

University of Calgary
Department of Communication, Media and Film
COMS 201 (L01): Introduction to Communication and Media Studies

WINTER: 2022/01/10 - 2022/04/12 (excluding Feb 20-26)

Lecture: MoWe 9:00AM - 9:50AM

Lectures are online, and the course is synchronous.

Some quizzes are asynchronous – meaning you have a 12-hour window to complete the test in D2L. Labs are synchronous:

COMS 201-B01 (10668) Intro to Comm & Media Studies (Laboratory) 30 Fr 9:00AM - 9:50AM
COMS 201-B02 (10713) Intro to Comm & Media Studies (Laboratory) 30 Fr 10:00AM - 10:50AM
COMS 201-B03 (10725) Intro to Comm & Media Studies (Laboratory) 30 Fr 11:00AM - 11:50AM
COMS 201-B04 (10726) Intro to Comm & Media Studies (Laboratory) 30 Fr 12:00PM - 12:50PM
COMS 201-B05 (14216) Intro to Comm & Media Studies (Laboratory) 30 Fr 1:00PM - 1:50PM
COMS 201-B06 (12829) Intro to Comm & Media Studies (Laboratory) 30 Fr 2:00PM - 2:50PM

IMPORTANT NOTE FOR ONLINE COURSE DELIVERY

Asynchronous & Synchronous Course Components: Please read this outline carefully to see which course components will be offered synchronously (where you are expected to participate in person or online at the usual scheduled course time) and which components will be offered asynchronously (to be completed on your own time). Synchronous sessions hosted on Zoom can be accessed on D2L by clicking on the Communications tab and selecting Zoom.

Note: If you will not be able to participate in synchronous in-class or online class sessions owing to time differences or geographical location, then consult with the instructor to see if accommodation is possible or arrange to take this course in a future term.

Online Quizzes and Exams: You will be allowed a minimum window of 24 hours to access online quizzes and exams, but there may be a time limit for completing a quiz once you open it. Read the description carefully. The time specified for any timed online assessments includes 50% extra time.

Instructor:	Mél Hogan
Office:	SS301
Email:	mhogan@ucalgary.ca
Web Page:	D2L (access via MyUofC portal)
Office Hours:	Mondays 1-3pm on Zoom, by appointment

Course Description

A general mapping of the field, with an emphasis on its breadth in the areas of media studies, communication of science and technology and rhetorical communication. General examination of how Communications Studies emerged during the twentieth century and how the field relates to issues of social and cultural change.

Additional Information

The weekly schedule of topics and readings can be found on D2L. You will have access to a mix of pre-recorded and live lectures in D2L, during the scheduled class time (synchronous). Your quizzes will also be available to take during the class time (see schedule) but you will be given a 12 hour window to work within (asynchronous). Your labs are synchronous and you must attend and participate. Office hours are by appointment and over Zoom.

Students are responsible for reading and following all course and university policies discussed in this outline.

Objectives of the Course

By the end of this course, students should be able to

- identify the major theoretical traditions informing the field of COMS;
- apply these theories to different and diverse media examples;
- develop original arguments for discussions in tutorials;
- develop clear and concise writing skills in online Discussions in D2L.

Textbook

Mike Gasher; David Skinner; Natalie Coulter *Media and Communication in Canada: Networks, Culture, Technology, Audience*. Publisher: Oxford University Press Canada. Edition: 9th

*This book is available as a hard copy or as an online version.

Learning Technologies and Requirements

Through readings, lectures, written assignments and group discussions and activities, COMS 201 will introduce students to the interdisciplinary field of communication and media studies. Recognizing that communication is integral to all human activities and interactions, this course explores elements of communication and media studies that appeal to scholars from a variety of academic disciplines.

In order to complete online (or blended) courses, University of Calgary students are required to have reliable access to the following technology:

- A computer with a supported operating system, as well as the latest security and malware updates, with current antivirus software enabled;
- Broadband internet connection, and a current and updated web browser;
- A webcam (built-in or external), and a microphone and speaker (built-in or external) or headset with microphone.

