

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

Communication and Media Studies

COMS 203 L01 New Media

Winter 2017

Monday, Jan. 9 – Wednesday, April 12 (excluding Feb. 19-26)

Lecture: Mondays, 3pm – 4:50pm

Labs: Fridays 11am – 11:50am or 12pm – 12:50pm (depending on registration)

Instructor: Dr. Jessalynn Keller
Office: SS 304
Office Phone: 403-220-8728
E-Mail: jessalynn.keller@ucalgary.ca
Web Page: D2L available through MyUofC portal

Office Hours: Wednesdays 1pm-3pm or by appointment

Teaching Assistants

Diana Elizarova: Diana.elizarova@ucalgary.ca, office hours: TBA

Kimberlyn Williams: kimberlyn.williams@ucalgary.ca, office hours: TBA

Course Description

This course offers a critical 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, the materiality of new media, privacy of digital data, and regulatory frameworks. Toward the conclusion of the course, these elements will be brought together through topical case studies of online political activism, youth mobile cultures, and digital games/apps. 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

Prerequisite: COMS 201

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 the cultural factors influencing the design and use of new media

- Critically evaluate and apply a range of theoretical and empirical approaches to studying new media
- Interrogate one's 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. 2014. *New Media: An Introduction, 2nd Canadian Edition*. Don Mills: Oxford University Press.

Additional reading will be supplied through D2L.

Please note that required readings should be read **prior** to the lecture for which they are assigned.

Internet and electronic communication device information

I encourage you to bring your laptop or tablet to lectures and labs for note-taking purposes. Occasionally, you may be asked to use your device for an in-class exercise. However, students who are distracting their peers through the use of their computer/tablet/phone for purposes not related to class will be asked to leave.

No audio or video recording of any kind is allowed in class without the permission of the professor.

Email policy

Before emailing me, please check that the answer to your question is not in the course syllabus! I aim to answer all email inquiries as soon as possible, but will not reply to emails in the evening or over the weekend. When sending me an email, please specify what course you are in (COMS 203) and include a clear statement of purpose in the subject line. Always be professional and courteous in your emails to me and your teaching assistants.

If you want to discuss an assignment or a concern about the course I prefer to meet in person during office hours, as these meetings are often more fruitful than a lengthy email exchange. I encourage you to use my office hours, and hope to meet many of you there throughout the semester.

Assignments and Evaluation

| Weight | Course components | Due |
|--------|------------------------------|-----------------------|
| 20% | Midterm exam | February 13 |
| 25% | Reflection paper (3-4 pages) | March 6 |
| 10% | Ignite Presentation | March 24, 31, April 7 |
| 35% | Final exam | April exam period |
| 10% | Lab participation | Weekly in labs |

Midterm Exam (20%), 50 minutes
February 13, 2017

In the first half of lecture on February 13, students will complete a mid-term test that covers all course material up to (but not 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 both the readings and lectures, testing students' understanding of the ideas presented in the course so far.

Reflection Paper (25%), 3-4 pages
Due: March 6, 2017

In an essay of 3-4 pages (750-1000 words) reflect on your relationship to a particular example of new media. This will be a personal reflection that: 1) describes in detail the specific, unique ways in which you use the new media example, and 2) applies concepts from the course to your example in order to critique your own reflection about new media. The idea is to question your initial assumptions about new media by viewing your example through alternative frameworks presented in the lectures and/or the readings. You will be expected to reference **two or more** of the authors discussed on the course (in lectures or readings). Make sure to have a thesis statement guiding the essay's central argument, and structure it with a clear introduction, body, and conclusion.

Further information about this assignment will be distributed in lecture in early February.

Ignite Presentation (10%), 4 minutes
March 24, 31, and April 7

In lab on March 20, 27, and April 3, students will individually present on a particular new media example, according to the topic for the week: online political activism, youth mobile cultures, or digital games and apps. A signup sheet for presentation slots will be available in tutorial on March 10 – 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. The presentations will be adapted from Ignite talks, where the **four-minute** talk will be accompanied by **16 slides** that each automatically advance after 15 seconds. For more on Ignite talks and to view some examples, see: <http://igniteshow.com/>.

Final Exam (35%), 2 hours
April exam period

The final exam, which students will have two hours to complete, will take place during the April examination period (April 15-26) at a date to be determined by the Registrar. The exam will cover all material included in the course lectures and readings, in order to evaluate students' understanding of new media in broad contexts. The format of the exam will be a mix of multiple choice, short answer, and long answer questions.

