

University of Calgary
Department of Communication, Media and Film

Communication and Media Studies COMS 203 L01
New Media

FALL 2018

Monday Sept 10 – Thursday Dec 6
(excluding Oct 8, Nov 12, & Nov 15)

Lectures: M 12:00-13:50
Labs: R 11:00-11:50,12:00-12:50

Instructor: Ray op'tLand
Office: SS250
Office Phone: ---
E-Mail: rmoptlan@ucalgary.ca
Web Page: D2L available through MyUofC portal
Office Hours: Appointments available on request

Course Description

This course offers an introduction to the social, political, economic, and cultural aspects of new media. New media will first be situated historically and set up as manifestations of different kinds of power. Topics to be examined include social networks, representation and identity online, activism, surveillance in digital culture, and regulatory frameworks. Toward the conclusion of the course, these elements will be brought together through case studies of specific new media forms: online activism, digital games/apps, and youth mobile cultures. The goal of the course is to provide students with the opportunity, through lectures and labs, to gain a broad understanding of new media as a terrain marked by diverse struggles for communication power.

Additional Information

This course involves both lectures and labs, where students will be responsible for participating in discussion and working in smaller groups. Regular attendance is expected and participation in labs is crucial. Readings must be completed before class, and students are expected to participate fully in group discussions of all assigned readings.

Objectives of the Course

By the end of the course students will be able to:

- Understand the development of new media in relation to its historical, social, economic, and political context
- Identify and analyze cultural factors influencing design and use of new media
- Critically evaluate and apply a range of theoretical and empirical approaches to studying new media
- Interrogate their own new media practices and participation in digital cultures
- Develop both verbal and written analytic skills needed for undergraduate study

Textbooks and Readings

Flew, Terry and Richard Smith. 2018. *New Media: An Introduction*, 3rd Canadian Edition. Don Mills: Oxford University Press. This book is available through the U of C Bookstore

Additional readings will be made available through the D2L website.

Internet and electronic communication device information

Students are welcome to use laptops and other electronic note-taking devices in this course. Please be considerate of others during lectures, screenings, and discussions and switch off all iPods, cellphones, etc. whenever you enter the classroom. Phone use, including sending/receiving text messages, taking calls in class or leaving the class to take calls is disruptive to the entire class and will not be tolerated. Taking pictures of lecture materials or class activities is prohibited, unless explicit consent is given by the instructor.

Assignments and Evaluation

Weight	Course components	Due
10%	Lab Participation	ongoing
10%	Quiz #1	Oct. 1
25%	Mid-term Exam	Nov. 5
10%	Quiz #2	Dec. 3
15%	Ignite Presentation	Nov. 19, 26, Dec. 3
30%	Final Essay	Dec. 6

Assignment Details:

Participation

Labs require active participation in both activities and group discussion. Participation is not measured solely by how often you speak up. Informed, thoughtful contributions to discussion are more important than frequent contributions. An ability to demonstrate familiarity with the required readings is also crucial. Attentive listening matters – students who interrupt others, distract their classmates, or use electronic devices in a way that distracts the instructor or their peers will see an impact on their participation grade. Students are also expected to participate by engaging with the presentations of fellow students by attending presentations, asking questions, and offering thoughtful and constructive commentary.

Quiz 1

Students will have the first 20 minutes of class to complete a multiple choice quiz. Questions will be based on lectures, labs, and readings from weeks 1 – 3.

Midterm Exam

Mid-term Test 1 - In the second half of lecture on October 2, students will complete a mid-term test that covers all course material *up to and including* that date. The test will feature a mix of multiple choice, short answer questions, and one long answer question. All of the questions will pertain to material from the required readings and lectures.

Quiz 2

Students will have the first 20 minutes of class to complete a multiple choice quiz. Questions will be based on lectures, labs, and readings from weeks 9 -- 12.

Ignite presentation

In lab on November 19, 26, and December 3, students will individually present on a particular new media example, according to the topic for the week: online political activism, digital games and apps or youth mobile cultures. A signup sheet for presentation slots will be available in tutorial on October 11 – those who do not sign up will be assigned to a slot. Students should prepare a four-minute Ignite-style talk that presents the example to class and highlights one specific problem or challenge related to the social, economic, political, or cultural aspects of that example. For more on Ignite talks and to view some examples, see: <http://igniteshow.com/>.

