

University of Calgary
Department of Communication, Media and Film

Communication and Media Studies COMS 591 S03

Senior Seminar in Communication and Media: Heritage Online

Fall 2016

Sept. 14th to Dec. 7th

W 12:00-14:45

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Office Hours: W 3-4; or by appointment.

Course Description

With reference to a special topic, this course explores the variety of ways in which communication builds social and cultural values. Students will undertake a major project that will integrate their understanding of communication theory, history and methodology.

Heritage as an area of individual and group concern has exploded in the digital world. The recognition that heritage promotion has the power to sustain and transform cultural values has created a contest for whose heritage dominates digital space. A number of reasons explain this development: the baby boom generation in western countries now enters retirement with a desire to preserve what they feel is important; younger generations have also turned to their "roots" as a way of charting personal directions--the push of a neo-liberal culture in which proving uniqueness is a constant necessity; previously marginalized groups, countries and regions, moving past cultures of colonization or simple neglect, want equal recognition of their place in the world; climate change and wars have threatened and destroyed heritage sites and intangible heritage ideas; mobility caused by economic, political and military realities has uprooted people and created intense desires to preserve their pasts; heritage professionals (historians, planners, preservationists etc.) advocate their justifications for heritage promotion, and these individuals are often in the service of local, regional and national government agendas. The interest in heritage is diverse, continuing to grow, and increasingly expressed within Canada and throughout the rest of the world as a major issue. The heritage shift to digital platforms has accelerated the interest and power of heritage with companies like Ancestry who arose to capitalize on the heritage impulse or venues like YouTube that allow for heritage expression--either the "big heritages" of hegemonic interests or "small heritages" of those on the margins. This course examines the idea of heritage and its expression in digital culture.

Objectives of the Course

The purpose of the course is to have students:

- Understand the emerging field of critical heritage studies unfolding in the online world.
- Explore the academic venues (journals, conferences etc.) generated by these approaches.
- Develop a critical ability with respect to academic arguments.
- Enhance their writing and speaking abilities.
- Critically assess the dominant cultural frameworks involved in the area of heritage studies.
- Gain experience in critiquing websites and digital applications supporting heritage perspectives.

Textbooks and Readings

Readings will be assigned from online journals or other online sources

Assignments and Evaluation

Participation: This course will operate as a seminar in which discussion is the main in-class activity. Regular attendance and participation in these discussions is crucial. Students will be also be asked to provide brief, one page, responses for each of the assigned readings.

25% of course mark (10% will be based on the reading responses and 15% come from your participation in class)

Assignment 1: Students will critique an online heritage site such UNESCO, YouTube or other heritage organizations or digital platforms. Strategies for choosing a site and for assessing heritage issues will be discussed in class.

20% of course mark. Due Date: Oct. 19th, 2016. Length of assignment: 5 pages (1250 words).

Assignment 2: Students will explore the ways of undertaking genealogical research using online resources. There several choices for this assignment, depending on the individual interests of students in this area, and the possibilities will be discussed in-class.

20% of course mark. Due Date: Nov. 16th, 2016. Length of assignment: 5 pages (1250 words).

Term Paper: Students will write an essay dealing with the topic of critical heritage studies in the context of digital media.

35% of course mark. Due Date: Dec. 7th, 2016. Length of assignment: 10 pages (2500 words).

Internet and electronic communication device information

The distractive use of electronic devices is not allowed.

Registrar-scheduled Final Examination: No

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.

Please include your name and ID number on all assignments, and be prepared to provide picture ID to pick up assignments or look at marked final exams in SS 320. 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. Work in this course be assessed with letter grades and numerical grades. 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, letter grades will be accompanied by a numerical equivalent. For example, an assignment might be a weak A, or 90%, or a strong A, 95.99%. These numerical equivalents, accompanying the letter grade that is assigned, will be used in the final calculations. The final course grade will be rounded off to the next letter grade if the mark exceeds the half-way point between grades. For example, an 87.6 will become an A, not an A-.

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%

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	http://elearn.ucalgary.ca/desire2learn/home/students

<ul style="list-style-type: none"> • IT help line 	403-220-5555 or itsupport@ucalgary.ca
<p>STUDENT SUCCESS CENTRE</p> <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 	https://www.su.ucalgary.ca/about/who-we-are/elected-officials/ http://www.ucalgary.ca/provost/students/ombuds
<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> http://ucalgary.ca/wellnesscentre/counselling http://ucalgary.ca/wellnesscentre/health <p>403-266-HELP (4357)</p> http://ucalgary.ca/wellnesscentre/healthycampus <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

Readings and topics will be posted on the D2L website.