

**University of Calgary**  
**Department of Communication, Media and Film**  
**Science, Technology and Society STAS 341 L02**  
**New Media, Technology and Society**  
**Spring 2015**  
**May 2 – May 30, 2015**  
**(see Group Study Itinerary for exact dates)**

**Instructor:** Dr. Mark Wolfe  
**Office:** N/A  
**Office Phone:** 403-850-5770  
**E-Mail:** [mwolfe@ucalgary.ca](mailto:mwolfe@ucalgary.ca)  
**Web Page:** [http://people.ucalgary.ca/~mwolfe/Mark\\_Wolfe/index.html](http://people.ucalgary.ca/~mwolfe/Mark_Wolfe/index.html)  
**Office Hours:** By Appointment

### **Course Description**

This course uses the work of Marshall McLuhan as the key conceptual backdrop for apprehending and appreciating media use and theory in the German context. Both pre-session study and seminars with German scholars and media students at Freie Universität and Hochschule für Technik und Wirtschaft (University of Applied Sciences) will set the stage for follow up events at the Marshall McLuhan Salon at the Canadian Embassy, and our visit to Google in Berlin. The course also crosses over and complements both GERM 317 and FILM 301, using McLuhan's notions of the *medium is the message*, *hot and cold media*, and *identity and violence* as a way to augment student observation and understanding of Berlin's Stasi past, as well as its impressive street art, architecture and visual representation in cinema.

### **Primary objective of the Course**

To build theoretical understanding of new media and to heighten awareness of the cultural context for media use (and refusal) in Berlin and Germany at large.

### **Textbooks and Readings**

Marshall McLuhan. *Understanding media; the extensions of man*. MIT press.

Selected readings from the web or made available in class. Consult D2L for details and links to external documents.

### **Internet and electronic communication device information**

N/A

## Assignments and Evaluation

**Pre-session study Assignment and Quiz (30%):** Assigned earlier in the Winter term and due April 30, students will complete a short paper assignment on a new media topic relating to the work of Marshall McLuhan. The take-home quiz will be based on our guest lecture May 5 and is **due 9 a.m. on May 6**. The paper and the quiz are worth 15% each.

**Journal (in Germany; 20%)** – Students will maintain a record of on-going impressions and critical assessments of the culture, behaviour and attitudes around digital media as observed and engaged with while in Berlin and Leipzig. Due dates TBA.

**Quiz in Berlin (20%)** – Take-home quiz based on both the guest lecture at the Freie Universität May 12 and the McLuminations event May 13. **Due 9 a.m. May 15**.

**Final project (30%)** – This assignment, completed singly or in groups of 3 or 4 students, comprises a research paper that focuses on a New Media topic or technology (ie. social media; Netflix; remote sensing/surveillance, etc.), policy (ie. copyright; freedom of access; etc.) or issue (ie. privacy; impact on literacy; cognitive impacts of new media) that addresses the key cultural and/or intellectual differences between German and non-German approaches to New Media study and practice.

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

**Registrar-scheduled Final Examination:** No

You do not need to complete all assignments and exams in order to receive a passing grade in the course.

**Submission of Assignments:** Please hand in your essays via email to: [mwolfe@ucalgary.ca](mailto:mwolfe@ucalgary.ca). Students MUST use the following file naming convention: SurnameAssignment.doc. Examples: SmithAssign#1.doc; WessonFinalPaper.doc

Please include your name and ID number on all assignments, and be prepared to provide picture ID to pick up assignments or look at final exams in SS 320 after classes have ended. 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/secretariat/privacy>

**Note:** It is the student's responsibility to keep a copy of each submitted assignment. For courses in which assignments are submitted electronically, it is the student's responsibility to ensure that the correct copy of the assignment is submitted. (Including the version date or version number in your file name may help you avoid submitting the wrong version of your written assignments.)

### 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.

## Students with Disabilities

If you are a student with a disability who may require academic accommodation, it is your responsibility to register with the Student Accessibility Services (220-8237, <http://www.ucalgary.ca/access/>) and discuss your needs with your instructor no later than 14 days after the start of the course.

