

FINAL MANIFESTO: ISSUES IN NEW MEDIA (20%)

Your final manifesto will explore an ethical dilemma or matter of social injustice created, or made worse by technology or new media. The manifesto must draw on at least four course readings and five external sources to:

- identify a current ethical issue or social injustice
- explain how it is created or made worse by new media,
- describe why it is an important issue in our modern world,
- Identify who is affected by the issue,
- propose how the issue might be alleviated,
- and provide details about how public advocacy will play a role.

FORMAT

- Manifestos **MUST** contain at least 1,500 words (~4 pages, not incl. bibliography)
- Manifestos should be written much like [a white paper](#), it “starts with a big picture and leads readers to the proposed solution. Make the headings clear and specific so that busy readers can scan the white paper effectively”
- Manifestos should be captivating, persuasively written, with appealing design elements
- Manifestos can take the form of a white paper, (text heavy, some graphics, [example](#)) or draw on design and formatting characteristics of the [Internet Freedom Manifesto](#)
- Manifestos must be clearly written following basic grammatical rules. Writing can be informal in order to appeal to your audience/the public.

MANIFESTOS will:

1. **IDENTIFY** a matter of ethical or social injustice that you believe is either created or made worse by new media and digital technologies.

(Note: Social justice is defined as the equitable distribution of wealth, power, and privilege. A matter of social injustice should involve an uneven distribution of wealth, power, or privilege.)

2. **CONTEXTUALIZE** how current technology companies and/or social institutions have failed to address this inequitable distribution and who the "political community" would be to address the issue.

3. **PROPOSE** how a group or public coalition could collectively take responsibility in solving or alleviating this stated problem.

*(Note: Be sure to **make clear how this is a public and not a personal, individual, or corporate display of responsibility**. In other words, are you arguing in some way for a **structural, institutional, or collective change** to address this social injustice?)*

STEP 1: Manifesto Outline and Bibliography (5%)

DUE: date

This step of the project gives you the chance to elaborate on the topic you developed in the initial paragraph. In this step you will outline the manifesto you plan to write and identify the literature you plan to use. The outline should be 500-600 words in length (no quotes) and draw on four class readings and four external (scholarly) sources to:

1. Further explain/justify your thesis statement and argument structure.
2. Identify and order the key parts of your argument and how both in-class and external sources will be used to argue these points (i.e. why is it a matter of injustice, how does it relate to digital media, what existing institutions failed to address this, who makes up that public, and what collective action or change should take place).
3. Organize the different parts of your argument in a logical order and create conceptual sub-sections.

This outline should be submitted via email as a Word document with the following naming convention: Lastname Firstname Manifesto OUTLINE

Check list before submitting your outline should:

- Have a unique and descriptive title.
- Not include quotes at all – only ideas.
- Cite 4 readings from our syllabus and how you plan to use them
- Cite 5 external sources (1 scholarly from an academic press or peer- reviewed journal) and how you plan to use them in your argument
- Be between 500-600 words and includes no quotes.
- Includes a bibliography and in-text citations that follow a standard academic format such as the APA, MLA, or Chicago Styles.
- For more info on how to construct an outline:

<https://owl.english.purdue.edu/owl/resource/544/02/>

STEP 2: Manifesto Presentation (5%)

DUE: date, usually during final exam period

A 3 slide, 3 minute in-class presentation of the manifesto. This presentation will utilize Google Slides to create a mash-up of digital content (text, images, video, other media) that summarizes and supports the main theme of the manifesto.

