

Communications Studies (COMS) 371 – Lecture 02
Critical Media Studies
Fall 2012
Saturday 13:00 – 16:30

Instructor: Shane Halasz
Office Location: SS 304
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Web Page: <http://blackboard.ucalgary.ca>
Office Hours: R 10:30–12:00 or by appointment

Course Description

This course emphasizes major critical approaches in the field of communication studies with the intent of introducing students to the theoretical foundations of media related research. The course explores the contexts in which these theories arose, identifies their major strengths and weaknesses, and provides an appreciation of how critical theory engages the social world through research on communications and media.

Objectives of the Course

1. To offer students a first approach to the theoretical foundations of critical media research.
2. To encourage students to develop critical awareness of media strategies and content.
3. To help students develop analytical skills necessary for communication research.

Internet and Electronic Communication Device Information

Laptop computers may be used for the sole purpose of taking notes.

Cell phones and all other forms of electronic communication must be turned off and put away during class.

Textbooks and Readings:

O'Shaughnessy, M., & Stadler, J. (2012). *Media and society* (5th ed.). South Melbourne, Australia: Oxford University Press.

Assignments and Evaluation

Midterm Exam	15%	October 13
Essay (My Family Photo)	15%	October 27
Group Project (Adbuster)	20%	November 3, 17, or 24
Term Paper	30%	December 1
Final Exam	20%	Registrar-scheduled (Date TBA)

The **midterm exam** and **final exam** will include a combination of fill-in-the-blank, multiple-choice, and short-answer questions designed to test students' knowledge of material from the assigned readings and lecture. The final exam will include only material covered since the midterm.

The **first essay**, due on October 25, is a critical reflection on a personal cultural artifact: one of your own family photos. This is a short essay – between 600-800 words. Detailed assignment guidelines will be posted on Blackboard and discussed in class.

John Hartley has described culture jamming as “doing rather than theorizing the media.” In your **group project**, you’ll do both. In groups of five (you may form your own group, or be assigned to a group, whatever you prefer) you will create an “adbuster” for an advertisement that you locate from either a print or broadcast source. An adbuster is not just a clever spoof on an ad; *it also subverts the hegemonic message in a form of social criticism*. Your finished product, along with an analysis of both the original product and your re-created product, will be presented to the class on November 3, 17, or 24. Unless there is compelling evidence to indicate otherwise, all group members will receive the same grade on the assignment. Detailed assignment guidelines will be posted on Blackboard and discussed in class.

Your **term paper** is a critical research essay of 2000-2500 words, combining analysis of a media text with traditional scholarly research. You will be expected to ground your analysis in one of a list of theories covered in the course. Detailed assignment guidelines will be posted on Blackboard and discussed in class.

NB: ALL ASSIGNMENTS MUST BE COMPLETED TO PASS THIS COURSE.

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: YES

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. *No emailed assignments will be accepted unless otherwise specified.*

Freedom of Information and Protection of Privacy Act

This course is conducted in accordance with the Freedom of Information and Protection of Privacy Act (FOIP). As one consequence, **students should identify themselves on all written work by placing their name on the front page and their ID number. Also you will be required to provide a piece of picture identification in order to pick up an assignment or look at a final exam from SS320 after classes have ended.**

For more information see also <http://www.ucalgary.ca/secretariat/privacy>.

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. 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: <http://www.ucalgary.ca/ssc/writing-support>

Grading System

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

(Revised, effective September 2008)

	Grading Scale
A+	96-100
A	90-95.99
A -	85-89.99
B+	80-84.99
B	75-79.99
B-	70-74.99
C+	65-69.99

C	60-64.99
C-	55-59.99
D+	53-54.99
D	50-52.99
F	0-49

Where a grade on a particular assignment is expressed as a letter grade, it will normally be converted to a number using the midpoint of the scale. That is, A- would be converted to 87.5 for calculation purposes. F will be converted to zero.

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 (3rd Floor Taylor Family Digital Library, <http://www.ucalgary.ca/ssc/writing-support>) if you have any questions regarding how to document sources.

Academic Misconduct

For information on academic misconduct and the consequences thereof please see the current University of Calgary Calendar at the following link:

<http://www.ucalgary.ca/pubs/calendar/current/k.html>

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 Arts see <http://www.su.ucalgary.ca/governance/elections/home.html>

Student Ombudsman

For details on the Student Ombudsman's Office see
<http://www.su.ucalgary.ca/services/student-services/student-rights.html>

Emergency Evacuation and Assembly points

For information on the emergency evacuation procedures and the assembly points see
<http://www.ucalgary.ca/emergencyplan/assemblypoints>

"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 Department of Communication and Culture Research Ethics site:
<http://www.comcul.ucalgary.ca/ethics>

or the University of Calgary Research Ethics site:
<http://www.ucalgary.ca/research/cfreb>

Schedule of Lectures and Readings

To be distributed in the first class.