LBS-492 (Section 6) Fall 2005 4 cr.
ARGUMENTS & EVIDENCE:
Examining Controversies in Science and the Media

Overview
This course is designed to engage you in critically examining emerging controversial biological issues in society. The course will include discussions, debates, oral reports, group projects and reviews of current research literature. The purposes of this class are to enhance your understanding of science and scientific research and to explore how the public receives information and reaches an understanding of science. You will learn to critique cause/effect claims in science and the science-related popular media and explore how the representations of scientific ideas and findings vary.

You will work individually as well as in research groups that may choose to trace and ‘debunk’ a controversial science ‘story’ backwards from its representation in the popular media to its original scientific findings in the field. You could also pursue a project that examines a social issue by “walking a mile in another man’s shoes” like Morgan Spurlock in the film “Super Size Me” or the TV show “30 days.” You will form documentary teams that select a story, research the facts, interview the public & experts and ultimately disseminate your own findings through popular media, film, web and DVD and a submission to a film festival. Possible stories could relate to: Religion, Minimum Wage, Stem Cell Research, Human Cloning, Genetic Testing, The Human Genome Project, The Ozone Layer, The Origin of Life, or The Theory of Evolution.

General Course info:
Instructor: Douglas B. Luckie, Ph.D.
Meeting time: Tuesday & Thursday 12:40-2:30pm, Rooms C-1 & C-1A Holmes Hall
Website: http://www.msu.edu/course/lbs/492/luckie (surf.to/492)
Prerequisites: LBS 145 or equivalent
Office hours: By Appointment, W-29 Holmes Hall/2100 BPS, 353-4606/355-6475x1311
What will students do?

1. GROUP WORK: You will join a semester long documentary team that focuses on one story and does research. Your team will identify additional readings, storyboard your filming plan and do presentations as your research project progresses. Your documentary team will produce a website with narratives and mini-movie(s) that present the issue, the original findings, what was controversial, what the public/expert(s) said and what the ‘documentary group’ concludes. A subgroup within the same team will create a metamovie about the process your group went through during the project, this “Making of Our Film” (MoOF) project will serve as a video journal that helps further document your group’s efforts. Groups will present their finished documentary film(s) and website to the class at the end of the semester. Each group will also submit their documentary film to the East Lansing Film Festival (http://www.elff.com/; Submission deadlines with increasing fees are December 1, 15, or 22, 2005 see last page. Festival occurs at MSU on March 22-26, 2006).

Groups: The core groups will each produce a film, a MoOF film, DVD and a website which incorporates the film(s). While each group member will be expected to learn and participate in all roles, you will choose one as your primary job:
1. Tech Guru: 1° responsibility is the website/DVD and digital editing of films.
2. Cinematographer/Editor: 1° responsibility is the photography and editing of film.
3. MoOF Cinematographer/Editor: 1° photography & editing of MoOF film.
4. Director-Storyboards: 1° responsibility is the planning and storyboard for the film
5. MoOF Director-Storyboards: 1° responsibility is the planning and story for the MoOF

2. INDIVIDUAL WORK: You will write, read, be quizzed on readings and present findings to the class. Readings from various sources will serve to frame controversy in the sciences and media. You will participate in discussions, formal debates and constructive controversies and generate a public service announcement film. Your senior thesis project will be to write an individual paper concerning the tracing, analyzing and “debunking” of the particular controversial biological issue related to the topic your film group selected.

Course assignments:
In this class your learning/effort will be assessed by:
• Two presentations -Concerning stage and status of your group project.
• Thesis Paper -Individual thesis paper (double spaced, typed, 8 pages).
• One public service announcement (PSA) -Individual 60 second video.
• Group documentary film/MoOF/DVD and website -Group thesis “videography.”
• Quizzes on readings -There will be quizzes on assigned readings in class.
• Thesis Interview -Concerning knowledge of media and topics discussed in project.

Components of final grade:
Presentations= 15%, Quizzes= 10%, PSA= 10%; Attendance and Class Participation= 10%, Thesis Paper= 15% (5/10), Thesis Interview= 10%, Documentary Project= 30%.
Schedule

• Week 1: Introduction and Application
  Tuesday (Aug. 30): “Crimes Against Nature” Debate, trailers, WIRED letters. Reading assignment: Bill Joy WIRED article and go buy supplies/tapes ASAP.
  Thursday (Sept. 1): Studio Time (Camera work) -view ‘RU-486,’ ‘30 days’

• Week 2: Media and Bill Joy
  Tuesday (Sept. 6): Studio Time (iMovie tutorial) -view ‘Warming,’ ‘Eugenics’
  Thursday (Sept. 8): Quiz, “This is ME, this my IDEA,” Debate with Bill Joy Article. Reading assignment: Ch. 1 Great Feuds and Ch. 1 Selling Science

• Week 3: Controversy & Public Service Announcements
  Tuesday (Sept. 13): Quiz & Constructive Controversy with Feuds Article
  Thursday (Sept. 15): PSAs Due, 'Controversy' (continued)

• Week 4: Framing & Presenting Your Argument
  Tuesday (Sept. 20): Studio Time (build rubrics for projects/presentations)
  Thursday (Sept. 22): Group Idea Presentations Today - Film article(s) Due (Directors are the presenters and are graded for this Oral Presentation).