Final essay

The final essay is due in hard copy at the start of the last lecture. The essay will be 4-5 pages (1000 - 1250 words) in length, and will cite at least three academic sources – these can be textbook chapters, recommended scholarly readings, or books and journal articles that students locate independently. The essay will build from the Ignite presentation by applying two concepts from the course to the new media example used in the presentation. Detailed instructions for the essay will be provided in lecture in mid-October.

Registrar-scheduled Final Examination: No

All assignments and exams must be completed or a course grade of F may be assigned at the discretion of the instructor.

Submission of Assignments: Please hand in your essays directly to your instructor if possible. If it is not possible to do so, a daytime drop box is available in SS320; a date stamp is provided for your use. A night drop box is also available for after-hours submission. Assignments will be removed the following morning, stamped with the previous day's date, and placed in the instructor's mailbox.

Please include your name and ID number on all assignments, and be prepared to provide picture ID to pick up assignments or look at marked final exams in SS 320. Personal information is collected in accordance with the *Freedom of Information and Protection of Privacy (FOIP) Act*. For more information, see <http://www.ucalgary.ca/legalservices/foip/foip-hia>

Note: It is the student's responsibility to keep a copy of each submitted assignment and to ensure that the proper version is submitted (particularly in courses requiring electronic submission). Including a version date in your file name may be useful.

Policy for Late Assignments

Assignments submitted after the deadline may be penalized with the loss of a 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 will process the request and issue letters of accommodation to instructors. For additional information on support services and accommodations for students with disabilities, visit www.ucalgary.ca/access/.

Students who require an accommodation in relation to their coursework based on a protected ground other than disability should communicate this need in writing to their

Instructor. The full policy on Student Accommodations is available at <http://www.ucalgary.ca/policies/files/policies/student-accommodation-policy.pdf>.

- Students seeking accommodation for transient illnesses (e.g., the flu) should contact their instructors. Whenever possible, students should advise their instructors in advance if they will be missing quizzes, presentations, in-class assignments, or group meetings.
- When accommodations are granted, they may take forms other than make-up tests or assignments. For example, the weight of a missed grade may be added to another assignment or test.
- For information on Deferrals of Final Exams and Term Work, see sections G.6 and G.7 of the *University Calendar* at <http://www.ucalgary.ca/pubs/calendar/current/g-6.html> and <http://www.ucalgary.ca/pubs/calendar/current/g-7.html>

Grading & Department of Communication, Media and Film Grade Scale

Final grades are reported as letter grades. Course work will be graded using raw point scores. These will be converted to the letter-grade equivalent on D2L. A rubric for each assignment will be available on D2L.

The following chart outlines the grade scale percentage equivalents used in the Department of Communication, Media and Film. In calculating final grades in this course, letter grades will be converted to the midpoint of the percentage range, as shown in the final column of the table below.

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%

* If percentages are used to calculate final grades, then grades falling within these ranges will be translated to the corresponding letter grades.

** These percentage equivalents will be used for calculating final grades unless an alternative method of final grade calculation is outlined above.

Writing Skills Statement

Department policy directs that all written assignments (including, to a lesser extent, written exam responses) will 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. Sources used in research papers must be properly documented. If you need help with your writing, you may use the writing support services in the Student Success Centre (3rd floor, Taylor Family Digital Library). Visit the website for more details: <http://www.ucalgary.ca/ssc/writing-support>

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. 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. These requirements apply to all assignments and sources, including those in non-traditional formats such as Web pages or visual media.

For information on citation and documentation styles (including APA, Chicago, IEEE, MLA, and others), visit the links provided at <https://ucalgary.ca/ssc/resources/writing-support/436>. Research and citation resources are also available on the website of the Purdue Online Writing Lab (OWL) at <https://owl.english.purdue.edu/owl/section/2/> If you have questions about how to document sources, please consult your instructor or visit the writing support services in the Student Success Centre (3rd floor, Taylor Family Digital Library, at <http://www.ucalgary.ca/ssc/writing-support>).

