SOCI3050

Activism and Social Change

Session 1, Online-scheduled-weekday 2025

School of Communication, Society and Culture

Contents

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General Information

Unit convenor and teaching staff
Unit Convenor, Lecturer, Tutor and Online Tutor
Justine Lloyd
justine.lloyd@mq.edu.au
Building 25WWB, Room 255, i.e. 2rd Floor East, Arts Precinct Building B
Email for appointment

Credit points
10

Prerequisites
130cp at 1000 level or above

Corequisites

Co-badged status

Unit description
Social movements are an important presence in contemporary societies. How are they organised? Why do they emerge? What shapes their development? This unit provides a framework for answering these questions. It focuses on both the history of social activism, including campaigns like the suffragettes and civil rights movement through to the Arab Spring and climate campaigning; as well as prominent theories and concepts for understanding the rise and success of social movements. As part of the assessment students will examine a contemporary campaign, looking first-hand at how movements organise and evaluating their success. This unit also allows students to progress to a PACE unit where they have the opportunity to work in a placement with a social change organisation.

Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at https://www.mq.edu.au/study/calendar-of-dates

Learning Outcomes

On successful completion of this unit, you will be able to:

ULO1: identify the major theories developed to explain social movements

ULO2: evaluate strengths and weaknesses of dominant theories

ULO3: apply social movement theory to contemporary Australian and international movements

ULO4: analyse strategic and ethical problems that arise in the quest for political change

ULO5: reflect on practical realities of social movements through analysis of activities of social movements and social movement organisations

ULO6: design and execute primary research on a particular social movement campaign

General Assessment Information

Unless a Special Consideration request has been submitted and approved, a 5% penalty (of the total possible mark) will be applied each day a written assessment is not submitted, up until the 7th day (including weekends). After the 7th day, a mark of '0' (zero) will be awarded even if the assessment is submitted. Submission time for all written assessments is set at 11.55pm. A 1-hour grace period is provided to students who experience a technical issue. This late penalty will apply to non-time sensitive assessment (incl. essays, reports, posters, portfolios, journals, recordings etc). Late submission of time sensitive tasks (such as tests/exams, performance assessments/presentations, scheduled practical assessments/labs etc) will only be addressed by the unit convenor in a Special Consideration application. Special Consideration outcome may result in a new question or topic.

Assessment Tasks

Name	Weighting	Hurdle	Due
Reading Reflection	25%	No	Sunday week 4 11.59 pm 23/3/2025
Campaign Analysis Outline	35%	No	Sunday Week 8 4/5/2025 11.59pm
Campaign Analysis	40%	No	Sunday Week 13 11.59pm 8/6/2025

Reading Reflection

Assessment Type [1]: Summary
Indicative Time on Task [2]: 12 hours
Due: **Sunday week 4 11.59 pm 23/3/2025**
Weighting: **25%**

This task requires students to answer a question in relation to their responses to readings from the first part of the unit.

On successful completion you will be able to:

- identify the major theories developed to explain social movements

- evaluate strengths and weaknesses of dominant theories

Campaign Analysis Outline

Assessment Type [1]: Plan
Indicative Time on Task [2]: 28 hours
Due: **Sunday Week 8 4/5/2025 11.59pm**
Weighting: **35%**

Campaign Analysis Outline: Short plan (750 words) plus reference list for campaign analysis

On successful completion you will be able to:

- apply social movement theory to contemporary Australian and international movements
- analyse strategic and ethical problems that arise in the quest for political change
- reflect on practical realities of social movements through analysis of activities of social movements and social movement organisations
- design and execute primary research on a particular social movement campaign

Campaign Analysis

Assessment Type [1]: Report
Indicative Time on Task [2]: 40 hours
Due: **Sunday Week 13 11.59pm 8/6/2025**
Weighting: **40%**

Campaign Analysis: Written Report (2000wds) OR Conference Presentation (8-10mins) plus abstract (250-500wds)

On successful completion you will be able to:

- evaluate strengths and weaknesses of dominant theories
- apply social movement theory to contemporary Australian and international movements
- analyse strategic and ethical problems that arise in the quest for political change
- reflect on practical realities of social movements through analysis of activities of social movements and social movement organisations
- design and execute primary research on a particular social movement campaign

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[1] If you need help with your assignment, please contact:

- the academic teaching staff in your unit for guidance in understanding or completing this type of assessment
- the Writing Centre for academic skills support.

