Celebrity Activism, Social Media, and Political Change

In this seminar, we will study the rise of celebrity forms of global activism and the celebrity saturated culture of humanitarianism (Bono, Madonna, Angelina Jolie, Mia Farrow, George Clooney, George Soros, Bill Gates, and others). We will read several celebrity memoirs and representations of humanitarian crises in the news and popular media. We will also read scholarly works that examine the ideological dimensions of celebrity humanitarianism and the link between humanitarianism and corporate capitalism. Finally, we will also consider the rhetorical power of images and social media to set progressive political agendas and to force contentious issues onto the national and international stage. Students are required to write two essays of rhetorical criticism and to create a visualization project. Active participation expected.

Course Requirements
You will complete three major assignments. All assignments will be posted on Carmen.

Assignment #1: Critical Frame Paper (4-5 pages) 30%
Assignment #2: Visualization Project & Artist Statement 25%
Assignment #3: Analysis of a Humanitarian Memoir (6-8 pages) 35%
Participation: Oral Presentation, class contributions, homework assignments, attendance, etc. 10%

Required Text:

Select one contemporary humanitarian memoir from the list provide or another approved by the instructor. Be sure to have the text in your possession and READ by 11/5
Participation—10% (includes Oral Presentation, Carmen Posts, Peer Responses)

Good participation means coming to class on time having read the material assigned for the day, active listening, being prepared to contribute your views on the assigned reading, showing a positive attitude, collaborating appropriately in group presentations, and showing respect to your classmates and to me. Students should not text or email during class time, as doing so will result in point deductions for participation. Should there be any reason that hinders your ability to participate, please speak with me and we will work together to resolve the situation.

Course Policies Attendance is important to the success of this class. Therefore, each unexcused absence after two will result in the lowering of your final grade by a third of a grade. Excused absences, such those for documented illness, family tragedy, religious observance, or travel for inter-collegiate athletics, will not affect your grade. Excused absences require official documentation. Five unexcused absences will automatically result in failure for the course.

Tardiness is disruptive to the classroom environment, and prevents you from fully participating. Excessive tardiness will lower your participation grade.

Plagiarism is the unauthorized use of the words or ideas of another person. It is a serious academic offense that can result in referral to the Committee on Academic Misconduct and failure for the course. Please remember that at no point during the writing process should the work of others be presented as your own.

Student Work must be completed and submitted on time. All assignments should be posted on Carmen by the designated due time and day. Late submission of a final graded assignment will result in the deduction of one full letter grade for each day past the due date (for example, B+ to C+). The grade will not be affected when a draft or final graded assignment is late for reasons that would result in an excused absence. Students who know they will miss the class when the assignment is due must contact the instructor as soon as possible in advance of class to arrange for submission of the assignment.

Class Cancellation Policy: I will contact you via email and let you know what will be expected of you for our next class meeting.

Resources The OSU Writing Center is available to provide free, professional writing tutoring and consultation. The Writing Center is located in 4114 Smith Lab. Check the Writing Center's website (http://cstw.osu.edu/writingcenter) to keep informed about working hours for the Center's main office and for its satellite locations across campus.

The Office for Disability Services located in 150 Pomerene Hall offers services for students with documented disabilities. Contact the ODS at 2-3307.
Daily Schedule

UNIT I
CRITICAL FRAMES

8/22
Introductions
Bono/One Campaign/Make Poverty History
WA: “Notice and Focus (Ranking)” & “The Method” (24-28)
“Counterproductive Habits of Mind” (42-49)

8/27
Bono/One Campaign/Make Poverty History
Critical Frame #1: Daniel W. Drezner “Foreign Policy Goes Glam” (Carmen)
WA: “Analysis: What it is and What it Does” (53-74)

8/29
The Darfur Olympics
Critical Frame #2 Alex de Waal “The Humanitarian Carnival” (Carmen)
Darfur/Darfur Exhibition
WA: “How to Read” 106-8; “Applying a Reading as a Lens” 118-19; 129

9/3
Product Red Campaign
Critical Frame #3: L. Richey and S. Ponte, “Better (Red) than Dead?: Celebrities, Consumption and International Aid” (Carmen)
Special Issue of Vogue