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 (e.g., surveys, interviews, or observations) as part of your university studies, you are responsible for following university research ethics guidelines. Your instructor must review and approve your research plans and supervise your research. For more information about your research ethics responsibilities, see <http://arts.ucalgary.ca/research/resources/ethics>

Important information, services, and contacts for students

For information about . . .	Visit or contact . . .
ARTS PROGRAM ADVISING (ASC)	SS 102 403-220-3580 artsads@ucalgary.ca
CAMPUS SECURITY <ul style="list-style-type: none"> • Calgary Police Service • Emergency Text Messaging • Emergency Evacuation & Assembly • Safewalk Program 	http://www.ucalgary.ca/security/ 403-220-5333 403-266-1234 Emergency: call 911 http://www.ucalgary.ca/emergencyplan/textmessage http://www.ucalgary.ca/emergencyplan/assemblypoints If you feel uncomfortable walking alone at any time, call Campus Security for an escort (220-5333). For more information, see http://www.ucalgary.ca/security/
DESIRE2LEARN (D2L) Support <ul style="list-style-type: none"> • IT help line 	http://elearn.ucalgary.ca/desire2learn/home/students 403-220-5555 or itsupport@ucalgary.ca
STUDENT SUCCESS CENTRE <ul style="list-style-type: none"> • Writing Support Services • Student Services Mobile App 	http://ucalgary.ca/ssc http://www.ucalgary.ca/ssc/writing-support http://ucalgary.ca/currentstudents
STUDENTS' UNION CONTACTS <ul style="list-style-type: none"> • Faculty of Arts Reps • Student Ombudsman 	https://www.su.ucalgary.ca/about/who-we-are/elected-officials/ http://www.ucalgary.ca/provost/students/ombuds
SU WELLNESS CENTRE <ul style="list-style-type: none"> • Counselling Services • Health Services • Distress centre 24/7 CRISIS LINE • Online resources and tips 	403-210-9355 (MSC 370), M-F, 9:00–4:30 pm http://ucalgary.ca/wellnesscentre/counselling http://ucalgary.ca/wellnesscentre/health 403-266-HELP (4357) http://ucalgary.ca/wellnesscentre/healthycampus If you're concerned about a friend or your own well-being, it is important to seek help early. Call or visit the SU Wellness Centre or the 24-hour crisis line.

Schedule of Lecture Topics and Readings

(additional recommended and supplementary readings will be posted to D2L)

Week 1: Sep 10 – Defining “new” media

Required reading: Flew and Smith, Chapters 1 and 2: “Introduction to new media,” and “The history of new media”

Week 2: Sep 17 – New media & power

Required reading: Flew and Smith, Chapter 3: “Approaches to new media”

Week 3: Sep 24 – Networks and infrastructure

Required reading: Flew and Smith, Chapter 5: “Social networks and participatory culture” (pp. 128-146)

Week 4: Oct 1 – Visual culture and representation + Quiz #1

Readings to be assigned on D2L

Quiz #1 held during the 1st part of the class

Week 5: Oct 8 – Thanksgiving - **NO LECTURE** (University closed)

(note: there will be tutorials as usual on Thursday October 12)

Week 6: Oct 15 – Identities

Required reading: Alison Hearn and Stephanie Schoenhoff. "From celebrity to influencer: tracing the diffusion of celebrity value across the data stream."

Week 7: Oct 22 – Users, Audiences, Consumers

Required reading: Flew and Smith, Chapter 8: “The global knowledge economy”

Week 8: Oct 29 – Politics and Policy

Required reading: Flew and Smith, Chapter 9: “Internet law, policy and governance”

Week 9: Nov 5 – Social media

*** Mid-term Test held in the second half of class ***

Required reading: Flew and Smith, Chapter 5: “Social networks and participatory culture” (pp. 146-166)

Week 10: Nov 12 – Reading Break - **NO LECTURE** (University closed)

Mid-term break (note: there will be NO tutorials on Thursday November 15)

Week 11: Nov 19 – Mobile technologies

Required reading: Flew and Smith, Chapter 4: “Mobile new media”

Week 12: Nov 26 – Digital games

Required reading: Flew and Smith, Chapters 6 and 7: “Games: Technology, industry, and culture,” and “Creative Industries”

Week 13: Dec 3 – Last class wrap-up + Quiz #2

Required reading: Flew and Smith, Chapter 10: “Conclusion”

Quiz #1 held during the 1st part of the class