Instructor: Maria Victoria Guglietti

Office Location: SS 209

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Office Hours: Mondays and Wednesdays 16:45 to 17:45 or by appointment

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*. 6th ed. Pearson.

Additional MANDATORY reserved readings found in the library:

Brian Wiston. "Introduction: A Storm from Paradise. Technological Innovation, Diffusion and Suppression." *In Media Technology and Society. A History: From the Telegraph to the Internet*, pp. 1-15. London: Routledge, 1998

Wiebe E. Bijker and John Law. "General Introduction." In *Shaping Technology/Building Society: Studies in Sociotechnical Change*, pp. 1-14. Cambridge, Mass.: The MIT Press, 1992.

Andrew Feenberg. Excerpts from "Preface" and "The Problem of Agency." In Questioning Technology, pp. vii-xv and 120-129. London: Routledge, 1999.

David Hogarth. "Public Service Broadcasting as a Modern Project: A Case Study of Early Public-Affairs Television in Canada." In *Communication History in Canada*, 2nd ed., edited by Daniel J. Robinson, pp. 228-237. Don Mills, Ontario: Oxford University Press, 2009.

Nicholas Garnham. "Information Society Theory as Ideology." In *The Information Society Reader*, edited by Frank Webster, pp. 165-184. London: Routledge, 2004.

Assignments and Evaluation

1. **Reading responses: 25%**

Students will answer five questionnaires connected to the different readings studied in class. Students must choose ONLY five of the twelve questionnaires that will be posted on blackboard. Each questionnaire, worth 5%, consists of two to three questions (typically a question per reading) and MUST be handed in the day the readings will be discussed in class. For example, if a student chooses a questionnaire connected to the alphabet, early writing and media biases (chapters 4, 5 and 2), the due date is July 13, the day those topics will be discussed in class.

2. **Group presentation and outline: 15%**

In groups of three, students will analyse three academic papers focused on a communication technology of their choice. A complete presentation will include the identification of the author's main argument and theoretical perspective/s used, research question/s, and description of findings. The group will also be responsible to prepare a two-page outline to be distributed electronically to the class the day before the presentation is due.

A more detailed rubric and instructions will be posted on blackboard.

3. **Midterm: 25% (July 25th)**

A combination of short and long answers.

4. **Final: 30%**

It will be cumulative, though the emphasis will be placed on the material studied after the midterm. The format will consist of a combination of short answers and an analysis.

Date to be set by the Registrar.

5. **Participation: 5%**

This mark will be based on attendance and in-class participation.

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: Yes.

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: www.efwr.ucalgary.ca

Grading System

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

(Revised, effective September 2008)

	Grading Scale
A+	96-100
A	90-95.99
A -	85-89.99
B+	80-84.99
B	75-79.99
B-	70-74.99
C+	65-69.99
C	60-64.99
C-	55-59.99
D+	53-54.99
D	50-52.99
F	0-49

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.

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 (MacEwan Student Centre 4th floor, efwr.ucalgary.ca) 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/cfreb

Schedule of Lectures and Readings

Date	Topic	Readings	Assignment
07/04	Introduction: What is communication technology and why do we need a history of it?	Winston (reserves)	
07/06	Theoretical perspectives: Constructivism and technological determinism	Bijker and Law (reserves) C&H: chapter 2[1]	Reading response
07/11	Theoretical perspective: Democratic Rationalization Communication before writing	Feenberg (reserves) C&H: chapters 1 and 3.	Reading response
07/13	The alphabet Early writing	C&H: chapters 4 and 5.	Reading response Group presentation
07/18	Illuminated manuscripts The development of printing	C&H: chapters 8, 9 and 10.	Reading response Group presentation
07/20	Reformation and literacy Early press Telegraphy	C&H: chapters 12, 13 and 17.	Reading response Group presentation
07/25	MIDTERM		Reading response Group presentation
07/27	Consumer culture The telephone The phonograph	C&H: chapters 18, 16 and 21.	Reading response Group presentation

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[1]C&H stands for Crowley and Heyer's *Communication in History*, 6th ed.

08/01	CIVIC HOLIDAY		
08/03	Film and the star system	C&H: chapters 22 and 24	Reading response Group presentation
08/08	Radio	C&H: chapters 26, 27 and 30.	Reading response Group presentation
08/10	Television	C&H: chapters 31 and 36. Hogarth (reserves)	Reading response Group presentation
08/15	The Internet	C&H: chapters 37, 38 and 39.	Reading response Group presentation
08/17	The Information Society Towards a mobile society?	Garnham (reserves) C&H: chapter 41.	Reading response Group presentation