

University of Calgary
Department of Communication, Media and Film
COMS 475 (L01): Media and Cultural Industries

FALL 2021: September 7 to December 9 (excluding Oct. 11 and Nov. 8-10)

Lecture: MW 14:00-15:15

(Lectures will be asynchronous on Mondays & synchronous Zoom sessions on Wednesdays;
synchronous sessions will be recorded)

IMPORTANT NOTE ON COURSE DELIVERY

Asynchronous & Synchronous Course Components: Please read this outline carefully to see which course components will be offered synchronously (where you are expected to participate in person or online at the usual scheduled course time) and which components will be offered asynchronously (to be completed on your own time). Synchronous sessions hosted on Zoom can be accessed on D2L by clicking on the Communications tab and selecting Zoom.

Note: If you will not be able to participate in synchronous in-class or online class sessions owing to time differences or geographical location, then consult with the instructor to see if accommodation is possible or arrange to take this course in a future term.

Online Quizzes and Exams: You will be allowed a minimum window of 24 hours to access online quizzes and exams, but there may be a time limit for completing a quiz once you open it. Read the description carefully. The time specified for any timed online assessments includes 50% extra time.

Instructor:	Tamara Shepherd
Email:	tamara.shepherd@ucalgary.ca -- emails will be responded to within 24 hours, M-F
Web Page:	D2L (access via MyUofC portal)
Office Hours:	Wednesdays 12:00-2:00pm (by appointment via Zoom)

Course Description

This course considers the role and nature of media and cultural industries, focusing on the production and circulation of popular culture and information. Industries examined include television, news, advertising, music, and networked technologies.

Additional Information

The weekly schedule of topics and readings can be found at the end of this outline and on D2L. On Mondays, asynchronous components will be posted to D2L and on Wednesdays, there will be a discussion-based session held on Zoom.

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

Objectives of the Course

By the end of this course, students should be able to:

- demonstrate familiarity with various media and cultural industries
- explain how these industries are changing with newer networked technologies
- critique the way that these industries intersect with social inequalities

- work effectively individually and cooperatively in groups, and hand work in on time
- develop presentation, research, and writing skills

Textbooks and Readings

There is no textbook for this course. All readings are available as pdf files on D2L.

Learning Technologies and Requirements

In order to complete online (or blended) courses, 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), and a microphone and speaker (built-in or external) or headset with 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 IT support services. See <https://www.ucalgary.ca/pubs/calendar/current/student-campus-services-information-technologies-it.html>

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
40%	<p>Reading Quizzes</p> <p>Every Monday at 14:00, students will get access to a timed quiz (30 minutes, which includes an additional 50% time) on D2L that covers the content from that week's required reading(s). Each quiz has 10 multiple choice and true/false questions. Quizzes are open book. Students have a 24-hour window to complete the quiz and cannot consult with other students. There are 10 quizzes in total, worth 4% each.</p>	Weekly on Mondays, except for Oct .11 & Nov. 8
5%	<p>Media Diary</p> <p>Students will complete a worksheet that details their media consumption over the course of 3 days.</p>	Sept. 29
25%	<p>Company profile</p> <p>Solo or in pairs, students will choose and profile a Canadian media company from any media or cultural industry. The profile should address company/industry history, essential technology, key roles, recent news, and future outlook. The profile will be presented either in the form of a recorded presentation (using YuJa or similar software) or an infographic (using Piktochart or similar), which will be posted to D2L.</p>	Oct. 13
30%	<p>Take-home exam</p> <p>Students will receive exam questions on Monday, December 6 and will have one week to compose answers to 3 essay-style questions. There will be a choice of questions.</p>	Dec. 13

Registrar-scheduled Final Examination: No

Note: You do not have to complete all the assignments and exams in order to receive a passing grade in this course.

Submission of Assignments

Please submit all assignments electronically by uploading them to the designated D2L dropbox. 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.

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 recording 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% for each day late. The take-home exam will be marked as an F if not submitted by the deadline.

