Assessing Success in Communication for Social Change In this final paper, we are thinking about communication and success in social change. What kinds of communication and media strategies are successful? How do we measure success? Do all kinds of movements need to succeed in the same way or are there different kinds of success? Focusing on one or two of the social change movements/groups we have studied in the second half of semester -- e.g. Occupy Wall Street, Marriage Equality, ActUP, white nationalism, the Alt Right -- (i) describe their communication and media strategies and (ii) assess whether these strategies were successful. You will need to define and defend your definition of success. Consider, for example: success in building collective identity, in recruiting participants, in changing public narratives, public representation, or public opinions, in changing laws and policies, and so on) Paper Format: Write up your analysis in a 1500-2000 word (6-8 page) paper. Cite your sources, use APA or MLA style, use page numbers, and be thoughtful and systematic in your approach. Come to a conclusion. You should include at least five serious sources in your paper -- serious sources are book chapters, journal articles, long form journalism, documentary film, books, etc. Include all sources consulted in bibliography. These can be from assigned class materials or you can locate these your own. Useful Resources: How to Survive a Plague (2012, dir. David France). stream online. David France. (2016, November 29). The Reinvention of Radical Protest: Life on the Frontline of the Aids Epidemic. (Links to an external site.) The Guardian online. Brian F. Harrison & Melissa R. Michelson (2017) What’s Love Got To Do With (Links to an external site.)It? Emotion, Rationality, and Framing LGBT Rights (Links to an external site.), New Political Science, 39 (2): 177-197. Stefanie Duguay. (2016). “Legit Can’t Wait for #Toronto #WorldPride!”: (Links to an external site.) Investigating the Twitter Public of a Large-Scale LGBTQ Festival (Links to an external site.). International Journal of Communication 10): 274–298 99%. The Occupy Wall Street Collaborative Film. (2013), dirs. Audrey Ewell, Aaron Aites, Nina Krstic, Lucian Reed, Katie Teague, Peter Leeman, Dores Simon, Aric Gutnik. Sasha Costanza-Chock. (2012) Mic Check! Media Cultures and the Occupy Movement. (Links to an external site.) Social Movement Studies 11(3–4): 375–385. Online. Anastasia Kavada (2015) Creating the collective: Social media, the Occupy (Links to an external site.) Movement and its Constitution as a Collective Actor (Links to an external site.). Information, Communication & Society 18(8): 872-886. Online. Dorothy Kidd, (2014). Social Justice Media: The Case of Occupy. (Links to an external site.) Mediaciones: Revista Academica de Comunicación (In Spanish and English, page down). Online also at Academia.edu Kathleen Blee (2010). Conservative and Right-Wing Movements. (Links to an external site.) Annual Review of Sociology 36: 269-286. Neal Caren, Kay Jowers and Sarah Gaby. (2012). A Social Movement OnlineCommunity: Stormfront And The White Nationalist Movement. Media, Movements, and Political Change, Research in Social Movements, Conflicts and Change, Volume 33, 163–193. PDF, online Canvas. Allum Bokhari and Milo Yiannopolous (Breitbart, 2016, March 29). An Establishment Conservative’s Guide to the Alt Right)