

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

**Communication and Media Studies (COMS) 401 L02**

**Special Topics in Communication and Media Studies - Global Communication  
Governance**

**Winter 2018**

**Monday, Jan 8 – Monday, April 13 (excluding February 19<sup>th</sup>)**

**Monday's 12:00 – 14:45**

**Instructor:** Gregory Taylor  
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### **Course Description**

Our increasingly interconnected world rests upon laws, agreements and organizations that are responsible for maintaining the flow of information across the globe. Much of this system of governance is not new and has adapted to changing technologies over decades; others are connected to the recent rise of internet-based technologies. This course explores this global dynamic in areas such as copyright, ICTs and development, international infrastructure, and global governance institutions.

### **Objectives of the Course**

Through lectures, readings, class discussions, and course assignments, students will:

- Explore a range of theoretical and methodological approaches to the study of mass communications across the globe.
- Develop critical and analytical skills through the interrogation of texts, media, policies, organizations, corporations, and events.
- Examine the social, political, and economic impacts of contemporary global communications.

## Textbooks and Readings

The following texts are available in ebook via the Taylor Library.

Iosifidis, P. (2011). *Global Media and Communication Policy: An International Perspective*: Palgrave Macmillan UK.

Mansell, R., & Raboy, M. (2011). *The Handbook of Global Media and Communication Policy*: Wiley.

Ó Siochrú, S., Girard, B., & Mahan, A. (2002). *Global media governance : a beginner's guide*. Lanham, MD: Rowman & Littlefield.

Other readings are available online or will be posted to D2L.

Students are expected to have all readings completed prior to scheduled class times in order to contribute effectively during class discussions and activities.

## Internet and electronic communication device information

Laptops are permitted for note taking only. **iPods, cellphones and gaming devices may not be used at all during class.** Please respect the instructor and your fellow students. Improper use of electronic devices will impact your participation grade.

## Assignments and Evaluation

<b>Participation</b>	<b>(ongoing)</b>	<b>10%</b>
<b>D2L Short Writing (2 X 10%)</b>	<b>First by Jan 29</b>	<b>20%</b>
	<b>Second by April 2 (latest)</b>	
<b>Essay Proposal and</b>		
<b>Annotated Bibliography</b>	<b>March 19</b>	<b>15%</b>
<b>Midterm (closed book)</b>	<b>March 12</b>	<b>20%</b>
<b>Mock UN</b>	<b>March 26</b>	<b>10%</b>
<b>Final Essay</b>	<b>April 9</b>	<b>25%</b>

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

### ***Participation—10%: Due date—ongoing***

Students are expected to not only be in attendance every week, but to contribute significantly to the class discussions via individual comments, in-class group work activities, and short presentations. Oral participation will help solidify concepts for yourself and others.

***Desire2Learn Short Writing Assignment —20% (2 X 10%): Due date—  
various***

Throughout the course, students will be required to write a total of two (2) responses to a required course reading. The first assignment must be completed **within the first four weeks of class (by Jan 29)**. This assignment is about your ideas – therefore the responses are due before the class in which the reading will be discussed. Each assignment will outline the main argument presented in the reading and the key points the author uses to support his/her claim. If possible, try to outline how this global regulation can have implications for your daily media use. Assignments will not be accepted after the class begins and the readings are discussed. The class on **April 2** is the final class to submit the second short writing assignment.

Each response must be between 500 and 750 words, equivalent to two (2) or three (3) pages double-spaced. This assignment seeks to synthesize course material with experience from students' personal media engagement.

***Responses must demonstrate sound analysis of the ideas from course readings and include specific quotes (this is primary, your personal reflections may be used to underscore the points raised in the readings).*** Other sources may be used if formally cited but are not required.

These assignments are to be uploaded to D2L.

