

**University of Calgary**  
**Department of Communication, Media and Film**

**COMS 201 (L01): Introduction to Communication and Media Studies**

**FALL 2022: September 6 to December 7 (excluding Nov. 6-12)**

**Lecture: WEB BASED and ASYNCHRONOUS**

**LAB 1 W 10:00 - 10:50 WEB BASED**

**LAB 2 W 11:00 - 11:50 WEB BASED**

**LAB 3 W 12:00 - 12:50 ST 059**

**LAB 4 W 13:00 - 13:50 ST 059**

**LAB 5 W 10:00 - 10:50 ST 059**

**LAB 6 W 11:00 - 11:50 ST 059**

**LAB 7 W 12:00 - 12:50 SS 006**

**LAB 8 W 13:00 - 13:50 SS 006**

**IMPORTANT NOTE FOR ONLINE COURSE DELIVERY**

**Asynchronous & Synchronous Course Components:** Please read this outline carefully to see which course components will be offered synchronously (where you are expected to participate in person or online at the usual scheduled course time) and which components will be offered asynchronously (to be completed on your own time). Synchronous sessions hosted on Zoom can be accessed on D2L by clicking on the Communications tab and selecting Zoom.

**Note:** If you will not be able to participate in synchronous in-class or online class sessions owing to time differences or geographical location, then consult with the instructor to see if accommodation is possible or arrange to take this course in a future term.

**Timed Online Quizzes/Tests:** You will be allowed a minimum window of 24 hours to access online quizzes and exams, but there may be a time limit for completing a quiz once you open it. Read the description carefully.

**Timed Online Final Exams:** You will be allowed a minimum window of 24 hours to access online final exams, but there may be a time limit for completing the final exam once you open it. Read the description carefully. Timed final exams allow for an additional 50% extra time.

<b>Instructor:</b>	Dr. Mél Hogan
<b>Office:</b>	SS310
<b>Email:</b>	mhogan@ucalgary.ca
<b>Web Page:</b>	D2L (access via MyUofC portal)
<b>Office Hours:</b>	Tuesday 9-10am, over zoom, with a confirmed appointment. <i>*Always contact your TA before meeting with me.</i>

**Course Description**

A general mapping of the field, with an emphasis on its breadth in the areas of critical Media and Communication Studies. General examination of how Media and Communications Studies emerged during the twentieth century and how the field relates to issues of political, environmental, social and cultural change. This course may not be repeated for credit.

### **Additional Information**

The weekly schedule of topics and readings can be found at the end of this outline or on D2L. Lectures are posted weekly and are asynchronous, while some labs are synchronous and in person, and some are online. Please check which lab you have and follow along accordingly.

Students are responsible for reading and following all course and university policies discussed in this outline.

### **Objectives of the Course**

Upon successful completion of this course, students will be able to:

1. Read and discuss media and communications texts in terms of the conventions of the field and within a broad range of social, cultural, political and historical contexts;
2. Learn and apply technical language in the study of media objects;
3. Communicate effectively in both written and oral formats, and demonstrate this through course assignments and meaningful discussions with peers in tutorials;
4. Demonstrate competency in reading and critical thinking, problem solving and independent research skills, and considering the arguments of others and engaging respectfully when opinions differ;
5. Recognize the ways the production of media is shaped by and challenges social and cultural power structures, and demonstrate diversity, equity, and inclusivity awareness

### **Textbooks and Readings**

Mike Gasher; David Skinner; Natalie Coulter *Media and Communication in Canada: Networks, Culture, Technology, Audience*. Publisher: Oxford University Press Canada. Edition: 9th

\*This book is available as a hard copy or as an online version.

You will be asked to watch the following film in D2L/university library: (free)  
*Merchants of Doubt* 96 min, 2014 Mongrel Media Inc. (USA)

You will also be asked to do “readings” (articles, YouTube clips, industry reports, etc), and these are all available for free, organized by week in D2L for your convenience.

### **Learning Technologies and Requirements**

In order to complete courses, University of Calgary students are required to have reliable access to the following technology:

- A computer with a supported operating system, as well as the latest security and malware updates, with current antivirus software enabled;
- Broadband internet connection, and a current and updated web browser;
- A webcam (built-in or external), and a microphone and speaker (built-in or external) or headset with microphone (for online synchronous courses only).

If you need access to other software programs to complete assignments, your instructor will provide relevant information and links.