9/5
Madonna and Humanitarian Adoption
Critical Frame #4 Kerry Bystrom, “On ‘Humanitarian’ Adoption (Madonna in Malawi)” (Carmen)

9/10
Humanitarianism and Children’s Human Rights
Critical Frame #5 Susan Moeller: “A Hierarchy of Innocence” (Carmen)

9/12
Angelina Jolie & Malala Yousafzai (Child Activist)
Application of Moeller Critical Frame
WA: Interpretive Contexts and Multiple Meanings 136-48; “Refocused Binaries” 94-99; “Difference Within Similarity” 99-100

9/17
Born into Brothels (film excerpt)
Critical Frame #6 Sarah Brouillette “Human Rights Markets and Born into Brothels” (Carmen)

9/19
Global Humanitarianism and Western Intervention
Critical Frame #7 Michel Ignatieff “The Stories We Tell: Television and Humanitarian Aid” (Carmen)

9/24
Saving Face (film: 40 minutes)
Review: WA: Interpretive Contexts and Multiple Meanings 136-48; “Refocused Binaries” 94-99; “Difference Within Similarity” 99-100
9/26  *Half the Sky: Turning Oppression into Opportunity* (film excerpt)  
Excerpts from *Half the Sky* (the book) (Carmen)

10/1  *Half the Sky: Turning Oppression into Opportunity* (film continued)

10/3  Evidence and Claims: Sample Student Essays  
*WA:* Evidence and Claims: 165-172;  
“Making a Thesis Evolve” 227-234; 236; 249; 253  
“Recognizing and Fixing Weak Thesis Statements” 255-264

10/8  Draft of Essay #1 Workshop (*Class meets in Computer Lab Denney 312*)  
*WA:* “Introductions in the Humanities” 356-62; “Conclusions” 364-66;  
372-73; Basic Writing Errors: 419-440; “Finding, Citing Sources” 292-95;  
“Plagiarism” 296-99; “MLA Style 306-7”

10/10 Introduction to Visual Project, Assignment #2

**UNIT II**  
**VISUAL PROJECT**

10/15 Revision of Essay #1 (Peer Workshop) *Computer Lab Denney 312*  
Post your revision to Carmen Prior to Class

10/17 FINAL A1 DUE by 5pm to CARMEN DROPBOX  
Visual Project (additional Student Samples)

10/22 Photoshop Workshop (*Denney 312 Computer Lab*)

10/24 Peer Workshop on Visual Project (*Denney 312 Computer Lab*)

10/29 Draft of Visual Project Due to Carmen prior to Class (*Denney 312 Computer Lab*)

10/31 *Humanitarian Memoir as Genre*  
REVISION OF A2 VISUAL PROJECT POSTED TO CARMEN for  
INSTRUCTOR AND PEER REVIEW by 5pm

**UNIT III**  
**CRITICAL ANALYSIS OF HUMANITARIAN MEMOIR**

11/5 *Humanitarian Memoirs*  
Oral Presentations (10-12 minutes)

11/7 *Humanitarian Memoirs*
Oral Presentations (10-12 minutes)

FINAL VERSION OF ASSIGNMENT #2 DUE TO CARMEN by 5pm

11/12 Humanitarian Memoirs (Read through a Critical Frame)
Oral Presentations (10-12 minutes)

11/14 Class Cancelled: Individual Conferences on Humanitarian Memoir Papers
Bring an outline of your paper to Instructor-Student Conference.

11/19 Peer Workshop I (Computer Lab Denney 312)
Draft Due of Assignment #3 Posted to Carmen Prior to Class

11/21 Peer Writing Workshop II: Computer Lab Denny 312
Revision Due of Assignment #3 Posted to Carmen Prior to Class

Thanksgiving Week (Class Cancelled on 11/26)
Continue to Work on Final Paper

12/3 Last Day: Workshop Assignment 4: Computer Lab Denney 312
Final Revision of Assignment #4 Posted to Carmen Prior to Class
Course Evaluations

FINAL ASSIGNMENT #4 DUE DEC 11 (WEDNESDAY) TO CARMEN BY 5:00PM