

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

COMS 203 L01: NEW MEDIA

SPRING 2020: May 7 - June 17 (excluding May 18th)

**Lectures: Pre-recorded audio lectures on D2L follow the schedule below
Tutorials: Digital workshops available on D2L in correspondence with lecture topics**

Instructor: Mickey Vallee

Email: mickey.vallee@ucalgary.ca (emails will be responded to within 24 hours)

Office Hours: By appointment by email or Zoom (or other preferred method)

This course is delivered entirely online through the D2L platform, as the campus remains closed due to the COVID-19 pandemic.

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 the defining characteristics of new media in relation to networked infrastructure, representation, identities, users, political engagement, and regulatory frameworks. Toward the conclusion of the course, these elements will be brought together through case studies of specific new media forms: social media platforms, mobile technologies, and global media. The goal of the course is to provide students with the opportunity, through lectures and tutorials, to gain a broad understanding of new media as a terrain marked by diverse struggles for communication power.

Additional Information

Please be aware that much of this course deals with the artifacts, experiences, and products of new media culture. As such, some of the material we study manifests coarse language, sexuality, and violence. If this is a problem for you, please see the instructor, and think carefully about whether this particular course is the best fit for you.

This online, distance education course involves audio lectures and online discussion boards, where students will be responsible for participating in discussion and answering directed questions. Regular posting is expected and participation in D2L is crucial. Readings must be completed regularly, and students are expected to participate fully in online discussions of all assigned readings.

Objectives of the Course

COMS 203 has the following major objectives:

1. To provide you with the basis to identify, analyze and evaluate the social factors influencing the design and use of new media;
2. To encourage critical thinking about new media's historical development and its broader role in society, economics, politics, and culture;
3. To provide you with the opportunity to discuss how the course material relates to everyday new media cultures through written assignments as well as lab activities and group discussion;
4. To help prepare you for further undergraduate study.

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Textbooks and Readings

The required textbook for the course is *Converging Media: A New Introduction to Mass Communication* (6th Edition). The University of Calgary Bookstore is prepared to arrange for the delivery of a hard copy of the text. Alternatively, you may wish to download, at a lower cost, the e-text version: <https://www.redshelf.com/book/829328/convergingmedia-829328-9780190646677-john-v-pavlik-shawn-mcintosh>

Internet and electronic communication device information

This course is D2L intensive. It will have audio lectures, powerpoint slides, workshop activities, video examples, and discussion boards. I have tried to make the course as interactive as possible without actually being in the same place. I promise that it will be fun if you engage regularly with the material. It is easy to fall into the procrastinating trap in a distance education course. Please be careful and mindful of your work and try to develop a routine as quickly as possible.

Assignments and Evaluation

Weight	Course Components	Due
20%	<p>Participation With the exception of Module 11, Discussion posts for modules <i>must</i> be posted before the day of the next module (see timetable below). Online discussions and exercises require active participation. Participation is not measured solely by how many posts you make. Informed, thoughtful contributions to discussion are more important than frequent contributions. An ability to demonstrate familiarity with the required readings is also crucial. Attentive reading and listening matters — you are expected to engage with one another and to respect one another. There is no discussion for Module 11.</p>	On or before the delivery day of <i>the next module</i> (i.e. module 1 discussion to be posted <i>before</i> module 2, etc.)
20%	<p>Module Quizzes (not timed, open book, 5 mc questions each) After you have studied for each module, with the exception of the opening module, you will complete a D2L quiz that covers all module material by 11:59 PM on the day of the module delivery. The quiz is comprised of 5 multiple choice questions. Late quizzes will not be accepted.</p>	After studying for each module. (See the timetable at the end of this outline)
15%	<p>Mid-term D2L Test (2 hours, open book, 50 mc questions) Sometime between the morning of May 29 (8:00 AM) and June 1 (by 11:59 PM), at your convenience, you will take two hours for a mid-term test that covers all course material up to and including the module on Interactive Media. The test will feature 50 multiple choice questions. All of the questions will pertain to material from the required readings and lectures. The mid-term test will be open-book.</p>	Anytime between May 29 and June 1
30%	<p>Short Paper The short research paper (i.e. 1500-2000 words) will be in response to a list of topics and questions assigned by the instructor early on in the course. Information and instructions will be posted on D2L.</p>	June 11
15%	<p>Final D2L Exam (2 hours, open book, 50 mc questions) The final exam must be completed on June 17 on D2L by 11:59 PM. You will have 90 minutes for a final exam that covers all course material from the modules on Social Media to Global Media (i.e. non-cumulative). The exam will feature 50 multiple choice questions.</p>	June 17

** Additional time will be added for individual students who get authorized accommodations through Student Accessibility Services*

Registrar-scheduled Final Examination: NO

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

Policy for Missed Assignments/Exams: If you miss a quiz, test, or presentation, you are responsible to contacting the instructor to arrange a make-up assignment.

