

Into The → FRAY

INGOs → Media → Understanding → Social Justice → Global Culture & Communication

Throughout the semester we have been looking at people who've devoted incredible amounts of time and BIG parts of their lives to better understand the realities of global culture and to actively develop more sound media and communication opportunities for those who might be marginalized, underrepresented, or constrained by other limitations.

They've been actively working, doing, and connecting... while we've been reading, watching, theorizing...and sitting on hard plastic chairs. Now it's your turn to step into the FRAY→ and to enter into the realm of media and global engagement, change, and potential empowerment.



Below are the requirements for RESEARCH PROJECT#2. Your focus should be to complete a well-researched, creative, and conceptually intelligent **WEB-BASED MuLti-MEDIA** project which addresses **ALL of the guiding questions for TWO different International NGOs.**

Due Date: TUESDAY, APRIL 22ND at the beginning of class

INTERNATIONAL NGO PROFILES AND COMPARISONS

The focus of this project is to research **TWO (2) different International Non-Governmental non-profit organizations currently doing work on a global scale.** These should **not** be U.S.-focused, though they may have connections to the U.S. You will need to zero-in on two different organizations which are attempting to tackle the same (or very similar) issues associated with **specific issues** within such areas as global health, the environment, social justice, economic disparity, food insecurity, etc. **Before choosing an issue** or organizations, you will first want to consult the link to INGOs on the course web site.

IMPORTANT! Make sure that you find and include at least **10 different reputable research resources** and include an annotated bibliography as well as footnote/end-note **CITATIONS** as part of your project. You will want to track down information which does **NOT** just come from the organizations themselves or those with vested interests.

- 1. COURSE CONCEPTS Appropriately Applied/Infused.** In performing this analysis/assessment, you should appropriately and intelligently use/apply at least **5 sets of ideas/concepts (coming directly from the authors, screenings, discussions)** which we have covered in the course. 🗣️ **Consult GC-2 Course web site and your notes.**
- 2. NATIONAL/Cross-CULTURAL "GEOGRAPHIES."** Research, examine and describe the unique and important places and cultures where each organization does the bulk of their work. Include maps, data, stats, demographic info, language info, ...and other important cross-cultural information which is central and relevant.
- 3. BACKGROUND RESEARCH PROFILES.** Research both organizations and create a full profile of each. This should include background information on **WHO** created and runs them, **what issues** they focus on, **where** they operate, **how** they operate, **use** of technologies (or not), **education** initiatives, **who** they **serve**, **how** they are **funded**, what are their **intended goals** vs. actual achievements, what kinds of connections they have, what are their **limitations** and **future aspirations**?
- 4. MEDIA OUTREACH-CAMPAIGNS-NEWS-COMMUNICATIONS.** GATHER, DESCRIBE, INCLUDE and ANALYZE THESE MEDIA TEXTS/ARTIFACTS. Gather as many examples, MEDIA TEXTS, or informational "artifacts" as you can from their communication campaigns. These can be press releases, news stories, YouTube/TikTok videos, Instagram profiles, media kits, Facebook pages, tweets, advertisements, speeches, etc., which are used by the organization as communication strategies or campaigns. **Important questions:** *How do they use media? What appears to be the thinking behind their media strategies? Who are the different ideal target audiences? What is unique about the nuances of communication in the places where they work?*
- 5. CONTACT/CONNECT with PEOPLE in EACH ORGANIZATION.** Get in touch with the **at least** one person directly connected to each organization to find out **MORE BACK-STAGE INFO** (strategies, operations, realities). Include contact info and interview transcript info both in-text and linked to your project.
- 6. BIG PICTURE COMPARISONS and ASSESSMENTS.** COMPARE each organization's strategies, services, approaches, aims, achievements, failures (etc.) or campaigns to promote a central mission, philosophy, sets of ideas, people, approaches, services, technologies, or issues. **ASSESSMENT.** Assess the strengths and weaknesses of their media/communication strategies for GLOBAL AUDIENCES. Think about the current media and cultural landscapes as well as 5-10 years in the future.
- 7. RECOMMENDATIONS.** Finally, you should make 5-7 well-reasoned and creatively conceptualized recommendations to the organization. These recommendations should be based in a thoughtful, intelligent, and media-savvy approaches to the "other." A realistic and sustainably social-environmental justice mindset should resonate in your recommendations.