

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

**COMS 203 L01**  
**NEW MEDIA**

**WINTER 2020**

**Mon. Jan. 13 – Mon. Apr. 6 (excluding Feb 17 & 21 and April 13)**

**Course Amendments**

Due to the COVID-19 pandemic, the University of Calgary has moved all instruction online and cancelled the final exam period as of March 13, 2020. This document describes the resulting changes for the delivery of COMS 203 New Media. The original course outline follows, starting on p. 3.

**Lectures: will be posted to D2L as recordings every Monday by 14:00**

**Tutorials: suspended**

**Instructor:** Tamara Shepherd

**E-Mail:** [tamara.shepherd@ucalgary.ca](mailto:tamara.shepherd@ucalgary.ca) -- emails will be responded to within 24 hours

**Web Page:** D2L available through MyUofC portal

**Office Hours:** Please contact the instructor via email

**Assignments and Evaluation**

<b>Weight</b>	<b>Course components</b>	<b>Due</b>
17%	<b>Participation</b> 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.	Weekly in tutorial up to Friday, March 6
15%	<b>Quiz 1</b> In the second half of class on February 3, students will have 50 minutes for a quiz that covers all course material up to and including that date. The quiz will comprise 20 multiple choice and true/false questions.	Feb. 3
15%	<b>Quiz 2</b> In the second half of class on February 24, students will have 50 minutes for a quiz that covers all course material up to and including that date. The quiz will comprise 20 multiple choice and true/false questions.	Feb. 24
31%	<b>Mid-term Test</b> On March 9, students will have 90 minutes for a mid-term test that covers all course material up to that date. The test will feature a mix of multiple choice and true/false questions. All of the questions will pertain to material from the required readings and lectures.	Mar. 9

22%	<p><b>Ignite presentation</b>  On March 20, March 27, and April 3 (according to the date they signed up for in tutorial on March 6), students will submit either a recording of their presentation or slides and speaking notes directly to their Teaching Assistant via email. The presentation will cover a particular new media example, according to the topic for the week: social media, mobile technologies, or digital games. Students should prepare a four-minute Ignite-style talk that highlights one specific problem or challenge related to the social, economic, political, or cultural aspects of their new media example. The presentations will be adapted from Ignite talks, where the four-minute talk will be accompanied by 16 slides 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>.</p>	Mar. 20, Mar. 27 & Apr. 3
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**Remaining Lecture Topics and Readings**

<b>9</b>	<b>Mar 16</b>	<b>Social Media</b>
	Reading:	Textbook, Chapter 5, "Social Networks" (pp. 128-165)
<b>10</b>	<b>Mar 23</b>	<b>Mobile Technologies</b>
	Reading:	Textbook, Chapter 4, "Mobile New Media" (pp. 94-127)
<b>11</b>	<b>Mar 30</b>	<b>Digital Games</b>
	Reading:	Textbook, Chapter 6, "Games," & Ch 7, "Creative Industries" (pp. 167-225)
<b>12</b>	<b>Apr 6</b>	<b>Wrap up</b>
	Reading:	Textbook, Chapter 10, "Conclusion" (pp. 299-311)

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**WINTER 2020**

**Mon. Jan. 13 – Mon. Apr. 6 (excluding Feb 17 & 21 and April 13)**

**Lectures: M 14:00-15:50**

**Tutorials: F 9:00-9:50; 10:00-10:50; 11:00-11:50; 12:00-12:50**

**Instructor:** Tamara Shepherd  
**Office:** SS 236  
**Office Phone:** 403-220-6729  
**E-Mail:** [tamara.shepherd@ucalgary.ca](mailto:tamara.shepherd@ucalgary.ca) -- emails will be responded to within 24 hours, M-F  
**Web Page:** D2L available through MyUofC portal  
**Office Hours:** Mondays 13:00-14:00; Wednesdays 10:00-11:00

### **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 the defining characteristics of new media in relation to networked infrastructure, representation, identities, users, political engagement, and regulatory frameworks. Toward the conclusion of the course, these elements will be brought together through case studies of specific new media forms: social media platforms, mobile technologies, and digital games. The goal of the course is to provide students with the opportunity, through lectures and tutorials, to gain a broad understanding of new media as a terrain marked by diverse struggles for communication power.

### **Additional Information**

Please be aware that much of this course deals with the artifacts, experiences, and products of new media culture. As such, some of the material we study manifests coarse language, sexuality, and violence. If this is a problem for you, please see the instructor, and think carefully about whether this particular course is the best fit for you.

