

“People’s G20 Summit Week”

**Indiana University of Pennsylvania
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February 1, 2009 – June 30, 2010

May 30, 2010

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Final Report Narrative

Name of Project: People's G20 Summit Week Grant Period: February 1, 2009 – June 30, 2010

Grantee Name: Mr. Mark Berezansky Project Director: Jim Dougherty, PhD

Description of Project:

IUP students participating in the Appalachian Teaching Project 2009 investigated how the globalization process and neo-liberalism affected the northern tier of the Appalachian region from the 1980s to the present.

Activities:

The students surveyed existing literature, compiled an inventory of local news coverage, and organized a one-week forum that concluded with a symposium that focused on the impact of globalization and neo-liberal policies on our region.

IUP Student Group Project Guidelines for the "The Peoples G20 Summit Week"

Students were divided into the following groups:

For Part I: Advertising, Setting Up, and Documenting

Group #1: - Media/Publicity Committee (for IUP)

This group developed posters, placed the posters on bulletin boards in every campus building, contacted the student newspapers for publicity, developed a public service announcement for the university radio and television stations, made announcements about the Summit in their classes, sent announcements to various student organizations.

Group #2 - Media/Publicity Committee (Greater Indiana Community)

This group also created posters and placed them in the windows of businesses in downtown Indiana. They also sent a PSA to the local radio stations, set up a live interview on one radio station for their professor, contacted local newspapers and television stations for coverage.

Group #3 - Media/Publicity Committee (World Wide Web)

The "internet" committee advertised the Summit on listservs including IUP's student listserv, and FaceBook and Twitter. They also assisted in the development of the YouTube video.

Group #4 - Logistics Committee

This committee contacted the symposium speakers and addressed their travel, lodging, parking, and presentation needs.

Group #5 – Documentation Committee (Record the Summit presentations)

The Documentation Committee video recorded the Summit's proceedings and presided over the registration and literature tables.

Part II: Compiling the Proceedings

This involved two groupings. One was an "editorial board" the other "transcribing and editing."

A) Transcribers/Editors (7 Students)

- 1) In this "grouping" each person was assigned to transcribe a Peoples Summit presentation.
- 2) After you editing, it was sent to the presenter for her/his final review.
- 3) After receiving it back, the student added or deleted anything the presenter suggested and produced a final copy that was submitted to the editorial committee.

B) Editors (7 Students)

- 1) Compile the transcribed Summit presentations.
- 2) Do a final edit of each.
- 3) Compile the reports from the "researchers."
- 4) Develop a bibliography of resources.
- 5) Compile everything into a final "master document" that will be the proceedings of the IUP Peoples Summit.

GUIDELINES FOR THE "PEOPLES G20 SUMMIT WEEK" FINAL REPORT

Each person was required to produce a final report. The report could feature different formats including video, photography and a written paper. The photography and text was used for the project poster which was displayed at the ATP conference. The written reports were integrated into a master final report which provided narratives for the ATP student presentation

The Final Report: You and Your Group

The paper was to address the following questions and concerns:

- 1) What did you know about your subject prior to conducting your research?
- 2) What was your perspective on globalization and neo-liberalism ideas?
- 3) What did your group focus on?
- 4) What did you do as part of your group? Describe the activities you did.
- 5) What was the outcome of your work? Provide an overview narrative of your work activities?
- 6) What is your perspective on your project and group assignment? Was it a meaningful assignment? Do you agree or disagree with anything about the project? Why or why not?
- 7) What did you learn from the project?
- 8) How could your work and your committee's work contribute to the debate concerning "globalization," "neo-liberalism," and meetings such as the G20 Summit? What value could the findings be for those interested in these issues?
- 9) How could your findings contribute to the development of sustainable regional economy and programs for the present and future generations?

Project Outcomes:

The students assembled the information into a final report that was presented at the Appalachian Teaching Project (ATP) conference in Washington DC. They also created a poster and a 1 minute video that was posted on YouTube. A pre-recorded "summit welcoming remarks statement" made by Congressman Dennis Kucinich was also posted on YouTube.

