University of Calgary
Department of Communication, Media and Film

Communication and Media Studies (COMS) 580A – B01
Advanced BCMS/BFS Project

SPRING 2018

May 14 - June 26, 2018 (excluding May 21)
Lectures: MTWR, 15:00 – 17:45
Room: NH101, Senator Burns Bldg., SAIT Campus

Instructor:	Dr. Steve Olson
Office:	NH101, SAIT Campus
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Web Page:	D2L available through MyUofC portal
Office Hours:	By appointment

Course Description

An advanced research project incorporating both scholarly bibliographic techniques and research techniques appropriate to media production. The project will be produced in a medium appropriate to the student's specialization: print, radio, television, video, film, or multimedia.

COMS 580 is a full course. Teams will produce a media-based project and individuals will complete a major research essay. The first week of the class will be devoted to group formation, discussion of group process, elaboration of media and critical research projects, discussion of relevant topics, research methodologies, and issues surrounding format and writing. Both the media project and the paper will be presented to the class at the end of the semester. Class meetings will include student led discussions of communication, culture and media events and theory.

This course may not be repeated for credit.

Additional Information

Due to the nature of team projects students should anticipate costs of approximately $50-$100 for recording media, equipment rentals and services. Some equipment may be available for students' use at the Taylor Family Digital Library at the University of Calgary

Objectives of the Course

As a capstone course, students will be able to demonstrate the ability to:

1. Explain and demonstrate ideas and experiences in the fields of media and communications.
2. Identify specific practices relevant to themselves and colleagues.
3. Interpret methods for using media and communications theories and practices.
4. Compare/contrast ideas for use in theoretical and practical projects.

5. Evaluate the work of self and others to broaden understanding of communication and media.
6. Develop new or original work as both a member of a team and as an individual.

Textbooks and Readings
No textbook required. Readings may be assigned according to specific projects.

Action Research, 4th ed., Ernest Stringer, 2013.

Research design: qualitative, quantitative, and mixed methods approaches, 4th ed., John Creswell, 2013

Theories of communication, culture and media are foundational for this course.

Students should already be aware of a wide range of theories from previous studies. At a minimum, you should have a good working knowledge of:

Interpersonal and Behavioral theories such as Classical Rhetoric, Social Identity, Expectancy Value, Symbolic Interactionism, Uncertainty Reduction, Cognitive Dissonance, Theories of Attachment and Transportation, Cognitive Psychology, Social Psychology in Virtual Communities, and Captology.

Mass Media / Media in Culture theories that include Agenda Setting, Framing, Cultivation Theory, Dependency Theory, Gatekeeping, Hypodermic Needle, Spiral of Silence, Uses and Gratification, Media Ethics, Subliminal Communication, Theories of Propaganda, and Theories of Persuasion.

Language / Linguistic theories including, Language Expectancy Theory, Semiotics and Semantics.

The above list is not exhaustive, and the placement of specific theories in the above categories is typical, not absolute. Students are encouraged to use any other theories relevant to their work.

Internet and electronic communication device information
Electronic devices may be used during class if they are not disruptive to other students, e.g. Placing or receiving calls during class. Please be aware that WIFI on the SAIT campus is restricted to current SAIT students. Internet can be accessed using a laptop and cable.

Assignments and Evaluation

Weight	Course components	Due
5%	In-class Theory Presentations (on-going)	May 14-May 31
5%	In-Class Media Project Proposal (Group)	May 16
5%	Research Paper Proposal (Individual)	May 17
5%	Research Paper Outline	May 23
10%	Paper Rough Draft	June 4
10%	Mid-Term Production Status Meeting (Group)	June 5
30%	Media Project	June 25
30%	Research Paper	June 26

Each student will prepare an individual 15 to 20 minute in-class theory presentation (May 14-May 31). The presentation will allow the student to share with the class a communications, culture, or media theory of their choosing. They will define and contextualize the theory, sharing relevant points with the class, and ultimately lead the class in a discussion about the theory. Applicable and current examples should be included. Students are also encouraged to explain the theory with support of media and/or related tools. Presenters are asked to prepare 3 questions related to their presentation and/or topic for class discussion.

Students will produce a media-based group project (due on June 25) that will demonstrate both scholarly and practical skills. The group project allows students to explore theories and put them into a practical setting. Ultimately, the success of the projects depends on the dialogue created between the group participants and the larger class.

Media project proposals will be pitched to the class for feedback on May16. Mid-term group production status meetings will take place on June 5. Final projects will be presented in-class on June 25. Group projects are peer reviewed. Comment forms will be filled out by each student (except the group members presenting) for each presentation. A final mark and report will be prepared by the instructor and given to the group, usually by the next class. The instructor reserves the right to evaluate groups and/or individuals separately.

