



GNDR_ST 371 • Lauren Herold

By Any Media Necessary:

Gender, Sexuality, Race, & Media Activism

In this class, we will explore the way in which activists engage with and mobilize media technologies as tools to communicate political messages. We will examine significant moments in the history of media advocacy, including the use of television in the Civil Rights and Women's Liberation movements of the 1960s, the narrative film and documentary from global movements for postcolonial and indigenous rights, AIDS alternative video, feminist zinemaking, and the emergence of the #BlackLivesMatter and #MeToo movements, to trace the way in which advocates use film, television, video, and digital media to challenge dominant cultural norms and politics. We will grapple with questions like: How did the media become a site of political contestation? What is media activism and what kinds of strategies does it entail? What is the relationship between the emergence of new media technologies and new modes of activism? What happens when both conservative and progressive activists use the same technologies for different political goals? Throughout the class, we will analyze how media can reflect and shape cultural views on gender, race, and sexuality and how activists have harnessed this power in order to create alternatives to the mainstream.

MON/WED 9:30-10:50 AM • Parkes Hall 215

