

HUMAN RIGHTS MEDIA PROJECT

(STUDENT ASSIGNMENT)

by Preston Ni

Introduction The Human Rights Media Project, at an instructional level, seeks to demonstrate that human rights issues can be taught in most courses across the spectrum of general education. The HRMP also seeks to showcase the feasibility of utilizing media (internet, video, social networking, etc.) as both a learning tool to explore human rights issues, and a motivational tool to elicit student engagement. Best practices as well as thoughtful questions emerge from implementing this project to further the range of instructional paradigms in advancing human rights education in the classroom.

Student Learning Outcomes Interpersonal Communication, Career and Leadership Communication in the Global Workplace Interpersonal Communication SLOs and Objectives

- identify patterns in interpersonal relationships.
- utilize appropriate communication patterns in interpersonal communication situations.
- understand the principles of Interpersonal communication.
- identify the origins of self-concept and its impact on communication.
- describe the human perception process, barriers to accurate perceptions, and effective processing of perceptions in Interpersonal Communication.
- become aware of the nature of emotions, barriers to effective expression of emotions, and guidelines for effectively managing emotions.
- demonstrate critical thinking by analyzing the nature of language and its influence on gender and culture.
- know and practice various types of nonverbal communication.
- demonstrate the listening process, obstacles to good listening, and ways to improve listening through critical and active listening.
- know and discuss theories on the development and maintenance of relationships, stages of relationships, and how self-disclosure affects relationships.
- become aware of the importance and nature of intercultural communication, how cultural variables influence communication.
- compare and contrast how confirming or disconfirming behaviors lead to communication climate.
- identify the nature of conflict, productive and unproductive styles of conflict, and methods of conflict resolution.

Career and Leadership Communication in the Global Workplace SLOs and Objectives

- identifies patterns in professional communication.
- utilizes appropriate communication patterns in professional communication situations.
- understand organizational structure and its relationship to communication.
- examine the significance of oral communication skills.
- develop the ability to interview effectively.
- write a professional resume.
- gain cultural and gender sensitivity at the workplace.
- understand the nature of groups and meetings.
- develop and deliver professional presentations.
- understand leadership styles and leadership communication applications.

Other Courses

Students have utilized curriculum from the following college courses, in combination with communication best practices taught in my classes, to create their Human Rights Media Projects. Next to each subject area is an example of a particular topic incorporated into the project.

- Biology—congenital abnormalities
- Business—privatization of water
- Critical Thinking—human rights and death penalty
- Cultural Anthropology—structural violence
- Economics—population and growth rate
- English—the myth of education
- ESL—discrimination against women
- Gerontology—integrity vs. despair
- Health—obesity and health management
- History—economic colonialism
- Islamic Studies—women wearing hijab
- Intercultural Communication—high and low power distance
- Physiology—social, health and safety of children
- Psychology—human reproductive system and lifespan
- Political Science—migration and human rights
- Sociology—age and ageism
- Women’s Studies—law enforcement and criminal justice
- Statistics—consumption and productivity

- Objectives** At the completion of the Human Rights Media Project, students should be able to:
- increase their understanding of a United Nations human rights issue of their choosing;
 - relate the relevance of a college course topic to the human rights issue;
 - demonstrate communication best practices in articulating the importance of the human rights issue.;
 - develop the ability to utilize effective and/or persuasive modes of communication in advocating human rights issues;
 - gain the ability to utilize the internet, video, and social networking to communicate human rights issues; and
 - understand the impact of media as a potential agent for social change.

- Assessment** Student projects are assessed based on:
- demonstrated understanding of a United Nations human rights issue communicated in writing and spoken on video.
 - the ability to clearly relate a college course topic to the human rights issue, substantiated by relevant studies and research.
 - the ability to clearly employ communication best practices in articulating the human rights issue.
 - the ability to clearly utilize effective and/or persuasive modes of communication in advocating the human rights issue.
 - the ability to effectively utilize the internet, video, and social networking to communicate human rights issues.

The Human Rights Media Project

Examples of completed media projects by two Foothill College students can be viewed below.

