

Eastern Illinois University
New Course Proposal
CMN 3210, Rhetorics of Protest, Movement, and Resistance

1. Catalogue Description

- a. Course Number: CMN 3210
- b. Course Title: Rhetorics of Protest, Movement, and Resistance
- c. Credit: (3-0-3)
- d. Term to be offered: On Demand
- e. Short Title: Rhet of Protest
- f. Course Description:
 Focused on western rhetorics of resistance from the 19th Century to the present, this course offers a survey of “texts” including speeches, manifestos, poetry, music, photographs, embodied protests, films, documentaries, websites, and coercive actions in an effort to analyze the rhetorical nature of social movement and change.
- g. Prerequisites: There are no prerequisites for this course.
- h. Initial Term of Course Offering: Fall 2007

2. Objectives and Evaluations

- a. Objectives of the course: Students will accomplish the following:
 1. Describe the relationships between resistance, protest, dissent, and social movements.
 2. Identify theoretical terminologies and accounts of social movements and protest rhetoric.
 3. Analyze different rhetorical strategies of social protest.
 4. Evaluate various protests and movement rhetorics within their socio-historical contexts.
 5. Implement accepted methods of rhetorical research to conduct their own research.
- b. Sample Assessment:

	Daily participation, assignments, & discussion questions (15%)	3 Response Papers (15% each 45% total)	Book Review (20%)	Final Exam (20%)
2.A.1.	X	X	X	X
2.A.2.	X	X	X	X
2.A.3.	X	X	X	X
2.A.4.	X	X	X	X
2.A.5.			X	

- c. This is not a technology-delivered course.
- d. This course is not numbered between 4750-4999 and is not offered for graduate credit.

- e. This course is writing-intensive; written response papers, book review, and daily discussion questions allow for frequent writing activities designed to aid students in their mastery of course content. At least 35% will come from writing assignments and students will be provided the opportunity to revise at least one writing assignment.

3. Sample Course Outline

Week 1 Introduction to the course and Envisioning Protest

- A. Leland Griffin, "The Rhetoric of Historical Movements"
- B. Robert S. Cathcart, "Movements: Confrontation as Rhetorical Form"

Week 2 Defining Social Movements Rhetorically

- A. Malcolm O. Sillars, "Defining Social Movements Rhetorically: Casting the Widest Net"
- B. Charles J. Stewart, "History and Theory in the Study of the Rhetoric of Social Movements"

Week 3 Politics of the Everyday and the Nuance of Resistance

- A. Michel de Certeau, *The Practice of Everyday Life* (selections)
- B. Steve Pile, *Geographies of Resistance* (selections)

Week 4 Constructions of Collective Identity: Rhetorics of Women's Liberation

- A. Karlyn Kohrs Campbell, "The Rhetoric of Women's Liberation: An Oxymoron"
- B. Robin Morgan, "No More Miss America!"
- C. National Organization for Women (NOW) Statement of Purpose
- D. Kate Millett, *Sexual Politics: A Manifesto for Revolution* (selections)

Week 5 Agitating for Change: The Civil Rights Movement

- A. John M. Murphy, "Domesticating Dissent: The Kennedys and the Freedom Rides"
- B. Martin Luther King, "Letter from a Birmingham Jail"
- C. Jo Ann Robinson, "The Montgomery Bus Boycott and the Women who Made it"

Week 6 Violent and Non-violent Resistance: Black Power

- A. Parke G. Burgess, "The Rhetoric of Black Power: A Moral Demand?"
- B. Robert Terrill, "Colonizing the Borderlands: Shifting Circumference in the Rhetoric of Malcolm X"
- C. Charles J. Stewart, "The Evolution of a Revolution: Stokely Carmichael and the Rhetoric of Black Power"
- D. Malcolm X, "The Ballot or the Bullet"

Week 7 Taking Theory to the Streets: The Student Movement

- A. Robert L. Scott and Donald K. Smith, "The Rhetoric of the Streets: Some Legal and Ethical Considerations"
- B. James R. Andrews, "Confrontation at Columbia: A Case Study in Coercive Rhetoric"
- C. Students for a Democratic Society (SDS), "The Port Huron Statement"