If you have technical difficulties, contact IT support services. See

<https://www.ucalgary.ca/pubs/calendar/current/student-campus-services-information-technologies-it.html>

### **Policy on the Use of Electronic Communication Devices**

Please familiarize yourself with the University’s policy on the recording of lectures, which is outlined at <https://www.ucalgary.ca/pubs/calendar/current/e-6.html> and carefully review the section on Instructor Copyright at the end of this outline. In short, recording of lectures, other

than where an recording is an accommodation, shall be permitted for individual private study only at the discretion of the instructor. For any other use, whether by duplication, transcription, publication, sale or transfer of recordings, written approval must be obtained from the instructor for the specific use proposed. Any use other than that described above constitutes academic misconduct and may result in suspension or expulsion.

Please turn off your phones for in-person labs and use tablets or laptops solely for note-taking.

## Assignments and Evaluation

Weight	Assessed Components	Due
10%	<p><b>Weekly Discussions</b> in D2L.</p> <p>Each week you are expected to engage in online discussions. You'll get 1% for each entry deemed on <u>topic/engaging/insightful</u>, for a total of 10%. These are tallied at the <i>end of the course</i>.</p>	Weekly in D2L
25%	<p><b>Quiz 1</b> will be composed of multiple-choice questions designed to assess your comprehension of the course material so far.</p> <p><b>Chapters 1-5</b> (and related lecture and lab content) will be covered on Quiz 1. This quiz is <b>closed-book</b>. Communicating with other students about the quiz before the quiz closes will be considered academic misconduct.</p> <p>Students will have <b>90 minutes</b> to complete the quiz, <u>which includes accommodation times</u> (ie <b>double time</b>). The quiz will be <b>available for 24 hours</b>. Students will have one attempt to write the quiz. No retakes.</p>	<p>In D2L</p> <p>Starts: Oct 6 9am - Ends: Oct 7 9am</p> <p>(90 minutes within 24 hours)</p>
25%	<p><b>Quiz 2</b> will be composed of multiple-choice questions designed to assess your comprehension of the course material so far.</p> <p><b>Chapters 6-9</b> (and related lecture and lab content) will be covered on Quiz 2. This quiz is closed-book. Communicating with other students about the quiz before the quiz closes will be considered academic misconduct.</p> <p>Students will have <b>90 minutes</b> to complete the quiz, <u>which includes accommodation times</u> (ie <b>double time</b>). The quiz will be <b>available for 24 hours</b>. Students will have one attempt to write the quiz. No retakes.</p>	<p>In D2L</p> <p>Starts: Nov 3 9am - Ends: Nov 4 9am</p> <p>(90 minutes within 24 hours)</p>
40%	<p><b>Tutorial assignments</b> are <u>each worth 10%</u>. You are to complete 4/5 assignments for a total of 40% of your lab grade. Tutorial Assignments are based on the readings/podcasts/etc. from that week <i>and</i> weeks prior, and will ask that you apply new concepts and analyze media objects using what you've learned in the course so far. A rubric will be provided and used for assessment. You</p>	<p>Weeks: 3, 4, 7, 11, 12</p>

	<p>have one week to submit each assignment, as indicated in D2L. More details on each assignment in D2L.</p> <p>It is VERY IMPORTANT that you always label your tutorial assignments with the Lab#, followed by your last name so that the TAs can locate their lab groups easily. (Example: LAB1_Hogan. Use this format for all tutorial assignments that you upload to D2L).</p>	
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### **Registrar-scheduled Final Examination: No**

**Note:** You do not have to complete all the assignments and exams in order to receive a passing grade in this course.

### **Submission of Assignments**

Please submit all assignments by uploading them to the designated D2L dropbox and by participating in the online weekly Discussions in D2L. Include your name and ID number on all assignments. Be sure to keep a copy of each submitted assignment and to submit the proper version.

Private information related to individual students is treated with the utmost regard by University of Calgary faculty. Student assignments will be accessible only by the authorized course faculty, and personal information is collected in accordance with the *Freedom of Information and Protection of Privacy (FOIP) Act*. Please note that instructors may use audio or video recording for lesson capture, assessment of student learning, and self-assessment of teaching practices.

### **Policy for Late Assignments**

Assignments submitted after the deadline may be penalized with the loss of 5% or a partial letter grade (e.g.: A- to B+) for each day late.