***Essay Proposal and Annotated bibliography —15%: Due date—March 19  
(start of class, as two separate files on D2L)***

Students must submit a two (2) page (500 word), double-spaced proposal regarding their final essay research project. Essay proposal submissions must include the following: a working title; a critical question about issues and/or institutions in global media governance; a possible thesis statement; and a rationale as to why you have chosen your critical question. Why is this area of research significant? Marks will be awarded for clarity of proposal and its relevance to the greater themes studied in the class. **(10 marks)**

In addition to the essay proposal, **in a separate file**, students must submit a list of eight (8) academic sources from a variety of resources (books, book chapters, journal articles, etc.) **from outside the course syllabus**. Sources that are not academic (ie news stories) may be used but only as an addition to the eight academic sources. Each academic source must include a brief annotation *in your own words* of three-to-five (3-5) sentences, as to its importance for your potential final essay research project. **(5 marks)**

**Midterm—20%: March 12**

A midterm examination will test knowledge on all course readings up to this point in the course and content presented in lectures. Midterms must be taken in class unless documentation is provided for a legitimate absence. Possible testing formats include short answers, and/or essay questions. Students will have the first half of class (90 minutes) to write the midterm. No class is scheduled for the second half. The exam is closed book.

**Mock UN—10%—March 26**

Students will be in groups of 2-3 and assigned a country or region to represent at the meeting. Information sources will be provided but the group is encouraged to do some research on their own as well. Students are to assume the role of representatives of that country and present their position on the topics provided for the hearing.

There will be a time allotted for debate after the presentations and groups are encouraged to question each other's position. Marks will be awarded for quality of information given at the meeting, presentation skills and points raised during the open debate.

**Final Essay—25%: Due date—April 9 (start of class)**

Students will submit a 2000-2500 word (8-10 page) research essay, excluding bibliography. The final essay must be printed in a double-spaced format (12 font), paginated, and with your name, course & professor, a title and a properly cited bibliography. Essays must have a clear thesis statement to be argued throughout the body of the text. Essays must demonstrate strong research in support of the thesis.

Students will explore a critical question about issues and/or institutions in global media governance. The essay should build upon a theme identified in class discussion or in one or more of the articles/works under examination throughout the course. Your point must be unified throughout and introduced by a clear thesis statement in the first paragraph.

Students should demonstrate clear applications of the resources cited and develop their original argument by drawing upon their own experiences. Sources outside the eight (8) scholarly works required may be used to support your thesis but must be from a credible source (if uncertain, ask Dr. Taylor).

All references must be properly and fully cited in a consistent format (APA or Chicago preferred). Essays must generally follow what was proposed in the preceding essay proposal assignment unless otherwise discussed with the instructor.

## **Registrar-scheduled Final Examination: No**

**Submission of Assignments:** Please hand in your final essay directly to your instructor.

Please include your name and ID number on all assignments, and be prepared to provide picture ID to pick up assignments or look at final exams in SS 320 after classes have ended. 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/secretariat/privacy>

**Note:** It is the student's responsibility to keep a copy of each submitted assignment. For courses in which assignments are submitted electronically, it is the student's responsibility to ensure that the correct copy of the assignment is submitted. (Including the version date or version number in your file name may help you avoid submitting the wrong version of your written assignments.)

### **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/](http://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\\_0.pdf](http://www.ucalgary.ca/policies/files/policies/student-accommodation-policy_0.pdf).

Please note:

1. Students seeking accommodations for transient illnesses (e.g., the flu) should contact their instructors directly. Whenever possible, students should advise their instructors in advance if they will be missing quizzes, presentations, in-class assignments, or group meetings.
2. 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.

3. 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>

### 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. For details see <http://comcul.ucalgary.ca/needtoknow>. 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 Centre. Visit the website for more details: <http://www.ucalgary.ca/ssc/writing-support>

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

Work in this course will be graded using letter grades. The following grade scale percentage equivalents are used in the Department of Media, Communication 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	Department grade scale equivalents	Letter grade % equivalent for calculations
4.00	Outstanding	A+	96 - 100%	98.0%
4.00	Excellent—superior performance, showing comprehensive understanding of subject matter.	A	90 - 95.99%	93.0%
3.70		A -	85 - 89.99%	87.5%
3.30		B+	80 - 84.99%	82.5%
3.00	Good--clearly above average performance with knowledge of subject matter generally complete.	B	75 - 79.99%	77.5%
2.70		B-	70 - 74.99%	72.5%
2.30		C+	65 - 69.99%	67.5%
2.00	Satisfactory—basic understanding of the subject matter.	C	60 - 64.99%	62.5%
1.70		C-	55 - 59.99%	57.5%
1.30	Minimal pass—marginal performance; generally insufficient	D+	53 - 54.99%	54.0%

	preparation for subsequent courses in the same subject			
<b>1.00</b>		<b>D</b>	50 - 52.99%	51.5%
<b>0.00</b>	Fail – unsatisfactory performance or failure to meet course requirements.	<b>F</b>	00 - 49.99%	0%