Students will also write an advanced 20-page research paper (due in-class on June 26) showing their ability to define, integrate and expand on culture and/or communications theories. Although there is a significant amount of latitude in the choice of topics, students are expected to engage in an on-going dialogue with the instructor concerning their research and progress. The paper may be written in an "alternate" style, but only after proper justification, appropriate learning outcomes have been identified, and the approval from the instructor. The paper carries elevated expectations and should show a considerable level of research.

Research paper proposals will be pitched to the class on May 17.

The research paper outline (due in-class on May 23) is an abstract, with an annotated bibliography of a minimum of 3 sources, preferably: one on-line; a book; and one journal article. The abstract will cogently describe the subject of your paper in a minimum of 150 words. It should describe your aim in a clear thesis statement and how you will go about making the argument. The annotated bibliography should be included below your abstract. Each source should clearly be relevant to your paper. If your literature review did not supply relevant sources, do not include them. Each annotation of a source should do two things: give the reader an idea of the overall content of the book or article and its significance, as well as briefly describe the source's relevance for the paper you are proposing.

The research paper outline should:

1. Be a minimum of 150 words and no more than 250;
2. Include a thesis statement;
3. Convey how you will go about making your argument;
4. Exhibit your knowledge based on your initial research.

The research paper outline annotated bibliography should:
1. Include a minimum of 3 relevant and authoritative sources (one from an on-line source; a book; and a journal article.);
2. Include an annotation for each source;
        i) Convey the overall content of the source
        ii) Describe the relevance of the source for the argument you will be making;

3. Be properly formatted as an APA, MLA, Chicago, etc. annotated bibliography.

The research paper rough draft (due in-class on June 4) is a 6-page minimum, and should convey that you are prepared, capable and on track to finish and submit the final paper by the deadline. The draft should include a bibliography of at least 5 specialized sources at this point (i.e. not dictionaries, encyclopedias, or general textbooks). There is no maximum, but preferably no more than three (3) are on-line specialized sources (i.e. not dictionaries, encyclopedias).

Registrar-scheduled Final Examination: No

All assignments and exams must be completed or a course grade of F may be assigned at the discretion of the instructor.

Submission of Assignments: 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. If you would like to submit your assignments electronically, you can do so at the provided e-mail address above.

Please include your name and ID number on all assignments, and be prepared to provide picture ID to pick up assignments or look at marked final exams in SS 320. Personal information is collected in accordance with the *Freedom of Information and Protection of Privacy (FOIP) Act.* For more information, see http://www.ucalgary.ca/legalservices/foip/foip-hia

Note: It is the student's responsibility to keep a copy of each submitted assignment and to ensure that the proper version is submitted (particularly in courses requiring electronic submission). Including a version date in your file name may be useful.

Policy for Late Assignments
Assignments submitted after the deadline will be penalized with the loss of 5% per day. After ten (10) days, the assignment will automatically receive a grade of zero, and will no longer be accepted.

Student Accommodations:
Students seeking an accommodation based on disability or medical concerns should contact Student Accessibility Services; SAS will process the request and issue letters of accommodation to instructors. For additional information on support services and accommodations for students with disabilities, visit www.ucalgary.ca/access/.

Students who require an accommodation in relation to their coursework based on a protected ground other than disability should communicate this need in writing to their Instructor. The full policy on Student Accommodations is available at http://www.ucalgary.ca/policies/files/policies/student-accommodation-policy.pdf.

- Students seeking accommodation for transient illnesses (e.g., the flu) should contact their instructors. Whenever possible, students should advise their instructors in advance if they will be missing quizzes, presentations, in-class assignments, or group meetings.

- When accommodations are granted, they may take forms other than make-up tests or assignments. For example, the weight of a missed grade may be added to another assignment or test.

- For information on Deferrals of Final Exams and Term Work, see sections G.6 and G.7 of the *University Calenda*r at http://www.ucalgary.ca/pubs/calendar/current/g-6.html and http://www.ucalgary.ca/pubs/calendar/current/g-7.html

Grading & Department of Communication, Media and Film Grade Scale
Final grades are reported as letter grades. Individual assignments will also be reported as letter grades.

The following chart outlines the grade scale percentage equivalents used in the Department of Communication, Media and Film. In calculating final grades in this course, letter grades will be converted to the midpoint of the percentage range, as shown in the final column of the table below.

