

University of Calgary
Department of Communication, Media and Film
COMS 591 (S01): Capstone Seminar in Communication and Media Studies
FALL 2021: September 8 to December 8 (excluding Nov. 10)
Lecture: W 11:00 to 13:45

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. Masks are mandatory in the classroom and must be worn at all times during class (i.e., covering mouth and nose). Failure to comply with this policy will result in dismissal from the classroom and possible disciplinary action under the Non-Academic Misconduct Policy.

Instructor:	Maria Victoria Guglietti
Office:	SS 220
Email:	mvguglie@ucalgary.ca
Web Page:	D2L (access via MyUofC portal)
Office Hours:	Friday 9:30-11:30 (Zoom or in person) or by appointment

Course Description

Explores the variety of ways in which communication builds social and cultural values with reference to a special topic. The current session will be dedicated to exploring visual research methods. Students are expected to complete a final research project that consists in the application of one or more visual methods studied on a sample of their choice.

Additional Information

The weekly schedule of topics and readings can be found at the end of this outline or on D2L.

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

- Identify and evaluate different approaches to scholarly visual analysis
- Design and conduct their own visual analysis
- Critically reflect on each step of their independent research process.

Textbooks and Readings

Bal, M. (2003). Visual essentialism and the object of visual culture. *Journal of Visual Culture*, 2(1), 5–32. https://ucalgary-primo.hosted.exlibrisgroup.com/permalink/f/1p0s7n7/TN_cdi_crossref_primary_10_1_177_147041290300200101

- Barthes, R. The rhetoric of the image. In *Image, music, text*, (pp. 32-51). New York, NY: Hill and Wang. **Excerpt on D2L**
- Clark, S. (2020). Understanding contemporary images using iconography: Migration to the European Union and the representation of refugees and asylum seekers. *Journal of Visual Literacy*, 39(2), 111–124. https://ucalgary-primo.hosted.exlibrisgroup.com/permalink/f/1p0s7n7/TN_cdi_informaworld_taylorfrancis_310_1080_1051144X_2020_1737908
- Foss, K. A., & Foss, S. K. (2020). An explication of visual enactment in Advanced Style: Fashioning a challenge to the ideology of old age. *Western Journal of Communication*, 84(2), 123-147. <https://doi-org.ezproxy.lib.ucalgary.ca/10.1080/10570314.2019.1658892>
- Heuer, C. A., McClure, K. J., & Puhl, R. M. (2011). Obesity stigma in online news: A visual content analysis. *Journal of Health Communication*, 16(9), 976–987. https://ucalgary-primo.hosted.exlibrisgroup.com/permalink/f/1p0s7n7/TN_cdi_pubmed_primary_21541876
- Lidchi, H. (2014). Where objects unfold their aura: New galleries at the Rautenstrauch-Joest-Museum. *Paideuma: Mitteilungen Zur Kulturkunde*, 60, 231–245. https://ucalgary-primo.hosted.exlibrisgroup.com/permalink/f/1p0s7n7/TN_cdi_istor_primary_44242852
- Newbury, D. (2011). Making arguments with images: visual scholarship and academic publishing. In L. Pauwels & D. Manney (Eds.). *The SAGE handbook of visual research methods* (pp. 651-664). <https://dx-doi-org.ezproxy.lib.ucalgary.ca/10.4135/9781526417015.n43>
- Pollock, G. (1994). ‘With my own eyes’: Fetishism, the labouring body and the color of its sex. *Art History*, 17(3), 342-382. <https://ezproxy.lib.ucalgary.ca/login?url=https://search.ebscohost.com/login.aspx?direct=true&db=afh&AN=9412200632&site=ehost-live>
- Pritchard, A. & Morgan, N. (2003). Mythic geographies of representation and identity: Contemporary postcards of Wales. *Journal of Tourism and Cultural Change*, 1(2), 111-130, <https://www.tandfonline.com/doi/pdf/10.1080/14766820308668163>
- Rose, G. “‘The good eye.’ Looking at pictures using compositional interpretation.” In G. Rose (2007). *Visual methodologies: An introduction to the interpretation of visual materials*, (pp. 35-58). Los Angeles, CA.: Sage (**on D2L**)

Recommended reference text:

- Margolis, E., & Pauwels, L. (2011). *The SAGE handbook of visual research methods*. London, UK: SAGE <https://www-doi-org.ezproxy.lib.ucalgary.ca/10.4135/9781526417015>

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>

Policy on the Use of Electronic Communication Devices

The use of smartphones or other electronic devices is strictly limited to activities connected with the class.

