

Communications Studies (COMS) 381
History of Communications
Fall 2012

Lecture: Monday 15:00-16:50 SB 144

Lab 01: Friday 12-12:50 in ST 059

Lab 02: Friday 13:00 -13:50 in ST 055

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Course Description

A general survey of how various communication systems and practices developed through history, and of the social contexts within which they emerged, transformed, and adapted through time. Within this framework, the course examines major technological developments in the history of human communication and uses theory to understand their origins and impacts on social organization and everyday life. The overall objective is to engage students in disciplined reflection upon communication, both past and present, by examining the historical development of ideas about and practices of communication.

Prerequisite or Corequisite: Communications Studies 201[COMS201].

Note: Credit for both Communications Studies 381 and 380 will not be allowed.

Objectives of the Course

1. To provide an understanding of a range of theoretical and conceptual interpretations of communications history;
2. To explore the relationships among communications, technological development and social dynamics in historical and current context;
- 3.. To introduce students to communications history as a field of study.

Internet and electronic communication device information:

No restriction on the use of laptops (ipads, netbooks, etc.) in class if they are used to take notes or find information relevant to the class, and if there is no disturbance of other students or the instructor. Phones must be turned off during class time unless you are a health care or law enforcement professional with appropriate ID.

Textbooks:

David Crowley and Paul Hayer, *Communication in History*, 6th edition
Walter Ong, *Orality and Literacy*
McLuhan and Zingrone, *The Essential McLuhan*

Assignments and Evaluation:

Annotated Bibliography and proposal for research paper:

due Monday October 1 in class	(10%)
Quiz 1, Friday October 12	(20%)
Quiz 2, Friday November 9	(20%)
Research paper: due in class November 19	(30%)
Participation (tutorial quizzes/reports)	(10%)
Final Exam, Monday December 3	(10%)

All assignments must normally be completed in order to pass the course.

Guidelines for Assignments

Annotated Bibliography and proposal for research paper: due Monday October 1 in class
(10%)

(See description of research paper, below)

Requirement: A description of what you plan to investigate, with what sources and methods -- the more detail, the better. Any preliminary theories should be stated, but will not need to be proven at this stage. Annotations should demonstrate your familiarity with your chosen sources; they must include complete bibliographic citations (APA or MLA: your choice, but keep them consistent).

Length: 2-4 pages.

Quiz 1, Friday October 12	(20%)
Quiz 2, Friday November 9	(20%)

Quizzes on familiarity with assigned readings and lecture material, given in Friday tutorials. The best way to prepare is to do the readings, take notes, and show up for lectures and tutorials.

Research paper: due November 19 in class (30%)

Analysis, with use of course materials and methods, of a means of communication (print, electronic, auditory, visual, tactile, etc.) Your paper must include:

Description of your topic, its significance (historical/cultural/personal/etc.), any critical theories that are applicable to it, sources you have consulted (complete bibliographic references, as above).

Your work will be evaluated on: degree of familiarity with the topic and sources, application of course readings and lectures to your topic, coherence, cohesiveness, accuracy and competence of writing.

Length: 5-10 pages. You may work with a partner.

Participation (tutorial quizzes/reports) (10%)

Your tutorial instructor will give occasional quizzes on a pass/fail basis. These will count toward your participation score; so will participation in tutorial discussions.

Final Exam, Monday December 3 in class (10%)

Form TBA: instructions will be given in the previous week.

It is the student's responsibility to keep a copy of each submitted assignment.

Note: Please hand in your essays directly to your tutor or 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.

Registrar-scheduled Final Examination: No

Please note: If your class is held in the evening, the Registrar's Office will make every attempt to schedule the final exam during the evening; however, there is NO guarantee that the exam will NOT be scheduled during the day.

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.

Freedom of Information and Protection of Privacy Act

This course is conducted in accordance with the Freedom of Information and Protection of Privacy Act (FOIP). As one consequence, **students should identify themselves on all written work by placing their name on the front page and their ID number. Also you will be required to provide a piece of picture identification in order to pick up an assignment or look at a final exam from SS320 after classes have ended.**

For more information see also <http://www.ucalgary.ca/secretariat/privacy>.

Writing Skills Statement

Department policy directs that all written assignments (including, although to a lesser extent, written exam responses) will be assessed at least partly on writing skills. For details

see <http://www.comcul.ucalgary.ca/needtoknow>. Writing skills include not only surface correctness (grammar, punctuation, sentence structure, etc) but also general clarity and organization. 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 System

The following grading system is used in the Department of Communication and Culture:

(Revised, effective September 2008)

	Grading Scale	Meaning (for papers):
A+	96-100	Professional quality work
A	90-95.99	Outstanding and well expressed
A -	85-89.99	Excellent; needs more attention to detail
B+	80-84.99	Very good; well expressed
B	75-79.99	Good: basic expectations are met
B-	70-74.99	Good: needs more attention
C+	65-69.99	Shows promise; improvements needed
C	60-64.99	Adequate: covers the basics only
C-	55-59.99	Barely adequate
D+	53-54.99	Shows gaps in comprehension
D	50-52.99	Grim: see me immediately
F	0-49	Failing

Where a grade on a particular assignment is expressed as a letter grade, it will normally be converted to a number using the midpoint of the scale. That is, A- would be converted to 87.5 for calculation purposes. F will be converted to zero.

NB: You will be graded on the results of your assignments. Hard work merits an “A” only if it produces outstanding results.

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. Readers must be able to tell exactly where your words and ideas end and other people’s words and ideas begin. This includes assignments submitted in non-traditional formats such as Web pages or visual media, and material taken from such sources.

Please consult your instructor or the Writing Centre (3rd Floor Taylor Family Digital Library, <http://www.ucalgary.ca/ssc/writing-support>) if you have any questions regarding how to document sources.

Academic Misconduct

For information on academic misconduct and the consequences thereof please see the current University of Calgary Calendar at the following link;

<http://www.ucalgary.ca/pubs/calendar/current/k.html>

Students with Disabilities

If you are a student with a disability who may require academic accommodation, it is your responsibility to register with the Disability Resource Centre (220-8237) and discuss your needs with your instructor no later than fourteen (14) days after the start of the course.

Students' Union

For details about the current Students' Union contacts for the Faculty of Arts see

<http://www.su.ucalgary.ca/governance/elections/home.html>

Student Ombudsman

For details on the Student Ombudsman's Office see <http://www.su.ucalgary.ca/services/student-services/student-rights.html>

Emergency Evacuation and Assembly points

For information on the emergency evacuation procedures and the assembly points see

<http://www.ucalgary.ca/emergencyplan/assemblypoints>

"SAFEWALK" Program -- 220-5333

Campus Security will escort individuals day or night -- call 220-5333 for assistance. Use any campus phone, emergency phone or the yellow phone located at most parking lot booths.

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

The Department of Communication and Culture Research Ethics site:

<http://www.comcul.ucalgary.ca/ethics>

or the University of Calgary Research Ethics site:

<http://www.ucalgary.ca/research/cfrieb>

Schedule of Lectures and Readings

A detailed schedule will be provided on the Blackboard site for the course in September.

For those who wish to prepare in advance, here are the reading assignments for the first week of classes (be prepared to discuss these readings in your tutorial on Friday, September 14):

Lecture 1: September 10 Overview: Media, Messages, Voices and Images

McLuhan and Zingrone, Introduction

McLuhan and Zingrone, Chapters 12 and 13

Focus: What is the spectrum of communication?