



HUMA 3342.HN1

Course Storytelling & Social Media

Professor Dr. Venus Opal Reese

Term Spring 2015

Meetings M/W 10am-11: 15 pm

Professor's Contact Information

Office Phone 972.883.2013

Office Location JO 4.634

Email Address opal@utdallas.edu

Office Hours By appointment

Other Information Email is the best way to contact me

General Course Information

**Pre-requisites,
Co-requisites, &
other restrictions**

This hybrid course explores the power of your story or a story to change the world. Using social media platforms to start a movement, the principles of social entrepreneurship, and the tactics of good theatre to impact social change, this project-base course requires students to tap into their personal stories, values and beliefs to inspire others to act. Students will learn from actual online business "launches" and campaigns such that the students can create their own movement that touches and transforms the world.

**Course
Description**

**Learning
Outcomes**

The student will be able to demonstrate the ability to identify, discuss, and apply the structure of effective story-telling; (2) demonstrate the ability to compelling use specific principles of social entrepreneurship and effective theatrical tactics to impact social change; and (3) to use the vocabularies, approaches, an analytic tools covered during this course to language, inspire, and start a movement that compels others to act.

**Required Texts &
Materials**

**Suggested Texts,
Readings, &
Materials** 1. *The Gifts of Imperfection: Let Go of Who You Think You're Supposed to Be and Embrace Who You Are* by Brene Brown

2. *Business Model You: A One-Page Method For Reinventing Your Career*, Tim Clark
3. *The Tipping Point: How Little Things Can Make a Big Difference* by Malcolm Gladwell
4. *All Marketers Are Liars: The Underground Classic That Explains How Marketing Really Works--and Why Authenticity Is the Best Marketing of All*, Seth Godin
5. *Tribes: We Need You to Lead Us* by Seth Godin
6. *The Pumpkin Plan: A Simple Strategy to Grow a Remarkable Business in Any Field* by Mike Michalowicz
7. *Start Something That Matters* by Blake Mycoskie
8. *Start with Why: How Great Leaders Inspire Everyone to Take Action* by Simon Sinek

Assignments & Academic Calendar

Reading Assignments (RA) are due on the date specified.

Week 01

- M/Jan 12:** Course Introduction
W/Jan 14: Personal Stories/Collective Change

WEEK 02

- M/ Jan 19:** NO CLASS MLK Day
W/Jan 21: What do you believe

WEEK 03

- M/Jan 26:** Mess (Personal and collective)
W/Jan 28: Mess (your turn)

WEEK 04

- M/Feb 02:** Movement
W/Feb 04: Movement (your turn)

WEEK 05

- M/Feb 09:** Message
W/Feb 11: Message (your turn)

WEEK 06

- M/Feb 16:** Manifesto
W/Feb 18: Manifesto (your turn)

WEEK 07

- M/Feb 23:** Tribe
W/Feb 25: Tribe (your turn)

WEEK 08

- Midterm**
M/Mar 02: Mid-term Review
W/Mar 04: **Midterm**— Creatively express all the lesson's in a 3-5 minute live solo presentation

WEEK 09	
M/Mar 09:	Online learning—D.R.E.A.M. client profile
W/Mar 11:	Online learning— D.R.E.A.M. client profile (Your Turn)
WEEK 10	
M/Mar 16:	Online learning— Social Proof & Stats
W/Mar 18:	Online learning— Social Proof & Stats (your turn)
WEEK 11	
M/Mar 23:	Online learning— “We” Worldview
W/Mar 25:	Online learning— “We” Worldview (your turn)
WEEK 12	
M/Mar 30:	Online learning—inspire
M/Apr 01:	Online learning—in spire (your turn)
WEEK 13	
M/Apr 06:	Online learning —galvanize
W/Apr 08:	Online learning —galvanize (your turn)
WEEK 14	
M/Apr 13:	Online learning—activate
W/Apr 15:	Online learning—active (your turn)
Create Your Movement	Using Facebook, tweeter, instagram, pinterest, YouTube or other social media platforms, create a movement that inspires action in others through the story you tell.
WEEK 15	Final Project Preparation
M/Apr 20:	Working on the Project (Journal entry)
W/Apr 22:	Working on the Project (Journal entry)
WEEK 16	Final Project Preparation
M/Apr 27:	Working on the Project (Journal entry)
W/Apr 29:	Working on the Project (Journal entry)
WEEK 17	
M/May 04:	Working on the Project (Journal entry)
W/May 06:	FINAL PROJECT PRESENTATION

