UNIVERSITY OF CALGARY

Spring 2022
FACULTY OF ARTS
Department of Sociology
Department of Sociology Website: https://soci.ucalgary.ca/

COURSE TITLE: Mass Communication			
Course Number	SOCI 345		
Pre/Co-Requisites	SOCI 201		
Instructor Name	Dr. Nazario Robles Bastida	**Email**	nroblesb@ucalgary.ca
Instructor Email Policy	Feel free to contact me over email at any time. Please put your course number and section in your email's subject line, and include a proper salutation, your full name, student ID, and a proper closing in the body of your email. Emails will be answered within two business day. I generally do not answer emails over the weekend. Please take that into account when emailing me questions pertaining assignments or exams. If you have a course-related question, please check the course outline first.		
Office Location	SS 912	**Office Hours**	By appointment
Telephone No.	N/A		
Class Dates	Mondays and Wednesdays		
Class Times	9:00 - 11:45 am		
Class Location	ICT 102		

COURSE DESCRIPTION

This course offers a critical, theoretically-informed look at what it means to live in a society in which the forms and content of mass media/mass communication and our uses of them shape our lives in significant ways. In particular, it constitutes an exploration of New Media and "Convergence Culture", that is to say, the cultural transformations that are taking place as media converge and consumers change into active users of content. Looking at current phenomena related to new forms of media, this course aims to go beyond the notion of mass communication and introduce the student to the ways in which contemporary societies and individuals communicate their thoughts, dreams and fears.

COURSE LEARNING OUTCOMES

This course will provide the students with the opportunity to:

1. Examine the role of mass media and New Media in their lives.
2. Grasp the complex relationships between media and popular culture.
3. Understand the factors implicated with the rise and integration of new communications technologies.
4. Explore New Media and some of the cultural transformations related to it.
5. Develop an understanding of "Convergence Culture".

LEARNING RESOURCES

Jenkins, Henry., Mizuko Ito, and Danah Boyd. (2015). *Participatory culture in a networked era.* Polity Press

LEARNING TECHNOLOGIES AND REQUIREMENTS

There is a D2L site for this course which contains required readings and other relevant class resources and materials (see d2L.ucalgary.ca).

CLASS SCHEDULE

You can find the schedule of lectures and readings in the "Reading Schedule" Outline located in D2L.

EXAMINATIONS

This course has no final exam. The use of aids such as textbooks, course notes or electronic devises will not be permitted during midterm examinations.

ASSESSMENT COMPONENTS

D2L Discussions (One per Week)	10 %
Assignments (Four, each with a value of 5%)	20 %
First Midterm Exam	25 %
Second Midterm Exam	15 %
Final Project (Friday, June 17th)	30 %

D2L Discussions are group exercises designed to enhance the understanding of the topics discussed in class. They should be completed in the week when they are posted in D2L to provide the possibility of class discussions and involve students in the learning process. They only will be accepted at a later date if students have a valid reason for the delay in submitting them.

Assignments will be completed individually or in teams of two. They will evaluate students' understanding of the readings and assigned papers. The dates when they are due are detailed below. Assignments not submitted on their due date will receive a penalty of ten percent off per day unless students receive an extension from the instructor. Students must provide a valid reason to obtain this extension.

Assignments Schedule SOCI 345

Date	Activity
Wednesday May 11th	Assignment 1 is posted.
Tuesday May 17th (At 11:59pm)	Assignment 1 is due.
Wednesday May 18th	Assignment 2 is posted.
Tuesday May 24th (At 11:59pm)	Assignment 2 is due.
Wednesday June 1st	Assignment 3 is posted.
Tuesday June 7th (At 11:59pm)	Assignment 3 is due.
Wednesday June 8th	Assignment 4 is posted.
Tuesday June 14th (At 11:59pm)	Assignment 4 is due.

The **midterm examinations** will consist of multiple-choice questions. They are non-cumulative. The first midterm will take place on Wednesday, May 25th; the second midterm will take place on Wednesday 15th of June.

The **Final Project** will be a paper in which the students will present their research and analysis of a topic or issue related to the field of mass communication and new media. In teams, the students will gather information from different sources and, using concepts learned in the course, will write an analytical essay about their selected topic. More information about the final project can be found in D2L by accessing the "Final Project Outline".

MISSED OR LATE ASSIGNMENTS
Assignments not submitted on their due date will receive a penalty of ten percent off per day unless students receive an extension from the instructor. Students must provide a valid reason to obtain this extension.