Grade Point Value	Description	Grade	Dept of CMF grade scale equivalents*	Letter grade % equivalent for calculations**
4.00	Outstanding performance	**A+**	96 - 100%	98.0%
4.00	Excellent performance	**A**	90 - 95.99%	93.0%
3.70	Approaching excellent performance	**A -**	85 - 89.99%	87.5%
3.30	Exceeding good performance	**B+**	80 - 84.99%	82.5%
3.00	Good performance	**B**	75 - 79.99%	77.5%
2.70	Approaching good performance	**B-**	70 - 74.99%	72.5%
2.30	Exceeding satisfactory performance	**C+**	65 - 69.99%	67.5%
2.00	Satisfactory performance	**C**	60 - 64.99%	62.5%
1.70	Approaching satisfactory performance	**C-**	55 - 59.99%	57.5%
1.30	Marginal pass. Insufficient preparation for subsequent courses in the same subject	**D+**	53 - 54.99%	54.0%
1.00	Minimal pass. Insufficient preparation for subsequent courses in the same subject	**D**	50 - 52.99%	51.5%
0.00	Failure. Did not meet course requirements.	**F**	0 - 49.99%	0%

* If percentages are used to calculate final grades, then grades falling within these ranges will be translated to the corresponding letter grades.

** These percentage equivalents will be used for calculating final grades unless an alternative method of final grade calculation is outlined above.

Writing Skills Statement
Department policy directs that all written assignments (including, to a lesser extent, written exam responses) will be assessed at least partly on writing skills. Writing skills include not only surface correctness (grammar, punctuation, sentence structure, etc.) but also general clarity and organization. Sources used in research papers must be properly documented. If you need help with your writing, you may use the writing support services in the Student Success Centre (3rd floor, Taylor Family Digital Library). Visit the website for more details: http://www.ucalgary.ca/ssc/writing-support

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. In-text citations must be provided, and readers must be able to tell exactly where your words and ideas end and other people's words and ideas begin. Wording taken directly from a source must be enclosed within quotation marks (or, for long quotations, presented in the format prescribed by the documentation style you are using). Paraphrased information must not follow the original wording and sentence structure with only slight word substitutions here and there. These requirements apply to all assignments and sources, including those in non-traditional formats such as Web pages or visual media.

For information on citation and documentation styles (including APA, Chicago, IEEE, MLA, and others), visit the links provided at https://ucalgary.ca/ssc/resources/writing-support/436. Research and citation resources are also available on the website of the Purdue Online Writing Lab (OWL) at https://owl.english.purdue.edu/owl/section/2/ If you have questions about how to document sources, please consult your instructor or visit the writing support services in the Student Success Centre (3rd floor, Taylor Family Digital Library, at http://www.ucalgary.ca/ssc/writing-support).

Academic Misconduct

For information on academic misconduct and its consequences, please see the University of Calgary Calendar at http://www.ucalgary.ca/pubs/calendar/current/k.html

Research Ethics

Whenever you perform research with human participants (e.g., surveys, interviews, or observations) as part of your university studies, you are responsible for following university research ethics guidelines. Your instructor must review and approve your research plans and supervise your research. For more information about your research ethics responsibilities, see http://arts.ucalgary.ca/research/resources/ethics

Important information, services, and contacts for students

For information about . . .	Visit or contact . . .
ARTS PROGRAM ADVISING (ASC)	SS 102 403-220-3580 artsads@ucalgary.ca
CAMPUS SECURITY • **Calgary Police Service** • **Emergency Text Messaging** • Emergency Evacuation & Assembly • **Safewalk Program**	http://www.ucalgary.ca/security/ **403-220-5333** **403-266-1234 Emergency: call 911** http://www.ucalgary.ca/emergencyplan/textmessage http://www.ucalgary.ca/emergencyplan/assemblypoints If you feel uncomfortable walking alone at any time, call Campus Security for an escort (**220-5333)**. For more information, see http://www.ucalgary.ca/security/ While on the SAIT campus, you can call SAITSA

	CAMPUS SAFEWALK at 403-284-SAFE (7233).
DESIRE2LEARN (D2L) Support • **IT help line**	http://elearn.ucalgary.ca/desire2learn/home/students 403-220-5555 or itsupport@ucalgary.ca
STUDENT SUCCESS CENTRE • **Writing Support Services** • **Student Services Mobile App**	http://ucalgary.ca/ssc http://www.ucalgary.ca/ssc/writing-support http://ucalgary.ca/currentstudents
STUDENTS' UNION CONTACTS • **Faculty of Arts Reps** • **Student Ombudsman**	https://www.su.ucalgary.ca/about/who-we-are/elected-officials/ http://www.ucalgary.ca/provost/students/ombuds
SU WELLNESS CENTRE • **Counselling Services** • **Health Services** • **Distress centre 24/7 CRISIS LINE** • **Online resources and tips**	**403-210-9355** (MSC 370), M-F, 9:00–4:30 pm http://ucalgary.ca/wellnesscentre/counselling http://ucalgary.ca/wellnesscentre/health 403-266-HELP (4357) http://ucalgary.ca/wellnesscentre/healthycampus If you're concerned about a friend or your own well-being, it is important to seek help early. Call or visit the SU Wellness Centre or the 24-hour crisis line.

Schedule of Lecture Topics and Readings

Lecture topics and readings are determined by individual, group, and semester requirements. In the first month, individual reports will be determined by sign-up sheet.