

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

**Communication and Media Studies COMS 203 L01**

**New Media**

**Winter 2018**

**Monday, January 8 – Monday, April 9 (excluding February 19 - 25)**

**Lecture: Mondays, 3:00PM – 4:50PM**

**Labs:**

LAB 1	R 11:00 - 11:50	SS 006
LAB 2	R 12:00 - 12:50	SS 006
LAB 3	R 11:00 - 11:50	SS 012
LAB 4	R 12:00 - 12:50	SS 012

**Instructor:** Dr. Jessalynn Keller  
**Office:** SS 304  
**Office Phone:** 403-220-8728  
**Email:** Jessalynn.keller@ucalgary.ca  
**Web Page:** D2L available through MyUofC portal  
**Office Hours:** Mondays 1:00PM – 2:30PM, or by appointment

**Course Description:** This course offers an 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, surveillance in digital culture, and regulatory frameworks. Toward the conclusion of the course, these elements will be brought together through case studies of specific new media forms: online activism, digital games/apps, and youth mobile cultures. The goal of the course is to provide students with the opportunity, through lectures and labs, to gain a broad understanding of new media as a terrain marked by diverse struggles for communication power.

**Additional Information:** This course involves both lectures and labs, where students will be responsible for participating in discussion and working in smaller groups. Regular attendance is expected and **participation in labs is crucial**. Readings must be completed before class, and students are expected to participate fully in group discussions of all assigned readings.

**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 cultural factors influencing design and use of new media
- Critically evaluate and apply a range of theoretical and empirical approaches to studying new media
- Interrogate their 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, 2<sup>nd</sup> 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:

<b>Weight</b>	<b>Course components</b>	<b>Due</b>
10%	<p><b>Participation</b></p> <p>Tutorials require active participation in both activities and group discussion. Participation is not measured solely by how often you speak up. Informed, thoughtful contributions to discussion are more important than frequent contributions. An ability to demonstrate familiarity with the required readings is also crucial. Attentive listening matters – students who interrupt others, distract their classmates, or use electronic devices in a way that distracts the instructor or their peers will see an impact on their participation grade. Students are also expected to participate by engaging with the presentations of fellow students by attending presentations, asking questions, and offering thoughtful and constructive commentary.</p>	Weekly in tutorial
10%	<p><b>Quiz 1</b></p> <p>Students will have the first 20 minutes of class to complete a multiple choice quiz. Questions will be based on lectures, labs, and readings from weeks 1 – 4.</p>	February 5
25%	<p><b>Midterm Exam</b></p> <p>Students will have 90 minutes to complete a midterm exam, which will cover lectures, labs, and reading from weeks 1 – 6. Questions will primarily be short answer questions, with one essay question.</p>	February 26
10%	<p><b>Quiz 2</b></p> <p>Students will have the first 20 minutes of class to complete a multiple choice quiz. Questions will be based on lectures, labs, and readings from weeks 9 -- 12.</p>	April 2
15%	<p><b>Ignite presentation</b></p> <p>In lab on March 16, 23, and April 6, students will individually present on a particular new media example, according to the topic for the week: online political activism, digital games and apps or youth mobile cultures. A signup sheet for presentation</p>	March 16,

	slots will be available in tutorial on February 16 – 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 <b>four-minute</b> talk will be accompanied by <b>16 slides</b> that each automatically advance after 15 seconds. For more on Ignite talks and to view some examples, see: <a href="http://igniteshow.com/">http://igniteshow.com/</a> .	March 23, & April 6
30%	<b>Final essay</b> The final essay is due in hard copy at the start of the last lecture. The essay will be 3 - 4 pages (900-1200 words) in length, and will cite at least three academic sources – these can be textbook chapters, recommended scholarly readings, or books and journal articles that students locate independently. The essay will build from the Ignite presentation by applying two concepts from the course to the new media example used in the presentation. Detailed instructions for the essay will be provided in lecture in mid-February.	April 9

**Registrar-scheduled Final Examination:** No

**Note:** All assignments and exams must be completed or a course grade of F may be assigned at the discretion of the instructor.

**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, ID number, and the instructor's name on all assignments, and be prepared to provide picture ID to pick up assignments in SS 320. Personal information is collected in accordance with the *Freedom of Information and Protection of Privacy (FOIP) Act*. Please see: <http://www.ucalgary.ca/legalservices/foip/foip-hia>

**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/](http://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 using APA style. 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. In this course, percentage grades will be used for quizzes, tests and assignments.

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, letter grades will be converted to the midpoint of the percentage range, as shown in the final column of the table below.

