

Communications Studies (COMS) 473 – Lecture 01
Popular Culture
Winter 2012
F 09:00 – 11:50

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Web Page: Blackboard
Office Hours: Tuesdays from 10:00 – 11:00 or by appointment

Course Description

A communications studies approach to the study of popular culture, including music, sport, television, film, comics, literature, gaming, theatre and public performance, the Internet and social networking, fashion, and advertising. Students will be introduced to critical tools for the deconstruction and evaluation of the social and cultural significance of popular cultural texts.

Our aim will be neither an exhaustive survey of all popular cultural forms, nor an in-depth analysis of a single medium or form. Rather, weekly lectures will be organized around case studies that illustrate and build upon theoretical perspectives covered in the assigned readings.

Objectives of the Course

This course will help students develop:

- An ability to understand the varieties of practice in textual analysis of mass mediated cultural forms
- Familiarity with the concepts of genre, text and form in communication studies
- An appreciation for popular culture as an agent of social meaning and cultural change

Internet and Electronic Communication Device Information

Laptop computers may be used for the sole purpose of taking notes. Unacceptable use of laptops includes surfing the Internet, checking email, social networking, playing games, watching video, etc. If the instructor or any student

should notice improper use of this device, you will be asked to leave the room and such privileges will be removed for the rest of the term.

Cell phones and all other forms of electronic communication must be turned off and put away during class. Violation of this policy may result in students being asked to leave the classroom. If you have an emergency situation in life that requires your phone be turned on, inform the instructor of this situation and sit at the back, near the door so you can get out quickly to take care of your emergency should the need arise.

Textbooks and Readings:

Storey, J. (Ed.). (2009). *Cultural theory and popular culture: A reader* (4th ed.). Harlow, England: Longman.

Other readings will be made available on Blackboard. See detailed schedule of lectures and readings (to be distributed in first class) for more information.

Assignments and Evaluation

1. Critical Response (15%; Due 9am, January 27 on Blackboard)

Students will respond to a question based on readings covered in weeks one and two. Questions will be given in class on Jan. 20. Responses should be no longer than 1000 words and fully referenced in APA style.

2. Midterm Exam (20%; February 17)

3. Proposal and Annotated Bibliography (5%; Due 9am, March 2 on Blackboard)

Students will submit a one-page proposal outlining their term paper topic/research question and theoretical framework. An annotated bibliography including at least 5 scholarly sources (one of which must come from the Storey anthology) must be attached as a references list.

4. Term Paper (25%; Due 9am, March 30 on Blackboard)

Students will write a 12-page (double-spaced) paper wherein they apply one or more theories from the course text to the analysis of a popular cultural text or phenomenon of their choosing. More information will be provided in class.

5. Group Presentation (15%; April 13)

Students will be organized into presentation groups/panels according to term paper topics, and collaborate to deliver creative presentations based on their collective research. One grade will be awarded to all group members who participate equally in the process.

6. Take Home Final Exam (20%; Due 9pm, April 17 on Blackboard)

The take home final exam will be essay based. Questions will be provided in class on April 13, and your completed exam must be submitted on Blackboard by 9pm on April 17. Although you will have access to your textbook and notes, you are expected to spend no more than 3 or 4 hours completing the exam. No late submissions will be accepted.

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 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. *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: 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 (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 distributed in the first class.