

**University of Calgary**  
**Department of Communication, Media and Film**  
**Communications Studies COMS 381, L01**  
**Communications History**  
**Spring 2015**  
**MW 12:00 – 1:45 P.M; Tutorial: MW 2:00 – 2:50 P.M**

Instructor: María Victoria Guglietti  
Office Location: SS 307  
E-Mail: [mvguglie@ucalgary.ca](mailto:mvguglie@ucalgary.ca)  
Office Hours: Tuesdays 1:50 to 2:50 P.M.

### **Course Description**

This course studies major theoretical perspectives in the study of communication technologies as well as developments in communication technologies from prehistory to the mobile society. Topics will include constructivist and technological deterministic views of technology, the “democratic rationalization” of communication technology, communication before writing, the middle ages and the monopoly of communication and knowledge, the printing press and early literacy, the advent of a consumer society, the development of wireless technologies, the phonograph, film and radio and the development of a star system and new ways of programming leisure, the emergence and evolution of television and the advent of a mobile network society.

### **Objectives of the Course**

.to expose students to different theoretical approaches to the study of communication technologies and their effects on how technology is understood and studied.

.to develop a critical awareness to the interrelation between society, culture, power and technological development.

.to encourage students' critical analysis of academic sources and oral skills.

### **Internet and electronic communication device information**

Laptops are permitted in class as long as they are used EXCLUSIVELY for note taking. Cell phones should be turned off during class. The use of electronic devices for extracurricular activities during class will have a direct impact on the participation mark.

## **Textbooks and Readings:**

David Crowley and Paul Heyer, *Communication in History: Technology, Culture, Society*. 6<sup>th</sup> ed. Pearson.

## **Assignments and Evaluation**

### **1. Reading responses: 20%**

Students will submit four reading responses throughout the term: two responses are due before the midterm (June 8<sup>th</sup>) and two are due after. Reading responses will be posted on D2L the first day of the term. Each reading response is based on a mandatory reading. To complete the response students are required to read the reading and briefly answer the question linked to the reading and assigned by the instructor (approx. 250 words). Reading responses are due the day the reading will be discussed in class. Responses **MUST** be handed in at the beginning of the class. No late responses will be accepted because the pedagogical objective of the response is to test the student's comprehension of the reading prior to the lecture and in-class discussion.

### **2. In-class group activity: 30%**

Seminars are three 60-minute in-class group activities based on different mandatory readings. A typical seminar introduces between three and five questions that require students to explain aspects of a mandatory reading and connect readings to contemporary communication contexts. Seminars are completed and handed in during the lecture. To complete the seminars students **MUST** attend class and do the readings assigned. Students that anticipate that they will be absent **MUST** inform the instructor a day before the assignment is due. Absences due to illness can only be justified with a doctor's note. The following is a list of seminars and deadlines:

Group activity 1: Technological determinism and early writing seminar (May 27<sup>th</sup>)

Group activity 2: Consumer culture (June 10<sup>th</sup>)

Group activity 3: Media and information monopolies (June 17<sup>th</sup>)

### 3. Midterm: 25%

The midterm will consist of short and long answers covering weeks 1 to 3.

### 4. Final: 25%

Students will complete a final reflection questionnaire that will require active critical engagement with the topics discussed throughout the term. The questionnaire will be distributed on June 22<sup>nd</sup> at the end of class and students will submit their answers electronically by June 25<sup>th</sup> at NOON.

You do not need to complete all assignments to receive a passing grade in the course.

Assignment guidelines will be handed out the first day of class.

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

**Submission of Assignments:** 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.

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.

### **Students with Disabilities**

If you are a student with a disability who may require academic accommodation, it is your responsibility to register with the Student Accessibility Services (220-8237, <http://www.ucalgary.ca/access/>) and discuss your needs with your instructor no later than 14 days after the start of the course.

## 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>

## Dept of Department of Communication, Media and Film Grade Scale

Work in this course will be graded using the following grade scale used in the Department of Communication, Media and Film. **Assignments will receive a percentage mark.**

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 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	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 <http://www.ucalgary.ca/ssc/node/208> . 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:

<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/research/research-ethics>

## Important information, services, and contacts for students

For information about . . .	Visit or contact . . .
<b>ARTS STUDENT CENTRE</b> (advising)	SS 102 403-220-3580 <a href="mailto:picarts@ucalgary.ca">picarts@ucalgary.ca</a>
<b>CAMPUS SECURITY</b> • <b>Calgary Police Service</b>	<a href="http://www.ucalgary.ca/security/">http://www.ucalgary.ca/security/</a> 403-220-5333 403-266-1234 <b>Emergency: call 911</b>

