

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

Communication and Media Studies COMS 471 L01

Audience and Reception

Summer 2016

July 5, 2016-August 16, 2016

Tuesday-Thursday 1:00-3:45 PM

Instructor: Aiden Buckland
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Web Page: D2L available through MyUofC portal
Office Hours: Tuesday-Thursday 12:00-1:00 PM

Course Description

This course is designed to address the history and trajectory of theories that deal with media reception and the concept of the audience. Through course readings and activities students will develop an understanding of audiences and reception while improving their own academic skills. Topics will include: public opinion, uses and gratifications, the culture industry, active audience, gendered audiences, subcultures and fandom.

Additional Information

Some course material may contain material that is sexually explicit, violent or otherwise offensive. If you have concerns about this, please make them known to the instructor in advance.

Objectives of the Course

Upon completion of this course students should be able to understand the rationales for quantitative and qualitative research focused on audiences, become familiar with changes in the role and practice of audiences and develop an awareness of key figures throughout the history of audience and reception studies.

Textbooks and Readings

Brooker, W., & Jermyn, D. (Eds.). (2002). *The Audience Studies Reader* (1st ed.). Routledge.

Internet and electronic communication device information

Students are expected to use these technologies exclusively for the enrichment of their class experience. Presentation slides will be made available through D2L, but it is the student's responsibility to make notes during lecture time. All networked devices should be placed on mute or vibrate during class time. I reserve the right to ask any student to power down a device if it becomes a distraction to the other students in the class.

Assignments and Evaluation

Weight	Assignment	Due Date
15%	Participation	Weekly
20%	Blogging	Schedule Provided
5%	Group Paper Proposal	July 21st, 2016
10%	Group Presentation	August 11 & 16, 2016
20%	Group Paper	August 16th, 2016
30%	Final Exam	TBA

Participation (15%)- Participation will be assessed of student engagement in class activities, as well as two short three-minute presentations on class readings.

Blogging (20%)- Students will be expected to contribute three 150-250 word contributions to the class blog. These contributions will provide an opportunity to reflect on course readings. A schedule and further details about expectations will be posted on the blog and handed out during the first week of class.

Group Project (35%)- As a group students will complete a 2000 word audience or reception related essay (20%), a fifteen-minute presentation (10%) and a short project proposal (5%). The project will be co-authored in groups of three, allowing students to immerse themselves in course topics. Primary research with live participants will not be required or allowed for this essay. Further details and description of these assignments will be posted on D2L and covered in class.

Final Exam (30%)- Students will be required to complete a registrar-scheduled cumulative exam covering topics from the whole course. The exam will consist of a series of multiple choice, short answer and essay type questions. The course textbook can be used during this exam.

Registrar-scheduled Final Examination: Yes

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 submit all assignments to the appropriate folder in D2L's dropbox. If it is not possible to do so, email the instructor directly with the assignment attached.

Please include your name and ID number on all assignments, and be prepared to provide picture 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/secretariat/privacy>

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.

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/.

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. 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. All assignments will be marked with a raw points core and rubrics will be provided on D2L. 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%

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

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 (3rd 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 . . .
ARTS PROGRAM ADVISING (ASC)	SS 102 403-220-3580 artsads@ucalgary.ca
CAMPUS SECURITY <ul style="list-style-type: none"> • Calgary Police Service • Emergency Text Messaging • Emergency Evacuation & Assembly • Safewalk Program 	http://www.ucalgary.ca/security/ 403-220-5333 403-266-1234 Emergency: call 911 http://www.ucalgary.ca/emergencyplan/textmessage http://www.ucalgary.ca/emergencyplan/assemblypoints If you feel uncomfortable walking alone at any time, call Campus Security for an escort (220-5333). For more information, see http://www.ucalgary.ca/security/
DESIRE2LEARN (D2L) Support <ul style="list-style-type: none"> • IT help line 	http://elearn.ucalgary.ca/desire2learn/home/students 403-220-5555 or itsupport@ucalgary.ca
STUDENT SUCCESS CENTRE <ul style="list-style-type: none"> • Writing Support Services • Student Services Mobile App 	http://ucalgary.ca/ssc http://www.ucalgary.ca/ssc/writing-support http://ucalgary.ca/currentstudents
STUDENTS' UNION CONTACTS <ul style="list-style-type: none"> • Faculty of Arts Reps • Student Ombudsman 	https://www.su.ucalgary.ca/about/who-we-are/elected-officials/ http://www.ucalgary.ca/provost/students/ombuds
SU WELLNESS CENTRE <ul style="list-style-type: none"> • Counselling Services • Health Services • Distress centre 24/7 CRISIS LINE • Online resources and tips 	403-210-9355 (MSC 370), M-F, 9:00–4:30 pm http://ucalgary.ca/wellnesscentre/counselling http://ucalgary.ca/wellnesscentre/health 403-266-HELP (4357) http://ucalgary.ca/wellnesscentre/healthycampus 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.

Schedule of Lecture Topics and Readings

Date	Topic	Chapters
07-05-2016	Introduction	Introduction
07-07-2016	Paradigm shift	1 & 2
07-12-2016	Moral panic	5 & 6
07-14-2016	Active audiences	9 & 10
07-19-2016	Reading as resistance	11 & 12
07-21-2016	Screen theory	13 & 15
07-26-2016	Fans!	17 & 18
07-28-2016	Subcultures	19 & 21
08-02-2016	Gendered audience	22 & 23
08-04-2016	Interpretive communities	24 & 27
08-09-2016	Cultural change	29, 30 & 31
08-11-2016	Presentations	
08-16-2016	Presentations	