

University of Calgary
Department of Communication, Media and Film

Communication and Media Studies COMS 203, L01
New Media

Fall 2016

Mon. Sept. 12 – Mon. Dec. 5 (excluding Mon. Oct. 10)

Lecture: M 15:00-16:50

Tutorials: F 11:00-11:50; 12:00-12:50 (according to registration)

Instructor: Tamara Shepherd
Office: SS 318
Office Phone: 403-220-6729
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Web Page: D2L available through MyUofC portal
Office Hours: Mondays 13:45-14:45, or by appointment

Course Description

This course offers an introduction to the social, political, economic, and cultural aspects of new media. New media will first be situated historically and set up as manifestations of different kinds of power. Topics to be examined include the defining characteristics of new media in relation to networked infrastructure, visual culture and representation, identities, audiences, political engagement, and regulatory frameworks. Toward the conclusion of the course, these elements will be brought together through case studies of specific new media forms: social media platforms, mobile technologies, and digital games. The goal of the course is to provide students with the opportunity, through lectures and tutorials, to gain a broad understanding of new media as a terrain marked by diverse struggles for communication power.

Additional Information

Please be aware that much of this course deals with the artifacts, experiences, and products of new media culture. As such, some of the material we study manifests coarse language, sexuality, and violence. If this is a problem for you, please see the instructor, and think carefully about whether this particular course is the best fit for you.

This course involves both lectures and tutorials, where students will be responsible for participating in discussion and working in smaller groups. Regular attendance is expected and **participation in tutorials is crucial**. Readings must be completed before class, and students are expected to participate fully in group discussions of all assigned readings.

Objectives of the Course

COMS 203 has the following major objectives:

1. To provide you with the basis to identify, analyze and evaluate the social factors influencing the design and use of new media;

2. To encourage critical thinking about new media's historical development and its broader role in society, economics, politics, and culture;
3. To provide you with the opportunity to discuss how the course material relates to everyday new media cultures through written assignments as well as lab activities and group discussion;
4. To help prepare you for further undergraduate study.

Textbooks and Readings

The required textbook for the course is *New Media: An Introduction, Second Canadian Edition* by Terry Flew and Richard Smith (Oxford University Press, 2014). Copies are available for purchase at the campus bookstore, and there are also reserve copies held at the library. A schedule of assigned readings from the textbook as well as from online sources will be posted to D2L the week before class begins.

Internet and electronic communication device information

Laptops are permitted for note taking only. **iPods, cellphones and gaming devices may not be used at all during class.** Please respect the instructor and your fellow students. Improper use of electronic devices will impact your participation grade.

Assignments and Evaluation

Overall Grade Breakdown:

Participation:	Weekly in tutorial	10%
Reflection Paper:	October 3	20%
Mid-term Test	October 31	20%
Ignite Presentation:	Nov. 18, 25, & Dec. 2	15%
Final Exam:	December exam period	35%

Participation (10%, weekly in tutorial):

Tutorials require active participation in both activities and group discussion. Participation is not measured solely by how often you speak up. Informed, thoughtful contributions to discussion are more important than frequent contributions. An ability to demonstrate familiarity with the required readings is also crucial. Attentive listening matters – students who interrupt others, distract their classmates, or use electronic devices in a way that distracts the instructor or their peers will see an impact on their participation grade. Students are also expected to participate by engaging with the presentations of fellow students by attending presentations, asking questions, and offering thoughtful and constructive commentary.

Reflection Paper (20%, October 3, 600-900 words or 2-3 pages):

Using essay format – structured by a central argument – reflect on your relationship to a particular example of new media. This will be a personal reflection that: 1) describes in detail the specific, unique ways in which you use the new media example, and 2) applies concepts from the course to your example in order to critique your own reflection about

new media. The idea is to question your initial assumptions about new media by viewing your example through alternative frameworks presented in the lectures and/or the readings. You will be expected to reference **two or more** of the authors discussed on the course (in lectures or readings). Make sure to have a thesis statement guiding the essay's argument, and structure it with a clear introduction, body, and conclusion.

Mid-term Test (20%, October 31, 50 minutes):

In the first half of lecture on October 31, students will complete a mid-term test that covers all course material up to (but not including) that date. The test will feature a mix of multiple choice, short answer questions, and one long answer question. All of the questions will pertain to material from the textbook and lectures, testing students' understanding of the ideas presented in the course so far.

Ignite Presentation (15%, November 18, 25 and December 2, 4 minutes):

In tutorial on November 18, November 25, and December 2, students will individually present on a particular new media example, according to the topic for the week: social media, mobile technologies, or digital games. A signup sheet for presentation slots will be available in tutorial on November 4 – those who do not sign up will be assigned to a slot. Students should prepare a four-minute Ignite-style talk that presents the example to class and highlights one specific problem or challenge related to the social, economic, political, or cultural aspects of that example. The presentations will be adapted from Ignite talks, where the **four-minute** talk will be accompanied by **16 slides** that each automatically advance after 15 seconds. For more on Ignite talks and to view some examples, see: <http://igniteshow.com/>.