Problems Encountered:

No major problems were encountered

Program Continuation and Sustainability:

One of the most important outcomes was the establishment of a relationship between the project and representatives from state-wide groups who presented at the symposium. These connections will be valuable to us whenever we pursue projects of mutual interest in the near and distant future.

Conclusions and Recommendations:

All of the presenters agreed that the source of many of the problems facing our region i.e., plant closings; infrastructure decay; school and hospital closings; outmigration of our youth; the rise of the prison industrial complex; degradation of the environment among other issues, are the outcome of the globalization process and enactment of neo-liberal political policies. Most advocated that we should refocus our perspective and develop a decentralized approach that emphasizes the development of local assets and the rebuilding of America from the "bottom-up."

Attachments:

ATP/IUP G20 SUMMIT WEEK MEDIA REPORT

I) IUP Website Announcement:

<http://www.iup.edu/calendar.aspx?id=84020>

G-20 People's Summit Week

II) YouTube Videos:

http://www.youtube.com/watch?v=_Dcouh9vqV8

People's G20 Summit <http://www.iup.edu/calendar.aspx?id=84020>

<http://www.youtube.com/watch?v=wmg0soqADfo&feature=related>
Congressman Dennis Kucinich

III) Newspaper Articles:

<http://www.thepenn.org/news/iup-g-20-summit-focuses-on-globalization-1.576737>

IUP G-20 Summit focuses on globalization

By [Angie Marie Woody, Senior Staff Writer](#)

Published: Tuesday, September 29, 2009

Updated: Tuesday, September 29, 2009

<http://www.thepenn.org/news/film-highlights-pittsburgh-plaint-1.529831>

Film highlights Pittsburgh plight

By [Angie Marie Woody, Senior Staff Writer](#)

Published: Friday, September 25, 2009

Updated: Friday, September 25, 2009

<http://www.thepenn.org/news/iup-campus-prepares-for-people-s-summit-week-1.479502>

IUP campus prepares for 'People's Summit Week'

By [Sean Bracken, Research Editor](#)

Published: Friday, September 18, 2009

Updated: Friday, September 18, 2009

Course Syllabus
Soc 421 Sociology of the Mass Media
Fall Semester 2009
James Dougherty, Ph.D. – Instructor



I. COURSE DESCRIPTION

In addition to being an IUP upper level sociology course, this class finds itself in a unique position to be part of a larger project called the *Appalachian Teaching Project 2007 (ATP)*. The ATP is an endeavor that is supported by the Appalachian Regional Commission (ARC) and consists of a coalition of Appalachian Studies organizations in higher education as well as IUP. Other participating institutions this year include:

The Appalachian Center at Appalachian State University
The Appalachian Center for Community Service at Emory and Henry College
The Appalachian Program at Southeast Community College
The Appalachian Regional Studies Center at Radford University
Appalachian Studies Center, North Georgia College and State University
Appalachian Studies Program at Virginia Tech
The Center for Appalachian Studies at Eastern Kentucky University
The Center for Appalachian Studies and Services at East Tennessee State University
The Community Partnership Center at the University of Tennessee

The Institute for Regional Analysis and Public Policy at Morehead State University
Northeast Alabama Community College
West Virginia Folklife Center, Fairmont State University
Frostburg State University, Frostburg MD

On November 30-December 1, (we arrive on Thursday November 29) students and faculty from the project will convene at The Hamilton Crowne Plaza in Washington, D.C., for a conference that will consist of the following activities: a fifteen-minute formal presentation of research findings by each participating institution; a significant round-table discussion session; open time on Friday, November 30, for students and faculty to visit the offices of government representatives and ARC officials; and a meeting of faculty and appropriate officials.

Within this framework, the course itself will develop along two trajectories. One will be a more traditional approach where we will investigate the scope, nature, role and influence played by the mass media in contemporary American society. By doing so, students will survey existing literature and pursue and analyze various perspectives that dominate the subject – from conservative and liberal to radical. A second path will consist of a “collective class project” where students will become actively involved “on the ground-floor level” in an activity that will connect to the local community, and the Appalachian Region as a whole – an alternative media project that will integrate ethnographic research methodology into the entire learning process pursued in the course. In addition, it will be through this undertaking that we will speak to the central question that all students participating in the ATP will address, “How do we build on community assets to shape a positive future for Appalachia?”