### **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> . If you have questions about how to document sources, please consult your instructor or the Writing Centre (3<sup>rd</sup> Floor TFDL, <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 (i.e. surveys, interviews, observation) as part of your university studies, you are responsible for following university research ethics guidelines. Your instructor must review and approve of 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 . . .
<b>ARTS PROGRAM ADVISING (ASC)</b>	SS 102 403-220-3580 <a href="mailto:artsads@ucalgary.ca">artsads@ucalgary.ca</a>
<b>CAMPUS SECURITY</b> <ul style="list-style-type: none"> <li>• Calgary Police Service</li> <li>• Emergency Text Messaging</li> <li>• Emergency Evacuation &amp; Assembly</li> <li>• Safewalk Program</li> </ul>	<a href="http://www.ucalgary.ca/security/">http://www.ucalgary.ca/security/</a> <b>403-220-5333</b> <b>403-266-1234</b> <b>Emergency: call 911</b> <a href="http://www.ucalgary.ca/emergencyplan/textmessage">http://www.ucalgary.ca/emergencyplan/textmessage</a> <a href="http://www.ucalgary.ca/emergencyplan/assemblypoints">http://www.ucalgary.ca/emergencyplan/assemblypoints</a> If you feel uncomfortable walking alone at any time, call Campus Security for an escort (220-5333). For more information, see <a href="http://www.ucalgary.ca/security/">http://www.ucalgary.ca/security/</a>
<b>DESIRE2LEARN (D2L) Support</b> <ul style="list-style-type: none"> <li>• IT help line</li> </ul>	<a href="http://elearn.ucalgary.ca/desire2learn/home/students">http://elearn.ucalgary.ca/desire2learn/home/students</a> 403-220-5555 or <a href="mailto:itsupport@ucalgary.ca">itsupport@ucalgary.ca</a>
<b>STUDENT SUCCESS CENTRE</b> <ul style="list-style-type: none"> <li>• Writing Support Services</li> <li>• Student Services Mobile App</li> </ul>	<a href="http://ucalgary.ca/ssc">http://ucalgary.ca/ssc</a> <a href="http://www.ucalgary.ca/ssc/writing-support">http://www.ucalgary.ca/ssc/writing-support</a> <a href="http://ucalgary.ca/currentstudents">http://ucalgary.ca/currentstudents</a>
<b>STUDENTS' UNION CONTACTS</b> <ul style="list-style-type: none"> <li>• Faculty of Arts Reps</li> <li>• Student Ombudsman</li> </ul>	<a href="https://www.su.ucalgary.ca/about/who-we-are/elected-officials/">https://www.su.ucalgary.ca/about/who-we-are/elected-officials/</a> <a href="http://www.ucalgary.ca/provost/students/ombuds">http://www.ucalgary.ca/provost/students/ombuds</a>
<b>SU WELLNESS CENTRE</b> <ul style="list-style-type: none"> <li>• Counselling Services</li> <li>• Health Services</li> <li>• Distress centre 24/7 CRISIS LINE</li> <li>• Online resources and tips</li> </ul>	<b>403-210-9355</b> (MSC 370), M-F, 9:00–4:30 pm <a href="http://ucalgary.ca/wellnesscentre/counselling">http://ucalgary.ca/wellnesscentre/counselling</a> <a href="http://ucalgary.ca/wellnesscentre/health">http://ucalgary.ca/wellnesscentre/health</a> 403-266-HELP (4357) <a href="http://ucalgary.ca/wellnesscentre/healthycampus">http://ucalgary.ca/wellnesscentre/healthycampus</a> 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 Lectures and Readings**

### **Week 1 (Jan 8) Why “governance?” Is Communication a right?**

### **Week 2 (Jan 15) The Roots of Globalization**

Magder, Ted. “The Origins of International Agreements and Global Media”. In Raboy/Mansell Chapter 2 (23 – 39)

Iosifidis. Part II Global Communication Theories and the Nation-State. (93 – 119)

### **Week 3 (Jan 22) Wiring Us Together**

Winseck, D. (2017). The Geopolitical Economy of the Global Internet Infrastructure. *Journal of Information Policy*, 7, 228-267.

