

**Me Too: Political and Corporate Messaging in the #SocialJustice Era**

Dr. Anna Sajecki

Spring Semester

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Office Hours: Thursdays, from 3 to 4 p.m.

**Short description:**

From #BlackLivesMatter and #MeToo, to #ClimateStrike and #Occupy, many of today's most visible social justice movements have depended upon and been shaped by online communities and their corresponding hashtags. As hashtag activism captures both our individual attention as well as the attention of media, we also see more and more corporations and politicians engaging with these movements and the publics engendered by these movements. With this in mind, this course asks: how can we critically read and position the corporate and political messaging attached to #socialjustice movements?

By first evaluating the wider role of communications messaging in the political and corporate worlds, this course will then turn to the #socialjustice messaging approaches of politicians and companies through a series of case studies. From Nike, Pepsi and Ikea ad campaigns, to political speeches, interviews and tweets, we will be situating corporate and political messaging by analyzing rhetoric and asking how different forms of messaging respond to and engage with online social justice movements and their wider sociopolitical contexts.

Throughout each case study, we will pair primary sources (a selection of political and corporate messaging) with critical theory and articles on each movement, allowing us to better understand the rhetorical positioning, aims, effects, challenges and limits of those political and corporate messages circulating in the #socialjustice era.

**Assessment\* :**

**Minor assignments:**

Oral presentation – 15%

**Midterm:**

Short paper (3-4 pages) – 25 %

**Final requirement:**

Final paper (6-8 pages) – 50 %

**Participation:**

Class discussion, group work, etc. – 10 %

**Attendance:**

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\* Please note that if distance learning is required, the assessment procedure, modes of assessment and weightings may be changed.

Attendance is mandatory. Students are permitted a maximum of three absences without penalty. Any additional absences will affect the final grade and may result in failure of the course.

**Academic conduct:**

Plagiarism is taken extremely seriously. Any instance of academic misconduct which includes: submitting someone else's work as your own; failure to accurately cite sources; taking words from another source without using quotation marks; submission of work for which you have previously received credit; working in a group for individual assignments; using unauthorized materials in an exam and sharing your work with other students, will result in failure of the assignment and will likely lead to further disciplinary measures.

**Additional requirements:**

None.