IUP students participating in the Appalachian Teaching Project 2009 will investigate how the globalization process and neo-liberalism has impacted on the northern tier of the Appalachian for over the past 30 years. Students will survey existing literature on the subject, compile an inventory of local news coverage, conduct interviews with local officials, community groups, citizens and assemble the information into a final report that will be presented at the Appalachian Teaching Project (ATP) conference in Washington DC. Students will also create a poster and a 10 minute video.

Ultimately, this undertaking will become part of a larger effort investigating wind energy by IUP faculty and a graduate student. Findings from all these efforts will be deposited in the Center for Northern Appalachian Studies special collections where it will be made available to faculty, students, researchers, community groups, and public policy makers.

The northern tier of the Appalachian Region has experienced many of the negative effects of globalization including outmigration, high rates of unemployment and underemployment, environmental problems, and a dwindling tax base among other numerous factors.

There are many perspectives on why this happened but little has been done to develop a region-wide appraisal of these many issues and the impact being felt on the local level. In response, this IUP/ATP project will organize “a first of its kind” forum where leaders from various organizations will offer their assessment of current conditions and offer ideas on how we may develop new solutions or alternatives to the current situation. The central questions to be addressed are: What is the Current State of the Northern

Appalachian Region? How did we get here? What Should Be Done? How has globalization and neo-liberalism affected us? What has been their impact on the local community and the region as a whole?

Project Description:

To address these queries, IUP students will organize a public forum that will serve as an arena for discussing community needs and develop relationships with those who are addressing these problems on a state and local level. The project will also help both the IUP Center for Northern Appalachian Studies and the ATP increase their visibilities within the university and Northern Appalachia as a whole. The students will contact stake-holders who will speak to the issues of gender, race, immigration, health care, public education and libraries, transportation and the environment for their participation. They will also develop and implement strategies for promoting the event both to the university and the external community; coordinate the logistics needed for setting up the event; conduct research, compile bibliographical information, create literature tables; and document and disseminate proceedings to the funding agency and interested parties.

This project will serve as an initial step toward assessing key issues affecting the region and develop relationships with those who are actively involved in the regions social issues

Deliverables: Documenting and sharing the work, change, transformation

- . Students will record, transcribe and edit reports given by forum presenters into a booklet of proceedings that will be presented to the ATP and local leaders.
- . Nine students will present reports on the forum and their work at the December ATP conference in Washington DC.
- . A poster illustrating their work and issues raised in the forum will also be created.

This endeavor will assist the IUP Center for Northern Appalachian Studies in achieving its goal to provide a locus for the enhanced understanding and appreciation of the richness of our region's diverse cultural heritage and its socioeconomic needs. In addition it will help "The Center" pursue its primary initiatives: to function as an open arena for the creation of educational outreach programs, the development of historical archives, and the facilitation of community-based activities.

The problems we will solve:

I) The State of Appalachian Studies in the North: An Area in Denial

Unlike other parts of the region, Appalachian Studies does not exist in university and college programs located in the northern tier. IUP itself does not have any formal Appalachian Studies courses listed in its curriculum. And like others in the area, it doesn't have a major or minor in the discipline. This condition can be found in the public schools as well. For local citizenry, this has contributed to the development of a cultural environment that discourages and denigrates "Appalachian identity" "solidarity" and ultimately ones

“self-worth.” In conjunction with projects organized by the IUP Center for Northern Appalachian Studies, the IUP/ATP plan is another step toward responding to this “void in the public mind” and developing a deeper understanding of the region’s needs .

II) The Community/University Forum: An Assessment tool for Identifying Community Issues and Stake-Holders

Prior to focusing on “needs” an assessment must be conducted in order to ascertain what the needs are and who may be identified as partners to collaborate with for seeking solutions to these concerns. The proposed forum is the mechanism that the IUP/ATP will use for conducting this form of a “needs assessment.”

