

University of Calgary
Department of Communication, Media and Film

COMS 435 (L01): Communication and Canadian Society
Winter 2022: Jan 10, 2021- April 12, 2022 (excluding Feb 20-26)

Lecture: Tuesday and Thursday 12:30 pm – 1:45 pm

EDC 388

IMPORTANT NOTE FOR IN-PERSON COURSE DELIVERY

Note: This course will be delivered in-person. If you are unable to participate in-class owing to time differences or geographical location, please arrange to take this course in a future term

Instructor:	Dr. Gregory Taylor
Email:	gregory.taylor2@ucalgary.ca
Web Page:	D2L (access via MyUofC portal)
Office Hours:	Thursday 2:00 – 4:00 pm (in-person). Please email to set appointment.
Office:	SS 308

Course Description

This course introduces students to literature on various aspects of the Canadian media, including public policy questions such as the concentration of media ownership, Canadian content requirements, censorship, the role of the media during elections, and the problems and opportunities that might be brought by advances in technology. The course draws upon historical and contemporary examples to explore the unique relationship between Canadian citizens and the mass media

Additional Information

The weekly schedule of topics and readings can be found on D2L

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

Objectives of the Course

Through lectures, readings, class discussions, and course assignments, students will:

- Explore a range of theoretical and methodological approaches to the study of mass communications and Canadian society.
- Develop critical and analytical skills through the interrogation of texts, media, policies, organizations, corporations, and events.
- Examine the social, political, and economic impacts of contemporary Canadian mass communications upon Canadian populations.

- Reassess common perceptions of the role of mass communications in Canadian society.

Textbooks and Readings

David Taras. *Digital Mosaic: Media, Power, and Identity in Canada*. University of Toronto Press, 2015 (Required)

Students are expected to have all readings completed prior to scheduled class times in order to contribute effectively during class discussions and activities.

Additional required readings to be posted or linked on D2L.

Learning Technologies and Requirements & Policy on the Use of Electronic Communication Devices

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);
- A microphone and speaker (built-in or external), or headset with microphone.

Most current laptops will have a built-in webcam, speaker and 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 the university's IT department. For more information, see <https://www.ucalgary.ca/pubs/calendar/current/student-campus-services-information-technologies-it.html>

Policy on the Use of Electronic Communication Devices.

Electronic devices are permitted for note taking only. Smartphones 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.

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
2 X 15 = 30 %	Quiz (Numeric grade) Two online quizzes available via D2L. These quizzes will be available for 24 hours (as per U of Calgary policy) beginning at 12:30 pm of the dates listed. All quizzes are scheduled for one hour (60 minutes) plus 30 minutes for technical issues. The quiz is closed book and based upon the readings and lectures up to	Feb 10 March 17

	that day or since the previous quiz. Students are not to be in contact with each other regarding the quiz. Each quiz will be 30 multiple choice questions. Class time will be given for these quizzes.	
15 %	<p>In class exam (Numeric grade)</p> <p>As with the quizzes, this exam will be available on D2L for 24 hours starting at 12:30 pm on Thursday, March 31. The exam is open book and will be a mix of multiple choice and short answer questions. Students should not be on contact with each other regarding the quiz. The time is scheduled for 60 minutes plus 30 minutes in case of technical issues.</p>	March 31 12:30 pm
20 %	<p>Group presentations (Letter grade)</p> <p>In 2018, the government of Canada announced that it will be reviewing both the Broadcasting Act and the Telecommunications Act. This is the legislation that determines how Canadian mass media will be structured – it sets the rules. The recommendations of the following Report (Yale Report) were later made official in Bill C-10, a bill to reform Canada’s communications law. Students will work in groups of 5 to prepare a 10-15-minute presentation on one or two elements either the Yale Report or Bill C-10. In your review, note elements of the current Acts that either must change or must be preserved in your view. Further details on this assignment will be provided in class.</p> <p>These presentations will be recorded and uploaded to D2L. They will be evaluated by the course professor as well as a selection of your class peers. Peer evaluations will be factored into your final grade. Group members will receive the same grade on assignments; however, the instructor reserves the right to award differential grades based on group peer reviews or information indicating significantly uneven contributions by group members.</p>	March 24 by 12:30 pm
5%	<p>Peer Evaluation (numeric grade)</p> <p>All students are required to write an evaluation of two of the class presentations posted to D2L. These will be assigned to ensure all presentations undergo peer evaluation. Marks will be awarded for evidence of close listening, identification of strengths and quality of suggestions for improvement. Evaluators will remain anonymous to groups but some comments will be passed on.</p>	March 29 by 12:30 pm
30 %	<p>Final Paper (Letter grade)</p> <p>Students will submit a 2000 word (5-6 pages) research essay, excluding bibliography. The final essay must be printed in a double-spaced format (12 font), paginated, and with your name, course & professor, a title and a properly cited bibliography. Essays must have a clear thesis statement to be argued throughout the body of the text. Essays must demonstrate strong research in support of the thesis.</p> <p>Students will ask one critical question about the relationship between mass communications and Canadian society. As such, each essay must include a critical analysis of a particular development in media and its impact, or potential impact, on Canadian society. The essay should build upon a theme identified in class discussion or in one or more of the articles/works under examination throughout the course. Your point must be unified throughout and introduced by a clear thesis statement in the first paragraph.</p> <p>Students may strengthen and develop their original argument by drawing upon their own experiences, however, the main focus of the paper must</p>	April 7

	<p>demonstrate clear applications of the resources cited. Sources outside the eight (8) scholarly works required may be used to support your thesis but must be from a credible source (if uncertain, ask Dr. Taylor).</p> <p>All references must be properly and fully cited in a consistent format (APA or Chicago preferred).</p>	
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Registrar-scheduled Final Examination: No

Note: You must complete all assignments and exams or a course grade of F may be assigned at the discretion of the instructor.

If you miss a required course component, please contact your instructor as soon as possible.

Submission of Assignments

Please submit all assignments electronically by uploading them to the designated D2L dropbox (unless instructed otherwise in the assignment guidelines). Include your name and ID number on all assignments. It is your responsibility to keep a copy of each submitted assignment and to ensure that you submit the proper version (particularly in courses requiring electronic submission).

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 recorded 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. The full policy on Student Accommodations is available at <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 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

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, letter grades will be used for the final written assignment and group presentation, while percentage or numerical grades will be used for exams, peer evaluations and quizzes.

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, please consult your instructor or visit the Student Success Centre, 3rd floor, 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 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 (<https://www.ucalgary.ca/legal-services/university-policies-procedures/acceptable-use-material-protected-copyright-policy>) 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>

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

The weekly schedule of topics and assigned readings will be posted on D2L.