

## **Communications Studies COMS 475- L01**

### **Media and Cultural Industries**

**Winter 2011**

Wednesdays 9 a.m. – 11:50 a.m.

**SH 280**

**Instructor:** Dr. Doetzel  
**Office Location:** SS 209  
**E-Mail:** ndoetzel@ucalgary.ca  
**Web Page:** Blackboard  
**Office Hours:** 12-1 p.m. Wednesday

### **Course Description:**

This course will consider the role and nature of media and cultural industries, offering students the opportunity to explore local, national and global contexts for media production and the regulatory, cultural and economic frameworks in which they operate. Throughout the course, students will have opportunities to examine the major industries of radio, television, newspapers and other print media, film, music, book publishing and advertising.

### **Objectives of the Course**

The course will familiarize students with the economic and administrative aspects of global media and cultural industries. Students will learn about the theoretical approaches, information sources and types of research and analysis appropriate to this area of communications scholarship.

### **Classroom policies:**

1. Attendance and punctuality are expected. Attendance will be taken randomly throughout the semester. Those with more than three unexcused absences may lose a letter grade or more. This means that if you receive a B+ for the course, it will become a B).
2. Those who miss tests or assignments must bring written documentation explaining their absence. No exceptions, without a legitimate reason.

3. Absolutely no laptops will be used during class time. I apologize for needing to incorporate this in-class policy, but because of past student complaints about others looking at Facebook, adult entertainment sites, or otherwise, and because I cannot control what people are accessing, I must ban the use of laptops or other computer equipment entirely.
4. Absolutely no texting will be tolerated during class.
5. Students with disabilities should register at the University's Disability Office. Furthermore, if there is something you believe I should know about the ways in which you learn, or how I can assist you, please inform me.
6. All students should familiarize themselves with definitions of plagiarism

### **Textbooks and Readings:**

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

Tony Schirato (2000) *Communication and Culture*: Wellington: Sage

### **Assignments and Evaluation**

<b>Weekly class individual and, or group work</b>	<b>5%</b>
<b>Review of article related to course ( Jan 26)</b>	<b>5%</b>
<b>Commercial and its analysis ( Feb. 2)</b>	<b>5%</b>
<b>term quiz 1 ( Feb. 9)</b>	<b>20%</b>
<b>Group projects (on assigned weeks)</b>	<b>10%</b>
<b>Term paper proposal (March 2)</b>	<b>5%</b>
<b>Term project and paper (March 16)</b>	<b>25%</b>
<b>Term quiz 2 (March 23)</b>	<b>20%</b>
<b>Final assessment April 13)</b>	<b>5%</b>

It is the student's responsibility to keep a copy of each submitted assignment.

Note: **Please hand in your essays directly to your instructor on the date due, ( at the beginning of class)** unless a special arrangement has been made with your professor. If a special arrangement has been made, 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.

## Policy for Late Assignments

Assignments submitted after the deadline may be penalized with the loss of a grade, or alternatively not granted a mark.

## 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.

## 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
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## **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 4<sup>th</sup> floor, [efwr.ucalgary.ca](http://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/cfieb>

### **Tentative Schedule of lectures and readings ( with flexibility)**

<b>When</b>	<b>Topic</b>	<b>Readings</b>
Jan 12	* introduction to course Culture and Communications in Canada: Digital era	Dr. Doetzel's notes on Blackboard and assigned readings
Jan 19	Theories of culture  Communication, Culture and Modern Society	Dr. Doetzel's notes on Blackboard and assigned readings
Jan. 26	* summary of article due *Group work  Media: History, culture and politics	Dr. Doetzel's notes on Blackboard and assigned readings

Feb. 2	Commercial presentations Theoretical Perspectives on Media Content	Dr. Doetzel's notes on Blackboard and assigned readings
Feb. 9	Quiz on material covered *Film	Study what you have taken to date
Feb. 16	Power and Creativity in Culture (Dr. D); Group 1 Reader	Cultural Industries 2 <sup>nd</sup> ed.:Hesmondalgh (p. 1-26) Reader ch. 1
Feb. 23	READING WEEK	TIME TO RELAX
March 2	Assessing the Cultural Industries  Group 2 –reader * Student feedback	Chapter 2 (text) Chapter 2 (reader)
March 9	Explaining the Cultural Industries Group 3- reader	Chapter 3 (text) Chapter 3 (reader)
March 16	Marketisation in telecommunications Group 4- reader	Chapter 4 (text) Chapter 4 (reader)
March 23	* Quiz Cultural Policy and copyright law Group 5-reader	Chapter 5 (text) Chapter 5 (reader)
March 30	Ownership, structure and size Group 6-reader	Chapter 6 (text) Chapter 6 (reader)
April 6	Organization and Cultural Work Group 7- reader	Chapter 7 (text) Chapter 7 (reader)
April 13	FINAL assessment	

## **Term Assignment – Analysis of a media/cultural commodity**

Within this assignment, students are expected to examine the role and nature of a media/ cultural commodity, such as television, radio, newspaper, a magazine (and other print media), a film, music, book publishing and advertising. Students are requested to explore the local, national and global contexts for the cultural commodity they have selected, and investigate the regulatory, cultural and economic frameworks in which they operate. They should look at the strategies used to market the cultural commodity that they have selected. How is it financially viable? What is the type of marketing plan in place? How is it framed within the political economy? How is it given “power?” What role does the student play in giving some power to the selected media/cultural commodity he or she has selected to study?

