

**University of Calgary
Department of Communication, Media and Film**

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

Winter 2016

**Thursday Jan 14 – Thursday April 7
Thursday – 14:00 – 16:45**

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Office Hours: Wednesday, 10 -12:00 or by appointment

Course Description

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 television, radio, newspapers and other print media, film, sound recording, book publishing and advertising.

Objectives of the Course

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; the challenges faced by cultural labour. 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. (2013). The Cultural Industries 3rd Edition, SAGE Publications.

Wagman, I. and P. Urquhart (2012). Cultural Industries.ca: Making Sense of Canadian Media in the Digital Age, James Lorimer Limited, Publishers.

Grant, P. S. and C. Wood (2004). Blockbusters and trade wars : popular culture in a globalized world. Vancouver, Douglas & McIntyre. (available as e-book via library)

Additional required readings to be posted or linked on D2L.

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

Participation	(ongoing)	10%
D2L Short Writing (2 X 10%)	First by Feb 4	20%
	Second by March 31	
Essay Proposal and Annotated Bibliography	March 17	10%
Midterm (closed book)	March 10	20%
Industry Presentation	March 24 and 31	20%
Final Essay	April 7	20%

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

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 —20% (2 X 10%): 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 4)**. 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 class in which the reading will be discussed. Assignments will not be accepted after the class. The class on **March 31** 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 D2L.

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

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 10

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 10 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. Students will have 90 minutes to write the midterm. The exam is closed book.

Industry Presentations – 20%: March 24 and 31

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 public 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 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 March 3 to organize groups and request topics on a first come, first serve basis. The dates and order for presentations will be done by lottery.

Final Essay—20%: Due date—April 7 (start of class)

Students will submit a 1250 word, five (5) page research essay, excluding bibliography. 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. 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.

Registrar-scheduled Final Examination: No

Submission of Assignments: Please hand in your final essay directly to your instructor.

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.

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_0.pdf .

Please note:

1. Students seeking accommodations for transient illnesses (e.g., the flu) should contact their instructors directly. Whenever possible, students should advise their instructors in advance if they will be missing quizzes, presentations, in-class assignments, or group meetings.
2. 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.
3. 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. 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 & Grade Scale of the Department of Communication, Media and Film

Work in this course will be graded using letter grades.

The following grade scale percentage equivalents are used in the Department. If letter grades are used for an assignment or other course component, the percentage equivalent in the final column will be used for calculating the final grade:

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	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

<ul style="list-style-type: none"> • Safewalk Program 	<p>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/</p>
<p>DESIRE2LEARN (D2L) Support</p> <ul style="list-style-type: none"> • IT help line 	<p>http://elearn.ucalgary.ca/desire2learn/home/students 403-220-5555 or itsupport@ucalgary.ca</p>
<p>STUDENT SUCCESS CENTRE</p> <ul style="list-style-type: none"> • Writing Support Services • Student Services Mobile App 	<p>http://ucalgary.ca/ssc http://www.ucalgary.ca/ssc/writing-support http://ucalgary.ca/currentstudents</p>
<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/ 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 http://ucalgary.ca/wellnesscentre/counselling http://ucalgary.ca/wellnesscentre/health 403-266-HELP (4357) 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 Lectures and Readings to be uploaded to D2L in the first week of classes