• Week 5: Storyboards
  Tuesday (Sept. 27): Studio Time
  Thursday (Sept. 29): Group Storyboard/Treatment Presentations Today (Directors and Cinematographers are presenters and graded for this Presentation).
  Reading assignment: Ch. 5 Great Feuds: Darwin's Bulldog

• Week 6: War of the Worlds
  Tuesday (Oct. 4): Quiz & Constructive Controversy on Feuds reading
  Thursday (Oct. 6): Movie Day: Documentary "Roger and Me."

• Week 7: Thesis Paper Arguments and Outlines
  Tuesday (Oct. 11): Studio Time
  Thursday (Oct. 13): Individual Thesis Paper Outlines Due (GEA1). (three-page written outline due and you will present your plan & 4 sources to the class)

• Week 8: Website Designs
  Tuesday (Oct. 18): Group Website/DVD Presentations Today (Cinematographers and Tech Gurus are presenters and graded for this Presentation)
  Reading assignment: Film topic paper from student group 1.
  Thursday (Oct. 20): Studio Time (DL in Baltimore for CF Conference)
Week 9: What's Your Point?
Tuesday (Oct. 25): Quiz & Constructive Controversy on the Film topic paper 1.
Thursday (Oct. 27): Movie Day: Documentary "War Room"
Reading assignment: Film topic paper from student group 2.

Week 10: Critiques on The House.
Tuesday (Nov. 1): Studio Time
Thursday (Nov. 3): Quiz & ‘Shotgun Discussion’ of Film topic papers 2.
Reading assignment: Film topic paper from student group 3.

Week 11: Thesis Papers
Tuesday (Nov. 8): Studio Time
Rough Drafts of Thesis Papers Due at start of class (6 page double-spaced).
Thursday (Nov. 10): Quiz & Constructive Controversy on Film topic paper 3.

Week 12: Thesis Projects
Tuesday (Nov. 15): Studio Time
Thursday (Nov. 17): Progress Reports on Documentary (show crude video).

Week 13: Push and Panic
Tuesday (Nov. 22): Studio Time
Thursday (Nov. 24): Thanksgiving Recess

Week 14: Documentary Films and Websites
Tuesday (Nov. 29): Studio Time
Thursday (Dec. 1): Final Presentation 1
(Tech Guru is presenter and responsible for Presentation, group shares project grade).

Week 15: Documentary Films and Websites
Tuesday (Dec. 6): Final Presentation 2
(Tech Guru is presenter and responsible for Presentation, group shares project grade).
Thursday (Dec. 8): Final Presentation 3
(Tech Guru is presenter and responsible for Presentation, group shares project grade).

Finals Week: 8 page Thesis Paper Due (and final GEA form) beginning of scheduled final exam period. Films due at ELFF office by at the latest on Dec. 22, 2005 (see next page).
EAST LANSING FILM FESTIVAL
SUBMISSION GUIDELINES

SUBMITTED MATERIALS
• All films must be submitted on videocassette (1/2" VHS NTSC) or DVD (NTSC). Films in PAL format will not be accepted into the festival or sent back.
• Completed entry form and appropriate fee.
• Submit entry fee by check or money order and make payable to East Lansing Film Festival. Please write the title of the film on check or money order.
• No submissions will be accepted if postmarked after the extended late entry date of December 22, 2005.

