Mgt 685 Story Research & Consulting Seminar

INSTRUCTOR: David M. Boje 532-1693 Call between 9 AM and 8 PM; Office BC 318 email: dboje@nmsu.edu

MEETS: 2:35 to 5:05 PM on Tuesdays in Business Complex 247. I am asking your help to recommend students that want to learn the advanced qualitative arts. We develop qualitative approaches that suit each person’s field of study and we do some storytelling consulting as a class. We usually produce good quality work that is used for student’s conference presentations, and for potential journal articles in their field of study. Please distribute this flyer.

http://business.nmsu.edu/~dboje/690/MGT%20690%20flyer.pdf

There is an important difference between Action Research and Savall's Intervention Research. It is our job to sort it out.

OFFICE HOURS: Tues 12:15 PM to 1:30 PM - Frenger Food Court (by Dynasty, at a table); or Tues 1:30-2:30 Tamara Journal Office Regents 422; are Please call 532-1693 for appointment.

IMPORTANT DATES: Classes begin Aug 24th 2010; Thanksgiving Break Nov 22-26. Final exam class for presentations is Dec 7th 2010. We will work on this research together and you will have your own individual research based on your academic field of study.

SYLLABUS 685: Story Research and Consulting to Organizations. We apply various qualitative story and narrative research methods (plot analysis, script analysis, life history, and restorying) to intervention research projects. Students will conduct story noticing assessments and (proposed or enact) interventions with a local consenting organization. They will write it up for possible publication.

Open to all Ph.D. students; and to any master’s student (by permission of instructor). Contact David Boje for more information. Ph.D. students from Education, English, Sociology, Anthropology, Education, Education, Communication Studies, and several other disciplines besides Business have expressed interest in a course that is about storytelling research as well as about how to use it in organizational change and development work. All are all welcome!

What I want to do is develop a new (rekindled) approach to action research, one that is not dependent on social construction theory.

“A detailed case study of sociotechnical networks ought to follow at this juncture, but many such studies have already been written, and most have failed to make their new social theory felt, as the science wars have made powerfully clear to all” (Latour, 1999: 198).

What this suggests to me is with a review of ‘Native American’ scholars’ work: Kaylynn Twotrees, Gregory Cajete, Gerald Vizenor, Robert Warrior, Greg Sarris, Louis Owens, and Paula Gunn Allen à It is possible to develop a new conception of Action Research, one not rooted in social construction, but more in a vibrant materiality.

REQUIRED Books / (Freely provided)


FREELY PROVIDED
Boje, D. M. (2008). Story Consulting Textbook. On line version is updated daily so download new version of chapters just before class to be sure you are current

RECOMMENDED (Some of these may be in NMSU bookstore)


Boje, D. M. (2001). Narrative Methods for Organizational and Communication Research. London: Sage. If not in bookstore, Order from Amazon Has basic analyses such as deconstruction, theme analysis, grand narrative, plot, story network, etc. and introduces concept of antenarrative. Antenarrative is a bet and a pre-story that can aspire to be very transformative. I will teach you the genealogical method, which is not in this book.

Consult our Annotated Bibliography

A Challenge - I am wondering if it is time to reexamine the roots of ACTION RESEARCH. Kurt Lewin is the father of Action Research, and since his famous field theory approach the field has gotten all caught up in SOCIAL CONSTRUCTIONISM. The field has moved away from an intraplay of what I call 'materiality' with the social and the psychological. This is really brought home in work by Bruno Latour (2006) Reassembling the Social: an Introduction to Actor-Network-Theory and his earlier (1999) book, Pandora's Hope: Essays on the Reality of Science Studies. There is a whole new paradigm in materiality in the work of Karen Barad (2007) Meeting the Universe Halfway. As a physicist Barad wants to reclaim materiality in quantum physics. Jane Bennett (2010) Vibrant Matter is looking at an approach to materiality and storytelling. She builds on both Quantum Physics and on Latour's Actor-Network-Theory. And guess what? You can go back to Kurt Lewin's work in the 40's and 50's and find some common ground. And it's a ground that Action Research has moved away from.

http://www.iseor.com/pdf/commun/20080310_an_presentation_isor.pdf - This is link to Savall et al work on Intervention Research

Each summer Grace Ann Rosile and I head for France to work with Henri Savall http://iseor.com. He believes that there is an alternative to Action Research. What sacrilege. He calls it intervention research. I told him about Latour, and Barad, and Bennett, and he finds that it is consistent with his Intervention Research. So the big challenge is to look to new approaches to change and consulting, using a storytelling, rooted in materiality, instead of ye old social construction.