[2] Indicative time-on-task is an estimate of the time required for completion of the assessment task and is subject to individual variation

Delivery and Resources

DELIVERY:

- Compulsory weekly lecture on campus (with livestream recording)

PLUS

- In person-scheduled-weekday (internal) students
  - Face-to-face 2hr workshops weekly (starting week 2)

OR

- Online-scheduled-weekday (external) student
  - Online 1hr workshops weekly (weeks 2-7 & 8-13 synchronous via zoom)

NB: All workshop topics will run 1 week behind the lectures.

OTHER:

Ilearn site with extra resources including audio and video, news and links to current campaigns, suggestions for further reading.

Weekly readings online via Leganto.

Unit Schedule

Semester Week	Class Date	SOCI3050
1	Monday, 24 February 2025	Unit Overview
2	Monday, 3 March 2025	A Brief History of Social Action in Australia
2	Monday, 10 March 2025	Social Movement Theory
4	Monday, 17 March 2025	Mass politics, mass organizing
5	Monday, 24 March 2025	Protest Politice
6	Monday, 31 March 2025	Research Methods for Studying Social Movements
7	Monday, 7 April 2025	Direct Action & Non-Violence/Global Justice
semester break		
semester break		

8	Monday, 28 April 2025	Global Justice
9	Monday, 5 May 2025	Greenwashing, Pinkwashing: Thinktanks Corporations & SMs
10	Monday, 12 May 2025	Media Framing & Strategies
11	Monday, 19 May 2025	Conclusion & final Q&A about assignments
12	Monday, 26 May 2025	NO LECTURES: timeslot avail. for conference presentations
13	Monday, 2 June 2025	NO LECTURES: timeslot avail. for conference presentations

Policies and Procedures

Macquarie University policies and procedures are accessible from Policy Central (https://policies.mq.edu.au). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- Academic Appeals Policy
- Academic Integrity Policy
- Academic Progression Policy
- Assessment Policy
- Fitness to Practice Procedure
- Assessment Procedure
- Complaints Resolution Procedure for Students and Members of the Public
- Special Consideration Policy

Students seeking more policy resources can visit Student Policies (https://students.mq.edu.au/support/study/policies). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

To find other policies relating to Teaching and Learning, visit Policy Central (https://policies.mq.edu.au) and use the search tool.

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: https://students.mq.edu.au/admin/other-resources/student-conduct

Results

Results published on platform other than eStudent, (eg. iLearn, Coursera etc.) or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in eStudent. For more information visit connect.mq.edu.au or if you are a Global MBA student contact globalmba.support@mq.edu.au

Academic Integrity

At Macquarie, we believe academic integrity – honesty, respect, trust, responsibility, fairness and

courage – is at the core of learning, teaching and research. We recognise that meeting the expectations required to complete your assessments can be challenging. So, we offer you a range of resources and services to help you reach your potential, including free online writing and maths support, academic skills development and wellbeing consultations.

Student Support

Macquarie University provides a range of support services for students. For details, visit http://students.mq.edu.au/support/

The Writing Centre

The Writing Centre provides resources to develop your English language proficiency, academic writing, and communication skills.

- Workshops
- Chat with a WriteWISE peer writing leader
- Access StudyWISE
- Upload an assignment to Studiosity
- Complete the Academic Integrity Module

The Library provides online and face to face support to help you find and use relevant information resources.

- Subject and Research Guides
- Ask a Librarian

Student Services and Support

Macquarie University offers a range of Student Support Services including:

- IT Support
- Accessibility and disability support with study
- Mental health support
- Safety support to respond to bullying, harassment, sexual harassment and sexual assault
- Social support including information about finances, tenancy and legal issues
- Student Advocacy provides independent advice on MQ policies, procedures, and processes

Student Enquiries

Got a question? Ask us via the Service Connect Portal, or contact Service Connect.

IT Help

For help with University computer systems and technology, visit http://www.mq.edu.au/about_us/

offices_and_units/information_technology/help/.

When using the University's IT, you must adhere to the Acceptable Use of IT Resources Policy. The policy applies to all who connect to the MQ network including students.

Unit information based on version 2025.02 of the Handbook