

SALZBURG ACADEMY on MEDIA and GLOBAL CHANGE

Voices Against Extremism:
Media Responses to Global Populism

July 16 – August 5, 2017



Pre-Academy Assignments

#sgsmedia @salzburgacademy

**The following document contains the pre-academy work
for the 2017 Salzburg Academy on Media & Global
Change.**

**There are three parts to this work. All must be completed and turned in
by Monday, July 10th. [Instructions for turning in this work are on page 7
of this document]**

Links to all readings in the document can be found in this folder: [Pre-Academy Readings](#)
Please direct all pre-academy assignment questions to **Kevin Kolesnikoff**:

kkolesnikoff@SalzburgGlobal.org

1. Media Literacy, Populism & Civic Action

This part of the assignment is about understanding concepts and ideas that will frame our exploration at the media academy. First, please read the following six articles in their entirety:

- [Media Literacy as a Core Competency for Engaged Citizenship in Participatory Democracy](#) by Paul Mihailidis and Benjamin Thevenin
- [Spreadable Spectacle in Digital Culture: Civic Expression, Fake News, and the Role of Media Literacies in “Post-Fact” Society](#) by Paul Mihailidis and Samantha Viotty
- [The Party Crashers: Is the new populism about the message or the medium?](#) By Jill LePore, New Yorker
- [By Any Media Necessary, Introduction](#) by Henry Jenkins, Sangita Shresthova, Liana Gamber--Thompson, and Neta Kligler--Vilenchik
- [How Different-and dangerous-is terrorism Today?](#) By Robin Wright, New Yorker
- [Journalism, Populism and the Future of Democracy](#) by Robert G. Picard, Reuters Institute

The following are [Suggested Readings](#), which are strongly suggested for undergraduates, and [required](#) for Graduate Students]

- [Civic Media: Technology, Design, Practice](#), by Eric Gordon & Paul Mihailidis
- [The Logic of Connective Action: Digital media and the personalization of contentious politics](#) by W. Lance Bennett & Alexandra Segerberg
- [Political Populism: Speaking to the Imagination](#) by Merijn Oudenampsen
- [The Culture of Connectivity](#) by Jose Van Dijck

Response - Compose a 700-word response [*graduate students: 1000 - 1200 word response that includes suggested readings*] that addresses the following questions: What are the most important links between media literacy, populism,

and civic action? What are the ways in which media narratives influence the public's understanding of populism? What are the ways that journalists and journalism are being impacted by technology, and populist rhetoric? How can media literate citizens create civic change in their own communities?

Please remember to use evidence from the readings to support your answers.

- **Format:** Complete your response in a word document with 12pt type. Include a heading with your name, the title of the assignment, and a title for your response.

#2 - Voices Against Extremism:

Public Narrative & Media Activism

This part of the assignment asks us to consider how public narratives impact media narratives of populism, nationalism, and extremism. To complete this portion of the assignment, First, read [What is Public Narrative](#) by Marshall Ganz. Then, read the following articles from the popular press:

- [We Are On the Verge of Darkness](#), Foreign Policy, January 2017
- [Wonder Woman, Heroine of the post-truth age](#), The Atlantic, May 2017
- [This is Populism](#), Vice News
- [On the dangers of comparing every political event to Donald Trump](#), The Economist
- [How storytelling explains world politics, from Spain to the US](#), The Conversation

After reading these, locate a story about populism that is affecting your local community/region/part of the world. Once you've selected your story, you are to create a narrative about this story that incorporates the following:

- ★ **Narrative of the Issue:** In 300-400-words, please describe the issue and the impact it is having. Consider how Ganz's idea of public narrative can help frame these issues.
- ★ **Documentation:** Through images, video, art, visualization, etc. show the issue visually (you can use your own images, or represent them from media. Please source whatever information you use).

Format: Please create one story with images embedded. Include a heading with your name, the title of the assignment, and a title for your story. See below for uploading instructions.

#3. Sign Up for Academy Collaborative Platforms (Slack & Medium)

- **Sign up for Slack**

Slack is a chatroom that allows for group and private communication by splitting that information into “channels”. Information on scheduling, events, social gatherings, links to articles/information, etc. will all be posted through slack. It is really easy to use and really fun! Many students use slack to coordinate hangout plans

- [Read this article about Slack](#). It dives into some of the cool ways to use the app, how the basics of the interface works, and how to make best use of its features! We will of course go over everything again in Salzburg but this acts as a good starting point.
- [You can sign up by clicking this link](#). If you already use slack, simply login using the account you already have (it will ask you to create a new account, but when you sign in with that same email it will allow you to switch between different slack teams within the app.) **If that**

link does not work for you for whatever reason, please email Jordan@elab.emerson.edu with “Salzburg 2017 Slack” in the subject line with the email you want use as your account login.

I will send you a personal invite and get you up and running!

- **We HIGHLY recommend** downloading the free mobile app (on ios and android) and/or downloading the windows/mac desktop app as well. It makes things much easier! You can download the apps from the slack website or search the app stores.
- Once you are in slack, say “hi” in the #general channel. Feel free to have fun with it!

- **Sign up for Medium**

[Medium](#) is a personal blogging platform that we will use in a multitude of ways over the course of the three weeks in Salzburg. It is simple to use and hooks directly into the social media platforms you are already on.

If you already have a medium account...

- You are ahead of the game! Make sure it includes a photo of you and any updated bio information you want to share publicly. Then follow the Salzburg Media School Publication linked below and skip to the survey!

If you need to make one...

- [Go to medium.com](#)
- Click sign up/sign in at the top right corner of the screen.
- This is important! It will allow you four options: You can use facebook/ google/ twitter to signup for an account, or you can enter an email and password the old fashioned way. It is up to you, but just know that if you use a social media service to login, it will automatically import followers for you based on your accounts. This is the easiest way, and it will bolster your network

immediately. However, if you want to separate these things, your best bet is to just use the email signup option (you can always link social media accounts for followers later if you like).

- Make sure your profile includes a photo of you and any updated bio information you want to share publicly.
- [Read about how medium works and the basics of the interface here.](#)
- Follow The Salzburg Media School Publication [here](#)

- **Fill out this contact form**

Once you have your accounts, [please fill out this super quick form](#). It includes: your first and last name, your medium username, your email, and your slack username. We will use this information to invite you to accounts and to keep track of who's who!

Turning in Assignments

ASSIGNMENTS ARE DUE ON MONDAY July 10th

To turn in your assignments, create one folder that is titled with your “LAST NAME, FIRST NAME” and upload it to the “Pre-Academy Assignments” dropbox folder. You will also receive an invitation to access this folder shortly. The attachments in this email should be as follows:

#1. Media Literacy, Populism & Civic Action = Word Document with name, title of assignment, and title of response

#2. Voices Against Extremism: Public Narrative and Civic Action = Word Document with with name, title of assignment, title of your local story.

#3. Tech Sign Up = Screen capture of completed survey with your name on it.

All documents should have 12pt font. Double-spaced, with a proper heading on the document. The documents should be titled as **# Assignment Name+Last Name for each of the assignments.**