

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

**Communications Studies COMS 201 L01**

**Introduction to Communication Studies**

**Spring 2016**

**May 9, 2016-June 30, 2016**

**(excluding May 26, 31, & June 2 as Congress is meeting on campus)**

**Tuesday-Thursday 9:00-11:50 AM**

**Instructor:** Aiden Buckland  
**Office:** SS 204  
**Office Phone:** 403-210-9471  
**E-Mail:** [abucklan@ucalgary.ca](mailto:abucklan@ucalgary.ca)  
**Web Page:** D2L available through MyUofC portal  
**Office Hours:** Tuesday-Thursday 1:00-2:00 PM

### **Course Description**

An introduction to the major theoretical traditions in the field of communication studies covering areas such as rhetoric, mass media, interpersonal communication, critical theory, science technology and society, and feminist theory.

### **Objectives of the Course**

At the end of this course you should be able to:

1. Identify the key concepts of the communication theories covered in the course reading material
2. Compare and contrast communication theories based on these key concepts
3. Demonstrate your understanding of the theoretical concepts by applying them to a social context or media text

### **Textbooks and Readings**

Wood, J. T. (2004). *Communication Theories in Action: An Introduction*. Third Edition. Canada: Wadsworth

### **Internet and electronic communication device information**

Students are expected to use these technologies exclusively for the enrichment of their class experience. All networked devices should be placed on mute or vibrate during class time. I reserve the right to ask any student to power down a device if it becomes a distraction to the other students in the class.

## **Assignments and Evaluation**

### **1) Multiple Choice Tests: (25%)**

- There will be five short multiple choice tests given on May 19, June 7, June 14, June 23 and June 30
- The questions will be based on textbook, readings and lecture material covered

### **2) Blogging Assignment: (20%)**

- You will be expected to write 3 short blog entries based on class material throughout the course
- You will be required to post comments on the blog entries written by your classmates
- Further instructions and a schedule of participation will be provided in the first class and then posted on the blog

### **3) Paper Proposal: (5%)**

- A one page summary of which theory you would like to study and why
- May 24, 2016 11:59 pm
- Further instructions will be provided in class

### **4) Literature Review Paper: (25%)**

- For this assignment you will be asked to provide a brief literature review of one of the theories covered in the course
- Due June 9, 2016 11:59 pm
- 6-8 pages (double spaced)
- You will be required to do research beyond the parameters of the textbook but you will given instruction on how to use the library and write a literature review in class
- Further instructions will be provided in class

### **5) Final Examination: (25%)**

- The exam will consist of a combination of short and long essay questions
- The final will be a take home exam handed out in class June 23<sup>rd</sup>, 2016
- It will be due June 30, 2016 11:59 pm
- Questions will cover material from the entire course
- Further instruction will be handed out with the exam

## **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 submit your assignments directly to D2L's dropbox. 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/](http://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 percentage 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 converted to the midpoint of the percentage range, as shown in the final column of the table below.

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 (3<sup>rd</sup> 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 . . .
<b>ARTS PROGRAM ADVISING (ASC)</b>	SS 102 403-220-3580 <a href="mailto:artsads@ucalgary.ca">artsads@ucalgary.ca</a>
<b>CAMPUS SECURITY</b>	<a href="http://www.ucalgary.ca/security/">http://www.ucalgary.ca/security/</a> 403-220-5333
<ul style="list-style-type: none"> <li>• Calgary Police Service</li> <li>• Emergency Text Messaging</li> <li>• Emergency Evacuation &amp; Assembly</li> <li>• Safewalk Program</li> </ul>	403-266-1234 <b>Emergency: call 911</b> <a href="http://www.ucalgary.ca/emergencyplan/textmessage">http://www.ucalgary.ca/emergencyplan/textmessage</a> <a href="http://www.ucalgary.ca/emergencyplan/assemblypoints">http://www.ucalgary.ca/emergencyplan/assemblypoints</a> If you feel uncomfortable walking alone at any time, call Campus Security for an escort ( <b>220-5333</b> ). For more information, see <a href="http://www.ucalgary.ca/security/">http://www.ucalgary.ca/security/</a>
<b>DESIRE2LEARN (D2L) Support</b>	<a href="http://elearn.ucalgary.ca/desire2learn/home/students">http://elearn.ucalgary.ca/desire2learn/home/students</a>
<ul style="list-style-type: none"> <li>• IT help line</li> </ul>	403-220-5555 or <a href="mailto:itsupport@ucalgary.ca">itsupport@ucalgary.ca</a>
<b>STUDENT SUCCESS CENTRE</b>	<a href="http://ucalgary.ca/ssc">http://ucalgary.ca/ssc</a>
<ul style="list-style-type: none"> <li>• Writing Support Services</li> <li>• Student Services Mobile App</li> </ul>	<a href="http://www.ucalgary.ca/ssc/writing-support">http://www.ucalgary.ca/ssc/writing-support</a> <a href="http://ucalgary.ca/currentstudents">http://ucalgary.ca/currentstudents</a>
<b>STUDENTS' UNION CONTACTS</b>	
<ul style="list-style-type: none"> <li>• Faculty of Arts Reps</li> </ul>	<a href="https://www.su.ucalgary.ca/about/who-we-are/elected-officials/">https://www.su.ucalgary.ca/about/who-we-are/elected-officials/</a>

<ul style="list-style-type: none"> <li>• <b>Student Ombudsman</b></li> </ul>	<a href="http://www.ucalgary.ca/provost/students/ombuds">http://www.ucalgary.ca/provost/students/ombuds</a>
<p><b>SU WELLNESS CENTRE</b></p> <ul style="list-style-type: none"> <li>• <b>Counselling Services</b></li> <li>• <b>Health Services</b></li> <li>• <b>Distress centre 24/7 CRISIS LINE</b></li> <li>• <b>Online resources and tips</b></li> </ul>	<p><b>403-210-9355</b> (MSC 370), M-F, 9:00–4:30 pm</p> <p><a href="http://ucalgary.ca/wellnesscentre/counselling">http://ucalgary.ca/wellnesscentre/counselling</a></p> <p><a href="http://ucalgary.ca/wellnesscentre/health">http://ucalgary.ca/wellnesscentre/health</a></p> <p><b>403-266-HELP (4357)</b></p> <p><a href="http://ucalgary.ca/wellnesscentre/healthycampus">http://ucalgary.ca/wellnesscentre/healthycampus</a></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

Date	Topic	Chapters
05-10-16	Introduction	1-3
05-12-16	Rhetoric	Readings on D2L
05-17-16	Structuralism	4
05-19-16	Chicago School	5
05-24-16	Dramatism and Performance	6
05-26-16	Congress	
05-31-16	Congress	
06-02-16	Congress	
06-07-16	Interpersonal	8
06-09-16	Community	10
06-14-16	Mass communication	11
06-16-16	News Media	Readings on D2L
06-21-16	Science, Technology and Society	Readings on D2L
06-23-16	Critical Theory	12
06-28-16	Postmodern	13
06-30-16	Review and Exam	14