Jukebox of Justice Info-Graphic

Communication 244: Advocacy through Media

Instructor Heather K. Davidson, Heather.Davidson@wwu.edu

You will be randomly assigned a song from the Jukebox for Justice playlist in the Music & Advocacy unit. These songs are selected from a wide range of musical genres but each track utilizes a creative artistic filter to advocate a specific message. Your task is to find, research, analyze, contextualize and share that message with us. Investigate the important historical events, geographic locale, social climate and other details relevant to the song and artist(s). Using your choice of a number of Web 2.0 graphic tools you will design an infographic illustrating the details you uncover and present (3-5min) it to the class while your song streams online in the background.

Include the following:

- Who is the artist, what is the song, and when was it written and/or first performed?

- What is the issue the song is addressing or the cause the song is advocating?

- Define the socio/political/cultural/economical positionality of the artist and of the audience the song was intended for.

- Bibliography with a minimum of 5 sources.

- Obvious attention to color, font, placement and overall aesthetic of infographic.

- Compelling statistics and graphic representations of the numbers cited.

You will also submit an analysis statement with your final product. This 3-5pg statement should reference at least 3 course readings. (These readings are different than the 5 sources related to the information you present in your info-graphic.) Using your texts and supplemental materials as a framework, explain your thoughts on the song as a tool for advocacy. Is it a good story? Is it well-crafted for its intended audience? Is/was it effective? Do the lyrics convey passion and enthusiasm? If the song is older, is it still relevant today? Basically—knowing what you know as a trained advocate—did they hit the target with the song, and why or why not?

The day of your presentation, submit one color 11"x17" copy of your infographic (which can be printed at the Student Technology Center for free—note, you must schedule this as they are not always able to accommodate on demand) and upload your file to Canvas.