

PROPAGANDA AND CONTEMPORARY CHINESE SOCIAL MOVEMENTS

This course examines contemporary Chinese social movements with the assistance of propaganda theory. Students will study individual cases of persuasion to investigate the rhetorical functions of propaganda in contemporary Chinese media and related movements of public reaction and resistance. By taking a critical theoretical approach to these events, students will explore the shape of propaganda in a party-state.

TEXTS

Anthony Pratkanis and Elliot Aronson, *Age of Propaganda: The Everyday Use and Abuse of Persuasion*, Revised Edition, (NY: Henry Holt and Company, LLC., 2001).

Anne-Marie Brady, *Marketing Dictatorship: Propaganda and Thought Work in Contemporary China*, (Lanham: Rowman and Littlefield Publishers, Inc., 2008).

The class will also be asked to read an assortment of articles posted online.

REQUIREMENTS AND GRADING (TOTAL 200 POINTS)

- 1) **MIDTERM (50 POINTS)** The midterm will be a mixture of multiple choice and short answer questions that require students to use conceptual material to interpret examples from class readings and discussions.
- 2) **FINAL (50 POINTS)** The Final will be the same as the midterm but will cover material from the second half of the semester.
- 3) **TWO ESSAYS (30 POINTS EACH)** Twice during the semester students will turn in an essay that analyzes an example from class readings via class concepts.
- 4) **PARTICIPATION (40 POINTS)** Participation points will be distributed between in class participation activities and short take home assignments. Points for in class activities cannot be made up and short take home assignments will not be accepted late.

Final grades are final. All work must be done during the semester and not made up after the fact. If you are concerned about your grade during the class, please contact me for help.