Schedule of Readings/Assignments (Provisional)

09/12 - **Introductions and Overview**
- Define goals, discuss structure of course. Describe nature of collaborations/expectations and fill out questionnaire. What do we want to see changed in society?
- View previous student work and/or "The Pie's the Limit."

09/19 – **How Does Change Happen?**
- Discuss Burstein and Alynsky. How does change occur in a pluralistic democracy?
- Discuss possible collaborating organizations
- Breakout sessions
- **Reading:** Burstein and Alynsky (on Blackboard)
- **Writing:** Response Paper #1 due
- **Video:** Research orgs

09/26 - **Mass Media and Social Movements**
- How has mainstream media covered social movements? What lessons have organizers and activists learned from their encounters with mass media? We’ll take a look at some specific examples as well as some general observations about the interaction between the media and movements.
- Discuss possible collaborating organizations. Possibly decide on orgs.
- **Reading:** Molotch, Gitlin, and Ryan
- **Writing:** Response Paper #2 due
- **Video:** Make decisions about groups and teams

10/03- **Propaganda, PR: Managers vs. The Many**
- In a complex world, what should the role of the public be in determining the course of a nation, and what role should, and does, the mass media play in shaping public opinion?
- Watch Manufacturing Consent excerpts
- Final Decision on organizations
- Go over camera check out procedure. Basic Camera workshop.
- **Reading:** Bernays and Chomsky
- **Writing:** Response #3 due
- **Video:** Decide on orgs and teams

10/10- **HOLIDAY**
10/17- Manufacturing Dissent: Using the Master’s Tools
- A new generation of activists have become critical of what they perceive as the older left’s preoccupation with “enlightenment principles.” Rather than viewing our hyper-mediated, irrational culture as a problem, they argue, let us see it as an opportunity to advance progressive values. In a sense, their position is closer to Bernays than Chomsky. Steve Duncombe will be our guest.
- Go over basic camera operation of A1U
- Go over what video proposal is
- Reading: Duncombe, Lakoff
- Writing: Response Paper #4
- Video: Have made initial contact and met with organization. Have taken out cameras and not broken them

10/24- Documentary and Social Movements-
- Documentary film has had a long and complicated history with movements for social change. We’ll take a look at an example and examine the longstanding relationship between the two.
- Reading: Barnouw, Rabiger, Aufderheide
- Video: Video Proposal due

10/31- Movement Media 101 and 102
- From the Film Photo League to Deep Dish TV to the birth of Indymedia, how have organizers and artists have collaborated to create change? As video gear and post-production costs have come down, the rise of the video activist as a political actor was almost an inevitability. We’ll spend some time unpacking just what that term means, and how it is or isn’t different from a documentary filmmakers, and watch relevant excerpts from various films and discuss role of the moving image within social movements.
- Go over in-camera edit assignment
- Reading: Krinsky, Harding
- Writing: Response Paper #5 due
- Video: Video Proposal Due

11/07- Documentary Production 101- 102
- We’ll cover the basics of documentary pre-production in some detail, through examples and in-class exercises, as well as basic shooting tips.
- Reading-Rabiger
- Video- Video Plan due
11/14- Video as Rhetoric in Political Discourse
- Images have been somewhat understudied insofar as how they function within a national political discourse. We will try to come to a deeper understanding of how some images can and are “read” by the U.S. public.
- Go over Video Treatment
- Reading- Harriman/Lucaites
- Writing- Response Paper #6
- Video- Video Plan due

11/21- Case Study: Every Mother’s Son
- Made in the wake of the Amadou Diallo shooting, and several other homicides committed by the NYPD in the late 1990’s this film examines the underlying policies that make this kind of killing more likely. Director Kelly Anderson will discuss the distribution plans that she and Tami Gold created for the film.
- Reading- Distribution plan for Every Mother’s Son, TBD
- WATCH- Every Mother’s Son at Avery Fischer Center

11/28 - In-Camera Edit Crits
- Time to watch each other’s work and critique it.

12/05- Witness Video
- Guest Lecturer to discuss use of Video as legal tool
- Discuss Video Treatment
- Screen Dailies
- Reading- Harding, Witness
- Video- Work on video treatment

12/12- Case Study: Blue Vinyl
- Judith Helfand’s poignant and funny environmental odyssey to try and understand the perils of vinyl siding, and convincing her dad to try something else. Judith later went on to found Working Films, and she will speak to the class.
- Reading- TBD
- Video

12/14- Final Crit
**Texts Used**

*Rules for Radicals* - Saul Alinsky  
*Understanding Power* - Noam Chomsky  
*Manufacturing Consent* - Noam Chomsky  
*Handheld Visions* - Dee Dee Halleck  
*Documentary* - Erik Barnouw  
*Documentary Film* - Patricia Aufderheide  
*Propaganda* - Edward Bernays  
*Directing the Documentary* - Michael Rabbinger  
*No Caption Needed* - Robert Harriman and John Louis Lucaites  
*The Video Activist Handbook*, Thomas Harding  
*The Whole World is Watching*, Todd Gitlin  
*Prime Time Activism*, Charlotte Ryan  
*Dream: Progressive Politics in an Age of Fantasy*, Stephen Duncombe

**Additional Recommended Reading**

*Rich Media, Poor Democracy* – Robert McChesney  
*Four Arguments for the Elimination of Television* - Gerry Mander  
*The Future of Media* - McChesney, Newman, Scott  
*Subject to Change* - Deirdre Boyle  
*Handheld Visions*, Dee Dee Halleck  
*Manufacturing Consent* - Chomsky, Hermann  
*Alternative and Activist Media* - Mitzi Walsh  
*Filtering the News* - Jeffrey Klaehn  
*Don’t Think of an Elephant* - George Lakoff  
*Public Opinion* - Walter Lippman  
*Spin! A Social History of PR* - Stuart Ewen

**Recommended Movies**

*Network*  
*The Battle of Seattle*  
*The Battle of Algiers*  
*The Cruise*  
*Fourth World War*  
*The Plow that Broke the Plains*  
*Life and Debt*  
*What Would Jesus Buy*  
*The Yes Men Fix the World*  
*Crude*  
*Blue Vinyl*
Every Mother’s Son