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
32%	<p>Group Activities: in groups of max. 4 members, students will complete four problem solving activities that require the identification, critique and/or design of different aspects of a visual analysis. Each activity will consist of 4-6 questions or a short essay. The activities will be handed-in via dropbox submission.</p> <p>Group activities are open book. The instructions will be available a week before the deadline.</p>	September 22; October 6, 27 AND November 24 by 11:59PM (dropbox submission)
22%	<p>Research journal: individual- two submissions each worth 11% Students will complete a research journal where they will reflect on the process of designing and conducting an independent research project. Each submission will be constituted by 3 essays of approx. 400 words each. The topics of the entries are the following:</p> <p>A. First submission:</p> <ol style="list-style-type: none"> 1. Identifying an object of study, 2. Developing a research question 3. Reading about methods <p>B. Second submission:</p> <ol style="list-style-type: none"> 1. Choosing a method 2. Conducting the analysis 3. Identifying and evaluating findings <p>An evaluation rubric and further instructions and reflection prompts will be posted in D2L.</p>	Part 1- October 21; Part 2- December 11¹ (dropbox submission)

¹ Note that major deadlines are *often* scheduled a day after class.

11%	<p>Research proposal: individual submission- approx. 1500 words (3-4 pages)</p> <p>Students will write a research proposal outlining the following components of their project:</p> <ol style="list-style-type: none"> 1. Title of the project 2. Aims and Objectives 3. Method 4. Data analysis 5. Ethics (including a reflection on EDI) 6. References in APA style. <p>Further instructions will be posted in D2L.</p>	November 18 by 11:59PM (dropbox submission)
35%	<p>Final research project: individual, approx. 7 pages (3000- 4000 words).</p> <p>Students will complete a final research project that will engage with one or more visual methods studied in class. The project will answer the research question outlined in the proposal based on evidence obtained through the systematic application of one or more visual method discussed in class. The report will include a literature review that situates the study in the scholarly literature.</p> <p>Note: Students may choose to complete this final research project as a visual or multimedia project, in which case they will discuss the format with the instructor.</p> <p>Further instructions will be posted in D2L.</p>	December 8 by 11:59PM (dropbox submission)

Registrar-scheduled Final Examination: No

If your class is held in the evening, the Registrar's Office will attempt to schedule the final exam in the evening, but there is no guarantee that the exam will NOT be scheduled during the day.

Note: You must complete the following course components in order to pass the course: final research project.

Submission of Assignments

Please submit all assignments by uploading them to the designated D2L dropbox. Include your name and ID number on all assignments. Be sure to keep a copy of each submitted assignment and to 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 a partial letter grade (e.g.: A- to B+) for each day late. An assignment received two days after the deadline will receive an automatic 0.

***The Day of Grace:** One day of grace is available to all students to cover unforeseen problems that prevent them from meeting a deadline such as computer crashes, vehicle breakdowns, lack of printer ink or money, unexpected family obligations, etc. Students may use this day ONLY ONCE during the semester. **Students using this day of grace must upload the assignment by 4:30 pm the next calendar day** to avoid a late penalty and write “grace” on their subject line. It should be noted that assignments handed in this manner may be returned 1-2 classes later than those submitted on the due date.

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, final grades are reported as letter grades. All assignments (group activities, quizzes, midterm analysis, show and tell presentation and final proposal) will receive a percentage grade.

