Spring 2011  Section 37431  Wednesdays, 10:00 am - 12:50 pm  EGG A (IML Blue Lab)

This course is for students who want to create real social change through multimedia. Based on a collaboration with a different Los Angeles-based nonprofit organization each semester, New Media for Social Change asks USC students to use the tools of multimedia to tackle social issues and to create effective responses on varied media platforms. The course opens with an overview of the history of media and social change, from activist video production to Web-based political campaign efforts to serious games for change; these historical accounts of specific practices are augmented with readings in critical theory and the histories of technology. The course then moves on to study current research related to issues of the chosen organization and its particular social agenda.

In the fall of 2009, students enrolled in IML 420 worked with the Institute for Popular Education (IDEPSCA), an organization dedicated to the rights of low-wage immigrant workers, on a project titled Mobile Voices. Mobile Voices is a mobile media platform designed to encourage immigrant workers to become citizen journalists by uploading images and stories directly from their cell phones. These stories represent their own experiences, perspectives, and ideas. Students in the course joined popular communication practitioners from IDEPSCA, university researchers from Annenberg and open source software developers to contribute to the evolving design and use of the Mobile Voices media platform while analyzing the potentials of social media practices among disenfranchised communities.

IML 420 counts toward both the Honors in Multimedia Scholarship Program and the Digital Studies Minor for those students who choose to continue their work in multimedia literacy and authorship. Contact Sonia Seetharaman at 213.743.2198 for more information.