Week 8 Incommensurate Voices

- A. Maurice Chaland, "Constitutive Rhetoric: The Case of the *Peuple Quebecois*"
- B. Richard Morris and Mary Stuckey, "More Rain and Less Thunder": Substitutes Vocabularies, Richard Nixon, and the Creation of Political Reality"

Week 9 Counter-Movements: When the Establishment Pushes Back

- A. David Zarefsky, "President Johnson's War on Poverty: The Rhetoric of Three 'Establishment' Movements"
- B. Robert L. Scott, "The Conservative Voice in Radical Rhetoric: A Common Response to Division"

Week 10 Disenchanted Voices:

- A. David Zucchino, *The Myth of the Welfare Queen: A Pulitzer Prize-Winning Journalist's Portrait of Women on the Line* (selections)
- B. Peter Singer, *Animal Liberation* (selections)
- C. Kathryn M. Olson and G. Thomas Goodnight, "Entanglements of Consumption, Cruelty, Privacy, and Fashion: The Social Controversy over Fur"

Week 11 Questions of Assimilation or Revolution: GLBT Resistance

- A. James Darsey, "From 'Gay is Good' to the Scourge of AIDS: The Evolution of Gay Liberation Rhetoric, 1977-1990"
- B. Carl Wittman, "Refugees from Amerika: A Gay Manifesto"
- C. ACT UP, "Post-Action Position Statement on its 'Stop the Church'"

Week 12 Power of Poetry: Resisting the Prison Industrial Complex

- A. Stephen Hartnett, *Incarceration Nation: Investigative Prison Poems of Hope and Terror* (selections)
- B. Wally Lamb, *Couldn't Keep it to Myself: Testimony from our Imprisoned Sisters* (selections)

Week 13 Embodied Activism

- A. Stephen DeLuca, "Unruly Acts: The Body Rhetoric of Earth First!, ACT UP, and Queer Nation"
- B. Phaedra Pezzullo, "Resisting National Breast Cancer Awareness Month: The Rhetoric of Counterpublics and Their Cultural Performances"

Week 14 Resisting Globalization: WTO Protests

- A. *The Take* (documentary)
- B. Kalle Lasn, "Culture Jamming"
- C. Roni Krouzman, "WTO: The Battle in Seattle (An Eyewitness Account)"

Week 15 Looking Backward, Moving Forward

Presentation of student papers

4. Rationale:

- a. In a world increasingly marked by social division and alienation, this course will enable students to acquire a specialized knowledge of how to engage in and evaluate dissent and protest.
- b. This course will require extensive reading of challenging primary materials and theoretical texts. The course will demand that students learn to apply theoretical concepts and critical reading/thinking skills to concrete social issues.
- c. This course does not duplicate existing courses within the university. There are two courses offered by the Sociology Department – SOC 3650 (Social Psychology) and SOC 4700 (Dynamics of Collective Behavior) – that deal with social movements as a course topic vis-à-vis interpersonal psychologies and sociological group relations. This proposed course differs significantly in scope by offering an emphasis on the rhetorical constructions of dissent/resistance and a study of discrete historical

agitation and social change. There is also a General Education course offered – EIU 4123G (Social Movements, Crowds, and Violence). Also offered through the Sociology Department, the emphasis of this course is on tactical and instrumental control of groups rather than a theoretical exploration of ideological movement.

- d. This course will serve as a core course (3 hours of 15 hour core) for students in the proposed “Rhetoric and Public Advocacy” option in the Department of Communication Studies.
5. Implementation:
- a. Faculty members to whom this course may be assigned: Angela Aguayo, Suzanne Enck-Wanzer, Shane Miller.
 - b. There will be no additional cost to students.
 - c. Sample Texts:
 - Morris, Charles E. and Stephen H. Browne, eds. *Readings on the Rhetoric of Social Protest* (State College, PA: Strata Publishing, 2001).
 - McCarthy, Timothy Patrick and John McMillan, eds. *The Radical Reader: A Documentary History of the American Radical Tradition* (New York: New Press, 2003).
 - Additional Readings posted to E-Reserves.
 - d. Term to first be offered: Fall 2007
6. A community college course will not be judged equivalent to this course.
7. Date approved by the department: 11/04/05
8. Date approved by CAHCC: 4/5/06
9. Date approved by CAA: 4/27/06