Contact Information

Instructor: Lauri Hennessey

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Office Hours: By appointment (online through Zoom Conferences)

Teaching Assistant: TBD

Please allow at least 24 hours for a response during the week and 48 hours on weekends and holidays.

About me:

I have worked in public affairs, public relations, political campaigns and nonprofits for my entire career, spanning from the news media to Capitol Hill, the largest PR firm in the world to nonprofit leadership. I currently am the national head of Marketing and Communications for One Love Foundation, and also a college adjunct at UF, University of Washington and Seattle University. I received my bachelor's from the University of Washington at the age of 57, returning to finish it 35 years after leaving. I went on to get my master's from University of Florida in 2022, focusing on the emerging field of Public Interest Communications. I am currently teaching this course at UF, plus Introduction to Public Interest Communications to master's students (my area of passion).   I am best reached through email (either UF or my personal email, laurihennessey@gmail.com) though you are always welcome to text me in emergencies (206.650.4153). I am active on LinkedIn and happy to connect with you and give guidance or any support I can in your own career journey. https://www.linkedin.com/in/laurihennessey/Links to an external site.

What do you need to know to be successful?

- You don't need any previous coursework about social movements or global affairs. Just bring your curiosity and a willingness to learn!

- That said, you will get more out of this class if you keep apprised of international news and events, because you will be able to apply concepts we discuss to real-world events. Good sources of international news include the BBC, Reuters, the Associated Press, The New York Times and The Wall Street Journal (free to UF students through the library), Democracy Now!(which focuses on social justice movements in the U.S. and around the world), the Economist and The World - PRI.

Course Objectives

By the end of this course, you will be able to:

- Describe highlights of major global social change movements, including how they began, how they developed, the challenges they faced and what made them effective.

- Explain the roles of nongovernmental organizations, charities, foundations, aid organizations and other entities in effecting positive social change around the world.

- Determine whose voices have been omitted from past and present movements.

- Apply key theories of change, as well as concepts about how ideas catch and spread, to social change campaigns.

- Explain the benefits and limitations of digital media in social movement building and organization-led social change campaigns, and apply that knowledge to ongoing campaigns.

- Tailor communications campaigns for specific countries.

- Develop the building blocks of a strategic plan for a social change campaign in a country of your choosing.

College of Journalism and Communications Objectives

The Accrediting Council on Education in Journalism and Mass Communications requires that by graduation all students should be able to:

- The Accrediting Council on Education in Journalism and Mass Communications requires that by graduation all students should be able to:

- apply the principles and laws of freedom of speech and press, in a global context, and for the country in which the institution that invites ACEJMC is located;

- demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications;

- demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts;

- present images and information effectively and creatively, using appropriate tools and technologies;

- write correctly and clearly in forms and styles appropriate for the communications professions, audiences, and purposes they serve;

- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness, and diversity;

- apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work;

- effectively and correctly apply basic numerical and statistical concepts;

- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style, and grammatical correctness;

- apply tools and technologies appropriate for the communications professions in which they work.

Course Policies

Mutual Pledge

As your instructor, I pledge to open a window for you into the world of global social change communications and guide you in your journey of learning. In turn, you must do the work necessary to help me teach you. That means keeping up with the area of focus you choose for the semester, completing the weekly writing assignments, being prepared for class, participating in discussions, keeping up with assigned reading and putting time and thought into your work.

Note: Students are encouraged to employ critical thinking and to rely on data and verifiable sources to interrogate all assigned readings and subject matter in this course as a way of determining whether they agree with their classmates and/or their instructor. No lesson is intended to espouse, promote, advance, inculcate, or compel a particular feeling, perception, viewpoint or belief.

About AI: When submitting materials to AI tools, such as assignment instructions or other content, ensure you have the appropriate permissions for any copyrighted elements. Additionally, avoid sharing any information protected under FERPA, including personal data from educational records (provided via ChatGPT, 2024).

AI Policy for Student Work (AI is allowed/integrated into assignments)
In this course you will be asked to use generative AI for some assignments. AI is commonly used in the profession, so familiarity with generative AI tools is important. However, do not let your creative thinking and editing skills lapse! When AI is allowed or encouraged in assignments, you will need to document how AI was used. This could include providing your original prompts, showing the editing that you did to the created content, or using appropriate citation of information obtained via generative AI. If you are using AI when not explicitly allowed, that is considered a violation of the honor code as you are presenting content as your own that was not fully created by you. There are various AI detection tools available (built within Canvas and externally such as ZeroGPT), and many AI platforms follow very formulaic response patterns. If I am concerned that your work is not your own, I will try to verify the originality of your work. If unable to do so, I may ask you to resubmit the assignment detailing how you arrived at your submission.