III) Increase Visibility: Promoting Appalachian Studies & ATP

Through the promotion of the project through the media, it will help both the IUP Center for Northern Appalachian Studies and the ATP increase their visibilities within the university and Northern Appalachia as a whole.

This project has three basic goals: One, to document concerns about the region’s needs. Second, foster a greater awareness among policy makers of the desirability of achieving societal sustainability and addressing the project’s identified needs. Third, enhancing the students learning experience by organizing a major project and thereby increasing their awareness of the major issues affecting the region and the important role they can play as active citizens.

Community Partner(s) and central focus of the research project: Building capacity for ongoing projects

Stake-holders from the following organizations will participate in the project including:

- Pennsylvania NAACP
- Pennsylvania NOW
- Pennsylvania Hispanic Bar Association
- Association of Pennsylvania State College and University Faculties (APSCUF)
- Pennsylvania State Education Association (PSEA)
- HealthCare4All Pennsylvania
- PA Sierra Club
- Mountain Justice
- IUP/Pennsylvania Labor Center
- IUP Voices for Peace
- Indiana (PA) Free Public Library
- Pennsylvania Prison Society
- Pennsylvania Abolitionists United Against the Death Penalty
- The Keystone Research Center
- The Former United Steel Workers of American Local 1397 Homestead PA

- Youngstown State University Center for Working Class Studies

General Outcomes:

- (1) The development of a partnership between IUP, the Indiana community and other institutions of higher education in the region.
- (2) Research, recommendation, and action that lead to sustainability of Appalachian communities by capitalizing on the regional assets – organizations and their representatives.
- (3) Research, recommendation, and action that are consistent with the goals of the ARC strategic plan.
- (4) Development of a network of students, faculty, researchers across the region who may continue research and service partnerships beyond the current project.
- (5) A greater awareness of the role the Appalachian region plays in American society.
- (6) Sharpening student documentation and research skills.

Outcomes for the Appalachian Teaching Project:

- (1) Presentation of research at a conference in Washington, D.C., on December, 2006.
- (2) Produce a poster presentation for the Washington, D.C. conference.
- (3) Present the research at a community meeting to be held at the Indiana PA Free Library, Philadelphia and 9th Streets, Indiana, PA.

This venture will be our contribution to the *Appalachian Teaching Project 2009*.

II. COURSE OBJECTIVES

Goals:

- Students will develop leadership skills and awareness of community assets that can help foster energy sustainability in our local region. In terms of this particular course, they will develop a greater awareness of alternative energy and the major issues

surrounding energy in general. In addition, they will investigate how local communities and community groups are responding to the energy crisis with their reaction to wind power as a case study.

- Students will be engaged as active learners through the study of the mass media and their participation in the ATP.
- The outcome of their work will assist in the development of a more holistic perspective on the development of alternative energy in the Northern Appalachian region.

Student Activities:

For the Appalachian Teaching Project:

- Presentation of research at a conference in Washington, D.C., on November 30 and December 1, 2007.
- Create a poster presentation for the Washington, D.C. conference.
- Create a video presentation for the conference in Washington, D.C.
- Present the research at a community meeting to be held at the Indiana PA Free Library, Philadelphia and 9th Streets, Indiana, PA.

For the Mass Media Course:

- Exams, presentations, photography, a video project with an associated paper.

Outcomes:

- The development of a partnership between IUP, the Indiana community and other institutions of higher education in the region.
- Research, recommendation, and action that lead to sustainability of Appalachian communities by examining the social costs of energy development.
- Research, recommendation, and action that are consistent with the goals of the ARC strategic plan.
- Development of a network of students and faculty across the region who may continue research and service partnerships beyond the current project.
- A greater awareness of the role the mass media plays in American society.

- Sharpening of ethnographic research skills.
- An appreciation of filmmaking and scriptwriting.