### **Student Accommodations**

Students seeking an accommodation based on disability or medical concerns should contact Student Accessibility Services (SAS); SAS will process the request and issue letters of accommodation to instructors. For information on support services and accommodations for students with disabilities, visit [www.ucalgary.ca/access/](http://www.ucalgary.ca/access/). Students who require an accommodation based on a protected ground other than disability should communicate this need in writing to their Instructor. For the full policy on Student Accommodations, see <https://www.ucalgary.ca/legal-services/university-policies-procedures/student-accommodation-policy>

Students seeking accommodation for transient illnesses (e.g., the flu) or another legitimate reason should contact their instructors. Whenever possible, students should provide supporting documentation to support their request; however, instructors may not require a medical note. For information on the use of a statutory declaration, see the *University Calendar*: <https://www.ucalgary.ca/pubs/calendar/current/m-1.html>

### **Expectations for Writing**

Department policy directs that all written assignments and, to a lesser extent, written exam responses be assessed at least partly on writing skills. Writing skills include not only surface correctness (grammar, punctuation, sentence structure, etc.) but also general clarity and organization and proper documentation of research sources. For further information, please refer to the *University of Calgary Calendar* section on writing across the curriculum: <http://www.ucalgary.ca/pubs/calendar/current/e-2.html>

### Grading & Department of Communication, Media and Film Grade Scale

The following table outlines the grade scale percentage equivalents used in the Department of Communication, Media and Film. Final grades are reported as letter grades. For components graded using percentages or numerical scores, those values will be used directly in calculating the final course grade, while for components graded using letter grades, the letter grades will be converted to the midpoint values listed in the final column of the table below in calculating the final course grade.

In this course, percentages will be used for tutorial assignments, quizzes, and discussion grades. These will be converted to letter grades in D2L, for your final grade. Please see below for the CMF letter-to-percentage conversion.

Grade Point Value	Description	Grade	Dept of CMF grade scale equivalents*	Letter grade % equivalent for calculations*
4.00	Outstanding performance	A+	96 - 100%	98.0%
4.00	Excellent performance	A	90 - 95.99%	93.0%
3.70	Approaching excellent performance	A -	85 - 89.99%	87.5%
3.30	Exceeding good performance	B+	80 - 84.99%	82.5%
3.00	Good performance	B	75 - 79.99%	77.5%
2.70	Approaching good performance	B-	70 - 74.99%	72.5%
2.30	Exceeding satisfactory performance	C+	65 - 69.99%	67.5%
2.00	Satisfactory performance	C	60 - 64.99%	62.5%
1.70	Approaching satisfactory performance	C-	55 - 59.99%	57.5%
1.30	Marginal pass. Insufficient preparation for subsequent courses in the same subject	D+	53 - 54.99%	54.0%
1.00	Minimal pass. Insufficient preparation for subsequent courses in the same subject	D	50 - 52.99%	51.5%
0.00	Failure. Did not meet course requirements.	F	0 - 49.99%	0%

\* Column 4: If percentages are used to calculate final grades, then grades falling within these ranges will be translated to the corresponding letter grades. Column 5: These percentage equivalents will be used for calculating final grades unless an alternative method of final grade calculation is outlined above.

### Plagiarism

Using any source whatsoever without clearly documenting it is a serious academic offense. Consequences include failure on the assignment, failure in the course and possibly suspension or expulsion from the university. These requirements apply to all assignments and sources, including those in non-traditional formats such as Web pages or visual media.

You must document not only direct quotations but also paraphrases and ideas where they appear in your text. A reference list at the end is insufficient by itself. **In-text citations must be**

**provided, and readers must be able to tell exactly where your words and ideas end and other people's words and ideas begin.** Wording taken directly from a source must be enclosed within quotation marks (or, for long quotations, presented in the format prescribed by the documentation style you are using). Paraphrased information must not follow the original wording and sentence structure with only slight word substitutions here and there.

For information on citation and documentation styles (MLA, APA, Chicago, IEEE, etc.), visit the Student Success Centre resource links at <https://ucalgary.ca/student-services/student-success/writing-support> or the Purdue Online Writing Lab (OWL) Research and Citation Resources at [https://owl.purdue.edu/owl/research\\_and\\_citation/resources.html](https://owl.purdue.edu/owl/research_and_citation/resources.html)

If you need help with your writing or have questions about citing sources, consult your instructor or visit the Student Success Centre, Taylor Family Digital Library. To book an appointment, go to <https://ucalgary.ca/student-services/student-success/writing-support>

### **Instructor Intellectual Property & Copyright Legislation**

Course materials created by the instructor (including lectures, course outlines, presentations and posted notes, labs, case studies, assignments, and exams) remain the intellectual property of the instructor. These materials may NOT be reproduced, redistributed, or copied without the explicit consent of the instructor. The posting of course materials to third party websites such as note-sharing sites without permission is prohibited. Sharing of extracts of these course materials with other students enrolled in the same course section and term may be allowed under fair dealing. Check with the instructor if you have any questions about sharing materials with classmates.

