“Become the Media....”
- Jello Biafra, Dead Kennedys, Presidential candidate, spoken word artist

“Unless someone like you cares a whole awful lot, nothing is going to get better. It's not.”
— Dr. Seuss, The Lorax

“First they ignore you. Then they laugh at you. Next they fight you. Then you win.”
-Attributed to Mahatma Gandhi (It’s a good quote, even if Gandhi didn’t say it...)

Course Goals:
Guerrilla Media covers the history and theory of alternative forms of media content creation and distribution through culture jamming, ‘prankster’-ism, ad-busting, viral strategies, ‘ventriloquism’, hip hop activism, climate activism, fake news, improv and flash mobs. We explore how the term guerrilla has been adapted for various methods of distribution, promotion and audience participation and require students to perform their own interventions around topics of their choosing—environmental, cultural, gendered, racial, local/national, etc... We will trace how the “independent” classification shifts according to appropriations of avant-garde techniques and study how environmental activists, artists, bloggers, ‘citizen’ journalists, and advertisers employ similar guerrilla media tactics for different ends. Can viral memes combat climate change?

Outcomes include
• a critical understanding of guerrilla media techniques, aesthetics and history
• content creation skills for new media formats
• performance strategies and campaign development skills
• innovative uses of communication technology for advocacy, publicity, interaction and exhibition
• strategies for informing the public about climate change

Readings, media links and films are all available on Sakai:
Selections from--
Bill McKibben, Dr. Seuss, Naomi Klein, The Illuminators, Mark Dery, Guerrilla Girls and more.
GUERRILLA MEDIA

Course Expectations:

- You will be required to create, plan, implement and document a guerrilla media project, performance or campaign on an issue, person or group of your choosing. You will create a proposal/overview and a calendar of deliverables. See original 2008 class blog for ideas. [https://ecoffman.wordpress.com/](https://ecoffman.wordpress.com/)
- You will participate in a group project/performance around Earth Day that will be documented by or include media.
- You will write/create a blog/Instagram, Youtube channel or related media option that allows you to research, comment on, promote or develop your topic. Your blog and final guerrilla media project may overlap. You may work in teams on the guerrilla media project but individually on the blog/Instagram/Youtube channel.
- You must write 8 reviews (350 words minimum) that connect class readings with a guerrilla media example. Four are due by midterms
- You will post five ideas/examples of guerrilla media on Sakai for participation
- All work must be original and done for this class. All work must be turned in on time. Any plagiarism will result in an F for the class. If you need help completing assignments, please see me or go to the Writing Center for outside help.
- You must view additional media outside of class time. If you are sick, I must see a note from the infirmary or a doctor.
- If you have any kind of disability that requires accommodation, you may disclose with documentation to the Wellness Center. You may also speak to me about it.

Grade Scale:

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Sakai Assignments (participation)</td>
<td>10%</td>
</tr>
<tr>
<td>Reading posts (2 pts each)</td>
<td>16%</td>
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<tr>
<td>Environmental Group Action &amp; Documentation</td>
<td>19%</td>
</tr>
<tr>
<td>Blog/Instagram/Youtube to Develop/Promote Issue</td>
<td>25%</td>
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<tr>
<td>Media Project, Performance or Campaign</td>
<td>30%</td>
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<tr>
<td>&amp; Presentation</td>
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Course Schedule:
All readings are due on day assigned; Assignments are due by following week

Week 1: January 15
Course overview: What do we mean by guerrilla media? Yes Men Save the World!
Watch in class, “Send in the Clowns” on Kanopy
https://luc.kanopy.com/video/send-clowns-humor-weapon

Discuss: Inquiring Nuns, Barbie Liberation Army, Naomi Klein, Guerrilla Girls, Green New Deal
Read: the Yes Men “Cookbook”
Assign: Brainstorm topics for guerrilla media project and blog/Instagram/Youtube channel. Post on Sakai

Week 2: January 22
Culture jamming, Instagramming and digital storytelling

Watch in class, #Regeneration, A Billion People, 350.org site

Discuss: The History of Earth Day; Media Burn, pranks, environmental attention crisis
(see 2012 Rolling Stone article), blog topics
Read: Mark Dery, “Culture Jamming: Hacking, Slashing, and Sniping in the Empire of Signs”; Bill McKibben, “How Extreme Weather is Shrinking the Planet” and then go dance a lot!
Assign: Identify an environmental article, meme, video, audio, graphic or story that upsets you or that you think could use some “jamming.” Post link on Sakai and write a paragraph about why you picked it.