Lab participation (10%)
Due: Ongoing

Your weekly labs are an important component of this course and regular attendance is required. Because labs are structured around student discussion and activities, you are

expected to actively participate in these sessions. Students will be evaluated on quality contributions, which should be informed, thoughtful, and demonstrate a familiarity with the assigned readings.

Registrar-scheduled Final Examination: Yes.

Note: All assignments and exams weighted more than 20% must be completed in order to receive a passing grade in the course.

Submission of Assignments: Assignments must be submitted in hard copy directly to the professor in lecture. 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 note that assignments will not be accepted via email unless permission on an individual basis is granted from the professor.**

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/secretariat/privacy>

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. This includes weekends (e.g. if an assignment is due Thursday and you submit it on Monday you will be penalized four grades).

Late work will not be accepted one week past the original deadline without appropriate documentation (i.e. doctor's note). Late work will not receive written feedback.

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>

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 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

Final grades are reported as letter grades. However, assignments in this course will be graded using raw scores (for example, an assignment worth 30% will be graded out of 30).

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, final raw scores (out of 100) will be converted to percentages and then letter grades using this chart.

| Grade Point Value | Description | Grade | Dept of CMF 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 preparation for subsequent courses in the same subject | D+ | 53 - 54.99% | 54.0% |
| 1.00 | | D | 50 - 52.99% | 51.5% |
| 0.00 | Fail – unsatisfactory performance or failure to meet course requirements. | F | 0 - 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 (3rd 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 (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/ |

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|---|---|
| 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/healthy-campus 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

Week 1 Monday, January 9: Welcome: What is “new” media?

Required reading:

Flew & Smith – chapter 1 (Introduction to New Media)

Week 2 Thursday, January 16: Historicizing new media:

Required reading:

Flew & Smith – chapter 2 (The History of New Media)

Cassell & Cramer – “High Tech or High Risk: Moral Panics About Girls Online” (on D2L)

Week 3 Monday, January 23: Theorizing new media

Required reading:

Flew & Smith – chapter 3 (Approaches to New Media)

Week 4 Monday, January 30: Networks and social media

Required reading:

Flew & Smith – chapter 5 (Social Networks and Participatory Culture)
boyd – Why Youth Heart Social Network Sites (on D2L)

Week 5 Monday, February 6: Representation and identity

Required reading:

Steele – “Signifyin,’ bitching, and blogging”
Chemaly – “The 12-year-old slut meme and Facebook’s misogyny problem” (on D2L)

Week 6 Monday, February 13: Materiality of new media

Required reading:

Nakamura: “Economies of digital production in East Asia: iPhone girls and the transnational circuits of cool” (on D2L)

**** MIDTERM EXAM in first half of lecture ****

Week 7 Monday, February 20: READING WEEK, NO LECTURE OR LAB

Required reading:

None – please use this time to work on reflection paper

Week 8 Monday, February 27: Digital inequalities: Local and global contexts

Miller – “Digital inequality”

Boyd: “White flight in networked publics”

Week 9 Monday, March 6: Surveillance, data and privacy

Required reading:

Miller – “Everyone is watching: Privacy and surveillance in digital life”

Vickery – “Creative ways teens maintain social privacy with social media” (on D2L)

**** Reflection paper due****

Week 10 Monday, March 13: Policy and regulation

Required reading:

Flew & Smith – chapter 9 (Internet Law, Policy and Governance)

Week 11 Monday, March 20: Online political activisms

Required reading:

Rentschler and Thrift – “Doing feminism in the network” (on D2L)

Walters – “Secret Facebook groups become Trump-era activist tools” (on D2L)

Week 12 Monday, March 27: Youth mobile cultures

Required reading:

Hasinoff – “Sexting as media production: Rethinking social media and sexuality” (on D2L)

Flew & Smith – chapter 4 (Mobile New Media)

Choi – “Like, flirt, ghost: Inside the social media lives of teens” (on D2L)

Week 13 Monday, April 3: Digital games and apps

Required reading:

Flew & Smith – chapter 6 (Games: Technology, Industry, and Culture)

Gray – “Intersecting oppressions and online communities” (on D2L)

Week 14 Monday, April 10: Course Wrap-Up, Review, and Evaluations

Required reading:

Flew & Smith – chapter 10 (Conclusion)