

University of Calgary
Department of Communication and Culture

Communications Studies (COMS) 381 - Lecture 01
Communications History
Spring 2014
Thurs., May 15 – Thurs., June 26
Lecture: TR 15:00-16:45
Lab: TR 17:00-17:45

Instructor: Dr. Shawn Mueller
Office Location: SS307
Office Phone: TBA
E-Mail: mullr@telus.net
Web Page: www.mullr.ca
Office Hours: By appointment

Course Description

A survey course examining the development of various communication systems and practices through history, with a focus on the social contexts relating to their emergence, adaptation and transformation through time. Within this rubric, the course examines technological developments in the history of human communication and uses theory to understand their origins and impacts on social organization and daily life.

Prerequisite or Corequisite: Communications Studies 201[COMS201].

Note: Credit for both Communications Studies 381 and 380 will not be allowed.

Additional Information

Labs: Lab periods are not optional, and are not solely intended to give extra support to students requiring assistance. Exercises based on the week's featured readings will be assigned during each Thursday lab session and due at the beginning of the following Thursday lab session. Tuesday sessions will be devoted to discussion of the course materials and to consultation on the lab assignments.

Objectives of the Course

Students who successfully complete this course should be able to:

- ✧ Understand media against a larger context of social and cognitive effects;
- ✧ Understand some of the classical and contemporary communications philosophers;
- ✧ Relate the technology and theories discussed in this course to their work in other courses and to their lives;
- ✧ Write accurately and persuasively about their own view of the course content and its media context in their lives.

Internet and electronic communication device information

No restriction on the use of laptops (ipads, netbooks, etc.) in class if they are used to take notes or find information relevant to the class, and if there is no disturbance of other students or the instructor. Phones must be turned off during class time unless you are a health care or law enforcement professional with appropriate ID.

Textbooks and Readings: [NTD: Need to check which of these is available electronically]

1. Crowley, David & Paul Heyer, eds. (2010) *Communication in History*, 6th Edition (If you find a fifth edition floating around, it will likely do the job although you may find the different page numbers inconvenient)
2. Ong, Walter. (1982) *Orality and Literacy* **This is available as an e-book through the University of Calgary Library; you may, of course, purchase a hard copy if you prefer.**
3. McLuhan, Marshall. (1964) *Understanding Media: The Extensions of Man*

Assignments and Evaluation

Item	Weight	Details
Course participation	10% (total)	Based upon engagement during lectures and particularly during lab sessions. You will be expected to discuss the lab assignments with the instructor and with other students during the lab sessions.
Lab assignments (5)	55% (total) 5 labs x 11% each	Lab assignments will be introduced each Thursday, starting with May 15 and will be due on the following Thursday as follows: Lab 1 – due May 22 Lab 2 – due May 29 Lab 3 – due June 5 Lab 4 – due June 12 Lab 5 – due June 19 These assignments will be relatively short (2 pages) and are designed to ensure a careful reading of the previous week's assigned readings. Specific briefs for each assignment will be posted on Desire2Learn on the Thursday the lab is introduced.
Final exam <input type="checkbox"/> (take home)	35%	Due Date: June 27 (tentative) The final exam will be a six page paper addressing a series of specific questions on Marshall McLuhan's <i>Understanding Media: The Extensions of Man</i> . The assignment will be posted on Desire2Learn at least two weeks prior to the due date and will be discussed in subsequent lab sessions.

You do not need to complete all assignments to receive a passing grade in the course. However, failure to complete any assignment will significantly impact your final grade. Any request for

late submission of any assignment should be made in advance and **MUST** be accompanied by appropriate documentation.

It is the student's responsibility to keep a copy of each submitted assignment.

Note: All assignments will be submitted electronically via Desire2Learn. Assignment submission procedures will be discussed in depth during the introductory lab session on May 15.

Registrar-scheduled Final Examination: No

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. Please contact the instructor if you are having difficulty completing any assignment.

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://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: <http://www.ucalgary.ca/ssc/writing-support>

Grading System

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

	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 (3rd Floor Taylor Family Digital Library, <http://www.ucalgary.ca/ssc/writing-support>) 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 Student Accessibility Services (220-8237, <http://www.ucalgary.ca/access/>) 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.ucalgary.ca/provost/students/ombuds>

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/ethics/cfreb>

Schedule of Lectures and Readings

This is designed to be a flexible schedule. When and how certain topics are covered in class may change. Students are strongly advised to keep up with the reading schedule to ensure full benefit of class discussion.

Week	Topic/Reading	Assignments
Week 1 (May 15)	Introduction to course Outline and syllabus; <u>Reading:</u> <i>Crowley/Heyer</i> – Part 1 (Ch 1-4) <i>Ong</i> – Ch 1	
Week 2 (May 20, 22)	Deep Background <u>Reading:</u> <i>Crowley/Heyer</i> – Parts 2 & 3 (Ch 5-13) <i>Ong</i> – Ch 2	Lab 1 due May 22
Week 3 (May 27, 29)	The Shrinking World <u>Reading:</u> <i>Crowley/Heyer</i> – Part 4 (Ch 14-17) <i>Ong</i> – Ch 5	Lab 2 due May 29
Week 4 (June 3, 5)	Mass Media <u>Reading:</u> <i>Crowley/Heyer</i> – Part 5 (Ch 18-24)	Lab 3 due June 5
Week 5 (June 10, 12)	Voice Precedes Vision <u>Reading:</u> <i>Crowley/Heyer</i> – Part 6 (Ch 25-30) <i>Ong</i> – Ch 6	Lab 4 due June 12
Week 6 (June 17, 19)	Hypermedia <u>Reading:</u> <i>Crowley/Heyer</i> – Parts 7&8 (Ch 31-41) <i>Ong</i> – Ch 7	Lab 5 due June 19
Week 7 (June 24, 26)	Looking Forward/Looking Back Closing remarks.	Final exam due: June 27 (tentative)

As the final (take home) examination will be based on the McLuhan book, it is recommended (and expected) that students will have completed this book by the end of the course. I will be referring to the book in the course of lectures and its content will be addressed during lab sessions.