To ensure they are aware of the consequences of unauthorized sharing of course materials (including instructor notes & electronic versions of textbooks), all students are required to read the *University of Calgary Policy on Acceptable Use of Material Protected by Copyright* at <https://www.ucalgary.ca/legal-services/university-policies-procedures/acceptable-use-material-protected-copyright-policy> and the requirements of the *Copyright Act* (<https://laws-lois.justice.gc.ca/eng/acts/C-42/index.html>). Students who use material protected by copy-right in violation of this policy may be disciplined under the Non-Academic Misconduct Policy.

### **Academic Misconduct**

For information on academic misconduct and its consequences, please see the *University of Calgary Calendar* at <http://www.ucalgary.ca/pubs/calendar/current/k.html>

### **Research Ethics**

Whenever you perform research with human participants, including surveys, interviews, or observations as part of your university studies, you are responsible for obtaining research ethics approval and for following university research ethics guidelines. In some cases, your instructors may apply for course-based research ethics approval for certain assignments, and in those cases, they must review and approve your research plans and supervise your research. For more information about your research ethics responsibilities, please see <https://arts.ucalgary.ca/research/arts-researchers/resources-researchers-and-instructors/ethics>

### **Deferrals of Course Work and Requests for Reappraisal**

For university regulations and procedures related to deferral of term work, see <https://www.ucalgary.ca/pubs/calendar/current/g-7.html>

For information about deferrals of final examinations, see <https://www.ucalgary.ca/pubs/calendar/current/g-6.html>

For information about requesting a reappraisal of course work or of a final grade, see <https://www.ucalgary.ca/pubs/calendar/current/i.html>

## Student Support Services and Resources

Please see <https://www.ucalgary.ca/registrar/registration/course-outlines> for information about student support services and resources, including Wellness and Mental Health Resources, Student Success programs and services, the Student Ombuds Office, the Student Union, and Safewalk. For resources on D2L, Zoom, Yuja, etc., see <https://elearn.ucalgary.ca/resources-for-students/>. (Find the topic menu under the icon to the left of the ELEARN banner.)

## Schedule of Lecture Topics and Readings

Week	Date	Topic	Reading
1	Sept 6-9	Defining the Field	Chapter 1 Weekly Discussion
2	Sept 12-16	The History of Media: Social and Cultural Forms	Chapter 2 Weekly Discussion
3	Sept 19-23	Media Content: Studying the Making of Meaning	Chapter 3 Weekly Discussion Tutorial assignment (1)
4	Sept 26-29	Perspectives on Media and Audiences	Chapter 4 Weekly Discussion Tutorial assignment (2)
5	Oct 3-7	Advertising and Promotional Culture + <i>Merchants of Doubt</i> (film)	Chapter 5 Weekly Discussion Quiz 1
6	Oct 11-14	Communication Technology and Society: Theory and Practice	Chapter 6 Weekly Discussion
7	Oct 17-21	The Formation of Public Policy	Chapter 7 Weekly Discussion Tutorial assignment (3)
8	Oct 24-28	Communications Policy: Sector by Sector	Chapter 8 Weekly Discussion
9	Oct 31-Nov 4	Ownership and the Economics of Media	Chapter 9 Weekly Discussion Quiz 2
10	Nov 14-18	Journalists as Content Producers	Chapter 10 Weekly Discussion
11	Nov 21-25	Globalization	Chapter 11 Weekly Discussion Tutorial assignment (4)
12	Nov 28-Dec 2	Media and Communication: Looking Back, Looking Forward	Chapter 12 Weekly Discussion Tutorial assignment (5)
13	Dec 5-7		Catch up week

The best way to succeed in this class is to keep up with the materials which are made available on a weekly basis and synchronized with your tutorials, whether in person or online. The lectures are available to you anytime that week (i.e. asynchronously), while your tutorials are synchronous.

This entire course is designed by week (12 weeks), and its contents are organized according to the schedule below. Each week, you must listen to the lecture. Some lectures are recorded in one take, other weeks consist of several shorter lectures. All lectures are numbered in order so that you can follow along with the textbook. Slides are also provided in D2L. Each week you must also participate in the "Weekly Discussion" which is a question or provocation posted in D2L for that week. Weeks 3, 4, 7, 11, and 12, you are expected to hand in a Tutorial Assignment to your TA for assessment. Some of these Assignments will be closely linked to the Discussion from that week, while others will address other course materials from that week. You must be in direct contact with you TA (not professor) about all things related to the tutorial. You will also have two quizzes, which will cover chapters 1-5 and 6-9 respectively, along with any other course materials related to those weeks. There are no make-up assignments or quizz 'redos' in this class (except for special circumstances) and any unexcused late assignments will be subject to the late policy and any assignment more than 7 days (unexcused) late will receive a zero.. Please plan accordingly. The responsibility to complete all grade related items and do all the readings is on you!

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