

Communications Studies COMS 435 – Lecture 01
Mass Communications and Canadian Society
Fall 2010
M 9:00-11:50 SS 541

Instructor: Dr. Richard Sutherland

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Office Hours: Monday 12:30-13:30; Tuesday 14:00-15:00; or by appointment

Course Description

Introduces students to 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

This course provides students with a greater understanding of the organization and economics of the media and cultural industries in Canada. This includes some knowledge of the historical development of Canadian mass media. 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. At the end of the course students should be familiar with the major institutions of mass communication in Canada, including its major cultural industries, with the ways in which mass media is produced, distributed, consumed and governed in this country.

Internet and electronic communication device information

Laptops are permitted for note taking only. iPods, cellphones and gaming devices should be off during class. Please respect the lecturer, teaching assistants and your fellow students.

Textbooks and Readings:

Grant, Peter & Chris Wood. 2004. *Blockbusters and Trade Wars*. Toronto: Douglas & McIntyre.

Sourayan Mookerjee, Imre Szeman, and Gail Faurschou (Eds.). 2009. *Canadian Cultural Studies: A Reader*. Durham, NC: Duke University Press.

Other online readings as assigned by the instructor.

Assignments and Evaluation

Reading Summaries (weekly) 5%

Quiz 1 October 25. 10%

Quiz 2 December 6. 10%

Profile of Canadian media company (5-7 double-spaced pages) November 1. 15%

Research Paper Proposal (2-3 double-spaced pages) October 18. 10%

Research Paper (10-12 double-spaced pages) December 6. 35%

Take Home Exam: Due December 13. 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 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.

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.

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

Department 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 <http://www.comcul.ucalgary.ca/needtoknow>. 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

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 (MacEwan Student Centre 4th floor, efwr.ucalgary.ca) 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

Available on Blackboard the first day of classes.