

Communications Studies COMS 475 L60
Media and Cultural Industries
Summer 2012
Tuesday/Thursday 12:00-2:50 p.m.

Instructor: Dr. Linda Vennard
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Office Hours: M/W 1:00-2:00

Additional Information

Instructor is also available by appointment.

Course Description

This course offers Students an opportunity to explore the cultural industries and examine the nature of the cultural industries and their role in the production and circulation of popular culture and information in local, national and global contexts. Our exploration will include the industries of television, radio, newspaper and other print media, book publishing, film, sound recording, advertising, new media and gaming. We will consider but go beyond the regulatory, cultural and economic frameworks in which the cultural industries operate to critically examine their role in the production of meaning in the signs and symbols of cultural products (commodities, texts and practices) that influence and are influenced by society. The course includes an overview of academic theoretical and research approaches to research and study of the cultural industries themselves and the cultural products (commodities, texts and practices) produced and supported. Media and technology are integral parts of the cultural industries, and we will include an examination of their role and contribution to the production and circulation of popular culture and information.

The course is exploratory in nature; Students will learn through “doing”. Through lectures, class discussions, written assignments, group presentations and class activities Students will integrate their prior learning with new insights and perspectives on the cultural industries and cultural commodities.

Objectives of the Course

- To develop skills in critical analysis.

- To examine the regulatory, cultural and economic frameworks in which the cultural industries operate.
- To examine the meaning in the cultural products (commodities, texts and practices) produced and supported by the cultural industries.
- To examine the theoretical approaches to researching and studying the cultural industries and their products.
- To acquire and develop deeper skills in analysis, research, presentations and written communication.

Internet and electronic communication device information

Students are encouraged to bring their laptops, the use of which will be during designated times in class and only for purposes of the class, and otherwise not permitted.

No texting or cell phone use permitted in class.

Textbooks and Readings:

David Hesmondhalgh (2007) *The Cultural Industries* (2nd edition). London: Sage Publications.

Additional online readings will be assigned.

Assignments and Evaluation:

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|--------------------------------------------------|-----|
| • Quizzes (2 x 20%) (July 19 and August 7): | 20% |
| • Concept Comparison Project: (sign-up): | 20% |
| • Ad Analysis Project: (July 26, 2012): | 20% |
| • Cultural Industry Report Project | |
| ○ Proposal and Annotated Bibliography (July 12): | 5% |
| ○ Final Report: (August 9): | 20% |
| ○ Presentation (last week of classes): | 5% |
| • Participation (ongoing): | 10% |

About the Quizzes

Quiz #1 (10%): On July 19, 2012 will contain short answer and multiple choice questions; includes all readings, and lecture and class material covered to that point in the course.

Quiz #2 (10%): On August 7, 2012 is noncumulative and will contain short answer and multiple choice questions; includes all readings, and lecture and class material covered to that point in the course (after Quiz #1).

About the Concept Comparison Project (20%)

Working in groups of 4, Students will identify, analyze and compare the construction of meaning and representation of a particular concept in two forms of media (e.g. 'masculinity' in film and magazines; 'multiculturalism' in tv and print news), present their project to the class in a 15 minute presentation, and provide a 3-4 page (double spaced) summary for posting on Blackboard. The Instructor will provide a preliminary list of concepts the first day of class and invite Students to contribute to the list. Topic selection from the final list and sign-up is the second day of class, and presentations commence the 3rd day of class and continue throughout the course. Further details will be provided the first day of class. No individual projects will be permitted; Students must work in small groups.

About the Ad Analysis Project (20%)

Working in pairs, Students will select an ad of their own choosing, analyze it using concepts from the course, and present their analysis to the class on July 26, 2012 in a 6-8 minute presentation, and submit a 3-4 page (double-spaced) summary for posting on Blackboard. Sign-up for the ad analysis project is the second day of class. Further details will be provided the first day of class. No individual projects will be permitted; Students must work in pairs.

About the Cultural Industry Report Project (30%)

This is an individual component. Over the length of the course Students will complete an individual Cultural Industry Report comprising 30% of the course mark. Working individually, Students will select a cultural industry (or a cultural product - commodity, text or practice - as representative of a cultural industry) and prepare a 8-10 page (double spaced) Report outlining the progression of the cultural industry (or the representative cultural product) from its early to current states. The Report will begin by locating the historical roots of the particular cultural industry (or cultural product), connect it to the technology used, position it in its evolving regulatory and commercial contexts, and relate it to the larger social milieu as the cultural industry (or cultural product) progressed from its early to current state. The Report will include a discussion of the major academic theoretical and research approaches to the cultural industry (or cultural product) over time. The Project comprises three components:

- **Proposal/Outline and Annotated Bibliography (5%)** – due July 12, 2012
Students will prepare a two page (double-spaced) Proposal/Outline and Annotated Bibliography (6-8 academic sources, being an additional page). The Proposal will define the cultural industry (or cultural product), outline the preliminary research steps taken, resources accessed, and proposed plan, including a schedule.
- **Final Report (20%)** - due August 9, 2012

Students will prepare a Final Report of 8-10 double spaced pages, analyzing their chosen cultural industry (or cultural product) through concepts learned in the course and articulating connections with the course material. Further details will be provided the first day of class.

- **Report Presentation (5%)**

Students will present their Final Reports in a presentation during the last week of the course (estimated to be 15 minutes in length but will depend on number of Students enrolled).

About Participation (10%): ongoing

Participation (10%) through regular attendance and participation in class discussion and activities is an essential component of the course. Students are expected to attend classes and participate; “participation” is not only attendance per se but contributing to each other’s learning and participating in the creation of a positive atmosphere and learning environment.

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

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 (3rd Floor Taylor Digital Family

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

A daily schedule of lectures and readings, as well as detailed assignment descriptions, will be made available the first day of class.