

Story Power: How Narratives Create and Subvert Social Privilege

INLS 690-087

Course Information:

Department: Information and Library Science

Term: Fall 2018, 1.5 credits

Day/Time: Monday 10:10-12:55pm in Manning Hall, room 304

Duration: Course runs from October 15th through December 3rd

Instructor Information:

Instructor: Dr. Brian W. Sturm

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Short Bio: Dr. Sturm teaches storytelling and children's work in public libraries at UNC and has been a professional storyteller for over 25 years. His research explores the immersive power of narrative in storytelling, reading, videogames, and other information interactions.

Target Audience:

This course is available to graduate students and upper-level undergraduates who wish to explore the value of storytelling to bring under-represented and "hidden" voices to the foreground. It will help students see themselves, see Others, and explore how some of the stories we tell and hear unify us and celebrate difference, some divide us and condemn difference, and some create social expectations and govern our behaviors.

Course Description:

This course is an exploration of the power of narrative to provide a "voice" to people whose stories are suppressed by society's norms and the power of privilege. We will explore folklore as a means of cultural expression, develop personal stories that showcase our own and our family's voices, and explore corporate stories that brand organizations, create management power hierarchies, and drive economic success. Our explorations during the course will emphasize social justice and inclusiveness as fundamental concepts.

Honor Code:

This course, like all UNC-Chapel Hill courses follows the Honor Code. It is your responsibility to have read the Honor Code. It applies to this course in the following ways:

Plagiarism is one of the most serious breaches of academic integrity, and it means using other's work without proper attribution.

- You may work on assignments together and share ideas, but your final work must be your own, and you *must* cite sources you use in written and performed work. You may use any style (APA, Chicago, Turabian, etc.) so long as you remain consistent in its use.
- Plagiarism in performance means taking someone else's interpretation and performing it as if it were your own; you may tell the stories other people tell, but you must create your own *performance* of them.
- I am available for consultation on any assignment, and if you have questions about acknowledging other people's work, please ask me.

Course Prerequisites: None

Course textbook: None.

You will find required readings/viewings listed on the course schedule. It is expected that you will have read, viewed, and considered these before coming to class on any given day, as the readings will serve as a springboard for discussion and/or in-class exercises. These resources will be available on the open web via hyperlink on the Schedule or placed in the [Sakai](#) site for this course.

Learning Outcomes:

1. Students will understand how folktales can act as subversive texts and situated stories.
2. They will realize how corporate stories "brand" organizations, and how they function in marketing and corporate culture.
3. They will explore their own lives and families, and create personal narratives that share their cultural perspectives, background, or world view.
4. Students will develop communication skills relevant to their studies and careers through storytelling performances and in-class exercises.
5. Students will wrestle with the issues of privilege, authority, and the potentially destructive power of dominant or "single" stories.

CLASS NORMS or ...HOW WE WANT TO BE TOGETHER AS A GROUP

1. View this classroom as a liberated zone
2. Listen to one another
3. Respect one another
4. Maintain confidentiality
5. Use "I" statements; speak about your own thoughts and experiences, not those of others
6. Focus on a broad definition of diversity
7. Bring questions/comments to the classroom
8. Pay attention to how YOU feel
9. Recognize that we are all teachers & learners
10. Attend each class and participate
11. Recognize that this class is the beginning of a journey

These norms will enable us to keep our discourse focused, respectful, and courageous.

Course Outline

Part One: Folklore and Story as Hidden Voice and Cultural Allegory

Part Two: Storytelling for Corporations: Management, Branding, and Hegemony

Part Three: Storytelling as a Means of Expressing the Hidden Self and Culture