Starosielski, Nicole. Chapter 2: “Fixed Flow: Undersea Cables as Media Infrastructure”. In Parks, L., & Starosielski, N. (2015). *Signal Traffic: Critical Studies of Media Infrastructures*. Champaign, IL: University of Illinois Press (53 – 71). Available from the library in ebook.

### **Week 4 (Jan 29): International Regulators**

\*\*\*first short paper due\*\*\*

Iosifidis. Chapter 6: Supranational Bodies, Non-State Actors and Global Media Policy (125 – 140)

Maclean, Don. “The Evolution of GMCP Institutions” In Raboy/Mansell Chapter 3 (40 – 57).

### **Week 5 (Feb 5): Internet Regulation and Net Neutrality**

Ó Siochrú, S., Girard, B., & Mahan, A. (2002). *Global media governance : a beginner's guide*. Lanham, MD: Rowman & Littlefield. Chapter 8: The Internet Corporation for Assigned Names and Numbers (99 – 119)

Lessig, L. (2006). *Code 2.0*. New York: Basic Books. Chapter Four: Architectures of Control. Available here: <http://codev2.cc/download+remix/>

Cerf, V. G. (2015). Internet Governance and the Internet Governance Forum Redux. *IEEE Internet Computing*, 19(2), 96-96. (available via library website) Not suitable for short paper review.

## **Week 6 (Feb 12): Communication and NAFTA**

Calabrese, Andrew and Marco Briziarelli. "Policy Imperialism: Bilateral Trade Agreements as Instruments of Media Governance". In Raboy/Mansell Chapter 24 (383 – 395).

Gómez, R. (2016). Communication industries in North America after 20 years of North American Free Trade Agreement: Media policy, regulatory bodies and concentration. *International Communication Gazette*, 78(3), 177-199.

**Feb 19 – Reading Break. No Class.**

## **Week 7 (Feb 26): Piracy and Intellectual Copyright**

Lessig, L. (2004). *Free culture: how big media uses technology and the law to lock down culture and control creativity*. New York: Penguin Press. Chapter four: Pirates; Chapter five: Piracy (53-79). Available here: <http://www.free-culture.cc/freeculture.pdf>

## **Week 8 (March 5): Clouds and Data routing**

Obar, Jonathan A. and Clement, Andrew. Internet Surveillance and Boomerang Routing: A Call for Canadian Network Sovereignty (July 1, 2013). TEM 2013: Proceedings of the Technology & Emerging Media Track - Annual Conference of the Canadian Communication Association (Victoria, June 5-7, 2012). Available at SSRN: <https://ssrn.com/abstract=2311792> or <http://dx.doi.org/10.2139/ssrn.2311792>

Holt, Jennifer and Patrick Vondereau. Chapter 3: "Where the Internet Lives": Data Centers as Cloud Infrastructure. In Parks, L., & Starosielski, N. (2015). *Signal Traffic: Critical Studies of Media Infrastructures*. Champaign, IL: University of Illinois Press (71 – 93). Available from the library in ebook.

## **Week 9 (March 12): Midterm Exam (90 minutes)**

## **Week 10 (March 19): the North/South Divide**

**\*\*essay proposal and annotated bibliography due\*\*\***

Alhassan, Amin and Paula Chakravartty. "Postcolonial Media Policy Under the Long Shadow of Empire". In Raboy/Mansell Chapter 23 (366 – 382)

Plus prep for Mock UN

**Week 11 (March 26): Mock UN**

**Topics:           Facebook Zero Rating  
                      CNN and BBC International  
                      UNESCO Convention on Cultural Diversity**

**Week 12 (April 2): Is it Time to Regulate Google and Facebook?**

**\*\*\*last day for second short writing\*\*\***

Fuchs, C. (2013). *Social Media: A Critical Introduction*: SAGE Publications. Chapter One: What is a Critical Introduction to Social Media? (1-25) Available via D2L

Caplan, Lincoln (2017) Should Facebook And Twitter Be Regulated Under The First Amendment? Wired. <https://www.wired.com/story/should-facebook-and-twitter-be-regulated-under-the-first-amendment/>

**Week 13 (April 9):**

**\*\*final essays due at the beginning of class\*\***