Materiality-Storytelling and Intervention Research: The Challenge of Recovering Action Research from the Grip of Social Constructionism. Berger and Luckmann (1966) had, once upon a time, a social construction rooted in material conditions, in Marx. This changed in past two decades with the direction that Ken Gergen, as well as Karl Weick (a good friend), and the training in Action Research. Social Construction became obsessed with ‘stakeholder theory,’ and social construction, as Latour (2005) puts it, became equated with what is ‘unreal,’ ‘not truth,’ or ‘social fiction.’ I participated in this agenda for a good long time. And I am only beginning to wake up.

Also see the new annotated bibliography http://peaceaware.com/655/ on complexity and storytelling. It has some links to work by Barad.
Some Books we will want to look at, a chapter here and there and the class will decide together which books, which articles, what challenges to make:


A few articles from Kurt Lewin to start us off:


Working out a Latour link to Lewin I think would be a fascinating article.

Weekly Readings

I will not select too many at the get-go. I want to stylize the choices according to your background and aspirations. I will change the list as we go forward. Please come to class prepared, having done notes on each reading, ready to discuss fine points. You will see that small assignments prepare you for getting into the field, collecting stories, doing your restory work with the client, and writing up publishable findings. I will help you each step of the way.

SCHEDULE (Please check it before class, each week -- for changes)

| Week 1 First Class --> A storytelling consulting Example: Why Las Cruces Does Not Exist? Film of 2008 Storytelling Intervention in Arts & Culture | An Intervention Research into the |
Material Conditions of Arts and Culture in southern New Mexico.
Special Report 20 July 2010 by David M. Boje, speaking as citizen -

**Why is our New Mexico Tax Dollars not Invested by State Agencies in Building the Artist Business in New Mexico?**

David M. Boje. Updated August 3rd 2010

In Part I - Why Southern New Mexico Arts and Culture is not on the Map of New Mexico?

In Part II - Why did NM Arts - selection committee for Art in Public Places Not Pick anyone as a Finalist for the NMSU O'Donnell Hall art commission and only select five finalist who did not live in New Mexico? -

See George Mendoza application: Alb. Journal Article Aug 3 2010 story coverage

In Part III - What happened to Efforts for Las Cruces to apply to the State of New Mexico for an Arts and Culture Designation area?

Can we start with a chapter from Bruno Latour's (1999) Pandora's Hope book? If so, in the Chapter on "A collective of Humans and Nonhumans" there are a series of charts that could be tied back to Kurt Lewin's (1943, 1946, 1947) field theory charts. Some have past, present and future in it (Figure 6.1, 6.2 & 6.6) and others have movement [i.e. locomotion] (Figure 6.5) and some have movement, time, and steps (Figure 6.3).

**Our opening question: How to reclaim an Action Research from the death-grip of 'Social Constructionism' by looking to Kurt Lewin's 'Field Theory' reimagined through Bruno Latour, Jane Bennett, Karen Barad, and several Native American 'materiality' storytelling scholars?**

“A detailed case study of sociotechnical networks ought to follow at this juncture, but many such studies have already been written, and most have failed to make their new social theory felt, as the science wars are made powerfully clear to all” (Latour, 1999: 198).

Read on line course book, Introduction: WHAT IS STORY CONSULTING? (This is a bit old, but may help give you background).

Optional:
- Read the Introduction chapter in Narrative Methods book to get understanding of antenarrative
- Read Intro Chapter to Storytelling Organizations and Critical Theory Ethics book
- Intro to Story Noticing - [Bill Viola Getty Museum Video](http://storyofstuff.com/)
- Intro to Story Fractals - [Trippy Fractal Video](http://storyofstuff.com/)
- Improve Everywhere [Home Depot Video](http://storyofstuff.com/)
- Ch 1 [What are 2 Kinds of Story Consulting](http://storyofstuff.com/) Story Consulting Book
- Handouts: Walter Benjamin's classic 1936 essay, Storyteller something from Kurt Lewin and from Bruno Latour; Answer Question: are living story skills being deadened by narrative-
Abstraction in our science and in the information systems of society?

**Assignment for next week:** Pick an organization (any kind, but with some longevity) - in the Arts Scene (http://talkingstick.com click Arts Scene for data bases) and come to class with a scrapbook of its visual storytelling, any public text, any semblances of founding story, narrative, and antenarratives. Do field visit: Please visit one of the weekend arts events: Arts Ramble is First Friday downtown mall (Main St); or Las Cruces Farmers & Crafts Market & every Sunday/Thurs is Mesilla Arts, Crafts & Seasonal Produce Market (Thurs) 11 a.m.-4 p.m.; (Sun) 12-4 p.m. Or set up your own contact - databases at http://talkingstick.info Then write field notes in a notebook.

