

Design + Social Change

University of San Francisco

Art + Architecture / Spring 2012

Art 21851 / Art 390-04

Lone Mountain Rossi Wing, B01

Wednesdays, 11:45–3:30 p.m.

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02-22-2012



designers
as agents of
social change

02-22-2012

Icebreaker! “Teach Something in 5 Minutes”

Thought Paper #3 Review / Propaganda / Agitprop /
MYTHOLOGIES

Discussion of Reading:

Clean New World “Collectivism in the Decade of Greed:
Political Art Coalitions in the 1980’s in New York City”
by Maud Levin

Project 01 - Research / Check In /

What MYTHOLOGIES are created and what are being taught?

Emory Douglas Event

one role per person.... what do we need to do?

sending +
receiving

Transference is a phenomenon in psychoanalysis characterized by unconscious redirection of feelings from one person to another.

The sharing or exchange of information.

Teach Me Something in Five Minutes?

<http://www.fluther.com/33279/teach-me-something-in-five-minutes/>

Teach Me Something in Five Minutes?

If you had to teach someone something in 5 minutes, what would it be? More specifically, imagine that you are in an interview and they allowed you to bring in some materials such as paper, scissors, etc.

Teach Me Something in Five Minutes?

It should probably be fun and interactive to keep them interested in you as an applicant. Some things I've come up with are origami, tie-dye, knot tying, knitting...

Emory Douglas

assignment: one role per person

promotions

poster distribution

contacting departments / spreading the word
escorts

picnic coordination

define propaganda

a sender and a receiver

how is information received?

how is information sent?

what stories are told?

propaganda



<http://www.imdb.com/title/tt0372588/>



<http://listverse.com/2010/05/30/top-10-crazy-facts-about-kim-jong-il/>



Song Byeok



Propaganda is a form of communication that is aimed at influencing the attitude of a community toward some cause or position.

As opposed to impartially providing information, propaganda, in its most basic sense, presents information primarily to influence an audience.

Propaganda often presents facts selectively (thus possibly lying by omission) to encourage a particular synthesis, or uses loaded messages to produce an emotional rather than rational response to the information presented.

The desired result is a change of the attitude toward the subject in the target audience to further a political agenda.

Propaganda can be used as a form of **political** warfare.



While the term propaganda has acquired a strongly negative connotation by association with its most manipulative and jingoistic examples, propaganda in its original sense was neutral, and could refer to uses that were generally benign or innocuous, such as public health recommendations, signs encouraging citizens to participate in a census or election, or messages encouraging persons to report crimes to the police, among others.

<http://en.wikipedia.org/wiki/Propaganda>







People start pollution.
People can stop it.

**POLLUTION HURTS
ALL OF US.
GET INVOLVED NOW.**

You can help by becoming a
community volunteer. Write: **Keep America Beautiful, Inc.**
99 Park Avenue, New York, New York 10016