If you need access to other software programs to complete assignments, your instructor will provide relevant information and links.

If you have technical difficulties, contact IT support services. See <https://www.ucalgary.ca/pubs/calendar/current/student-campus-services-information-technologies-it.html>

Policy on the Use of Electronic Communication Devices

Please familiarize yourself with the University's policy on the recording of lectures, which is outlined at <https://www.ucalgary.ca/pubs/calendar/current/e-6.html>, and carefully review the section on Instructor Copyright at the end of this outline.

Assignments and Evaluation

Weight	Assessed Components	Due
15%	Participation grades will be awarded on the basis of your active involvement in tutorial discussions and activities. Details of required tutorial activities will be provided by your lab TA.	weekly

	In order to receive participation grades, you are expected to contribute to the discussions. Each week, the tutorial will cover key aspects of the week's readings.	
45%	<p>Quiz 1 will be composed of multiple-choice questions designed to assess your comprehension of the course material so far.</p> <p>Chapters 1-6 (and related lecture and lab content) will be covered on Quiz 1.</p> <p>This quiz is closed-book. Communicating with other students about the quiz before the quiz closes will be considered academic misconduct. Students will have 120 minutes to complete the quiz. The quiz will be available for 24 hours. Students will have one attempt to write the quiz. The instructor and TAs will be available to answer students' questions about the quiz during class hours.</p>	Feb 16 (from 9am, to Feb 17, 9am)
30%	<p>Quiz 2 will be composed of multiple-choice questions designed to assess your comprehension of the course material so far.</p> <p>Chapters 7-10 (and related lecture and lab content) will be covered on Quiz 2.</p> <p>This quiz is closed-book. Communicating with other students about the quiz before the quiz closes will be considered academic misconduct. Students will have 90 minutes to complete the quiz. The quiz will be available for 24 hours. Students will have one attempt to write the quiz. The instructor and TAs will be available to answer students' questions about the quiz during class hours.</p>	March 23 (from 9am to March 24, 9am)
10%	<p>Quiz 3 will be composed of multiple-choice questions designed to assess your comprehension of the course material so far.</p> <p>Chapters 11-12 (and related lecture and lab content) will be covered on Quiz 3.</p> <p>This quiz is closed-book. Communicating with other students about the quiz before the quiz closes will be considered academic misconduct. Students will have 50 minutes to complete the quiz. The quiz will be available for 24 hours. Students will have one attempt to write the quiz. The instructor and TAs will be available to answer students' questions about the quiz during class hours.</p>	April 6 (from 9am to April 7, 9am)

Registrar-scheduled Final Examination: No

Note: You do not have to complete all the assignments and exams in order to receive a passing grade in this course.

Submission of Assignments

Please submit all assignments by uploading them to the designated D2L dropbox. Include your name and ID number on all assignments. Be sure to keep a copy of each submitted assignment and to submit the proper version.

Private information related to individual students is treated with the utmost regard by University of Calgary faculty. Student assignments will be accessible only by the authorized course faculty, and personal information is collected in accordance with the *Freedom of Information and Protection of Privacy (FOIP) Act*. Please note that instructors may use audio or video recording for lesson capture, assessment of student learning, and self-assessment of teaching practices.

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.

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. For the full policy on Student Accommodations, see <https://www.ucalgary.ca/legal-services/university-policies-procedures/student-accommodation-policy>

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 a medical note. For information on the use of a statutory declaration, see the *University Calendar*: <https://www.ucalgary.ca/pubs/calendar/current/m-1.html>

Student accommodation requests

Medical grounds – contact Student Accessibility Services

Non-medical grounds – contact vpse@ucalgary.ca

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>

Grading & Department of Communication, Media and Film Grade Scale

The following table outlines the grade scale percentage equivalents used in the Department of Communication, Media and Film. Final grades are reported as letter grades. For components graded using percentages or numerical scores, those values will be used directly in calculating the final course grade, while for components graded using letter grades, the letter grades will be converted to the midpoint values listed in the final column of the table below in calculating the final course grade.

