University of Calgary
Department of Communication, Media and Film

Communication Studies (COMS) 475 LEC 1
Media and Cultural Industries

Winter 2020

Monday/Wednesday 3:30PM - 4:45PM
January 13 to April 15 (excluding Feb 16 – 22)

Room MS 2017

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Office Hours:	Wednesday, 11 am -1:00 pm or by appointment

Course Description

This course considers the role and nature of media and cultural industries, offering students understanding of their role in the production and circulation of popular culture and information. Among those industries that could be examined are internet platforms, television, radio, newspapers and other print media, film, sound recording, book publishing and advertising. How is culture being produced, distributed and consumed today? Starting from this question, this course will explore the current landscape of the cultural industries, as well as their historical context. The course will deal with issues such as the rise of the 'creative economies' discourse; trends in ownership and convergence; new ways of imagining and engaging audiences; cultural policies; and the challenges faced by cultural labour.

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

The goal of this course is to familiarize students with the various aspects of cultural industries and with the theoretical debates on this problematic. By the end of the course, students should:

- Be able to assess the key thinkers, concepts and discourses on cultural industries.
- Be able to critically assess the production, distribution and consumption of culture.

- Gain knowledge of the historical development of cultural industries.
- Be aware of current developments within the cultural industries on the local, national and global levels.
- Be able to use academic, policy and media sources to present the results of your thinking and research.

Textbooks and Readings

Hesmondhalgh, D. (2019). *The Cultural Industries 4th Edition*, SAGE Publications (required).

Additional required readings to be posted or linked on D2L.

Policy on the use of Electronic Communication Devices

Laptops, tablets, and mobile phones may be used in class and tutorials only for course-related purposes and only if their use is not distracting others or negatively impacting the learning environment. No audio or video recording is allowed in any class without the instructor's permission.

Assignments and Evaluation (March 16 changes highlighted)

Participation	**(ongoing)**	**10%**
D2L Short Writing (2 X 15%)	**First by Feb 3** **Second by April 8**	**30% (previously 2X10%)**
Essay Proposal and Annotated Bibliography	**March 11**	**10%**
Midterm	**March 18**	**20%**
~~**Industry Presentation**~~	~~**April 1,6,8**~~	~~**20%**~~ **(removed)**
Final Essay	**April 15**	**30% (previously 20%)**

All assignments and exams must be completed or a course grade of F may be assigned at the discretion of the instructor.

Registrar-scheduled Final Examination: No

Grades

Participation—10%: Due date—ongoing

Students are expected to not only be in attendance every week, but to contribute significantly to the class discussions via individual comments, group work activities, and short presentations. Oral participation will help solidify concepts.

Desire2Learn Short Writing Assignment —30% (2 X 15%): Due date—various

Throughout the course, students will be required to write a total of two (2) responses to a prompted discussion question posted on D2L. The first assignment must be completed **within the first four weeks of class (by Feb 3).** Students may choose from any of the eleven (11) weeks when prompted discussion questions will be posted. This assignment is about your ideas – therefore the responses are due before the **Monday** class in which the reading will be discussed. Assignments will not be accepted after the class. The class on **April 8** is the final class to submit the second short writing assignment.

Each response must be between 500 and 750 words, equivalent to two (2) or three (3) pages double-spaced. Responses must have a thesis statement, a definitive argument, and conclusion. Responses must demonstrate sound analysis of the ideas from course readings. Other sources may be used if formally cited but are not required.

These assignments are to be uploaded to dropbox on D2L.

Essay Proposal and Annotated bibliography —10%: Due date—March 11 (start of class via D2L)

Students must submit a one (1) page (250 word), double-spaced proposal regarding their final essay research project. Essay proposal submissions must include the following: a fundamental problem facing Canadian media and cultural industries; a possible thesis statement; and a rationale as to why you have a potential idea to address this issue. Students may also briefly consider additional arguments for future use (audiences, events, texts, etc.). The topic cannot be the same as your group presentation.

In addition to the essay proposal, students must submit a list of five (5) academic sources from a variety of resources (books, book chapters, journal articles, etc.). Academic sources must come from outside the course syllabus. Each academic source must include a brief annotation *in your own words* of three-to-five (3-5) sentences, as to its importance for your potential final essay research project.

Midterm—20%: Due date—March 18

A midterm examination will test knowledge on readings up to this point in the course and content presented in lectures. Readings for the week of March 18 will be included. Midterms must be taken in class unless documentation is provided for a legitimate absence. Possible testing formats include short answers, and/or essay questions.

==Exam questions will be posted to D2L at 3:30 pm on March 18. Students will have two hours to complete their answers and submit via drop box.==

~~**Industry Presentations – 0%: April 1,6,8** (removed)~~

~~Working in groups of two or three, students are to prepare a professional presentation to promote a chosen media or creative industry project to either a group of investors or the government organization that oversees this sector (i.e. the CRTC, Canadian Heritage or Industry Canada). Groups must present sound research of the problems facing their sector and why they believe there is a market for their new initiative. Is this a sound business venture, does it have a clear public benefit that deserves funding, or both? All group members are to participate in the presentation and use video aids in their talk. Presentations should be 10 - 15 minutes in length.~~

~~Examples: a film project; plans for a unique radio station in the last FM frequency in Calgary (or another Canadian city); a new magazine that should receive government start up funds; a social media site to challenge facebook that is seeking investment; a new TV channel to be carried on all television distribution services; a new art festival in Calgary…~~

~~To avoid repetition, class time will be provided on March 4 to organize groups and request topics on a first come, first serve basis. The dates for presentation will be done by lottery. Groups not presenting may be asked to offer peer evaluations which will may be used in the final evaluation and will count for class participation marks.~~

==*Final Essay—30%: Due date—April 15 (start of class)*==

Students will submit a 1250 word, five (5) page research essay, excluding bibliography. Papers will be submitted via dropbox on D2L. 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.

Students will address one critical question about the future of the creative industries in Canada or around the world. 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 introduction.

Students should strengthen and develop their original argument by drawing upon their own experiences while demonstrating clear applications of the resources cited. Sources outside the five (5) scholarly works may be used to support your thesis but must be from a credible source.

All references must be properly and fully cited in a consistent format (APA or Chicago preferred). Essays must generally follow what was proposed in the preceding essay proposal assignment unless otherwise discussed with the instructor.

Submission of Assignments
Please include your name and ID number on all assignments and hand in your essays either to D2L or directly to your instructor as indicated in the assignment. If you are unable to do so, please use the drop box in SS320; a date stamp is provided for your use. A night drop box is also available for after-hours submission. Assignments will be removed the following morning, stamped with the previous day's date, and placed in the instructor's mailbox.

Note: 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).

Be prepared to provide photo ID to pick up assignments in SS 320. 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 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
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, percentage grades will be used for short written assignments and the midterm, while percentage grades will be used for presentations and final papers.

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?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) 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 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-regs.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 or by calling 403-220.5555.