Final Exam (35%, December exam period, two hours):

The final exam, which students will have two hours to complete, will take place during the December examination period (December 12-22) at a date to be determined by the Registrar. The exam will cover all material included in the course lectures and readings, in order to evaluate students' understanding of new media in broad contexts. The format of the exam will be a mix of multiple choice, short answer, and long answer questions.

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 hand in your essays directly to your tutor or instructor if possible. If it is not possible to do so, a daytime drop box is available 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.

Written assignments should be typed, double spaced, in 12-point Times New Roman font, with pages numbered. Citations and references should follow APA style. For a guide to using APA style, see: <http://owl.english.purdue.edu/owl/resource/560/01/>

Please include your name, ID number and the instructor's name on all assignments, and be prepared to provide picture ID to pick up assignments or look at final exams in SS320 after classes have ended. 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. However, assignments, exams, and other work in this course will be graded using raw scores (for example, an assignment worth 15% will be graded out of 15).

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, raw scores from each assignment will be added together to constitute the final grade.

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.

** 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.

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

<p>STUDENTS' UNION CONTACTS</p> <ul style="list-style-type: none"> • Faculty of Arts Reps • Student Ombudsman 	<p>https://www.su.ucalgary.ca/about/who-we-are/elected-officials/</p> <p>http://www.ucalgary.ca/provost/students/ombuds</p>
<p>SU WELLNESS CENTRE</p> <ul style="list-style-type: none"> • Counselling Services • Health Services • Distress centre 24/7 CRISIS LINE • Online resources and tips 	<p>403-210-9355 (MSC 370), M-F, 9:00–4:30 pm</p> <p>http://ucalgary.ca/wellnesscentre/counselling</p> <p>http://ucalgary.ca/wellnesscentre/health</p> <p>403-266-HELP (4357)</p> <p>http://ucalgary.ca/wellnesscentre/healthycampus</p> <p>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.</p>

Schedule of Lecture Topics and Readings

+ additional recommended readings will be posted to D2L

Week 1: Sep 12 – Defining “new” media

Required reading:

Flew and Smith, Chapters 1 and 2: “Introduction to new media,” and “The history of new media” (pp. 1-55)

Week 2: Sep 19 – New media & power

Required reading:

Flew and Smith, Chapter 3: “Approaches to new media” (pp. 56-78)
+ Rogers case study, text box on pp. 48-49

Week 3: Sep 26 – Networks and infrastructure

Required reading:

Gina Neff, Tim Jordan, and Joshua McVeigh-Schultz. “Affordances, technical agency, and the politics of technologies of cultural production” *Culture Digitally*, 23 January 2012: <http://culturedigitally.org/2012/01/affordances-technical-agency-and-the-politics-of-technologies-of-cultural-production-2/>

Week 4: Oct 3 – Visual culture and representation

*** Reflection paper due at the beginning of lecture ***

Required reading:

Chemaly, Soraya. “The 12-year-old Slut meme and Facebook’s misogyny problem.” *The Huffington Post*, 26 September 2012: http://www.huffingtonpost.com/soraya-chemaly/12-year-old-slut-meme-and_b_1911056.html

Oct 10 – NO LECTURE (University closed)

*** Happy Thanksgiving! (note: there will be tutorials as usual on Friday October 14) ***

Week 5: Oct 17 – Identities

Required readings:

Watts, Andrew. "A teenager's view on social media." *Medium*, 2 January 2015: <https://medium.com/backchannel/a-teenagers-view-on-social-media-1df945c09ac6>

Boyd, Danah. "An old fogey's analysis of a teenager's view on social media." *Medium*, 12 January 2015: <https://medium.com/message/an-old-fogeys-analysis-of-a-teenagers-view-on-social-media-5be16981034d>

Week 6: Oct 24– Users, Audiences, Consumers

Required reading:

Flew and Smith, Chapter 8: "The global knowledge economy" (pp. 188-214)

Week 7: Oct 31 – Politics

***** Mid-term test (in the first half of lecture) *****

Required reading:

Lemann, Nicholas. "Amateur Hour." *The New Yorker*, 7 August

2006: <http://www.newyorker.com/magazine/2006/08/07/amateur-hour-4>

Week 8: Nov 7 – Policy and regulation

Required reading:

Flew and Smith, Chapter 9: "Internet law, policy and governance" (pp. 215-248)

Week 9: Nov 14 – Social media

Required reading:

Flew and Smith, Chapter 5: "Social networks and participatory culture" (pp. 106-134)

Week 10: Nov 21 – Mobile technologies

Required reading:

Flew and Smith, Chapter 4: "Mobile new media" (pp. 79-105)

Week 11: Nov 28 – Digital games

Required reading:

Flew and Smith, Chapters 6 and 7: "Games: Technology, industry, and culture," and "Creative Industries" (pp. 135-187)

Week 12: Dec 5 – Last class wrap-up

Required reading:

Flew and Smith, Chapter 10: "Conclusion" (pp. 249-270)

+ a final exam study session (optional) will be held after the last class, date tbd