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. For the full policy on Student Accommodations, see <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 a medical note. For information on the use of a statutory declaration, see the *University Calendar*: <https://www.ucalgary.ca/pubs/calendar/current/m-1.html>

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, assignments (including quizzes) will be graded with percentage grades.

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, consult your instructor or visit the Student Success Centre, 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 lectures, 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.

To ensure they are aware of the consequences of unauthorized sharing of course materials (including instructor notes & electronic versions of textbooks), all students are required to read the *University of Calgary Policy on Acceptable Use of Material Protected by Copyright* at <https://www.ucalgary.ca/legal-services/university-policies-procedures/acceptable-use-material-protected-copyright-policy> and the requirements of the *Copyright Act* (<https://laws-lois.justice.gc.ca/eng/acts/C-42/index.html>). 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/desire2learn/home/students>. (Find the topic menu under the icon to the left of the ELEARN banner.)

Schedule of Lecture Topics and Readings

1			Wed Sept 8	Intro to the course (on Zoom)
2	Mon Sept 13	Media consumption (on D2L)	Wed Sept 15	Discussion (on Zoom)
	Readings:	<ul style="list-style-type: none"> Adorno & Horkheimer (1944), "Culture Industry"^[1] excerpt Anderson (2004), "The Long Tail" 		
3	Mon Sept 20	Media production (on D2L)	Wed Sept 22	Discussion (on Zoom)
	Readings:	<ul style="list-style-type: none"> Mayer (2009), "Bringing the Social Back In" Banks (2009), "Gender Below-the-Line" 		
4	Mon Sept 27	Advertising (on D2L)	Wed Sept 29	Discussion (on Zoom) * MEDIA DIARY DUE
	Readings:	<ul style="list-style-type: none"> Sinclair (2015), "Advertising, the Media, and Globalization" Barthes (1977), "Rhetoric of the Image" excerpt 		
5	Mon Oct 4	Internet 1: Convergence (on D2L)	Wed Oct 6	Discussion (on Zoom)
	Readings:	<ul style="list-style-type: none"> Napoli (2014), "On Automation in Media Industries" Bulut (2018), "Interview with Safiya U. Noble" 		
6	Mon Oct 11	NO CLASS: Thanksgiving	Wed Oct 13	Discussion (on Zoom) * COMPANY PROFILE DUE
7	Mon Oct 18	News (on D2L)	Wed Oct 20	Discussion (on Zoom)
	Reading:	<ul style="list-style-type: none"> Robinson (2011), "Convergence Crises" 		
8	Mon Oct 25	TV (on D2L)	Wed Oct 27	Discussion (on Zoom)
	Readings:	<ul style="list-style-type: none"> Tinic (2015), "Where in the World Is <i>Orphan Black</i>?" Levine (2009), "Crossing the Border" 		
9	Mon Nov 1	Music (on D2L)	Wed Nov 3	Discussion (on Zoom)
	Reading:	<ul style="list-style-type: none"> Sutherland (2012), "Sound Recording and Radio" 		
10	Mon Nov 8	NO CLASS: Fall Break	Wed Nov 10	NO CLASS: Fall Break
11	Mon Nov 15	Internet 2: Tech industry (on D2L)	Wed Nov 17	Discussion (on Zoom)
	Reading:	<ul style="list-style-type: none"> Napoli & Caplan (2017), "Why Media Companies..." Mansell (2014), "Governing the Gatekeepers" 		

12	Mon Nov 22	Digital games (on D2L)	Wed Nov 24	Discussion (on Zoom)
	Reading:	<ul style="list-style-type: none"> Kerr (2017), Introduction to <i>Global Games</i> 		
13	Mon Nov 29	Internet 3: Reintermediation (on D2L)	Wed Dec 1	Discussion (on Zoom)
	Reading:	<ul style="list-style-type: none"> Wakabayashi (2019), "Prime Leverage" 		
14	Mon Dec 6	Wrap up (on D2L)	Wed Dec 8	Office hours (on Zoom) * TAKE-HOME EXAM DUE ON MON DEC 13