A Public Service of Outdoor and Travel & The Advertising Council

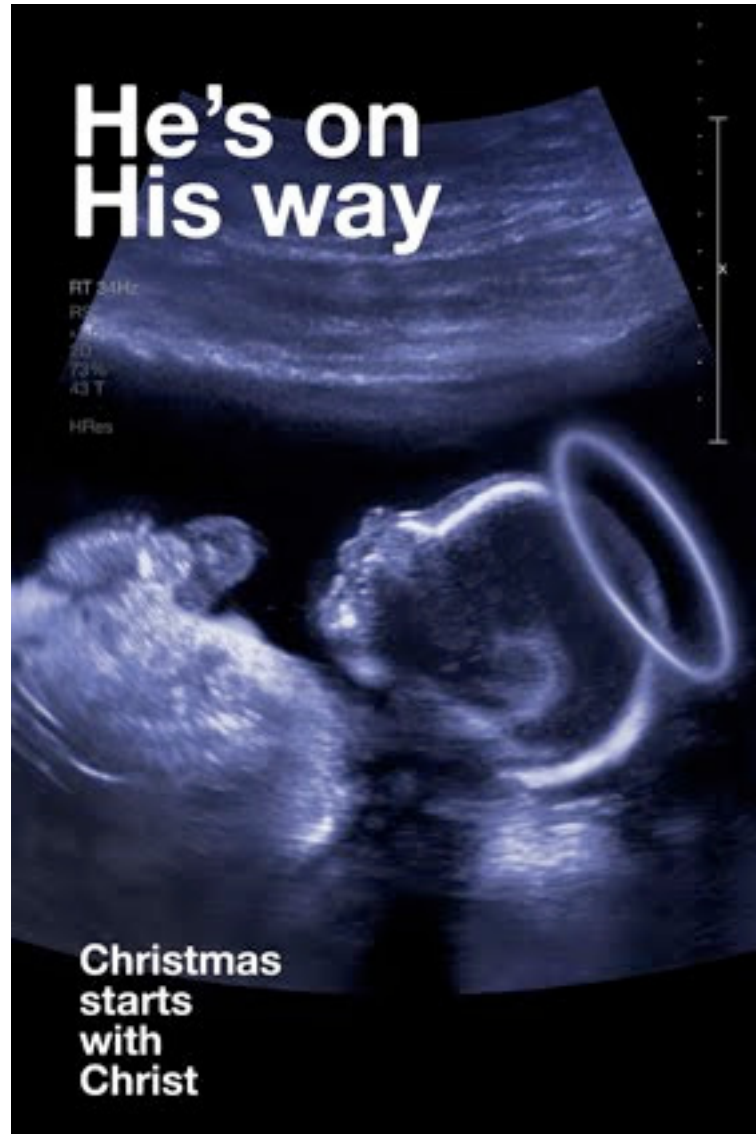


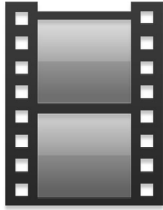
<http://swanngalleriesinc.blogspot.com/2011/04/earth-day-and-crying-indian.html>

He's on His way

RT 34Hz
RF 1.0
20
73%
43 T
HRes

Christmas
starts
with
Christ





POLITICAL

What makes it political?

po · lit · i · cal

Definition of POLITICAL

a : of or relating to government, a government, or the conduct of government
b : of, relating to, or concerned with the making as distinguished from the administration of governmental policy

2

: of, relating to, involving, or involved in politics and especially party politics

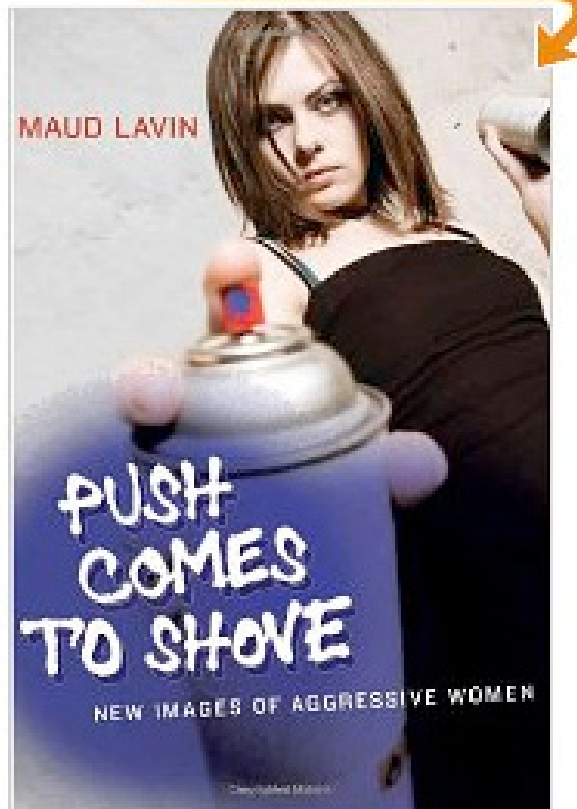
3

: organized in governmental terms <political units>

4

: involving or charged or concerned with acts against a government or a political system <political prisoners>

mythologies









belief system

narrative

transference



NEVER GIVE UP...



(c) 2006, Michael Sacher

...NO MATTER WHAT...







Are you healing yourself long term or are you just covering up the symptoms?

Agitprop

Allegory

Agitprop is derived from agitation and propaganda,[1] and describes stage plays, pamphlets, motion pictures and other art forms with an explicitly political message.

The term originated in Soviet Russia (the future USSR), as a shortened form of отдел агитации и пропаганды (otdel agitatsii i propagandy), i.e., Department for Agitation and Propaganda, which was part of the Central and regional committees of the Communist Party of the Soviet Union. The department was later renamed Ideological Department.