Course Policies

Grading (credit) Criteria	Attendance, Punctuality, and Participation: (30%) The student’s final grade will be lowered by 1/3 letter grade for each unexcused absence—live and virtual. To receive an excused absence, a doctor’s note is required immediately upon the student’s return to class. If you are late twice, that equals one unexcused absence and shall be reflected in your final grade. Students are graded on participation in class discussions, preparation, and in-class and online activities. The student’s ability to take direction, correction, preparedness, and willingness to readily participate and work as part of a team will be
----------------------------------	--

	<p>measured and graded by the instructor.</p> <p>Writing Assignments: (20%) The student is required to keep a journal/blog/log/record of each class, and each assignment. The journal will be part of the movement. It must be digital with a space for people to comment. Each entry has to be at least 300 words and no more than 750ish words. You will loose points for each absent entry. There needs to be 33 entries in your journal. It needs to be in story form with 3-5 take aways for each entry.</p> <p>Mid-term Exam: (20%) A 3- 5minute oral presentation addressing the material covered in class. If you miss the mid-term, you may not make it up.</p> <p>Final Project: (30%) You will do a 3-week online launch to spark a movement based on the material covered during the class. You are required to use social media to create and measure the success of your movement. We will create the measures of success together throughout the course.</p>
Make-up Exams	None
Extra Credit	None
Late Work	Not accepted
Special Assignments	I have included 2 theatre/dance performances offered at UTD this semester that you may write your two papers on. You can see a professional show only if these dates do not work for you. All performances are free with UTD ID. Please see the Art and Performance webpage for more details.
Class Attendance	Please be at all classes. Your brilliance enriches us all.
Classroom Citizenship	Please respect each other. We learn from each other.
Field Trip Policies	None
Student Conduct and Discipline	<p>The University of Texas System and The University of Texas at Dallas have rules and regulations for the orderly and efficient conduct of their business. It is the responsibility of each student and each student organization to be knowledgeable about the rules and regulations that govern student conduct and activities. General information on student conduct and discipline is contained in the UTD publication, <i>A to Z Guide</i>, which is provided to all registered students each academic year.</p> <p>The University of Texas at Dallas administers student discipline within the procedures of recognized and established due process. Procedures are defined and described in the <i>Rules and Regulations; Board of Regents, The University of Texas System, Part 1, Chapter</i></p>

	<p>VI, <i>Section 3</i>, and in Title V, Rules on Student Services and Activities of the university's <i>Handbook of Operating Procedures</i>. Copies of these rules and regulations are available to students in the Office of the Dean of Students, where staff members are available to assist students in interpreting the rules and regulations (SU 1.602, 972/883-6391).</p> <p>A student at the university neither loses the rights nor escapes the responsibilities of citizenship. He or she is expected to obey federal, state, and local laws as well as the Regents' Rules, university regulations, and administrative rules. Students are subject to discipline for violating the standards of conduct whether such conduct takes place on or off campus, or whether civil or criminal penalties are also imposed for such conduct.</p>
Academic Integrity	<p>The faculty expects from its students a high level of responsibility and academic honesty. Because the value of an academic degree depends upon the absolute integrity of the work done by the student for that degree, it is imperative that a student demonstrates a high standard of individual honor in his or her scholastic work.</p> <p>Scholastic dishonesty includes, but is not limited to, statements, acts or omissions related to applications for enrollment or the award of a degree, and/or the submission as one's own work or material that is not one's own. As a general rule, scholastic dishonesty involves one of the following acts: cheating, plagiarism, collusion and/or falsifying academic records. Students suspected of academic dishonesty are subject to disciplinary proceedings.</p> <p>Plagiarism, especially from the web, from portions of papers for other classes, and from any other source is unacceptable and will be dealt with under the university's policy on plagiarism (see general catalog for details). This course will use the resources of turnitin.com, which searches the web for possible plagiarism and is over 90% effective.</p>
Email Use	<p>The University of Texas at Dallas recognizes the value and efficiency of communication between faculty/staff and students through electronic mail. At the same time, email raises some issues concerning security and the identity of each individual in an email exchange. The university encourages all official student email correspondence be sent only to a student's U.T. Dallas email address and that faculty and staff consider email from students official only if it originates from a UTD student account. This allows the university to maintain a high degree of confidence in the identity of all individual corresponding and the security of the transmitted</p>