Deferred Term Work Form: Deferral of term work past the end of a term requires a form to be filled out by the student and submitted, along with any supporting documentation, to the instructor. The form is available *here.*

Once an extension date has been agreed between instructor and student, the instructor will email the form to the Faculty of Arts Program Information Centre (ascarts@ucalgary.ca) for approval by the Associate Dean.

GRADING SCALE

Letter grades will be assigned and submitted to the registrar based on the following scale:

Grade	Percent range	Grade Point Value	Description
A+	96 – 100%	4.0	Outstanding performance
A	90 – 95.99%	4.0	Excellent performance
A-	85 – 89.99%	3.7	Approaching excellent performance
B+	80 – 84.99%	3.3	Exceeding good performance
B	75 – 79.99%	3.0	Good performance
B-	70 – 74.99%	2.7	Approaching good performance
C+	67 – 69.99%	2.3	Exceeding satisfactory performance
C	63 – 66.99%	2.0	Satisfactory performance
C-	59 – 62.99%	1.7	Approaching satisfactory performance
D+	55 – 58.99%	1.3	Marginal pass. Insufficient preparation for subsequent courses in the same subject
D	50 – 54.99%	1.0	Minimal Pass. Insufficient preparation for subsequent courses in the same subject.
F	<50%	0	Failure. Did not meet course requirements.

EXPECTATIONS FOR WRITING

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 support services in the Learning Commons. For further information, please refer to the official online University of Calgary Calendar, Academic Regulations, E. Course Information, E.2: Writing Across the Curriculum: http://www.ucalgary.ca/pubs/calendar/current/e-2.html

GUIDELINES FOR SUBMITTING ASSIGNMENTS

The main Sociology Department office does not deal with any course-related matters. Please speak directly to your instructor.

1. **Protection of Privacy:** The Freedom of Information and Protection of Privacy (FOIPP) legislation does not allow students to retrieve any course material from public places. Anything that requires handing back will be returned directly during class or office hours. If students are unable to pick up their assignments from the instructor, they can provide the instructor with a stamped, self-addressed envelope to be used for the return of the assignment. Private information related to the individual student is treated with the utmost regard by the faculty at the University of Calgary

2. Final grades are not posted by the Sociology Department. They are only available online.

CONDUCT

Students, employees, and academic staff are also expected to demonstrate behaviour in class that promotes and maintains a positive and productive learning environment. As members of the University community, students, employees, and academic staff are expected to demonstrate conduct that is consistent with the University of Calgary Calendar, the Code of Conduct and Non-Academic Misconduct policy and procedures, which can be found at: http://www.ucalgary.ca/pubs/calendar/current/k.html

USE OF INTERNET AND ELECTRONIC COMMUNICATION DEVICES IN CLASS

The use of laptop and mobile devices is acceptable when used in a manner appropriate to the course and classroom activities. Please refrain from accessing websites and resources that may be distracting to you or for other learners during class time. Students are responsible for being aware of the University's Internet and email use policy, which can be found at https://www.ucalgary.ca/legal-services/university-policies-procedures/acceptable-use-electronic-resources-and-information-policy

COURSE EVALUATIONS AND STUDENT FEEDBACK

Student feedback will be sought at the end of the course through the standard University Student Ratings of Instruction (USRI) and Faculty course evaluation forms. A midterm evaluation may also be included to provide students an opportunity to provide feedback, for the instructor to adjust their approaches to teaching and learning, and to continuously improve the course. Students are welcome to discuss the process and content of the course at any time with the instructor.

Media Recording for Study Purposes (Students)

Students who wish to audio record lectures for personal study purposes need to follow the guidelines outlined in Section E.6 of the University Calendar. Unless the audio recording of lectures is part of a student accessibility requirement, permission must be sought by the course instructor to audio record lectures.

Media recording for lesson capture

The instructor may use media recordings to capture the delivery of a lecture. These recordings are intended to be used for lecture capture only and will not be used for any other purpose. Recordings will be posted on D2L for student use and will normally be deleted at the end of term. Students are responsible for turning off their camera and/or microphone if they do not wish to be recorded.

Media recording for assessment of student learning

The instructor may use media recordings as part of the assessment of students. This may include but is not limited to classroom discussions, presentations, clinical practice, or skills testing that occur during the course. These recordings will be used for student assessment purposes only and will not be shared or used for any other purpose. The recording will be destroyed as specified by retention rule 2000.01 "Examinations and Student Assignments".

Media recording for self-assessment of teaching practices

The instructor may use media recordings as a tool for self-assessment of their teaching practices. Although the recording device will be fixed on the instructor, it is possible that student participation in the course may be inadvertently captured. The recording will be destroyed as specified by retention rule 98.0011 "Draft Documents & Working Materials".