**Week 2 Have read by today**

Walter Benjamin classic essay on Storyteller


What is 'materiality storytelling' from Native American Scholars' work such as Kaylynn Twotrees, Gregory Cajete, Gerald Vizenor, Robert Warrior, Greg Sarris, Louis Owens, and Paula Gunn Allen.

Optional:

Ch 2 What is Genealogical Method? SC Book

o See Narrative Method chapter on Microstoria

o Intro to Storytelling Organization: What are 8 types of sensemaking story? Intro to storytelling org book

o For Marketing students: How is Understanding an Advertisement Possible? by Trevor Pateman -- Essay uses Roland Barthes approach to narrative

Assignment for next week: Enter the public debate on the relation of Narrative to Living Story and Antenarrative. Go to my Wikipedia (Sjuzhet/Fabula) or story or narrative or similar entry and make an improvement in grammar, style, content, perspective.

http://en.wikipedia.org/wiki/Sjuzhet

**Week 3**

o Story Ethics chapter from Critical Theory Ethics book

o Chapter 11 on Aunt Dorothy's Murder/Suicide in Storytelling Organizations Book

Optional:

o Ch 1 Narrative Methods - Deconstruction

o Jacques Derrida 1979 essay, Living On: Border Lines

o Ch 3 What is Practical Storytelling Consulting SC Book

o Ch 9 Developing Organizations Storytelling Org Book

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<td>Planning for Storytelling Research and Consulting to What's Art Convention (Oct 2-4 2009)</td>
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<td>o Ch 4 <a href="#">Why do Storytelling Organizations Crave Story Control?</a> SC Book</td>
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<td>o Chap 3 from Volosinov book Marxism and the Philosophy of Language (1930/1973) pp. 125-140</td>
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<td>o Please Set Aside in your calendar the Oct 3-5 2009 dates of WHAT'S ART? exploring the Creative Economy of Dona Ana County Convention More info at <a href="http://talkingstick.info">http://talkingstick.info</a></td>
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<td>ASSIGNMENT: Turn in Title and abstract for your term project</td>
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<tr>
<td>o Narrative Methods book, Ch. 3, Microstoria</td>
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<td>o Ch 5 <a href="#">What is Mythmaking in Story Consulting?</a> SC Book</td>
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<td>o Chap 5 Semiology from Visual Methods book (Gillian Rose)</td>
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<td>ASSIGNMENT: Turn in an outline listing the various parts of your article</td>
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<td>o Ch 6 <a href="#">What is Mythmaking in Story Consulting</a></td>
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<td>o Gabriel chapter from 2004 book - handout</td>
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<td>ASSIGNMENT: Turn in 1 to 2 pages on contribution you see your article making to the field; a paragraph laying out the major sections of your article</td>
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<td>o Ch 7 <a href="#">What Story Consultants Need to Know About Collective Memory?</a></td>
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<td>o Article selections by class members</td>
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Assignment: Turn in about 3 to 5 pages of literature review for your article. Please be critical instead of just summarizing existing theory

Optional:
- Ch 8 How to Write Strategy Story?

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| o Ch 4 Content Analysis form the Gillian Rose book on Visual Analysis  
  o handout - Article selections by class members  
  o Intertextuality chapter from Boje book on Narrative Methods  
Assignment: Turn in methodology section (2 to 3 pages) of your study.  
 o CH 9: WHAT IS HOLOGRAPHIC STORY CONSULTING?  
Submit the literature review of your article |

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| o Article selections by class members  
  Optional:  
  o CH 10: HOW DOES STORY CONSULTING RELATE TO MARKETING? |

Spring Break Mar 24 to Mar 28 08

Week 11 [http://scmoi.org](http://scmoi.org) -- time off for class to finish up article draft

Week 12
Assignment: Turn in the first part of your analysis section of your study

- CH 11: WHAT STORY CONSULTANTS NEED TO KNOW ABOUT STORYABILITY AND COMPLEXITY?

Week 13
Assignment: 2nd part of your analysis section

- CH 12: WHAT STORY CONSULTING NEEDS TO KNOW ABOUT POWER TOOLS?

Week 14

- CH 13: WHAT STORY CONSULTING NEEDS TO KNOW ABOUT DIFFERENCE BETWEEN CRITICAL THINKING AND CRITICAL THEORY?  
Assignment: Turn in the implications and conclusion section of your article Work on drafting your article

Week 15

- CH 14: WHAT STORY CONSULTANTS NEED TO KNOW ABOUT THE ‘L-WORD’?
Make final revisions before final presentation next week & submit first draft of your consulting research paper, in the format of the journal you are submitting to, complete with abstract, intro, lit review, method, findings, implications, conclusion, references, and name of journal you will submit it to.

