

# Into the → FRAY

BIG IDEAS & SOLUTIONS into little screens

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 pieces of their lives to better understanding the realities of global culture and providing more sound media and communication ideas/opportunities for those who might be marginalized, underrepresented, or constrained by the bounds of impoverishment.

They've been talking and doing...we've been listening, reading, watching, thinking, theorizing...and sitting on hard plastic chairs.

**Now it's your turn to step into the FRAY→** to enter into the realm of media and global engagement, change, and potential **EMPOWERMENT**.

For this assignment, place yourself in the shoes of an **international independent media producer/consultant** who works with I-NGOs (**international non-governmental organizations**) to better understand significant global issues, fund, and reach global audiences about their concerns (Strategic communications).



**Then, choose ONE specific I-NGO** (you're choosing from the lists posted on the GC-2 site) and address the guideline questions below. Focus on an organization which address a **socially significant global issue**. The organization should NOT focus on American issues or populations. It's better if it isn't even an American-based organization.

1. **GATHER and ANALYZE THE TEXTS/ARTIFACTS of the organization's CURRENT MEDIA CAMPAIGNS.** Gather as many examples, MEDIA TEXTS, or "artifacts" as you can from their communication campaigns. These can be press releases, web sites, media kits, Facebook pages, tweets, advertisements, photographs, speeches, news stories, etc., which are used by the organization as communication strategies or campaigns.
2. **BIG PICTURE. What do they do BROADLY? And what areas do they really FOCUS on? Who are their intended beneficiaries? What are the ideal goals? What are the realities? Who do they partner or collaborate with? How are they FUNDED?**
3. **MEDIA & Communications Technologies.** How do they use media? What appears to be the thinking behind their media strategy? Who are the different ideal target audiences? What is unique or significant about the different places in the world and people they work with?
4. **Comparison. COMPARE** your chosen organization with another organization or organizations which focus on similar issues. Examine similarities and/or differences in each organization's media/communication strategies or campaigns to promote a central mission, philosophy, sets of ideas, people, approaches, services, technologies, or issues.
5. **CONTACT.** Get in touch with the at least one person to find out MORE about the organization, their media strategies, and their larger global communication tactics.
6. **Strategic ASSESSMENT.** Assess the strengths, weaknesses, and potentials of their media/communication strategies for GLOBAL AUDIENCES. Think about the current media and cultural landscapes **as well as 5+ years in the future**.
7. **RECOMMENDATIONS.** You should make **7-10 well-reasoned and creatively-conceptualized** recommendations for the organization. These recommendations should be based in a thoughtful and compassionate approach to the "other." Sustainable social justice should resonate in your reasoning. In performing this analysis/assessment, you should use (and make reference to) at least **3 sets of ideas** (coming directly from the authors, screenings, discussions) which we have covered in the course.

**But there's one catch...?**

# YO!?

“So what’s the catch?” you ask.

The CATCH 🐟 is that your entire site needs to be designed specifically for handheld mobile devices (i.e., smartphones, “dumb” phones, and other similarly sized hand-held mobile devices). Most prominently, this means that **ALL of your content needs to be designed for a screen no bigger than roughly 3 inches by 5 inches.**

This is roughly the size of a note card (how fitting). **Moreover**, because of the limitations to wifi and cell networks, all of the pages of your site should load extremely quickly. This means small and efficient file sizes and strong navigation.

**Phase#1 Due Tues, Dec 3rd:** Intro Analysis/Treatment Paper (1 page single spaced with a one page bibliography of no fewer than 5 solid sources and the initial assessment of **questions 1-3**).

**Phase #2: The COMPLETE project is due MONDAY DEC 10<sup>th</sup> by 5pm.** Your site should be saved in your folder within your GC-2 folder. Your sources should be listed in your site with appropriate links and citation information. Your site will be evaluated in relation to **creativity, visual style, research content, and writing.**

📌 Last but not least, this should be an original project created by you specifically for this course. By all means, do not even think about handing in an analysis that you have created for another class. This should go without saying, but problems with this have arisen in the past... and ended **disastrously**.