III. REQUIRED TEXTS

- . George Orwell, 1984, Classic Books.
- . John Palfrey and Urs Gasser Born Digital: Understanding The First Generation of Digital Natives, (New York: Basic Books, 2008)
- . Anthony Pratkanis and Elliot Aronson Age of Propaganda: The Everyday Use and Abuse of Persuasion, (New York: Henry Holt, 2001)

IV. EVALUATION METHODS

- Component (1): Three essay exams.
(Each will be worth 25%. Together they'll represent 75% of your final grade).
- Component (2): One group presentation that will focus on the class Appalachian Teaching Project. (20% of your final grade).
See below for the guidelines.
- Component (3) One paper that will be based upon your experience in organizing the "The Peoples Summit."

V. Group Project Guidelines for the "IUP Peoples Summit"

*** The group project will be due October 31st

Students will be divided into the following groups:

Part I: Advertising, Setting Up, and Documenting

Group #1: - Media/Publicity Committee (for IUP)

Group #2 - Media/Publicity Committee (Greater Indiana Community)

Group #3 - Media/Publicity Committee (World Wide Web)

Group #4 - Logistics Committee (Handle Speaker Needs – travel, lodging, presentation)

Group #5 – Documentation Committee (Record the Summit presentations)

Each group will be required to produce a final report. The report will feature different formats including video, photography and a written paper. The visual documentations will be integrated into a comprehensive video that will be showed at the November conference in Washington D.C. The photography and text will be used for the creation of a project poster that will also be displayed at the gathering. The written reports will be integrated into a master final report which will provide the narrative for the ATP student presentations.

GUIDELINES FOR THE PEOPLES SUMMIT REPORT

Part I: You and Your Group

Each person will write a paper on the work you did for your particular group. The paper should address the following questions and concerns:

- 1) What did you know about your subject prior to conducting your research?
- 2) What was your perspective on energy issues and alternative energy ideas?
- 3) What did your group focus on?
- 4) What did you do as part of your group? Describe the activities you did.
- 5) What was the outcome of your work? Provide an overview narrative of your work activities?
- 6) What is your perspective on your project and group assignment? Was it a meaningful assignment? Do you agree or disagree with anything about the project? Why or why not?
- 7) What did you learn from the project?
- 8) How could your work and your committee's work contribute to the energy debate? What value could the findings be for those interested in energy issues?
- 9) How could your findings contribute to the development of sustainable energy sources and programs for the present and future generations?

Part II: Compiling the Proceedings

This will involve two groupings. One will be an "editorial board" the other will be "transcribing and editing."

A) Transcribers/Editors (21 Students)

- 1) In this "grouping" each person will be assigned to a transcribe Peoples Summit presentation.

- 2) After you edit it you must send it to the presenter for her/his final review. must transcribe and edit the presentation.
- 3) After receiving it back, you must add or delete anything the presenter suggests and produce a final copy that you will submit to our editorial committee.

B) Researchers (7 Students)

Group #5 - Editorial Committee (Compile Reports, Develop Bibliography, Compile Newspaper coverage, Content Analysis on IUP and the Pittsburgh G20 Summit)

- 1) Compile Newspaper coverage of the IUP Summit and the Pittsburgh G20 Summit
- 2) Conduct a Content Analysis of the coverage.
- 3) Compile both into a report that will be sent to the editors.

C) Editors (7 Students)

- 1) Compile the transcribed Summit presentations.
- 2) Do a final edit of each
- 3) Compile the reports from the "researchers"
- 4) Develop a bibliography of resources
- 5) Compile everything into a final "master document" that will be the proceedings of the IUP Peoples Summit.

*** The group project will be due October 31st

Each group will be required to produce a final report. The report will feature different formats including video, photography and a written paper. The visual documentations will be integrated into a comprehensive video that will be showed at the November conference in Washington D.C. The photography and text will be used for the creation of a project poster that will also be displayed at the gathering. The written reports will be integrated into a master final report which will provide the narrative for the ATP student presentation

**"The Peoples Summit:
A Community/University Forum on the
Socioeconomic Status of the
Northern Appalachian Region"**

An Overview of the Events

Monday September 21st

Film: Black Diamonds: Mountaintop Removal and the Fight for Coalfield Justice
7:00 pm – 9:00 pm