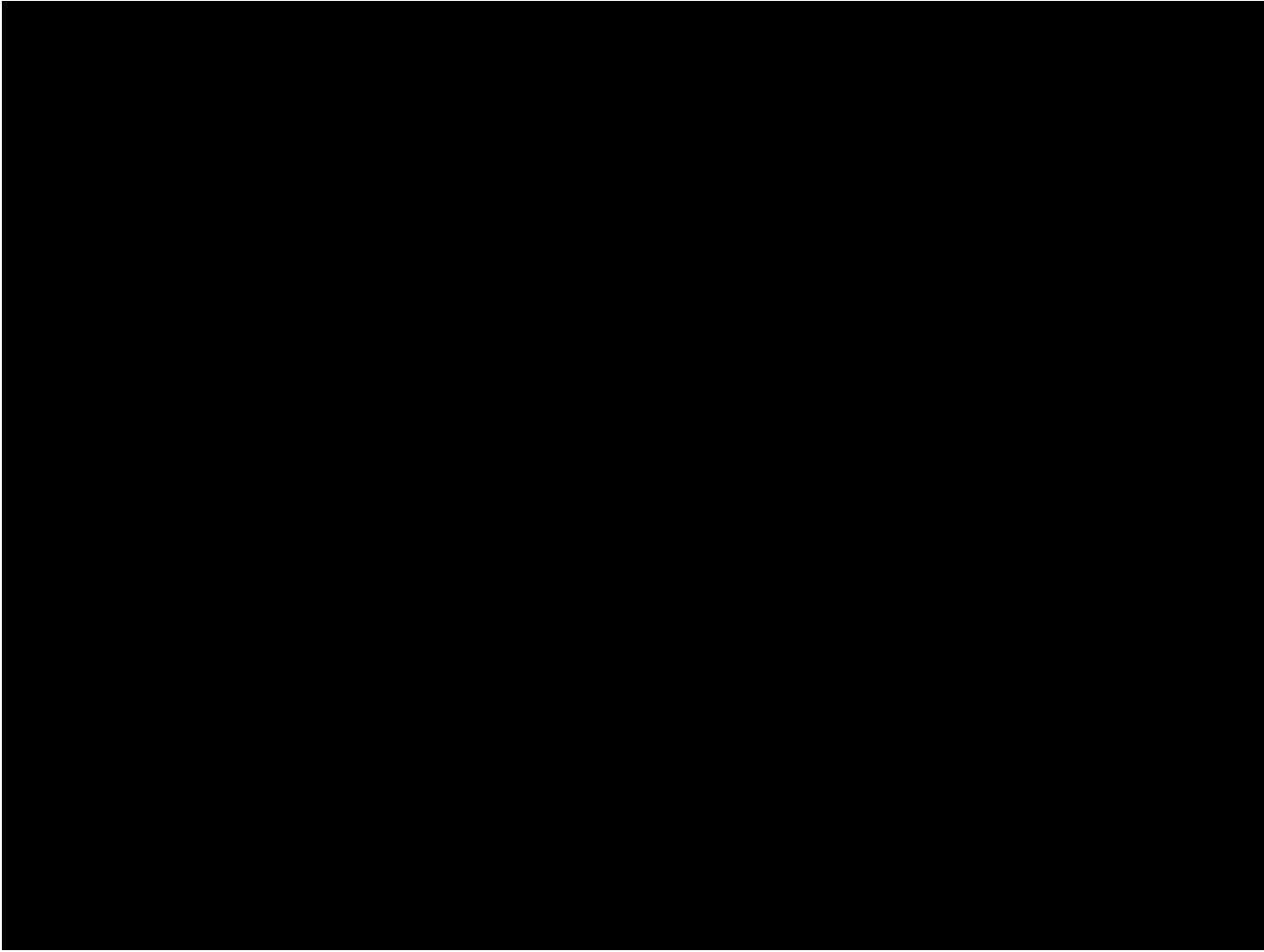
The term propaganda in the Russian language did not bear any negative connotation at the time. It simply meant “dissemination of ideas”. [citation needed] In the case of agitprop, the ideas to be disseminated were those of communism, including explanations of the policy of the Communist Party and the Soviet state.

In other contexts, propaganda could mean dissemination of any kind of beneficial knowledge, e.g., of new methods in agriculture. Agitation meant urging people to do what Soviet leaders expected them to do; again, at various levels. In other words, propaganda was supposed to act on the mind, while agitation acted on emotions, although both usually went together, thus giving rise to the cliché “propaganda and agitation”.

<http://en.wikipedia.org/wiki/Agitprop>

Freedom

Dream



Right

Wrong

Equality

Peace

designers
as agents of
social change

create change
in behaviors
that are *wrong*