This course involves both lectures and tutorials, where students will be responsible for participating in discussion and working in smaller groups. Regular attendance is expected and **participation in tutorials 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**

COMS 203 has the following major objectives:

1. To provide you with the basis to identify, analyze and evaluate the social factors influencing the design and use of new media;

2. To encourage critical thinking about new media's historical development and its broader role in society, economics, politics, and culture;
3. To provide you with the opportunity to discuss how the course material relates to everyday new media cultures through written assignments as well as lab activities and group discussion;
4. To help prepare you for further undergraduate study.

### Textbooks and Readings

The required textbook for the course is *New Media: An Introduction, Third Canadian Edition* by Terry Flew and Richard Smith (Oxford University Press, 2018). New & used copies are available for purchase at the campus bookstore, and there are also reserve copies held at the library. Additional readings will be posted to D2L.

### Internet and electronic communication device information

Laptops are permitted for note taking only. **iPods, cellphones and gaming devices may not be used at all during class.** Please respect the instructor and your fellow students. Improper use of electronic devices will impact your participation grade.

### Assignments and Evaluation

Weight	Course components	Due
10%	<b>Participation</b> 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 attend and engage with their peers' presentations.	Weekly in tutorial
10%	<b>Quiz 1</b> In the second half of class on February 3, students will have 50 minutes for a quiz that covers all course material up to and including that date. The quiz will comprise 20 multiple choice and true/false questions.	Feb. 3
10%	<b>Quiz 2</b> In the second half of class on February 24, students will have 50 minutes for a quiz that covers all course material up to and including that date. The quiz will comprise 20 multiple choice and true/false questions.	Feb. 24
20%	<b>Mid-term Test</b> On March 9, students will have 90 minutes for a mid-term test that covers all course material up to that date. The test will feature a mix of multiple choice and true/false questions. All of the questions will pertain to material from the required readings and lectures.	Mar. 9
15%	<b>Ignite presentation</b> In tutorial on March 20, March 27, and April 3, students will individually present on a particular new media example, according to the topic for the week: social media, mobile technologies, or digital games. A signup sheet for presentation slots will be available in tutorial on March 6 – 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	Mar. 20, Mar. 27 & Apr. 3

	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 four-minute talk will be accompanied by 16 slides 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> .	
35%	<b>Final exam</b> The final exam will be scheduled by the Registrar's Office during the April exam period (April 18-29). Students will have two hours to write the exam, which will comprise of 60 multiple choice and true/false questions that cover all of the course material from lectures and readings.	April exam period

**Registrar-scheduled Final Examination:** Yes

**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:** Please include your name and ID number on all assignments, and be prepared to provide photo ID to pick up assignments or look at marked final exams in SS 320. 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/legalservices/foip/foip-hia>

**Policy for Missed Assignments:** If students miss a quiz, test, or presentation, they are responsible for contacting the instructor to arrange a make-up assignment.

**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/](http://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. 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) or another legitimate reason should contact their instructors. Whenever possible, students should provide supporting documentation to support their request; however, instructors may not require that a medical note be presented. For the policy on supporting documentation the use of a statutory declaration, see Section M.1 of the *University Calendar*: <https://www.ucalgary.ca/pubs/calendar/current/m-1.html>. Also see FAQs for Students: <https://www.ucalgary.ca/registrar/registration/appeals/student-faq>

**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

Final grades are reported as letter grades. Course components will be graded using raw point scores.

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* **
<b>4.00</b>	Outstanding performance	<b>A+</b>	96 - 100%	98.0%
<b>4.00</b>	Excellent performance	<b>A</b>	90 - 95.99%	93.0%
<b>3.70</b>	Approaching excellent performance	<b>A -</b>	85 - 89.99%	87.5%
<b>3.30</b>	Exceeding good performance	<b>B+</b>	80 - 84.99%	82.5%
<b>3.00</b>	Good performance	<b>B</b>	75 - 79.99%	77.5%
<b>2.70</b>	Approaching good performance	<b>B-</b>	70 - 74.99%	72.5%
<b>2.30</b>	Exceeding satisfactory performance	<b>C+</b>	65 - 69.99%	67.5%
<b>2.00</b>	Satisfactory performance	<b>C</b>	60 - 64.99%	62.5%
<b>1.70</b>	Approaching satisfactory performance	<b>C-</b>	55 - 59.99%	57.5%
<b>1.30</b>	Marginal pass. Insufficient preparation for subsequent courses in the same subject	<b>D+</b>	53 - 54.99%	54.0%
<b>1.00</b>	Minimal pass. Insufficient preparation for subsequent courses in the same subject	<b>D</b>	50 - 52.99%	51.5%
<b>0.00</b>	Failure. Did not meet course requirements.	<b>F</b>	0 - 49.99%	0%

\* If percentages are used to calculate final grades, then grades falling within these ranges will be translated to the corresponding letter grades.

