

University of Calgary
Department of Communication, Media and Film
Communications Studies (COMS) 475, Lecture L01:
Media and Cultural Industries
Summer 2015

Class dates: Monday, July 6 to Wednesday, August 12 (excluding August 3)
Lectures, days and times: MW 12:00 - 14:45

Instructor: Kerry McArthur

Office Location: SS 307

E-Mail: kjmcarth@ucalgary.ca

Office Hours: Mondays/Wednesdays following class, or upon request

Course Description

This course considers the role and nature of media and cultural industries, offering students an understanding of their role in the production, distribution and consumption of cultural products. The industries examined include television, radio, newspapers, video game production, film, sound recording, advertising, transmedia, book publishing and telecommunications.

Additional Information

- Pre-requisite for this course: COMS 371. This course assumes basic familiarity with critical media theories.
- The course takes a seminar format in which students lead the discussion and engage with the assigned readings.
- This is a reading- and writing-intensive course.

Objectives of the Course

The goal of this course is to familiarize students with the various aspects of cultural industries internationally and in Canada, and with the theoretical debates around these industries. By the end of the course, you will:

- Be knowledgeable about the historical development of cultural industries;
- Be aware of current developments within the cultural industries on local, national and global levels;
- Be able to assess the key thinkers, concepts and discourses on cultural industries;
- Be able to use academic, policy and media sources to present the results of your thinking and research.

Textbooks and readings

Required textbook: Wagman, I. & Urquhart, P., (Eds.). (2012). *Cultural Industries.ca: Making Sense of Canadian Media in the Digital Age*. Toronto, ON: Lorimer & Co.

A good secondary (but not required) text is David Hesmondhalgh's *The Cultural Industries* (2013; 3rd edition), which the instructor will reference on occasion. Other journal articles from the University of Calgary library may be assigned; information on these articles will be made

available on the first day of class.

Internet and electronic communication device/professionalism information

Cellphones will be silenced for the duration of the class. Laptops and tablets may be used *only* for taking notes.

When contacting the instructor by e-mail, use the tag “COMS 475” in your subject line.

Assignments and evaluation

Group presentations: 15%, July 20 to August 5

Quizzes (closed book): 20% (two quizzes @ 10% each), July 15 and August 5

Final Paper with Annotated Bibliography: 35%

- Annotated Bibliography, 4-5 pages (10%): due July 27
- Final Paper, 9-11 pages (25%): due August 10

Take-home (open book) exam: 20%, distributed August 10, due August 14

Participation/Professionalism: 10%

Registrar-scheduled final examination: No

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

Assignment information

1. Group presentations (15%): from July 20 to August 5

Students will work in small groups to produce a 20-minute oral presentation with PowerPoint slides on one of the readings for the course. Each member of the group will contribute to the research behind this project and take an equal part in its presentation.

2. Quizzes (20%): July 15 and August 5

These two quizzes will test understanding of the required readings and material covered in class. Each quiz will last approximately 30 minutes and comprise short-answer questions.

3. Final Project with Annotated Bibliography (35% altogether)

This individual assignment will test the student to use the theories and cases discussed in this course to evaluate a cultural item or a media text. You will research the conditions of production, distribution and consumption for your chosen cultural item/text. Topics for this final essay must be cleared with the instructor first.

a) *Annotated bibliography* (10%): due July 27: The annotated bibliography will reference *three to four* academic articles in the field of cultural studies that draw upon or critique your theoretical model and media issue. The bibliography will comprise five separate reviews of the chosen articles, each of them 250 to 300 words in length.

b) *Final paper* (25%): due August 10: This paper will introduce the important points of the selected theory and its key theoreticians, then apply it to a chosen field of study. Paper length: 9 to 11 pages, not including References section.

4. Take-home exam (20%): distributed August 10, due August 14

The take-home exam will challenge the student to compare, critique and contextualize the various theoretical models examined throughout the course. The exam will provide a list of

approximately seven to eight questions. Students will choose three questions from this list and write short-essay-length responses to each; this response should be nine to 11 double-spaced pages in length.

5. Participation (10%)

Students are expected to contribute insights on readings, theorists and their experiences with media during classes: this will require regular attendance and a close reading of assigned chapters from the textbook. On occasion, students will be asked to convey personal insights into media theory via written responses; these contributions will not be graded *per se* but used to help determine individual participation grades.

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.

Please include your name and ID number on all assignments, and be prepared to provide picture ID to pick up assignments or look at final exams in SS 320 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. For courses in which assignments are submitted electronically, it is the student's responsibility to ensure that the correct copy of the assignment is submitted. (Including the version date or version number in your file name may help you avoid submitting the wrong version of your written assignments.)

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.

Students with Disabilities

If you are a student with a disability who may require academic accommodation, it is your responsibility to register with the Student Accessibility Services (220-8237, <http://www.ucalgary.ca/access/>) and discuss your needs with your instructor no later than 14 days after the start of the course.

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. For details see <http://comcul.ucalgary.ca/needtoknow>. 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 System & Department of Communication, Media and Film

Grade Scale Work in this course will be graded using letter grades. The following grade scale percentage equivalents are used in the Department of Communication, Media and Film:

Grade Point Value	Description	Grade	Department 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	00 - 49.99%	0%

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 (i.e. surveys, interviews, observation) as part of your university studies, you are responsible for following university research ethics guidelines. Your instructor must review and approve of 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/safewalk
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
STUDENTS' UNION CONTACTS <ul style="list-style-type: none"> • Faculty of Arts Reps • Student Ombudsman 	https://www.su.ucalgary.ca/about/who-we-are/elected-officials/ http://www.ucalgary.ca/provost/students/ombuds
SU WELLNESS CENTRE <ul style="list-style-type: none"> • Counselling Services • Health Services 	403-210-9355 (MSC 370), M-F, 9:00–4:30 pm http://ucalgary.ca/wellnesscentre/counselling http://ucalgary.ca/wellnesscentre/health

<ul style="list-style-type: none">• Distress centre 24/7 CRISIS LINE	403-266-HELP (4357)
<ul style="list-style-type: none">• Online resources and tips	http://ucalgary.ca/wellnesscentre/healthycampus 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.

Schedule of Lectures and Readings