ACADEMIC MISCONDUCT

Academic Misconduct refers to student behavior which compromises proper assessment of a student's academic activities and includes cheating; fabrication; falsification; plagiarism; unauthorized assistance; failure to comply with an instructor's expectations regarding conduct required of students completing academic assessments in their courses; and failure to comply with exam regulations applied by the Registrar.

For information on the Student Academic Misconduct Policy and Procedure please visit:

 https://www.ucalgary.ca/legal-services/university-policies-procedures/student-non-academic-misconduct-policy

 https://www.ucalgary.ca/legal-services/university-policies-procedures/student-non-academic-misconduct-procedure

Additional information is available on the Academic Integrity Website at https://ucalgary.ca/student-services/student-success/learning/academic-integrity.

ACADEMIC ACCOMODATION

It is the student's responsibility to request academic accommodations according to the University policies and procedures listed below. The Student Accommodations policy is available at https://ucalgary.ca/student-services/access/prospective-students/academic-accommodations. Students needing an accommodation based on disability or medical concerns should contact Student Accessibility Services (SAS) in accordance with the Procedure for Accommodations for Students with Disabilities (https://www.ucalgary.ca/legal-services/university-policies-procedures/accommodation-students-disabilities-procedure). 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.

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/ .

RESEARCH ETHICS

(if applicable) Students are advised that any research with human participants – including any interviewing (even with friends and family), opinion polling, or unobtrusive observation – must have the approval of the Conjoint Faculties Research Ethics Board or the Conjoint Health Research Ethics Board. In completing course requirements, students must not undertake any human subjects research without discussing their plans with the instructor, to determine if ethics approval is required. Some courses will include assignments that involve conducting research with human participants; in these cases, the instructor will have applied for and received ethics approval for the course assignment. The instructor will discuss the ethical requirements for the assignment with the students.

INSTRUCTOR INTELLECTUAL PROPERTY

Course materials created by instructors (including 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 course at the same time may be allowed under fair dealing.

FREEDOM OF INFORMATION AND PROTECTION OF PRIVACY

Student information will be collected in accordance with typical (or usual) classroom practice. Students' assignments will be accessible only by the authorized course faculty. Private information related to the individual student is treated with the utmost regard by the faculty at the University of Calgary.

COPYRIGHT LEGISLATION

All students are required to read the University of Calgary policy on Acceptable Use of Material Protected by Copyright) 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 unauthorised 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 https://www.ucalgary.ca/pubs/calendar/current/k.html.

SEXUAL VIOLENCE POLICY

The University recognizes that all members of the University Community should be able to learn, work, teach and live in an environment where they are free from harassment, discrimination, and violence. The University of Calgary's sexual violence policy guides us in how we respond to incidents of sexual violence, including supports available to those who have experienced or witnessed sexual violence, or those who are alleged to have committed sexual violence. It provides clear response procedures and timelines, defines complex concepts, and addresses incidents that occur off-campus in certain circumstances. Please see the policy available at https://www.ucalgary.ca/legal-services/university-policies-procedures/sexual-and-gender-based-violence-policy

Important Contact Information

Campus Security and Safewalk (24 hours a day/7 days a week/365 days a year)
      Phone: 403-220-5333

Faculty of Arts Undergraduate Students' Union Representatives
      Phone: 403-220-6551
      Email: arts1@su.ucalgary.ca, arts2@su.ucalgary.ca, arts3@su.ucalgary.ca, arts4@su.ucalgary.ca
      Students' Union URL: www.su.ucalgary.ca

Graduate Students' Association
      Phone: 403-220-5997
      Email: askgsa@ucalgary.ca
      URL: www.ucalgary.ca/gsa

Updated: Spring 2022

Student Ombudsman
        Phone: 403-220-6420
        Email: ombuds@ucalgary.ca

Campus Mental Health Resources

The University of Calgary recognizes the pivotal role that student mental health plays in physical health, social connectedness and academic success, and aspires to create a caring and supportive campus community where individuals can freely talk about mental health and receive supports when needed. We encourage you to explore the excellent mental health resources available throughout the university community, such as counselling, self-help resources, peer support or skills-building available through the following resources:

SU Wellness Centre: http://www.ucalgary.ca/wellnesscentre/
Student Wellness Services:
https://www.ucalgary.ca/wellness-services/services/mental-health-services
Campus Mental Health Strategy website: https://www.ucalgary.ca/mentalhealth/.

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