

Communications Studies COMS 471 L01
Audience and Reception
Fall 2010
F 9:00 – 11:50

Instructor: Bart Beaty
Office Location: SS1024
Office Phone: 403 220-7246
E-Mail: beaty@ucalgary.ca
Web Page: [http:// bartbeaty.com](http://bartbeaty.com)
Office Hours: W 13:00 – 14:00; F 13:00 – 14:00

Additional Information

I do not read or respond to email outside of normal working hours. Please allow up to 48 hours for responses to emailed inquiries.

Course Description

Approaches the communications process from the point of view of the audience. Students will be introduced to the history of media research dealing with the public and the audience, and consider the changes in theoretical and research paradigms from administrative approaches to those centred on fan practices and subcultures. Topics may include public opinion, uses and gratifications, reception theory, constructivism, shopping, consumption and subjectivity, fan cultures, experiential marketing, and culture jamming.

Objectives of the Course

The objective of this course is to provide an overview of the key analytic questions arising from the study of audiences. To achieve this, students become familiarized with the terminology and methods of cultural analysis within the field of media studies and with the tools that are critical to the study of audiences.

Textbooks and Readings:

Readings are available through Blackboard.

Assignments and Evaluation

In-Class Writing (35%)

We will hold periodic in-class writing sessions, to be graded on effort and insightfulness rather than mechanics or style. These 15 to 30-minute exercises may take various forms: applications of critical terms to particular texts, close readings of specific scenes or sequences, responses to issues raised in class discussion, readings of work by your classmates, or anything else that seems productive. We may sometimes use these to generate class discussion and they may sometimes be done as a group. These exercises may fall at the beginning, middle or end of any class and students should be prepared to attend the full class every week.

Midterm Exam – November 5 (30%)

The midterm exam will cover all of the readings and lecture material covered in class up to this point in time. It will take the form of an essay question.

Final Exam (35%)

The final exam will cover all of the readings and lecture material covered in the entirety of the class. It will take the form of two essay questions.

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: 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.

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

In this class, you will receive grades in the 4-point scale (2.7, 3.0, 3.3) *rather than* percentages. Sometimes you may receive grade points between letter grades. 3.5 is the mathematical mid-point between a B+ (3.3) and an A- (3.7) and 3.15 is the mid-point between a B (3.0) and a B+ (3.3), etc.

The following grading system is used in the Department of Communication and Culture: (Revised, effective September 2008)

Letter Grade	Grading Scale	Grade Point Value (see U of C Calendar: Academic Standing)
A+	96-100	4
A	90-95.99	4
A -	85-89.99	3.7
B+	80-84.99	3.3
B	75-79.99	3
B-	70-74.99	2.7
C+	65-69.99	2.3
C	60-64.99	2
C-	55-59.99	1.7
D+	53-54.99	1.3
D	50-52.99	1
F	0-49	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. 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

To be provided on the first day of class.