and some longer form element. The final will include something of a cumulative nature.

Paper: I will require you to select an act of agitation and analyze either it or the response of control within a movement/protest rhetoric frame. I want to see theory in application here. Your effort should be 5-6 pages in length and prepared in a generally accepted scholarly form. Additionally your work must reflect a rigor appropriate to a 3000 level class. The only way you can go wrong is to fail to follow the assignment criteria, rail us with asinine, unsupported assertions or fail to clearly articulate your ideas.

Quizzes: We will have six random, unannounced quizzes. One will be dropped to account for absence. Accordingly, there will be **no quiz make-up** – if you miss a quiz, you miss it.

THE RULES:

I'm not going to insult your intelligence with a litany of specific rules. Rather, I simply expect decorum appropriate to a class at this level. I will expect you to be up-to-date with, if not ahead of, the reading schedule. Participation is important in any communication class. You are certainly going to find out what I think – I want to know what you think as well. It is through such a dialectic that knowledge is sharpened, wisdom gained. My experience teaches me that two factors – reading and attendance – correlate tightly with the final grade earned by a student.

FINALLY:

The Americans with Disabilities Act and the Rehabilitation Act of 1973: If you have a disability that may have some impact on your work in this class and for which you may require accommodations, please see a coordinator in the Office of Disability Affairs (112 Johnston Hall) so that such accommodations can be arranged. After you receive your accommodation letter, you must meet with me to discuss the provisions of those accommodations.