Students should refer to the economic and administrative aspects of global media and cultural industries, when examining their selected cultural commodity. What theoretical approaches are applied to the marketing process? What information sources and types of research and analysis have been applied to study the cultural commodity?

You may be interested in a particular cultural medium (cartoons, sitcoms, reality shows, soap operas, documentaries, newspapers, hit songs/videos teen magazines, fashion magazines,). If so, take a look at it and try to come up with a question you would like to answer, related to culture and media. A suggestion is:

- To what extent do certain media advertisements emphasize being thin, as a cultural norm for women, and being muscular, as a cultural norm for men? How does this influence the marketability of the cultural commodity?

### Conduct a literature review of your topic

Now that you have a solid research question to guide you, you will need to find at least five journal articles related to what has been said about this topic and review them.

If for example you are looking at the context of violence on television, you must decide what constitutes “violence” and why this factor is marketable. The context may suggest “any time one person acts so as to deliberately cause physical harm to another person.”

## Gather or Schedule your Media

You have already decided what type of media /cultural commodity that you will be looking at . Often there is too much to analyze and you will need to narrow this down. Simply decide logically which units of media you will gather and why. For example, some students have selected:

- 25 hours of a particular type of television programming.
- 15 magazines.
- 300 personal ads.

In other words, rather than a couple of television shows or a magazine or two, you should choose a significant amount of material.

## Conduct your research and analyze your data

### **Your final project should have the following sections**

#### 1. Rationale (0.5 to 1.0 page)

Why have you chosen this topic? Why is it important or interesting?  
How might your research contribute to a greater understanding of the topic?

#### 2. Literature Review (1.5 to 2.0 pages)

What has been done before on this topic? What were the findings?

#### 3. Definitions and Codes (Probably 1 to 1.5 pages)

How did you operationally define your topic? Which media/cultural commodity did you choose? What are your categories?

#### 4. Results (1. to 1.5 pages)

What did you find?

#### 5. Analysis (1.0 to 1.5 pages)

What do your results suggest?

#### 6. Conclusion (1.0 to 1.5 pages)

Relate back to your literature review.

#### 7. References

Properly cited.

#### 8. List of media sources



## General Instructions for Final Project

All projects must be double spaced using a reasonable font (there should be 23 to 25 lines per page. Do not right justify and do not include a binder. All projects must be submitted on clean white paper stabled together properly at the upper left. They should be 5-7 pages double spaced.

### ***A Brief Guide to APA Style***

#### ***Citations***

APA Style uses brief citations within the text of a paper immediately after a quote, a reference to a source, or a paraphrase. The brief citation gives the author, year, and page number of the source you are referring to in parentheses, allowing readers to locate the full citation in your Reference list at the end of your paper. For example:

Early onset results in a more persistent and severe course (Kessler, 2003, p. 69) as has been shown (Joreskog & Sorbom, 2007, pp. 99-100)

**Capitalization:** In your Reference list, only capitalize all words in a journal title. For any title that is not a journal (i.e. book, article, or Web page) capitalize only the first word of the title and subtitle, and proper nouns.

#### **Articles**

##### **Journal Article (print):**

For articles with up to and including 7 authors\*, include the names of all authors.

Author, A. A., and Author, B.B. (Year). Title of article. *Title of Journal*, volume number(issue number), pages.

Kozma, A., and Stones, M.J. (1983). Re-validation of the Memorial University of Newfoundland scale of happiness.

##### **Journal or Magazine Article (online, no doi):**

Provide the URL of journal/magazine's homepage. Only use URL if doi is unavailable. Do not include Article Index information.

Author, A. A. (Year). Title of article. *Title of Journal*, volume number(issue number), pages.  
Retrieved from  
<http://journal homepage address>

Henheffer, T. (2009, September 7). Why are the fishermen dying at sea?. *Macleans*, 122(34), 21.  
Retrieved from  
<http://www2.macleans.ca>

#### **Books**

Author, A. A. (Year). *Title of book*. Location: Publisher.

Grenfell, W. T. (1919). *A Labrador doctor: The autobiography of Wilfred Thomason Grenfell*. Boston: Houghton Mifflin Company.

**Article in an Edited Book**

Article Author. (Year). Title of article. In Editor's name (Ed.), *Title of book* (pp. page numbers). Location: Publisher.

Einar, V.K. (2007). Screening of eating disorders in the general population. In P.M. Goldfarb (Ed.), *Psychological tests and testing research trends* (pp.141-50). New York: Nova Science. **Websites**

\*if no publication date is available, use (n.d.) for "no date". If no author is available, begin Reference list entry with the the title.

**Entire Website**

Author, A.A. (Date). *Title of web site*. Retrieved from <http://homepage address>

How to write citations and bibliographies in APA style. (n.d.). In *Memorial University libraries*. Retrieved from <http://www.library.mun.ca/guides/howto/apa.php>