<ul style="list-style-type: none"> <li>• <b>Emergency Text Messaging</b></li> <li>• <b>Emergency Evacuation &amp; Assembly</b></li> <li>• <b>Safewalk Program</b></li> </ul>	<p><a href="http://www.ucalgary.ca/emergencyplan/textmessage">http://www.ucalgary.ca/emergencyplan/textmessage</a></p> <p><a href="http://www.ucalgary.ca/emergencyplan/assemblypoints">http://www.ucalgary.ca/emergencyplan/assemblypoints</a></p> <p>If you feel uncomfortable walking alone at any time, call Campus Security for an escort (<b>220-5333</b>). For information, see <a href="http://www.ucalgary.ca/security/">http://www.ucalgary.ca/security/</a></p>
<p><b>DESIRE2LEARN (D2L) Support</b></p> <ul style="list-style-type: none"> <li>• <b>IT help line</b></li> </ul>	<p><a href="http://elearn.ucalgary.ca/desire2learn/home/students">http://elearn.ucalgary.ca/desire2learn/home/students</a></p> <p>403-220-5555 or <a href="mailto:itsupport@ucalgary.ca">itsupport@ucalgary.ca</a></p>
<p><b>STUDENT SUCCESS CENTRE</b></p> <ul style="list-style-type: none"> <li>• <b>Writing Support Services</b></li> <li>• <b>Student Services Mobile App</b></li> </ul>	<p><a href="http://ucalgary.ca/ssc">http://ucalgary.ca/ssc</a></p> <p><a href="http://www.ucalgary.ca/ssc/writing-support">http://www.ucalgary.ca/ssc/writing-support</a></p> <p><a href="http://ucalgary.ca/currentstudents">http://ucalgary.ca/currentstudents</a></p>
<p><b>STUDENTS' UNION CONTACTS</b></p> <ul style="list-style-type: none"> <li>• <b>Faculty of Arts Reps</b></li> <li>• <b>Student Ombudsman</b></li> </ul>	<p><a href="http://www.su.ucalgary.ca/governance/elections/home.html">http://www.su.ucalgary.ca/governance/elections/home.html</a></p> <p><a href="http://www.ucalgary.ca/provost/students/ombuds">http://www.ucalgary.ca/provost/students/ombuds</a></p>
<p><b>SU WELLNESS CENTRE</b></p> <ul style="list-style-type: none"> <li>• <b>Counselling Services</b></li> <li>• <b>Health Services</b></li> <li>• <b>Distress centre 24/7 CRISIS LINE</b></li> <li>• <b>Online resources and tips</b></li> </ul>	<p><b>403-210-9355</b> (MSC 370), M-F, 9:00–4:30 pm</p> <p><a href="http://ucalgary.ca/wellnesscentre/counselling">http://ucalgary.ca/wellnesscentre/counselling</a></p> <p><a href="http://ucalgary.ca/wellnesscentre/health">http://ucalgary.ca/wellnesscentre/health</a></p> <p><b>403-266-HELP (4357)</b></p> <p><a href="http://ucalgary.ca/wellnesscentre/healthycampus">http://ucalgary.ca/wellnesscentre/healthycampus</a></p> <p>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.</p>

## Schedule of Lectures and Readings

	<b>Monday</b> Room ST 126 12:00 to 14:50	<b>Wednesday</b> Room ST 126 12:00 to 14:50
<b>Week 1</b> May 20	<b>May 18<sup>th</sup>-</b> <b>NO CLASSES (Victoria Day)</b>	<b>Topic:</b> Introduction to course. Theoretical perspectives: constructivism and technological determinism <b>Readings:</b> Innis and Ong (Chapters 2 and 7) <sup>1</sup>
<b>Week 2</b> May 25, 27	<b>Topic:</b> Communication before writing, the alphabet, early writing <b>Reading:</b> Chapters 1, 4 and 5 <b>Assignment:</b> reading responses (RR) 1, 2 OR 3	<b>Topic:</b> Illuminated manuscripts, invention of the printing press. <b>Readings:</b> Chapters 8 and 10 <b>Assignment:</b> in-class group activity 1; RR 4 AND/OR 5
<b>Week 3</b> June 1, 3	<b>Topic:</b> Reformation and literacy, early press. Telegraphy. <b>Readings:</b> Chapter 12, 13 and 17 <b>Assignment:</b> RR 6, 7 AND/OR 8	<b>Topic:</b> Consumer culture, telephony and the phonograph. <b>Readings:</b> Chapters 18, 16 and 21 <b>Assignment:</b> RR 9, 10 AND/OR 11
<b>Week 4</b> June 8, 10	<b>MIDTERM (12 - 13:20)</b>  13:30 to 14:50 <b>Topic:</b> The new journalism and photojournalism <b>Readings:</b> Chapters 15 and 19 <b>Assignment:</b> RR 12 AND/OR 13	<b>Topic:</b> Film and the star system <b>Readings:</b> Chapters 22 and 24 <b>Assignment:</b> in-class group activity 2; RR 14 AND/OR 15
<b>Week 5</b> June 15, 17	<b>Topic:</b> Wireless telegraphy, radio <b>Readings:</b> Chapters 25, 26 and 27. <b>Assignment:</b> RR 16, 17 AND/OR 18	<b>Topic:</b> Television and television formats and audiences <b>Readings:</b> Chapters 30, 31 and 36 <b>Assignment:</b> in-class group activity 3, RR 19, 20 AND/OR 21
<b>Week 6</b> June 22, 24	<b>Topic:</b> The Internet and the mobile society <b>Readings:</b> Chapters 37, 39 and 41. <b>Assignment:</b> RR 22, 23 AND/OR 24 <b>Distribution of take-home final exam instructions</b>	<b>Time dedicated to final exam writing.</b>
<b>Final exam due JUNE 25<sup>th</sup> at NOON</b>		

<sup>1</sup> Chapter numbers are all from C&H's 6<sup>th</sup> edition.

## Deadlines

<b>Assignment</b>	<b>Due date</b>	<b>Weight</b>
Group activity 1	May 27 <sup>th</sup>	10%
Midterm	June 8 <sup>th</sup>	25%
Group activity 2	June 10 <sup>th</sup>	10%
Group activity 3	June 17 <sup>th</sup>	10%
Reading responses	Two BEFORE or ON June 8th AND two AFTER June 8th	20%
Final take-home exam	June 25 <sup>th</sup> NOON	25%
TOTAL		100%