AI Policy for Student Work (AI is NOT allowed/integrated into assignments)
In this class I want you to produce all your own work without generative AI's assistance. It is important for me to be able to ascertain what you know and can produce unaided on your own. The use of generative AI for your assignments in this class is a violation of the honor code as you are presenting
content as your own that was not fully created by you. There are various AI detection tools available (built within Canvas and externally such as ZeroGPT), and many AI platforms follow very formulaic response patterns. If I am concerned that your work is not your own, I will try to verify the originality of
your work and if evidence is found that your work is AI generated I will submit your assignment as violating the honor

Class Logistics

Attentiveness

Being attentive while watching the video lectures and reading the assignments is important. Limit distractions so you can get the most out of the material.

Deadlines

Communications work is deadline oriented. Deadlines must be met. If they are not, you will not receive credit for the assignment. The only exceptions will be for students with medical emergencies (you must have a doctor's note) or other genuine, documented emergencies. Please notify me as soon as possible if you have an emergency that will prevent you from completing an assignment.

If submission of your assignment is delayed because of technical issues with Canvas, please report the problem immediately, receive a ticket number from the UF Computing Help DeskLinks to an external site. and email it to me immediately. The ticket will document the time and date of your issue.

Format for Writing Assignments

Please use AP style for all writing assignments. If you don't have the AP Stylebook, you can subscribe to it online (https://www.apstylebook.com/on- line/) or you can purchase a hard copy.

Attribution in Writing Assignments

In every assignment for this course, you must clearly attribute the source of your information, including information obtained from organizations' web sites or internal documents. You cannot copy anything word for word, regardless of the source, without putting quotes around it and crediting the source.

Required Technology and Skills

You will need reliable Internet access and a reliable computer with Microsoft Word (or other word processing software that can generate a .doc or .docx file), Adobe Flash (for viewing video content), and Adobe PDF reader. Please bring your computer to class.

You should have skills to use your computer, use the Internet, and create Word documents.

Reading Materials

Book and Article Excerpts

Tufekci, Z. (2017). Twitter and Tear Gas; The Power and Fragility of Networked Protest. Yale University Press. (Available through Course Reserves on Canvas.)

Centola, D. (2021). Change: How to Make Big Things Happen. Little, Brown Spark. (Available through Course Reserves on Canvas.)

Assorted articles will be assigned as well. Links will be provided in Canvas.

Select International News Sources

- [Associated PressLinks to an external site.](#)

- [ReutersLinks to an external site.](#)

- [BBCLinks to an external site.](#)

- The New York Times (free to UF students)

- The Wall Street Journal (available to UF students through the library)

- [Democracy Now!Links to an external site.](#)

- [The World - PRILinks to an external site.](#)

Grading Policy

Because you will learn more by discussing answers to questions rather than listening to a lecture, participating in class will be key to your learning For that reason, class participation will constitute a significant portion of your grade. Likewise, written analyses will be critical to your learning, so they will be heavily weighted as well. The final project a paper about a real-world campaign or movement will provide a chance for you to put together all that you have learned in class.

Your work will be graded within a week after the due date.

Course Grading Policy

Assignment	Percent
Discussions and Quizzes	35%
Writing assignments	35%
Final project	30%

Grading Scale

Grade	Grade Points	Grade	Grade Points
A	4.00	C	2.00
A-	3.67	C-	1.67
B+	3.33	D+	1.33
B	3.00	D	1.00<
B-	2.67	D-	0.67
C+	2.33	E	0.00<

See the current UF grading policiesLinks to an external site. for more information.

UF Policies

University Policy on Accommodating Students with Disabilities

Students with disabilities requesting accommodations should first register with the Disability Resource CenterLinks to an external site. (352-392-8565) by providing appropriate documentation. Once registered, students will receive an accommodation letter that must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

University Policy on Academic Conduct

UF students are bound by The Honor Pledge, which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity by abiding by the Honor Code." On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Student Honor Code and Student Conduct CodeLinks to an external site. specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

Plagiarism

The Student Honor Code and Student Conduct CodeLinks to an external site. states that:

"A Student must not represent as the Student's own work all or any portion of the work of another. Plagiarism includes but is not limited to:

- Stealing, misquoting, insufficiently paraphrasing, or patch-writing.

