The impact of media innovation on community development and social change. The correlation between participatory media practices and strong democracy, from radio and television to social media, peer-to-peer networking, mobile apps and beyond.

COURSE GOAL
Course will investigate the pivotal role played by innovative media in accelerating social change and enhancing community social and economic life in an era of disappearing traditional media. This course will provide an understanding of the central issues involving new forms of media through focused discussions on selected books, articles, on-line sites and guest speakers. The course will focus on historical, practical and theoretical issues involving media in community organizing, social justice movements, democracy initiatives, and economic development. The class will be based upon student-led discussions of the readings, a proposal for an in-depth analysis of a new media development, a final paper of 15-20 pages, and regular and strong participation in class.

PREREQUISITES
None at this time.

READINGS
Readings for the class will include a textbook and a reader that provides background information and key concepts relevant to Innovative Media and Community Development. The book to be read in its entirety is:

*Media, Communication and Development* by Linje Manyozo
The reader includes excerpts from the following books:

**On Media:**

*The Work of Art in the Age of Mechanical Reproduction* by Walter Benjamin

*On Photography* by Susan Sontag

*A Social History of Contemporary Democratic Media* by Jesse Drew (to be uploaded)

**On Community:**

*Imagined Communities* by Benedict Anderson

*Transnationalizing the Public Sphere* by Nancy Fraser

*Strong Democracy* by Benjamin Barber

**On Practice and Praxis:**

*Pedagogy of the Oppressed* by Paolo Freire

*Talking the Walk* by Cutting and Themba-Nixon

*Revolution, 2.0* by Wael Ghonim

*Recording Oral History* by Valerie Raleigh Yow

**ASSIGNMENTS**

Students will be graded on the following basis:

- Participation 15%
- Presentation One 10%
- Presentation Two 10%
- Proposal 15%
- Final Paper 50%

Class meets once a week for ten weeks. Readings will be assigned to designated “expert panels” of students that will lead class discussion on central points. While the expert panels will be responsible for articulating central ideas, class as a whole will be expected to supplement conversation with media materials and examples relevant to discussion. Class leads towards final 15-20 page paper on a media strategy for students chosen area of focus. Students will present proposals for final papers in class. As part
of the research towards the final paper, students will prepare and present a report highlighting an innovative media strategy of an existing community development initiative. Students are expected to attend all classes, participate in all discussions, and have read all required readings for the assigned meeting dates.

**Supplemental Activities**

Class schedule may change in order to take advantage of media screenings, visiting speakers, possible site visits and other opportunities that arise.

**COURSE OUTLINE**

**Week One: Jan 7**

**DISCUSSION**

Introduction to scope of class. Overview of key questions and concepts of innovative media and community development.

**Week Two: Jan 14**

**DISCUSSION**

Communicative arts theory and background

**READINGS**

*The Work of Art in the Age of Mechanical Reproduction* by Walter Benjamin

*On Photography* by Susan Sontag

*A Social History of Contemporary Democratic Media* by Jesse Drew

**Week Three: Jan 21**

**DISCUSSION**

Community in the Digital Age

**READINGS**

*Imagined Communities* by Benedict Anderson

*Transnationalizing the Public Sphere* by Nancy Fraser

*Strong Democracy* by Benjamin Barber

**Due: Reports on Existing Media Strategies**

**Week Four: Jan 28**

On Practice and Praxis
DISCUSSION
Ideas and action

READING
Pedagogy of the Oppressed by Paolo Freire
Talking the Walk by Cutting and Themba-Nixon
Revolution, 2.0 by Wael Ghonim
Recording Oral History by Valerie Raleigh Yow

Week Five: Feb 4
Proposal Presentations

Week Six: Feb 11
DISCUSSION
The Media for Development Approach
Emphasis on Content

Week Seven: Feb 18
DISCUSSION
The Media Development Approach
Emphasis on Structure

Week Eight: Feb 25
February 27
DISCUSSION
The Participatory Communication Approach
Emphasis on Process

Week Nine: March 3
DISCUSSION
Final Project Presentations

Week Ten: March 10
DISCUSSION
Final Project Presentations