## 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. For details see <http://comcul.ucalgary.ca/needtoknow>. 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 Centre. Visit the website for more details: <http://www.ucalgary.ca/ssc/writing-support>

## Grading System & Department of Communication, Media and Film

**Grade Scale** Work in this course will be graded using percentage grades. The following grade scale percentage equivalents are used in the Department of Communication, Media and Film:

Grade Point Value	Description	Grade	Department grade scale equivalents	Letter grade % equivalent for calculations
4.00	Outstanding	A+	96 - 100%	98.0%
4.00	Excellent—superior performance, showing comprehensive understanding of subject matter.	A	90 - 95.99%	93.0%
3.70		A -	85 - 89.99%	87.5%
3.30		B+	80 - 84.99%	82.5%
3.00	Good--clearly above average performance with knowledge of subject matter generally complete.	B	75 - 79.99%	77.5%
2.70		B-	70 - 74.99%	72.5%
2.30		C+	65 - 69.99%	67.5%
2.00	Satisfactory—basic understanding of the subject matter.	C	60 - 64.99%	62.5%
1.70		C-	55 - 59.99%	57.5%

<b>1.30</b>	Minimal pass—marginal performance; generally insufficient preparation for subsequent courses in the same subject	<b>D+</b>	53 - 54.99%	54.0%
<b>1.00</b>		<b>D</b>	50 - 52.99%	51.5%
<b>0.00</b>	Fail – unsatisfactory performance or failure to meet course requirements.	<b>F</b>	00 - 49.99%	0%

### **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>. If you have questions about how to document sources, please consult your instructor or the Writing Centre (3<sup>rd</sup> Floor TFDL, <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 (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 <http://arts.ucalgary.ca/research/resources/ethics>

## Important information, services, and contacts for students

For information about . . .	Visit or contact . . .
<b>ARTS PROGRAM ADVISING (ASC)</b>	SS 102 403-220-3580 <a href="mailto:artsads@ucalgary.ca">artsads@ucalgary.ca</a>
<b>CAMPUS SECURITY</b> <ul style="list-style-type: none"> <li>• Calgary Police Service</li> <li>• Emergency Text Messaging</li> <li>• Emergency Evacuation &amp; Assembly</li> <li>• Safewalk Program</li> </ul>	<a href="http://www.ucalgary.ca/security/">http://www.ucalgary.ca/security/</a> <b>403-220-5333</b> <b>403-266-1234</b> <b>Emergency: call 911</b> <a href="http://www.ucalgary.ca/emergencyplan/textmessage">http://www.ucalgary.ca/emergencyplan/textmessage</a> <a href="http://www.ucalgary.ca/emergencyplan/assemblypoints">http://www.ucalgary.ca/emergencyplan/assemblypoints</a> If you feel uncomfortable walking alone at any time, call Campus Security for an escort ( <b>220-5333</b> ). For more information, see <a href="http://www.ucalgary.ca/security/safewalk">http://www.ucalgary.ca/security/safewalk</a>
<b>DESIRE2LEARN (D2L) Support</b> <ul style="list-style-type: none"> <li>• IT help line</li> </ul>	<a href="http://elearn.ucalgary.ca/desire2learn/home/students">http://elearn.ucalgary.ca/desire2learn/home/students</a> 403-220-5555 or <a href="mailto:itsupport@ucalgary.ca">itsupport@ucalgary.ca</a>
<b>STUDENT SUCCESS CENTRE</b> <ul style="list-style-type: none"> <li>• Writing Support Services</li> <li>• Student Services Mobile App</li> </ul>	<a href="http://ucalgary.ca/ssc">http://ucalgary.ca/ssc</a> <a href="http://www.ucalgary.ca/ssc/writing-support">http://www.ucalgary.ca/ssc/writing-support</a> <a href="http://ucalgary.ca/currentstudents">http://ucalgary.ca/currentstudents</a>
<b>STUDENTS' UNION CONTACTS</b> <ul style="list-style-type: none"> <li>• Faculty of Arts Reps</li> <li>• Student Ombudsman</li> </ul>	<a href="https://www.su.ucalgary.ca/about/who-we-are/elected-officials/">https://www.su.ucalgary.ca/about/who-we-are/elected-officials/</a> <a href="http://www.ucalgary.ca/provost/students/ombuds">http://www.ucalgary.ca/provost/students/ombuds</a>
<b>SU WELLNESS CENTRE</b> <ul style="list-style-type: none"> <li>• Counselling Services</li> <li>• Health Services</li> <li>• Distress centre 24/7 CRISIS LINE</li> <li>• Online resources and tips</li> </ul>	<b>403-210-9355</b> (MSC 370), M-F, 9:00–4:30 pm <a href="http://ucalgary.ca/wellnesscentre/counselling">http://ucalgary.ca/wellnesscentre/counselling</a> <a href="http://ucalgary.ca/wellnesscentre/health">http://ucalgary.ca/wellnesscentre/health</a> <b>403-266-HELP (4357)</b> <a href="http://ucalgary.ca/wellnesscentre/healthycampus">http://ucalgary.ca/wellnesscentre/healthycampus</a> 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 Lectures and Readings