Week 3: January 29
Flash Mobs, Improv

Watch, “No Logo—Brands, Globalization, Resistance”; Top Ten Flash Mobs (web)
Discuss: Earth Day; visit from ENVS staff; brainstorm flash mobs for Earth Day
Read: John Muse, “Flash Mobs and the Diffusion of Audience”; Earth Day Origins film
Assign: Any creative ideas for how to publicize your issue via blog/Instagram/Youtube channel? Write up five and Post on Sakai
Work on blog, site or channel; Listen to Mothers of Invention Podcasts
Note: 350.org, Sat, Feb. 2nd Meeting of at Lincoln Park Library, 1150 W. Fullerton
Week 4: February 5
Radical Projection Mapping

Discuss: Earth Day; visit from ENVS staff, The Illuminators-How To Guides, Overpass Light Brigade How-To Toolkits, Trump Hotel Projections (Sakai web)
Read: Abigail Susik, “Projection Bombing”
Assign: watch The Lorax trailer; Start blogs/sites

Week 5: February 12
Dr. Seuss and the Lorax

Interviewing techniques and practice; audio/video/blog work in class

Discuss: Dr. Seuss, Mothers of Invention podcasts; #Regeneration
Read: Lorey, “The Lorax and Wallace Stegner: Inspiring Children’s Environmental Activism”;
Assign: Develop blogs/sites

Week 6: February 19
Guerrilla Girls

Discuss: Barbie Liberation Front (see web link), Guerrilla Girls, Adbusters
Assign: Work on reading posts and blogs/sites
Week 7: February 26

Disasters, activism, racism, prisons

**Discuss:** Review blogs in class; Tamm’s Year 10 Prison Photographs (web)
**Read:** Harvey, “The Precarious Nature of Environmental Activism”; *The Scoop with Samereya*; Gioielli, “Urban Dwellers are in the Greatest Danger: Urban Environmentalism in the 1970s”

**Assign:** 4 reading posts due by Mar 4th; Blogs/sites on Sakai - midterm review

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Spring Break – March 4

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Week 8: March 12

Embodied Protest-Act Up

**Discuss:** Act Up! Documentary “*Fight Back, Fight AIDS: 15 Years of Act Up*” (on Sakai media)

**Assign:** Write a one-page description of final guerrilla media project with calendar. Post on Sakai

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Week 9: March 19

Tweets, Streets and Indigenous Culture Jamming—Arab Spring

**Discuss:** The “voice” of the documentary. Who’s in charge? Documentarian as witness, reporter, social memory, narrative, propaganda. Story-telling—auteur, collaborative, branding, public interest. Review History Channel’s “*Arab Spring*”
**GUERRILLA MEDIA**


**Assign:** Work on blogs

**Week 10: March 26**
Radio and Mobile Phones—Africa

**Discuss:** Community radio
**Read:** “Expanding access and participation through a combination of community radio and mobile phones: The experience of Malawi”
**Assign:** Work on final projects

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**Week 11: April 2**
Photoshop and Satire—Marketing and Humor

**Discuss:** More Earth Day plans
**Read:** “Photoshop for Democracy” in Henry Jenkins, *Convergence Culture*
**Assign:** Post good marketing guerrilla media examples on Sakai

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**Week 12: April 9**
**Discuss:** TBD
**Assign:** Work on blog/sites, final projects

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**Week 13: April 16**
Finish Earth Day plans in class

**Discuss:** TBD
**Assign:** Post description of Earth Day activities—include photos! On Sakai
April 22nd EARTH DAY

Week 14: April 23

Documentation of Earth Day event

Discuss: Earth Day Event; Edit PR materials in class
Assign: Finish Guerrilla Media projects and write 1-2 pg overview/assessment; create presentation; post on Sakai; finish four more reading posts

Week 15: April 30

Discuss: Presentations of Guerrilla Media Projects

Discussion/Blog/Media Project Ideas

• LUC Waste Week (Feb)/Water Week (Mar)/Earth Week (April)—guerrilla media—instagram/social media campaigns with Loyola Env Student Alliance
• History of ‘guerilla’ movements in politics—Mao Tse-tung, Che Guevara, Black Panther Party, Greens—Earth First, Greenpeace
• Hip Hop Culture-Poetry Slams
• Help WLUW with their 40-year anniversary
• Pop Culture ‘Twists’—American Horror Story “Cult”, Burlesque shows, etc..
• Tom Weinberg, Media Burn, Image Union, the 90s show and history of video art and independent media in Chicago
• History of ‘guerilla’ movements in arts and culture; e.g. Guerilla Girls
• Public journalism, citizen journalism, ‘corporate’ journalism, blogging, editing, ethics, branding…