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. Late quizzes will not be accepted.

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/. Students who require an accommodation 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) or another legitimate reason should contact their instructors. Whenever possible, students should provide supporting documentation to support their request; however, instructors may not require that a medical note be presented. For the policy on supporting documentation the use of a statutory declaration, see Section M.1 of the University Calendar: <https://www.ucalgary.ca/pubs/calendar/current/m-1.html>. Also see FAQs for Students: <https://www.ucalgary.ca/registrar/registration/appeals/student-faq>

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>

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.

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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

If you need help with your writing or have questions about citing sources, please consult your instructor or visit the Student Success Centre, 3rd floor, Taylor Family Digital Library.

To book an appointment, go to https://ucalgary.ca/student-services/student-success?utm_source=ssc&utm_medium=redirect&utm_campaign=redirect

Grading & Department of Communication, Media and Film Grade Scale

Final grades are reported as letter grades. Course components will be graded using raw point scores. 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. Percentage scores will be used for the paper and the quizzes.

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.

Instructor Intellectual Property & Copyright Legislation

Course materials created by the instructor (including 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 Instructor: Mickey Vallee (mjvallee@gmail.com)

consent of the instructor. The posting of course materials to third party websites such as notesharing 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.

All students are required to read the University of Calgary policy on Acceptable Use of Material Protected by Copyright (www.ucalgary.ca/policies/files/policies/acceptable-use-of-material-protected-by-copyright.pdf) and requirements of the copyright act (<https://laws-lois.justice.gc.ca/eng/acts/C-42/index.html>) to ensure they are aware of the consequences of unauthorized sharing of course materials (including instructor notes, electronic versions of textbooks etc.). Students who use material protected by copyright 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>

Deferrals of Course Work and Requests for Reappraisal

For university regulations and procedures related to deferrals of exams and course work, requests for reappraisals, and other matters, please see the relevant sections in the University Calendar: <https://www.ucalgary.ca/pubs/calendar/current/academic-reg.html>

Student Support Services and Resources

Please visit <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, visit <http://elearn.ucalgary.ca/desire2learn/home/students>. IT support is available at itsupport@ucalgary.ca or by calling 403-220.5555.

Schedule of Lecture Topic and Readings

May 7	Course Outline, Introductions
May 12	Module 1: Mass Communication and its Digital Transformation (module quiz 1 due; discussion post due before delivery date of Module 2, May 14)
May 14	Module 2: Media Literacy in the Digital Age (module quiz 2 due; discussion post due before delivery date of Module 3, May 19)
May 19	Module 3: Print Media; Books, Newspapers, and Magazines (module quiz 3 due; discussion post due before delivery date of Module 4, May 21)
May 21	Module 4: Audio Media: Music Recordings, Radio (module quiz 4 due; discussion post due before delivery date of Module 5, May 26)
May 26	Module 5: Visual Media: Photography, Movies, and Television (module quiz 5 due; discussion post due before delivery date of Module 6, May 28)
May 28	Module 6: Interactive Media: The Internet, Video Game, and Virtual Reality (module quiz 6 due; discussion post due before delivery date of Module 7, June 2)
<i>Between May 29 - June 1</i>	Online mid-term test.

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June 2	Module 7: The Impact of Social Media (module quiz 7 due; discussion post due before delivery date of Module 8, June 4)
June 4	Module 8: Advertising: The Power of Persuasion (module quiz 8 due) (discussion post due before delivery date of Module 9, June 9)
June 9	Module 9: Media Ethics (module quiz 9 due) (discussion post due before delivery date of Module 10, June 11)
June 11	Module 10: Media Theory and Research (module quiz 10 due; discussion post due before delivery date of Module 11, June 16) (Short paper due: 1500-2000 word essay)
June 16	Module 11: Global Media in the Digital Age (module quiz 11 due; no discussion for Module 11)
June 17	Final Examination on D2L