

## Activist Rhetoric

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Activism is a vibrant and vital component of public involvement in social issues. Through demonstration, campaigning, marketing, lobbying, confrontation, and action activists seek to bring about social change by directly confronting issues they perceive to be socially and environmentally problematic. In this course we will exam the role of activists in society while considering how deeply rhetorical actions shape our environment, examining ways to bring about social change through rhetorical action, and working through the complex permutations of audience response to activist rhetoric.

## Requirements

Students will be tasked with reading and responding to numerous accounts of activism and policy making. Each reading will be accompanied by a written précis, students will develop an annotated bibliography of source material related to personal and political interests, and a journal-quality paper (approximately 9,000 words), along with identification of 2-3 journals to which the paper could potentially be submitted, will be developed. Face-to-face class times will consist of discussions of readings and consideration of various examples of activism (and responses to that activism).

## Readings

### Potential Books

Adams, C. J. (1999). *The sexual politics of meat: A feminist-vegetarian critical theory*. Continuum.

DeLuca, K. M. (1999). *Image Politics: The New Rhetoric of Environmental Activism* New York: The Guilford Press.

Simmons, W. M. (2007). *Participation and Power: Civic Discourse in Environmental Policy Decision*. New York: SUNY

Singer, P. (2009). *Animal Liberation (Reissue edition)*. Harper Perennial Modern Classics.

Smith, J. (2008). *Social Movements for Global Democracy*. Baltimore: Johns Hopkins University Press

### Articles and Essays

Atkins-Sayre, W. (2010). Articulating Identity: People for the Ethical Treatment of Animals and the Animal/Human Divide. *Western Journal of Communication*, 74(3), 309-328.

Berry, W. (2002). Think Little. In N. Wirzba (Ed.) *The Art of the Commonplace: The Agrarian Essays of Wendell Berry* (pp. 81-90). Washington D. C. : Counterpoint.

DeLuca, K. M., & Peebles, J. (2002). From Public Sphere to Public Screen: democracy, activism, and the "violence" of Seattle. *Critical Studies in Media Communication*, 19(2), 125-151.

DiMaggio, P., Hargittai, E., Neuman, W. R., & Robinson, J. P. (2001). Social Implications of the Internet. *Annual Review of Sociology*, 27(1), 307-336.

Harold, C. (2004). Pranking rhetoric: "Culture jamming" as media activism. *Critical Studies in Media Communication*, 21(3), 189-211.

Leopold, A. (1968). Thinking Like a Mountain. In *A Sand County Almanac and Sketches Here and There*. New York: Oxford, pp. 129-133.

Packwood-Freeman, C. (2010). Meat's place on the campaign menu: How U.S. environmental discourse negotiates vegetarianism. *Environmental Communication*, 4(3), 255-276.

Taylor, M. (2001). How activist organizations are using the Internet to build relationships. *Public Relations Review*, 27(3), 263-284.

Wynne, B. (1992). Misunderstood misunderstanding: Social identities and public uptake of science. *Public Understanding of Science*, 1, 281-304.

**Other articles to be decided**