- Self-plagiarism, which is the reuse of the Student's own submitted work, or the simultaneous submission of the Student's own work, without the full and clear acknowledgment and permission of the Faculty to whom it is submitted.

- Submitting materials from any source without proper attribution.

- Submitting a document, assignment, or material that, in whole or in part, is identical or substantially identical to a document or assignment the Student did not author."

Netiquette and Communication Courtesy

It is important to recognize that the online classroom is in fact a classroom, and certain behaviors are expected when you communicate with both your peers and your instructors. These guidelines for online behavior and interaction are known as netiquette.

- [Security](#)

- [General Guidelines](#)

- [Email](#)

- [Discussion Boards](#)

- [Zoom](#)

Remember that your password is the only thing protecting you from pranks or more serious harm.

- Don't share your password with anyone.

- Change your password if you think someone else might know it.

- Always log out when you are finished using the system.

Privacy and Accessibility Policies

For information about the privacy policies of the tools used in this course, see the links below:

- Instructure (Canvas)

    o [Instructure Privacy Policy](#)

- o Instructure Accessibility

- Microsoft

  - o Microsoft Privacy PolicyLinks to an external site.

  - o Microsoft AccessibilityLinks to an external site.

- Perusall

  - o Perusall Privacy PolicyLinks to an external site.

  - o Perusall AccessibilityLinks to an external site.

- PlayPosit

  - o PlayPosit Privacy PolicyLinks to an external site.

  - o PlayPosit AccessibilityLinks to an external site.

- YouTube (Google)

  - o YouTube (Google) Privacy PolicyLinks to an external site.

  - o YouTube (Google) AccessibilityLinks to an external site.

- Zoom

  - o Zoom Privacy PolicyLinks to an external site.

  - o Zoom AccessibilityLinks to an external site.

 (Links to an external site.

Getting Help

Technical Difficulties

For help with technical issues or difficulties with Canvas, please contact the UF Computing Help Desk at:

- http://helpdesk.ufl.eduLinks to an external site.

- 352-392-HELP (4357)

- Walk-in: HUB 132

Any requests for make-ups (assignments, exams, etc.) due to technical issues should be accompanied by the ticket number received from the UF Computing Help Desk when the problem was reported to them. The ticket number will document the time and date of the

problem. You should email your instructor within 24 hours of the technical difficulty if you wish to request a make-up.

Health and Wellness

- **U Matter, We Care**: If you or someone you know is in distress, please email umatter@ufl.edu, call 352-392-1575, or visit [U Matter We CareLinks to an external site.](#) to refer or report a concern, and a team member will reach out to the student in distress.

- **Counseling and Wellness Center:** Visit the [UF Counseling & Wellness CenterLinks to an external site.](#) website or call 352-392-1575 for information on crisis services and non-crisis services.

- **Student Health Care Center:** Call 352-392-1161 for 24/7 information to help you find the care you need, or visit the [UF Student Health Care CenterLinks to an external site.](#) website.

- **University Police Department**: Visit the [UF Police DepartmentLinks to an external site.](#) website or call 352-392-1111 (or 9-1-1 for emergencies).

- **UF Health Shands Emergency Room/Trauma Center:** For immediate medical care in Gainesville, call 352-733-0111, or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; Visit the [UF Health Shands Emergency Room/Trauma CenterLinks to an external site.](#) website.

Academic and Student Support

- **Career Connections Center:** For career assistance and counseling services, visit the [UF Career Connections CenterLinks to an external site.](#) website or call 352-392-1601.

- **Library Support:** For various ways to receive assistance concerning using the libraries or finding resources, visit the [UF George A. Smathers Libraries Ask-A-LibrarianLinks to an external site.](#) website.

- **Teaching Center:** For general study skills and tutoring, visit the [UF Teaching CenterLinks to an external site.](#) website or call 352-392-2010.

- **Writing Studio:** For help with brainstorming, formatting, and writing papers, visit the [University Writing Program Writing StudioLinks to an external site.](#) website or call 352-846-1138.