\*\* 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](https://owl.purdue.edu/owl/research_and_citation/resources.html)

If you need help with your writing or have questions about citing sources, please consult your instructor or visit the Student Success Centre, 3<sup>rd</sup> floor, Taylor Family Digital Library. To book an appointment, go to [https://ucalgary.ca/student-services/student-success?utm\\_source=ssc&utm\\_medium=redirect&utm\\_campaign=redirect](https://ucalgary.ca/student-services/student-success?utm_source=ssc&utm_medium=redirect&utm_campaign=redirect)

### **Instructor Intellectual Property & Copyright Legislation**

Course materials created by the instructor (including 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.

All students are required to read the University of Calgary policy on Acceptable Use of Material Protected by Copyright ([www.ucalgary.ca/policies/files/policies/acceptable-use-of-material-protected-by-copyright.pdf](http://www.ucalgary.ca/policies/files/policies/acceptable-use-of-material-protected-by-copyright.pdf)) and requirements of the copyright act (<https://laws-lois.justice.gc.ca/eng/acts/C-42/index.html>) to ensure they are aware of the consequences of unauthorized sharing of course materials (including instructor notes, electronic versions of textbooks etc.). 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>

### **Deferrals of Course Work and Requests for Reappraisal**

For university regulations and procedures related to deferrals of exams and course work, requests for reappraisals, and other matters, please see the relevant sections in the *University Calendar*: <https://www.ucalgary.ca/pubs/calendar/current/academic-reggs.html>

### **Student Support Services and Resources**

Please visit <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, visit <http://elearn.ucalgary.ca/desire2learn/home/students>. IT support is available at [itsupport@ucalgary.ca](mailto:itsupport@ucalgary.ca) or by calling 403-220.5555.

## Schedule of Lecture Topics and Readings

<b>1</b>	<b>Jan 13</b>	<b>Introduction</b>	
	Reading:	Textbook, Chapter 1, "Introduction to New Media" (pp. 1-33)	
<b>2</b>	<b>Jan 20</b>	<b>History</b>	
	Reading:	Textbook, Chapter 2, "History," & Chapter 3, "Approaches" (pp. 34-93)	
<b>3</b>	<b>Jan 27</b>	<b>Infrastructure</b>	
	Reading:	Bucher & Helmond, "Affordances" (on D2L)	
<b>4</b>	<b>Feb 3</b>	<b>Users</b>	<b>Quiz 1</b>
	Reading:	Textbook, Chapter 8, "Global Knowledge Economy" (pp. 226-259)	
<b>5</b>	<b>Feb 10</b>	<b>Identity</b>	
	Readings:	Hearn & Schoenhoff, "Influencers" (on D2L)	
<b>-</b>	<b>Feb 17</b>	<b>No Class: Reading Week</b>	
<b>6</b>	<b>Feb 24</b>	<b>Politics</b>	<b>Quiz 2</b>
	Reading:	Pew Research, "Activism in the Social Media Age" (on D2L)	
<b>7</b>	<b>Mar 2</b>	<b>Regulation</b>	
	Reading:	Textbook, Chapter 9, "Internet Law, Policy, & Governance" (pp. 260-297)	
<b>8</b>	<b>Mar 9</b>	<b>Midterm Test</b> (no readings)	
<b>9</b>	<b>Mar 16</b>	<b>Social Media</b>	
	Reading:	Textbook, Chapter 5, "Social Networks" (pp. 128-165)	
<b>10</b>	<b>Mar 23</b>	<b>Mobile Technologies</b>	
	Reading:	Textbook, Chapter 4, "Mobile New Media" (pp. 94-127)	
<b>11</b>	<b>Mar 30</b>	<b>Digital Games</b>	
	Reading:	Textbook, Chapter 6, "Games," & Ch 7, "Creative Industries" (pp. 167-225)	
<b>12</b>	<b>Apr 6</b>	<b>Wrap up &amp; exam prep</b>	
	Reading:	Textbook, Chapter 10, "Conclusion" (pp. 299-311)	