Tuesday September 22nd

Film/Slide Show: "Hillbilly Environmentalist of Northern Appalachia:"
A Tribute to Edward Abbey on the 20th Anniversary of his
Death

7:00 pm – 9:00 pm

Wednesday September 23rd

Poetry Slam & Music

7:00 pm – 9:00 pm

Thursday September 24th

“Peoples Forum: The Current State of Northern Appalachia”

Day #1

8:30 am – 9:00 pm

Friday September 25th

“Peoples Forum: The Current State of Northern Appalachia”

Day #2

8:30 am – 5:00 pm

AGENDA
“THE PEOPLES SUMMIT:
A SYMPOSIUM ON THE
SOCIOECONOMIC CONDITIONS OF THE
NORTHERN APPALACHIAN REGION”

September 24 – 25, 2009
HUB
Indiana University of Pennsylvania

Thursday September 24th

8:30 – 9:00

Coffee, juice, bagels

9:00 – 9:10

Opening Remarks: Student Representative

Program #1:

9:10 – 9:50

Presentation: Globalization, A Historical Framework
. Dr. Irwin Marcus, Professor Emeritus IUP

9:50 -10:00
Intermission

Program #2:
10:00 -12:00

The Current State of Northern Appalachia:
A Panel Discussion on the Following Cases
. Mike Stout, Former Head Grievance Person USWA
Homestead PA: Globalization and Pittsburgh
. Dr. Jim Dougherty, IUP Center for Appalachian Studies
Globalization and Indiana County PA
. Gabe Ross, Globalization and Johnstown PA
. Dr. John Russo, Professor Youngstown State University
Globalization and Youngstown Ohio

12:05-1:00

Lunch – Dine Around Town & Campus

Program #4:
1:00 – 2:00

Presentation: The Current and Future Status of Our Regional Environment
Removal) - A Representative from Mountain Justice (Mountain Top
- Stephanie Simmons, Pennsylvania Sierra Club (Water)

2:00 – 2:15
Intermission

Program #5:
2:15 – 3:45

Presentation: The State of Public Education & Public Libraries in Northern
Appalachia
- Dr. Steve Hicks President of AFSCUF
- Jerry Oleksiak Treasurer, Pennsylvania State Education
Association PSEA
- Kate Geiger Head Librarian Indiana Free Library

3:45 – 4:00
Intermission

Program #6:
4:00 – 5:00

Presentation: The Prison Industrial Complex in Northern Appalachia
 - Dr. Rosemary Gideo, IUP and the PA Prison Society
- Rachael Goss, Pennsylvania Abolitionists United Against the
 Death Penalty

5:00-7:00
Dinner/Supper
Dine Around Town

Program #7:
7:00-8:00

Keynote Presentation: TBA

8:00-8:15 Closing Remarks for Day #1

8:15-9:30 Reception:

DAY TWO:
Friday September 25th

8:30 – 9:00
Coffee, juice, bagels

Program #8:
9:00 – 10:30

Presentation: The Political Economy of Northern Appalachia
 - Dr. Lloyd Stires, Retired Professor IUP
 - Dr. Stephen Herzenberg, Executive Director,
 Keystone Research Center Harrisburg, PA

10:30-10:45
Intermission

Program #9:
10:45 -12:00

Presentation: The Current State of Health Care in Pennsylvania
- A Representative from HealthCare4All Pennsylvania

12:00-1:00
Lunch – Dine Around Town

Program #10:
1:00 – 2:00

Presentation: The Issue of Race and Racism in Northern Appalachia

2:00 – 2:15
Intermission

Program #11:
2:15 – 3:15

Presentation: The Issue of Gender in Northern Appalachia
- Joanne Tosti-Vasey, President, Pennsylvania NOW, Inc.