<http://www.change.org/petitions/the-united-nations-allocate-funds-for-clean-water-solutions-worldwide-to-those-in-need>

<https://www.change.org/petitions/clean-the-waterways-of-metro-manila>

Purpose: To advocate a Human Rights issue via effective communication and media tools.

Instructions:

1. Select a human rights issue from the United Nations Human Rights List. Think about an on-line petition you can develop to help champion this issue.

<http://www.ohchr.org/EN/Issues/Pages/ListofIssues.aspx>

2. Start a petition on [Change.org](http://www.change.org) as the platform for your assignment.

3. On top of the petition page, post a 1-2 minute You Tube video you created on your own, which introduces your human rights petition to the viewers. The video can be of yourself speaking to the viewer, or of you interviewing someone (with their permission for posting on-line), or of still photographs with your voice narration in the background. All photos and/or music used must have licensing permission (see Q&A below), and be cited.

4. In the middle of the petition page, write a statement (300 words minimum) on why this human rights issue is important, and what actionable change you're seeking from the person or organization you're petitioning to. Compose your own writing and do not copy other people's work, which is plagiarism. In your statement, cite by topic and author at least one reference from relevant material of one of your past or current college courses. Of course, apply effective communication skills in your writing (show evidence, use "I" language and alternatives, etc). For example:

"This petition seeks to have Apple Computer include a Human Trafficking Hotline app on every iphone and ipad. In my PSYC 1 General Psychology course I learned about Conformity and Obedience Theories (Milgram). Relating Milgram's theories, it is often very difficult for victims of human trafficking to escape their social-economic prison, even when they're able to, because a mental context has been introduced by their masters to obey. According to UNICEF, 99% of victims of human trafficking are not rescued. This petition moves to eradicate human trafficking from a grassroots level by asking Apple Computer to install an easy to use Human Trafficking Hotline app (elaborate further)..."

5. At the bottom of the petition, indicate to whom (by name) and where you would like have your petition delivered, along with a short letter to the person petitioned. The short letter can be based on

your 300+ word petition statement. Publish your petition and promote it via Facebook, Twitter, and e-mail. Have at least five people sign the petition.

Grading of this project will be based on:

- A. All assignment details outlined above, including demonstration of effective communication skills.
- B. Quality and thoughtfulness of your introductory video on top of the petition. All photos and/or music used must be cited in writing.
- C. Thoughtfulness and appropriate course citation of your human rights statement in the middle of the petition. Proof read your writing. 300 words minimum.
- D. Appropriate petition delivery by name and short letter at the bottom of your petition. At least 5 people signed your petition.

Feel free to let your instructor know if you have any questions or difficulties doing this project.

Answers to questions about his project:

Question #1: What if I don't feel comfortable doing a project on a human rights issue?

Answer: Alternative project arrangements may be available if you contact the instructor at least one week before the project due date.

Question #2: Where can I locate images and music to use for my project with licensing permission?

Answer: CreativeCommons.org is one site where you may license images and music: <http://www.flickr.com/creativecommons/> As mentioned previously, any photos and/or music you use must have the written authorization of the author (see license requirements for each piece). Be sure to follow attribution and any other guidelines as specified. All photos and/or music used must be cited in writing.

Question #3: Do I have to deliver the petition to the targeted individual or organization?

Answer: No. The assignment only asks that you put together a strong multi-media petition, and have at least 5 people sign it. It's up to you to decide whether you want to deliver the petition, which is not part of the assignment or the course.

Human Rights Media Project Student Examples

Instructor: Preston Ni, Foothill College

Student: Navid Aberg

HR Issue: Human rights & health

Related Course: Microbiology

Course Topic: Cholera and its ability to proliferate and infect.

Media Petition: UN Water Section. More funding & direct action beyond monitoring.

Link: <http://www.change.org/petitions/the-united-nations-allocate-funds-for-clean-water-solutions-worldwide-to-those-in-need>

Student: Marie Bruno

HR Issue: Human rights & climate change

Related Course: Developmental Biology

Course Topic: 7-10% of congenital abnormalities due to environmental factors.

Media Petition: Mayor of Manila. Clean waterways in metro Manila. Multiple options.

Link: <https://www.change.org/petitions/clean-the-waterways-of-metro-manila>