	<p>information. UTD furnishes each student with a free email account that is to be used in all communication with university personnel. The Department of Information Resources at U.T. Dallas provides a method for students to have their U.T. Dallas mail forwarded to other accounts.</p>
Withdrawal from Class	<p>The administration of this institution has set deadlines for withdrawal of any college-level courses. These dates and times are published in that semester's course catalog. Administration procedures must be followed. It is the student's responsibility to handle withdrawal requirements from any class. In other words, I cannot drop or withdraw any student. You must do the proper paperwork to ensure that you will not receive a final grade of "F" in a course if you choose not to attend the class once you are enrolled.</p>
Student Grievance Procedures	<p>Procedures for student grievances are found in Title V, Rules on Student Services and Activities, of the university's <i>Handbook of Operating Procedures</i>.</p> <p>In attempting to resolve any student grievance regarding grades, evaluations, or other fulfillments of academic responsibility, it is the obligation of the student first to make a serious effort to resolve the matter with the instructor, supervisor, administrator, or committee with whom the grievance originates (hereafter called "the respondent"). Individual faculty members retain primary responsibility for assigning grades and evaluations. If the matter cannot be resolved at that level, the grievance must be submitted in writing to the respondent with a copy of the respondent's School Dean. If the matter is not resolved by the written response provided by the respondent, the student may submit a written appeal to the School Dean. If the grievance is not resolved by the School Dean's decision, the student may make a written appeal to the Dean of Graduate or Undergraduate Education, and the dean will appoint and convene an Academic Appeals Panel. The decision of the Academic Appeals Panel is final. The results of the academic appeals process will be distributed to all involved parties.</p> <p>Copies of these rules and regulations are available to students in the Office of the Dean of Students, where staff members are available to assist students in interpreting the rules and regulations.</p>
Incomplete Grades	<p>As per university policy, incomplete grades will be granted only for work unavoidably missed at the semester's end and only if 70% of the course work has been completed. An incomplete grade must be resolved within eight (8) weeks from the first day of the subsequent long semester. If the required work to complete the course and to</p>

	remove the incomplete grade is not submitted by the specified deadline, the incomplete grade is changed automatically to a grade of F .
Disability Services	<p>The goal of Disability Services is to provide students with disabilities educational opportunities equal to those of their non-disabled peers. Disability Services is located in room 1.610 in the Student Union. Office hours are Monday and Thursday, 8:30 a.m. to 6:30 p.m.; Tuesday and Wednesday, 8:30 a.m. to 7:30 p.m.; and Friday, 8:30 a.m. to 5:30 p.m.</p> <p>The contact information for the Office of Disability Services is: The University of Texas at Dallas, SU 22 PO Box 830688 Richardson, Texas 75083-0688 (972) 883-2098 (voice or TTY)</p> <p>Essentially, the law requires that colleges and universities make those reasonable adjustments necessary to eliminate discrimination on the basis of disability. For example, it may be necessary to remove classroom prohibitions against tape recorders or animals (in the case of dog guides) for students who are blind. Occasionally an assignment requirement may be substituted (for example, a research paper versus an oral presentation for a student who is hearing impaired). Classes enrolled students with mobility impairments may have to be rescheduled in accessible facilities. The college or university may need to provide special services such as registration, note-taking, or mobility assistance.</p> <p>It is the student's responsibility to notify his or her professors of the need for such an accommodation. Disability Services provides students with letters to present to faculty members to verify that the student has a disability and needs accommodations. Individuals requiring special accommodation should contact the professor after class or during office hours.</p>
Religious Holy Days	<p>The University of Texas at Dallas will excuse a student from class or other required activities for the travel to and observance of a religious holy day for a religion whose places of worship are exempt from property tax under Section 11.20, Tax Code, Texas Code Annotated.</p> <p>The student is encouraged to notify the instructor or activity sponsor as soon as possible regarding the absence, preferably in advance of the assignment. The student, so excused, will be allowed to take the</p>

	<p>exam or complete the assignment within a reasonable time after the absence: a period equal to the length of the absence, up to a maximum of one week. A student who notifies the instructor and completes any missed exam or assignment may not be penalized for the absence. A student who fails to complete the exam or assignment within the prescribed period may receive a failing grade for that exam or assignment.</p> <p>If a student or an instructor disagrees about the nature of the absence [i.e., for the purpose of observing a religious holy day] or if there is similar disagreement about whether the student has been given a reasonable time to complete any missed assignments or examinations, either the student or the instructor may request a ruling from the chief executive officer of the institution, or his or her designee. The chief executive officer or designee must take into account the legislative intent of TEC 51.911(b), and the student and instructor will abide by the decision of the chief executive officer or designee.</p>
<p>Off-Campus Instruction and Course Activities</p>	<p>Off-campus, out-of-state, and foreign instruction and activities are subject to state law and University policies and procedures regarding travel and risk-related activities. Information regarding these rules and regulations may be found at http://www.utdallas.edu/BusinessAffairs/Travel_Risk_Activities.htm. Additional information is available from the office of the school dean.</p>

These descriptions and timelines are subject to change at the discretion of the Professor.