3:15 – 3:30
Intermission

Program #12:
3:30 – 4:30

Presentation: The Current State of Transportation in Northern Appalachia
- TBA

4:30 – 5:00

Symposium Wrap-Up

Sponsors:

- . Appalachian Teaching Project
- . IUP Center for Northern Appalachian Studies
- . IUP Sociology of the Mass Media course

VI. CONSULTATION:

Office: 112-H McElhaney Hall

Office Phone: 724.357.2734

Email: jdoc@iup.edu

Office Hours:

. MWF 11:00 am – 12:00 pm

. TTh 1:00 pm – 2:00 pm

VII. COURSE OUTLINE:

Course Outline and Reading Assignments:

GP = Group Presentation

EX = Exams;

August:

M 31 Introduction: An Overview of the Course

September:

W 2 1984, pp 5-87 (part I)
Group and musical presentation assignments

F 4 1984, pp 5-87 (part I) cont.
IUP Peoples Summit Meeting Day

- M 7 No class Labor Day
- W 9 1984, pp 5-87 (part I) cont.
- F 11 1984, pp 88-185 (part II)
IUP Peoples Summit Meeting Day
- M 14 1984, pp 88-185 (part II) cont.
- W 16 1984, pp 88-185 (part II) cont.
- F 18 1984, pp 186-256 (part III)
IUP Peoples Summit Meeting Day
- M 21 Peoples Summit Meeting
- W 23 Peoples Summit Meeting
- F 25 Peoples Summit Meeting
- M 28 Review for Blue Book Exam #1
- W 30 Blue Book Exam #1 on the novel 1984
EX#1

October:

- F 2 Age of Propaganda, Chapters 1 - 5
"The Psychology of Everyday Persuasion"

- M 5 Age of Propaganda, Chapters 1 - 5
"The Psychology of Everyday Persuasion"
- W 7 Age of Propaganda, Chapters 6 – 11
"Pre-Persuasion: Setting The Stage for Effective Influence"
- F 9 Age of Propaganda, Chapters 6 – 11
"Pre-Persuasion: Setting The Stage for Effective Influence"
- M 12 Age of Propaganda, Chapters 6 – 11
"Pre-Persuasion: Setting The Stage for Effective Influence"
- W 14 Age of Propaganda, Chapters 12 – 16
"Communicator Credibility: Real and Manufactured"
- F 16 Age of Propaganda, Chapters 12 – 16
"Communicator Credibility: Real and Manufactured"
- M 19 Age of Propaganda, Chapters 17 – 23
"The Message and How It Is Delivered"
- W 21 Age of Propaganda, Chapters 17 – 23
"The Message and How It Is Delivered"
- F 23 Age of Propaganda, Chapters 24 – 30
"Emotional Appeals: Touch the Heart, Persuade The Mind"
- M 26 Age of Propaganda, Chapters 24 – 30
"Emotional Appeals: Touch the Heart, Persuade The Mind"

W 28 Age of Propaganda, Chapters 31 – 37
“When Information Fails: The Challenge of Propaganda to Society”

F 30 Age of Propaganda, Chapters 31 – 37
“When Information Fails: The Challenge of Propaganda to Society”
*** (Group project due)

November:

M 2 Age of Propaganda, Chapters 38 – 40
“Counteracting The Tactics of Propaganda”

W 4 Age of Propaganda, Chapters 38 – 40
“Counteracting The Tactics of Propaganda”

F 6 Blue Book Exam#2 on Age of Propaganda

M 9 Generation Digital Chapters 1,2

W 11 Generation Digital, Chapters 1,2

F 13 Generation Digital, Chapters 1,2

M 16 Generation Digital, Chapters 3,4

W 18 Generation Digital, Chapters 3,4

F 20 Generation Digital, Chapters 3,4

M 23 Thanksgiving Break Begins No Classes this week

M 30 Generation Digital, Chapters 5,6

W 2 Generation Digital, Chapters 5,6

December:

F 4 Representatives from the class will present the “collective final report” at the Appalachian Teaching Project Conference in Washington D.C

M 7 Generation Digital, Chapters 5,6

W 9 Generation Digital, Chapters 7,8

F 11 Generation Digital, Chapters 7,8

M 14 Generation Digital, Chapters 7,8

Final Exam. It will be on the book Generation Digital
Friday December 18th 12:30 pm – 2:30 pm room 107 Keith Hall

*** The instructor reserves the right to change the syllabus at any time during the semester. If revisions are made, students will be notified in an appropriate manner.