

Communications Studies COMS 475- L01**Media and Cultural Industries****Winter 2012**

Wednesdays 9 a.m. – 11:50 a.m.

ST 127

Instructor: Dr. Doetzel
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Office Hours: Wednesdays 8:30-9 ST 127
12-12:30 p.m. S.S. 209

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 throughout the semester, as students will be granted a mark weekly, for some of their written work completed within the class room.
2. Those students who miss tests must bring “formal” written documentation, such as a doctor’s note, explaining their absence. Such documentation may grant the student an opportunity to write their test at a later date.

3. Laptops and cell phones (ie texting) can only be used for legitimate class purposes.
4. 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.
5. All students should familiarize themselves with definitions of plagiarism

Textbooks and Readings:

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

Other readings, as assigned by instructor

Assignments and Evaluation

Weekly class individual and, or group work 5%

- Written work handed in at the end of classes, related to lecture, group presentations, guest speaker's topic, etc.

Assignment related to speaker , (Feb. 1) 2%

- a creative group assignment, suggested by speaker, for students to present in class. For example, students may be requested to co-operatively write a song, a commercial, a news story.

term quiz 1 (Feb. 29) 25%

- a multiple choice and true or false quiz based on what has been covered in class

Commercial and its analysis (March 7) 3%

- students are expected to do a critical analysis of a television commercial; this is a group exercise.

Group presentations (on assigned weeks) 10%

1. Should be approximately ½ hour to 40 minutes in length, with 10 minutes allowed for an interactive class exercise;
2. Groups are expected to select a media, such as a radio show, television show, a drama, magazine and, or newspaper to creatively present at least a portion of the content of their group article;
3. Each group must give

three questions to the class, related to their presentation topic, before commencing the presentation. (All students attending the class, will be expected to answer the group questions and hand them in for their class participation marks.) Each group must submit notes, related to their topic, to your professor, which will be posted on Blackboard for student studying purposes

Term research paper (March 14) 5-6 pages double spaced

Analysis of a media/cultural commodity

Within this assignment, students are expected to examine the role that a media/ cultural commodity, such as television, radio, newspaper, a magazine (and other print media), a film, music, book publishing and advertising.... plays in marketing a product and promoting an aspect of culture. 25%

Students are requested to:

1. explore the local, national and global contexts for the cultural commodity they have selected,
2. investigate the regulatory, cultural and economic frameworks in which the selected media operates.
- 3 examine the strategies used to market the cultural commodity that they have selected.

Term quiz 2 (March 28) 25%

Multiple choice, true and false questions based on what was covered in class after term quiz 1

Final assessment (April 11) 5%

Students will be given five questions, worth one mark each, based on what was covered in class after term quiz 2.

It is the student's responsibility to keep a copy of each submitted assignment. Note: It is recommended that you **hand in your essays directly to your instructor on the date due.** 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 accepted 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.

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

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>