This presentation should be a pitch for:

- 1: The main ideas in your manifesto - topic overview
- 2: What is issue, who is causing it. Convince people it's an issue
- 3: Propose a solution: identify who "public" and who is responsible for resolving the issue

CHECK LIST before submitting your presentation:

The presentation of your media review should verbally and visually communicate the following aspects of your argument:

1. How the issue you have identified is a current social/ethical/moral issue
 2. Why this issue must be dealt with by the public, and who is considered part of this public and why
 3. What are you proposing the public do to address this issue at a collective, institutional, or structural level, and why would this be the best course of action.
- Your presentation should **not extensively rely on text**. The overall content of your slides should be more visual than textual - no paragraphs of text
 - Your presentation can include **multiple media types** but should not include more than 15-30 seconds from a single audio or video source.
 - Your presentation should **make proper use of the allotted time** and your narration should be timed to your slides
- Do not narrate your slides for the first time while in front of the class - please make sure you've done at least one "rehearsal" to make sure your presentation is properly timed**

Prior to the final exam period you should add Google Slides to this folder [link] that are titled in the format: **Lastname Firstname Manifesto Presentation**"

STEP 3: Final Manifesto (20%) DUE: last of semester

Turn in your final Manifesto (PDF, Word, Google Doc) via Email

CHECK LIST for submitting your final version of the manifesto. Make sure it includes/addresses:

- TITLE: Your manifesto has a unique and descriptive title.
- WORD COUNT: Your manifesto is at least 1,500 words.
- INTRODUCTION: Your manifesto clearly identifies a an issues caused by new media, and introduces your argument for *why* the public should care about this issue and*how* they should act at a collective or institutional level to address it.
- CONTEXT: Manifestos should:
 - identify a current ethical issue in new media
 - explain how it is created or made worse by new media,
 - describe why it is an important issue in our modern world,
 - identify who is creating and is affected by the issue,
 - propose how the issue might be alleviated,
 - and provide details about how collective action, institutional organizations and public advocacy will play a role in resolving the issue.
- SOLUTION AND CONCLUSION - Your Manifesto should propose a solution and present a conclusion that is forward looking.
- FOUR SOURCES FROM CLASS - Your manifesto draws from at least four readings from our syllabus
- FIVE EXTERNAL SOURCES - Your manifesto draws from at least 5 external sources, *at least* ONE (1) from an academic press or peer-reviewed academic journal and *at least* FOUR (4) from other outside, trustworthy, sources
- TONE & DESIGN: Manifestos should be written much like [a white paper](#), it “starts with a big picture and leads readers to the proposed solution. Make the headings clear and specific so that busy readers can scan the white paper effectively”. Manifestos should be captivating, persuasively written, with appealing design elements. Manifestos can take the form of a white paper, (centric heavy, explanatory graphics, [example](#)) or draw on design and formatting characteristics of the [Internet Freedom Manifesto](#).
- BIBLIOGRAPHY - Sources can, and should be linked from the text but also make sure to send a bibliography for your Manifesto. Follow a standard academic format (APA, MLA, Chicago; more info on each reference style: <https://owl.english.purdue.edu/owl/section/2/>)

Final Manifesto Rubric: 35 points

LENGTH (2 points)

INTRODUCTION: (3 points)

- Overview of the manifesto: identifies an issues caused by new media,
- Briefly introduces your argument for *why* the public should care about this issue

CONTEXT/BODY (10 points)

- identifies a current ethical issue in new media
- explains how it is created or made worse by new media,
- describes why it is an important issue in our modern world
- identifies who is creating and is affected by the issue
- Identifies who the public is AKA who is affected by and responsible for addressing issue

PROPOSED SOLUTIONS, ACTION ITEMS (10 points)

- propose solutions for how the issue might be alleviated or resolved
- provide action steps for your “public”
- identifies institutional organizations or public advocacy groups that could play a role in resolving the issue

SOURCES (5 points)

- Four class sources, five external sources
- Quoted, synthesized, put to use in the manifesto
- Cited in text using a standard academic format
- NOTE: Plagiarism is copying from sources without properly citing. Make sure to cite quoted material. Even worse, if information in your manifesto is copied from sources not listed, I will assume you have stolen these ideas and tried to pass them off as your own. Do not do this. Any form of plagiarism will result in a lowered or zero grade.

TONE (2 points)

- Starts with a big picture and leads to proposed solution
- Has clear, catchy title and headings
- Persuasively and clearly written

DESIGN (3 points)

- Incorporates images, graphs, color-coordinated text, and/or header styles that grab attention (aka not just a normal paper)
- Formatting or design ideas based on white paper or other manifesto examples
- More creative designs/layouts welcome but not required