

**Communication Studies (COMS) 335 - Lecture 01**  
**The Mass Media in Canada**

Fall 2007

Saturday 13:00 – 17:00 - PF 120 – Weekend University

Class Dates: September 15, 22, 29; October 13, 20, 27; November 3, 17, 24;  
December 1.

**Instructor:** Richard Sutherland  
**Office Location:** SS 351  
**Office Phone:** 210-8475  
**E-Mail:** rfsuther@ucalgary.ca  
**Web Page:** Blackboard  
**Office Hours:** W 12:00 – 14:00

**Additional Information**

Enter additional information here

**Course Description**

Introduces students to the theoretical literature on various aspects of the media, including public policy questions such as the concentration of media ownership, Canadian content requirements, censorship, the role of the media during elections and the problems and opportunities that might be brought by advances in technology.

**Objectives of the Course**

The course will provide students with a greater understanding of the organisation and economics of the media and cultural industries in Canada. Students will also be asked to consider the role of these industries in the wider social and political context of Canada's national sovereignty and identity.

**Textbooks and Readings:**

Lorimer, Rowland, Mike Gasher and David Skinner. *Mass Communication in Canada, 5th Edition*. Don Mills: Oxford University Press, 2004.

Robinson, Daniel J. (ed.) *Communication History in Canada*. Don Mills: Oxford University Press, 2004.

Other photocopied readings as assigned.

**Assignments and Evaluation**

Reading Summaries (weekly) Sept 22- Dec 1. 10%

Midterm, October 27 15%

Term Paper Proposal (2-3 double-spaced pages) due September 29 10%  
Term Paper (10-12 double-spaced pages) due November 24: 25%  
Group Presentations Sept 22- Dec 1 15%  
Quiz December 1 10%  
Take Home Exam **December 8<sup>th</sup>. 15%**

It is the student's responsibility to keep a copy of each submitted assignment.  
Note: 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 SS110; 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.

**Registrar-scheduled Final Examination:** No

Please note: If your class is held in the evening, the Registrar's Office will make every attempt to schedule the final exam during the evening; however, there is NO guarantee that the exam will NOT be scheduled during the day.

### **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.

### **Writing Skills Statement**

Faculty policy directs that all written assignments (including, although to a lesser extent, written exam responses) will be assessed at least partly on writing skills. For details see [www.comcul.ucalgary.ca/info](http://www.comcul.ucalgary.ca/info). Writing skills include not only surface correctness (grammar, punctuation, sentence structure, etc) but also general clarity and organization. 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: [www.efwr.ucalgary.ca](http://www.efwr.ucalgary.ca)

### **Grading System**

The following grading system is used in the Faculty of Communication and Culture:

A+ (96-100); A (92-95); A- (86-91); B+ (81-85); B (77-80); B- (71-76);  
C+ (65-70); C (62-64); C- (59-61); D+ (55-58); D (50-54); F (0-49)

### **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. Readers must be able to tell exactly where your words and ideas end and other people's words and ideas begin. This includes assignments submitted in non-traditional formats such as Web pages or visual media, and material taken from such sources.

Please consult your instructor or the Writing Centre (SS 106, [efwr.ucalgary.ca](http://efwr.ucalgary.ca)) if you have any questions regarding how to document sources.

### **Students with Disabilities**

If you are a student with a disability who may require academic accommodation, it is your responsibility to register with the Disability Resource Centre (220-8237) and discuss your needs with your instructor no later than fourteen (14) days after the start of the course.

### **Students' Union**

For details about the current Students' Union contacts for the Faculty of Communication and Culture see [www.comcul.ucalgary.ca/su](http://www.comcul.ucalgary.ca/su)

### **"SAFEWALK" Program -- 220-5333**

Campus Security will escort individuals day or night -- call 220-5333 for assistance. Use any campus phone, emergency phone or the yellow phone located at most parking lot booths.

### **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 the U of C Research Ethics "Information for Applicants," sections 3.0 to 9.0, inclusive:

[http://www.ucalgary.ca/UofC/research/html/ethics/info\\_undergrad.html](http://www.ucalgary.ca/UofC/research/html/ethics/info_undergrad.html)