Final presentation of your 2nd draft of consulting project papers will be done during exam week - Dec 8th 2009 in BC 204

Service Learning/Civic Engagement Requirement

Each year there is free-to-the-public service learning 'consulting by storytelling' projects with different sectors of the economy. An example is facilitating 2008 1st Annual Arts Convention, organizing task forces with local public, private, and grassroots organizations to bring together leaders of city, town, university, and commerce to develop the arts economy. Results included actual interventions, such as museum scavenger hunt, Winterfest to vitalize downtown businesses, and other aggressive marketing of Arts and Culture of Las Cruces and Mesilla Valley. This is also civic engagement: doing storytelling consulting intervention that bring about more socioeconomic ethics of justice and equality by working with government, economic, education, and small business communities. Service Learning/Civic Engagement applies course content to your volunteerism, and includes your reflexive processing of experience in your notebooking and in your report and presentation assignments. The aim of your volunteerism is collaboration with community members to effect interventions that add value to your education and to the socioeconomic situation of the community.

We will do this together, and perhaps a joint paper will emerge. The other activity is to do some aspect of storytelling in relation to your own specialty, perhaps relating the method or theory to your thesis work.

The storytelling in New Mexico, for example, affects the distribution of arts and cultural resources that metropolitan cities and the rural communities receive.

GENERAL SYLLABUS POLICY

- **Incompletes ("I" grades):** Given for passable work that could not be completed due to circumstances beyond the student's control (e.g., severe illness, death in the immediate family). These circumstances must have developed after the last day to withdraw from the course. Requests for "I" grades should be made to the instructor, but must be approved by the Management Department Head.

- **Withdrawals:** It is the responsibility of the student to know important dates such as University drop dates; last day to withdraw with a W is March 16. Moreover, it is the responsibility of the student to officially withdraw from any class that he or she intends to drop.

- **Cheating:** Cheating will not be tolerated. Punishment for those caught cheating will be an 'F' in the course. The person will also be subject to further sanctions as indicated in the student code of conduct.

**STUDENTS WITH DISABILITIES:** If you have (or believe you have) a disability & would benefit from classroom accommodation(s), contact the Services for Students with Disabilities (SSD) at Corbett Center, Room 244 (Phone 646-6840; TTY 646-1918). All medical info is treated confidentially. Do not wait until you receive a failing grade. Retroactive accommodations cannot be considered. Information, instructions & forms from the Services for Students with Disabilities...
Office are online at [http://www.nmsu.edu/~ssd/index.html](http://www.nmsu.edu/~ssd/index.html). **Accommodations:** SSD Office, 646-6840 (Corbett Center, room 244); Discrimination: Office for Institutional Equity, 646-3635, Of Loughlin House.

Feel free to call the Student Accessibility Services (SAS) Office at 575-646-6840 or email at [sas@nmsu.edu](mailto:sas@nmsu.edu) with any questions you may have on student issues related to the Americans with Disabilities Act (ADA and/or Section 504 of the Rehabilitation Act). Students requesting accommodations and/or services relating to a disability may seek assistance from the SAS Office located in Corbett Center, Room 244. All medical information will be treated confidentially. If you have already registered, please make sure that your instructor receives a copy of the accommodation memorandum from SAS within the first two weeks of classes. It is your responsibility to inform either your instructor or a SAS representative in a timely manner if services/accommodations provided are not meeting your needs.

Questions regarding NMSU’s Non-discrimination Policy and discrimination complaints should be referred to Gerard Nevarez, Office of Institutional Equity, 575-646-3635. [http://lib.nmsu.edu/plagiarism/](http://lib.nmsu.edu/plagiarism/) NMSU’s policy on plagiarism. This appears to be a growing problem. It is fairly easy to Google excerpts from papers to check for plagiarism. If you find any cases, refer to the Academic Misconduct pages in the undergraduate (p. 21) or graduate (p.15) catalog. Thank you for your assistance on this matter.

### Student Responsibilities

1. Within a few days of the start of the semester, register with SSD & obtain forms.

2. Within the first 2 weeks of beginning of classes (or within 1 week of the date services are to commence), deliver the completed forms to the instructor(s).

3. Within 5 days of giving the forms to faculty & at least 1 week before any scheduled exam, retrieve the signed forms from faculty & return them to SSD.

4. Contact the SSD Office if services/accommodations requested are not being provided, not meeting your needs, or additional accommodations are needed.

### Faculty Responsibilities

1. Within five 5 working days after student gives you the forms, sign them, retain a copy, & return originals to the student.

2. Contact SSD immediately if there are any questions or disputes regarding accommodation(s), disruptive behavior, etc.

3. Refer the student to SSD for any additional accommodations.

Please read online full version of syllabus on Blackboard at: