

## COMM 514: Seminar–Social Movements as Rhetorical Form

Spring, 2006

3:45-6:45 W, ASC 228

*Professor:* Dr. Randy Lake  
*Office:* ASC 206C  
*Hours:* 2:00-3:00 TTh, and by appointment (I typically will be in the office at least four days a week, so appointments will be fairly easy to obtain.)  
*Telephone:* (213) 740-3946  
*E-mail:* [rlake@usc.edu](mailto:rlake@usc.edu) (This is the most efficient way to reach me. I check my e-mail regularly during the weekday, when I am in the office. However, weekends and evenings are much more sporadic so, if you e-mail me at these times, please do not expect an immediate reply.)

### *Objectives:*

This seminar will investigate the roles played by communication in processes of social change, and will examine varying theoretical approaches to the study of the rhetoric of social movements. In addition, we will explore several case studies of movements in action.

### *Website:*

There is a course website, located at USC's TOTALE portal at <http://totale.usc.edu>. Every student enrolled in this course has access to the website through their USC username and password.

This website is an official place for posting information relevant to the class, such as announcements, assignments, and grades, for discussing lecture materials, and so on. You are as responsible for knowing any material posted to the website as you would be responsible for material distributed or discussed during class.

### *Texts:*

- Alberto Melucci, *Challenging Codes: Collective Action in the Information Age* (New York: Cambridge UP, 1996)
- Stephen Duncombe, *Cultural Resistance Reader* (New York: Verso, 2002)
- Joseph Heath and Andrew Potter, *Nation of Rebels: Why Counterculture Became Consumer Culture* (New York: HarperBusiness, 2004)
- Substantial other readings as assigned

### *Suggested:*

- Charles E. Morris, III, and Stephen H. Browne, *Readings on the Rhetoric of Social Protest* (State College, PA: Strata, 2001). An anthology containing many important and classic essays pertinent to the course, some of which we will read.
- Alberto Melucci, *Nomads of the Present: Social Movements and Individual Needs in Contemporary Society* (Philadelphia: Temple UP, 1989). An earlier version of many of the basic themes of *Collective Codes*; somewhat more accessible.

### *Assignments:*

- Discussion, of course. In a doctoral seminar, your participation is extremely important; I

- will lecture sparingly at best.
- Weekly reactions to readings. You may wish to synthesize the readings and identify key issues, concepts, etc., critique, and/or ask questions and otherwise seek clarification. These reactions (which will not be graded) often will serve as the basis for seminar discussion; in order to facilitate this, please post your comments to the Discussion Board section of the website for the appropriate week no later than 10:00 p.m. each Tuesday evening.
  - Reports as assigned. Please prepare handouts as appropriate to supplement your oral presentation. Handouts should synopsise essential points; these points should be amplified and illustrated during presentation.
  - One seminar project, on a topic of your choosing, suitable given course content, and approved by me in advance. Collaborative projects are possible. Strive for a paper that, at the end of the term, is ready for submission to a professional conference, if not for publication. Approx. 25-30 pages. Due final class session, Wednesday, April 26, at which it will be presented.

*Technology:*

I would prefer that computers not be used to take notes during class because in my experience they interfere with the form and level of interaction that I am trying to achieve. I am willing to accept them on a trial basis, but reserve the right to banish them should they become too intrusive. (Hopefully, it is needless to remind you that computers *never* should be used for nonclass-related activities.)

*Tentative Weekly Schedule:*

Some minor adjustments in the following undoubtedly will be necessary as the semester progresses.

- January
- 11 INTRODUCTION TO THE COURSE
  - 18 THE GENESIS OF MOVEMENT STUDIES IN RHETORIC Leland M. Griffin, "The Rhetoric of Historical Movements"; Franklyn S. Haiman, "The Rhetoric of the Streets: Some Legal and Ethical Considerations"; Robert L. Scott & Donald K. Smith, "The Rhetoric of Confrontation"
  - 25 THE PROBLEM OF AUDIENCE
- February
- 1 THE SOCIO-POLITICAL FRAME: EXTERNAL AUDIENCES I
  - 8 THE SOCIO-POLITICAL FRAME: EXTERNAL AUDIENCES II
  - 15 THE PSYCHO-SOCIAL FRAME: INTERNAL AUDIENCES
  - 22 CAN'T WE ALL JUST GET ALONG? MOVEMENT STUDIES IN CRISIS

March

- 1 PREFIGURING THE PARADIGM SHIFT: ENTER CULTURE
- 8 THE TRIUMPH OF THE CULTURAL TURN
- 15 Spring break–no class
- 22 THE TRIUMPH OF THE CULTURAL TURN, CONTINUED
- 29 IS CULTURE ENOUGH?
- April
- 5 (HOW) DOES POLITICS STILL MATTER? CONSERVATIVE RESISTANCE MOVEMENTS
- 12 W(H)ITHER MOVEMENT STUDIES? DISPERSED, DEFUNCT, OR DA BOM?
- 19 TBA
- 26 Presentation of Student Projects, and Wrap-Up