In this course, you will be graded on your active engagement in tutorials and online Discussions in D2L, and 3 Quizzes. In the end, the percentages will be turned into a letter grade.

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%

* Column 4: If percentages are used to calculate final grades, then grades falling within these ranges will be translated to the corresponding letter grades. Column 5: These percentage equivalents will be used for calculating final grades unless an alternative method of final grade calculation is outlined above.

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.

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, consult your instructor or visit the Student Success Centre, Taylor Family Digital Library. To book an appointment, go to <https://ucalgary.ca/student-services/student-success/writing-support>

Instructor Intellectual Property & Copyright Legislation

Course materials created by the instructor (including lectures, 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 consent of the instructor. The posting of course materials to third party websites such as note-sharing 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.

To ensure they are aware of the consequences of unauthorized sharing of course materials (including instructor notes & electronic versions of textbooks), all students are required to read the *University of Calgary Policy on Acceptable Use of Material Protected by Copyright* at <https://www.ucalgary.ca/legal-services/university-policies-procedures/acceptable-use-material-protected-copyright-policy> and the requirements of the *Copyright Act* (<https://laws-lois.justice.gc.ca/eng/acts/C-42/index.html>). 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>

Research Ethics

Whenever you perform research with human participants, including surveys, interviews, or observations as part of your university studies, you are responsible for obtaining research ethics approval and for following university research ethics guidelines. In some cases, your instructors may apply for course-based research ethics approval for certain assignments, and in those cases, they must review and approve your research plans and supervise your research. For more information about your research ethics responsibilities, please see <https://arts.ucalgary.ca/research/arts-researchers/resources-researchers-and-instructors/ethics>

Deferrals of Course Work and Requests for Reappraisal

For university regulations and procedures related to deferral of term work, see <https://www.ucalgary.ca/pubs/calendar/current/g-7.html>

For information about deferrals of final examinations, see <https://www.ucalgary.ca/pubs/calendar/current/g-6.html>

For information about requesting a reappraisal of course work or of a final grade, see <https://www.ucalgary.ca/pubs/calendar/current/i.html>

Student Support Services and Resources

Please see <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, Zoom, Yuja, etc., see <https://elearn.ucalgary.ca/resources-for-students/>. (Find the topic menu under the icon to the left of the ELEARN banner.)

Schedule of Lecture Topics and Readings

Note that there are no lectures on the day of quizzes; you have class time to complete the quiz during class hours, when you will have access to TAs for questions. Or, you may take the quiz within a 24 hour window.

	Date	Topic	Reading
1	Jan 10-Jan 12	Defining the Field	Chapter 1
2	Jan 17-Jan19	The History of Media: Social and Cultural Forms	Chapter 2
3	Jan 24-Jan 26	Media Content: Studying the Making of Meaning	Chapter 3
4	Jan 31- Feb 2	Perspectives on Media and Audiences	Chapter 4
5	Feb 7 Feb 9	Advertising and Promotional Culture	Chapter 5
6	Feb 14 Feb 16 (Quiz 1 in D2L)	Communication Technology and Society: Theory and Practice	Chapter 6
BREAK			
7	Feb 28 March 2	The Formation of Public Policy	Chapter 7
8	March 7 March 9	Communications Policy: Sector by Sector	Chapter 8
9	March 14 March 16	Ownership and the Economics of Media	Chapter 9
10	March 21 March 23 (Quiz 2 in D2L)	Journalists as Content Producers	Chapter 10
11	March 28 March 30	Globalization	Chapter 11
12	April 4 *April 6 (Quiz 3 in D2L)	Media and Communication: Looking Back, Looking Forward	Chapter 12
13	*April 11 Catch up week		