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

	Wednesdays 11:00AM- 1:45PM TI Studio C
Week 1 Sep. 8	<p>Lecture: Introduction to class, readings and assignments. Critical reflection and visual analysis warm-up</p> <p>Assignment: sign in for groups</p>

<p>Week 2 Sep. 15</p>	<p>Lecture: Defining the “object of visual analysis”</p> <p>Reading: Bal, Visual essentialism and the object of visual culture, pp. 5-32. https://ucalgary-primo.hosted.exlibrisgroup.com/permalink/f/1p0s7n7/TN_cdi_crossref_primary_10_1177_147041290300200101</p> <p>Assignment: GA1 posted</p>
<p>Week 3 Sep. 22</p>	<p>Lecture: Reading images</p> <p>Reading: Rose. G. “The good eye.’ Looking at pictures using compositional interpretation.” In <i>Visual Methodologies</i>, pp. 35-58 (on D2L)</p> <p>Assignment: GA1 due @ 11:59PM</p>
<p>Week 4 Sep. 29</p>	<p>Lecture: Political Iconography</p> <p>Reading: Clark, Understanding contemporary images using iconography: Migration to the European Union and the representation of refugees and asylum seekers, pp. 111–124. https://ucalgary-primo.hosted.exlibrisgroup.com/permalink/f/1p0s7n7/TN_cdi_informaworld_taylorfrancis_310_1080_1051144X_2020_1737908</p> <p>Assignment: GA2 posted</p>
<p>Week 5 Oct. 6</p>	<p>Lecture: Semiotics</p> <p>Reading: Barthes, The Rhetoric of the Image. (on D2L)</p> <p>Assignment: GA2 due @ 11:59PM</p>
<p>Week 6 Oct. 13</p>	<p>Lecture: Content analysis</p> <p>Reading: Heuer et al., Obesity stigma in online news: A visual content analysis, 976–987. https://ucalgary-primo.hosted.exlibrisgroup.com/permalink/f/1p0s7n7/TN_cdi_pubmed_primary_21541876</p>
<p>Week 7 Oct. 20</p>	<p>Lecture: Visual Rhetoric</p> <p>Reading: Foss, K. A., & Foss, S. K. (2020). An explication of visual enactment in <i>Advanced Style: Fashioning a challenge to the ideology of old age</i>, pp.123-147. https://doi-org.ezproxy.lib.ucalgary.ca/10.1080/10570314.2019.1658892</p> <p>Assignment: GA3 posted; research journal part 1 due Oct. 21 by 11:59PM</p>
<p>Week 8 Oct. 27</p>	<p>Lecture: Discourse Analysis- cultural texts</p> <p>Reading: Pritchard & Morgan, Mythic geographies of representation and identity: Contemporary postcards of Wales, pp. 111-130 https://www.tandfonline.com/doi/pdf/10.1080/14766820308668163</p> <p>Assignment: GA3 due @ 11:59PM</p>
<p>Week 9 Nov. 3</p>	<p>Lecture: Discourse Analysis- institutions</p> <p>Reading: Lidchi. Where objects unfold their aura: New galleries at the Rautenstrauch-Joest-Museum, pp. 231–245. https://ucalgary-primo.hosted.exlibrisgroup.com/permalink/f/1p0s7n7/TN_cdi_jstor_primary_44242852</p>

Week 10 Nov. 10	TERM BREAK- NO CLASSES	
Week 11 Nov. 17	<p>Lecture: Psychoanalysis</p> <p>Reading: Pollock, 'With my own eyes': Fetishism, the labouring body and the color of its sex, pp. 342-382. https://ezproxy.lib.ucalgary.ca/login?url=https://search.ebscohost.com/login.aspx?direct=true&db=afh&AN=9412200632&site=ehost-live</p> <p>Assignment: GA4 posted, proposal due Nov. 18 @ 11:59PM</p>	
Week 12 Nov. 24	<p>Lecture: Visual scholarship</p> <p>Reading: Newbury, D. (2011). Making arguments with images: visual scholarship and academic publishing, pp. 651-664. https://dx-doi-org.ezproxy.lib.ucalgary.ca/10.4135/9781526417015.n43</p> <p>Assignment: GA4 due @ 11:59PM</p>	
Week 13 Dec. 1	<p>Lecture: Peer-review session (groups assigned by instructor according to similarities of projects). Q&A with instructor.</p>	
Week 14 Dec. 8	<p>NO CLASS</p> <p>Assignment: Research project due @ 11:59PM</p>	<p>Research journal part 2 due Dec. 11 @ 11:59PM</p>