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 (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 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 . . .
<b>ARTS PROGRAM ADVISING (ASC)</b>	SS 102 403-220-3580 <a href="mailto:artsads@ucalgary.ca">artsads@ucalgary.ca</a>
<b>CAMPUS SECURITY</b> <ul style="list-style-type: none"> <li>• Calgary Police Service</li> <li>• Emergency Text Messaging</li> <li>• Emergency Evacuation &amp; Assembly</li> <li>• Safewalk Program</li> </ul>	<a href="http://www.ucalgary.ca/security/">http://www.ucalgary.ca/security/</a> <b>403-220-5333</b> <b>403-266-1234</b> <b>Emergency: call 911</b> <a href="http://www.ucalgary.ca/emergencyplan/textmessage">http://www.ucalgary.ca/emergencyplan/textmessage</a> <a href="http://www.ucalgary.ca/emergencyplan/assemblypoints">http://www.ucalgary.ca/emergencyplan/assemblypoints</a> If you feel uncomfortable walking alone at any time, call Campus Security for an escort ( <b>220-5333</b> ). For more information, see <a href="http://www.ucalgary.ca/security/">http://www.ucalgary.ca/security/</a>
<b>DESIRE2LEARN (D2L) Support</b> <ul style="list-style-type: none"> <li>• IT help line</li> </ul>	<a href="http://elearn.ucalgary.ca/desire2learn/home/students">http://elearn.ucalgary.ca/desire2learn/home/students</a> 403-220-5555 or <a href="mailto:itsupport@ucalgary.ca">itsupport@ucalgary.ca</a>
<b>STUDENT SUCCESS CENTRE</b> <ul style="list-style-type: none"> <li>• Writing Support Services</li> <li>• Student Services Mobile App</li> </ul>	<a href="http://ucalgary.ca/ssc">http://ucalgary.ca/ssc</a> <a href="http://www.ucalgary.ca/ssc/writing-support">http://www.ucalgary.ca/ssc/writing-support</a> <a href="http://ucalgary.ca/currentstudents">http://ucalgary.ca/currentstudents</a>
<b>STUDENTS' UNION CONTACTS</b>	<a href="https://www.su.ucalgary.ca/about/who-we-are">https://www.su.ucalgary.ca/about/who-we-are</a>

<ul style="list-style-type: none"> <li>• Faculty of Arts Reps</li> <li>• Student Ombudsman</li> </ul>	<a href="#">are/elected-officials/</a> <a href="http://www.ucalgary.ca/provost/students/ombud">http://www.ucalgary.ca/provost/students/ombud</a> <a href="#">s</a>
<p><b>SU WELLNESS CENTRE</b></p> <ul style="list-style-type: none"> <li>• Counselling Services</li> <li>• Health Services</li> <li>• Distress centre 24/7 CRISIS LINE</li> <li>• Online resources and tips</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 Lecture Topics and Readings:**

Week 1      Monday, January 8 -- Defining “new” media

**Required reading:**

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

Week 2      Monday, January 15 – 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 22 – Theorizing new media

**Required reading:**

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

Week 4      Monday, January 29 – 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 5 – Representation and identity

**\*\* QUIZ #1 \*\* (first 20 minutes of class)**

**Required reading:**

Jackson – We need to talk about digital blackface in reaction GIFs (on D2L)

Hearn and Schoenhoff – From celebrity to influencer (on D2L)

Week 6      Monday, February 12 – Representation and identity con'd./ Digital inequalities

**Required reading:**

Miller – Digital inequality (on D2L)

Boyd – White flight in networked publics (on D2L)

Week 7      Monday, February 19 – NO CLASS (READING BREAK)

Week 8      Monday, February 26 – **MIDTERM EXAM**

**Required reading:**

None

Week 9      Monday, March 5 -- Surveillance, data, and privacy

**Required reading:**

Miller – Everyone is watching (on D2L)

Week 10      Monday, March 12 – Case study 1: Online activism

**Required reading:**

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

Keller -- #MeToo and the politics of social media feminism (on D2L)

**\*\* IGNITE PRESENTATIONS IN LAB THIS WEEK\*\***

Week 11      Monday, March 19 – Case study 2: Digital games and apps

**Required reading:**

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

Gray – Intersecting oppressions and online communities (on D2L)

**\*\* IGNITE PRESENTATIONS IN LAB THIS WEEK\*\***

Week 12    Monday, March 26 – Policy and regulation

**Required reading:**

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

**\*\* NO LAB THIS WEEK (GOOD FRIDAY, UNI CLOSED) \*\***

Week 13    Monday, April 2 – Case study 3: Youth mobile cultures

**\*\* QUIZ #2 \*\* (first 20 minutes of class)**

**Required reading:**

Flew & Smith – chapter 4 (Mobile New Media)

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

**\*\*IGNITE PRESENTATIONS IN LAB THIS WEEK\*\***

Week 14    Monday, April 9 – Final class

**\*\* SUBMIT FINAL PAPERS IN CLASS\*\***

**Required reading:**

None