ENTRY REGULATIONS
• Entrants must submit a VHS _” videocassette (NTSC ONLY) or DVD (NTSC ONLY) for judging. The tape or DVD must be clearly labeled with Entrant’s name, address, film title, and running time.
• No tapes or DVDs will be accepted if sent C.O.D.
• Submission tapes and DVDs will not be returned unless a self-addressed, stamped envelope and letter requesting the tape or DVD be returned is enclosed.
• Works in progress will not be accepted.
• Submissions will not be considered unless accompanied by the appropriate fee, completed entry form and a 25-30 word synopsis. To pay fee by credit card go to www.elff.com and use PayPal. Sorry, we are not able to waive entry fees.
• All entries must be in English or contain English subtitles.
• Upon notification of acceptance into the festival, entrants must immediately supply stills (no production stills) and as much publicity material as is available and a complete credit list. These items may be e-mailed to susanwoods@elff.com or mailed to the address below.
• All film prints must be on projection reels, HEADS OUT – NO CORES. All can reels and film leaders must be labeled.
• The festival director must authorize exceptions to the festival regulations.
• All submissions should be sent to:

US Mail: East Lansing Film Festival
Attn: Submissions
P.O. Box 4880
East Lansing, MI 48826-4880

Courier Services: East Lansing Film Festival
Attn: Submissions
304 Evergreen Ave., Ste. 100
East Lansing, MI 48823

SHIPPING
The entrant must pay the cost of shipping the entry print to the festival. Collect or COD shipments will not be accepted. All international entries must be sent “free domicile” to the Festival Office with all transportation charges, duties, and taxes prepaid by the shipper. Any brokerage fees charged to the East Lansing Film Festival will be billed back to the shipper. Be sure to include all the proper customs documentation required by your shipping service. Cost of shipping back film prints screened at the festival will be incurred by ELFF under normal circumstances. Return shipping instructions and destination address must be provided prior to the beginning of the festival. Every reasonable effort will be made to protect films and tapes from damage or loss, but ELFF, its management, or its juries cannot assume liability for damage or loss.

DEADLINES & FEES

<table>
<thead>
<tr>
<th>Category</th>
<th>Postmarked by November 1, 2005</th>
<th>Postmarked by December 1, 2005</th>
<th>Postmarked by December 15, 2005</th>
<th>Postmarked by December 22, 2005</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feature &amp; Doc (over 60 min.)</td>
<td>$25</td>
<td>$30</td>
<td>$40</td>
<td>$60</td>
</tr>
<tr>
<td>Short &amp; Doc (under 60 min.)</td>
<td>$15</td>
<td>$20</td>
<td>$30</td>
<td>$40</td>
</tr>
</tbody>
</table>

**Discounts are available for Withoutabox members, for more info go to www.withoutabox.com**
EAST LANSING FILM FESTIVAL
SUBMISSION FORM

Entry Information
Film Title:_____________________________________________________________________
Director Name:__________________________ Primary Contact:_________________________
Production Company:____________________________________________________________
Mailing Address:________________________________________________________________
City/State/Zip:_________________________________________________________________
Phone:____________________ Cell:_______________________ Fax:____________________
E-mail:_______________________________ Website:________________________________

Film Information
Original Title:__________________________________________________________________
English Title: __________________________________________________________________
Total Running Time: ____hr. ____min. Date of Completion:_____________________________
Country(s) of Production:_________________________________________________________
Language:____________________________________________________________________
(must have English subtitles)

Presentation Format
35mm ___ BetaSP ___ DVD ___
(NTSC only)

Original Format
35mm ___ DV ___
16mm ___ DVD ___
BetaSp ___ VHS ___
HDTV ___ Other ___

Category
Feature ___ Documentary___
Short ____ Student ___

Aspect Ratio
1.33 ___
1.66 ___
1.85 ___
Scope ____
Other ___

Synopsis:_____________________________________________________________________
_____________________________________________________________________________
_____________________________________________________________________________
List all festival screenings and awards:_____________________________________________
_____________________________________________________________________________
_____________________________________________________________________________

How did you hear about the festival? _____ Internet _____ Mailer _____ Friend _____ School
______ withoutabox ____ Other, please specify:_____________________________________

CERTIFICATION OF ENTRY
1. I am the owner of the film. I have submitted to the East Lansing Film Festival. I acknowledge that
I have the sole and exclusive ownership of all rights and have the full authority to submit the film
to ELFF or I am duly authorized to submit this film.
2. This film is not subject to any litigation nor is threatened by any litigation.
3. I will indemnify, defend and hold harmless ELFF, its judges and partners, individually and
collectively, from and against all claims, complaints, causes of action, liabilities, judgments, losses,
costs and expenses including reasonable attorneys fees arising out of or in connection with any and
all claims and/or third party claims based on materials I am submitting to ELFF.
4. I understand that the organizers of this festival cannot be held responsible for the accidental
damage or loss of any material submitted. Utmost care will be taken with each and every film, but
in the event of damage or loss, Elff, its organizers and sponsors cannot be held liable.
5. I authorize ELFF to present my film and/or excerpt from it for publicity purposes and/or publish
material provided for publicity purposes.
6. To the best of my knowledge, all of the statements in this document are true.

Signature: _______________________________________________________ Date: _______________
Print Name: ______________________________________________________