



UNIVERSITY OF CALGARY

FACULTY OF ARTS
Department of Sociology
Department of Sociology Website: <http://www.soci.ucalgary.ca>

SOCI 345
Mass Communication

• Spring 2019	• Tuesday and Thursday, 9:00 – 11:45	• ICT 122
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Instructor: Dr. Nazario Robles-Bastida
Office: SS 903
E-Mail: nroblesb@ucalgary.ca
Office Hours: By appointment.

Course Description

This course offers a critical, theoretically-informed look at what it means to live in a society in which the forms and content of mass media/mass communication and our uses of them shape our lives in significant ways. In particular, it constitutes an exploration of New Media and “Convergence Culture”, that is to say, the cultural transformations that are taking place as media converge and consumers change into active users of content. Looking at current phenomena related to new forms of media, this course aims to go beyond the notion of mass communication and introduce the student to the ways in which contemporary societies and individuals communicate their thoughts, dreams and fears.

Course Objectives

This course will provide the students with the opportunity to:

1. Examine the role of mass media and New Media in their lives.
2. Grasp the complex relationships between media and popular culture.
3. Understand the factors implicated with the rise and integration of new communications technologies.
4. Explore New Media and some of the cultural transformations related to it.

5. Develop an understanding of “Convergence Culture”.

Textbooks

Required:

Jenkins, Henry. (2006). *Convergence culture: Where old and new media collide*. New York: New York University Press.

Evaluation

Participation (Class Activities or Forum Discussions)	10%
Assignments	20 %
Midterm examination (Thursday, May 30th)	30 %
Final Project (Monday, June 17th)	20 %
Final Exam (TBA)	20 %

Class Activities are team exercises designed to enhance the understanding of the topics discussed on class. They will be completed during lecture to provide the possibility of class discussions and involve students in the learning process. Those students that cannot attend lecture at some point during the course can obtain the percentage assigned to participation by posting class activities on D2L.

Assignments are individual in nature and will evaluate students’ understanding of the textbook and assigned papers. The dates when they are due are detailed in the “Readings and Quizzes Outline” in D2L. Quizzes and Assignments will not be accepted after their due dates unless a documented reason for not submitting them is provided (acceptable reasons: illness, family affliction, religious observance).

The **Midterm examination and the Final Exam** will consist of multiple choice questions. They are non-cumulative.

The **Final Project** will be a paper in which the students will present their research, analysis and comparison of the different ways in which a social movement – the Student Movement in Quebec, the Occupy Movement or the Arab Spring, for example - is covered by both commercial media and alternative media such as blogs. In teams of four or five persons, the students will gather information from different sources and, using concepts learned in the course, will conduct a content analysis of this information. More information regarding the final project can be found in the “Final Project Outline” in D2L.

Grading

Letter grades will be assigned and submitted to the registrar based on the following scale:

Grade	Percent range	Grade Point Value	Description
A+	96 – 100%	4.0	Outstanding performance
A	90 – 95.99%	4.0	Excellent-superior performance
A-	85 – 89.99%	3.7	
B+	80 – 84.99%	3.3	
B	75 – 79.99%	3.0	Good – clearly above average performance
B-	70 – 74.99%	2.7	
C+	67 – 69.99%	2.3	
C	63 – 66.99%	2.0	Satisfactory - basic understanding
C-	59 – 62.99%	1.7	
D+	55 – 58.99%	1.3	
D	50 – 54.99%	1.0	Minimal pass - marginal performance
F	<50%	0	unsatisfactory performance

The grades for a course component may be scaled to maintain equity among sections and to conform to departmental norms.

Course Overview

1. History, Society and Media

- A Brief History of Media: From Pictographs to Periodicals.
- A Brief History of Media: Mass Media, Advertising and Beyond.
- Welcome to Cyberia: Rise of the Cyberspace.

2. Audiences, Popular Culture and Mass Media

- Audiences: A Cultural Studies Approach.
- Mass Media and Society: Mediation and Representation.
- Popular Culture: The Mainstream, the Underground and the Postmodern Sublime.

3. Convergence Culture and New Media

- Convergence Culture: From Transmedia Storytelling to Knowledge Communities.
- Convergence Culture: Media Convergence and Surveillance.

- c. New Media: Democracy, Freedom of Expression and the Question of Copyright in the Age of Convergence.

4. Digital Futures

- a. Digital Futures: Simulacra, Simulation and Hyperreality.
- b. Digital Futures: Connected but Alone?
- c. Conclusions: Convergence Culture, Media and the Ghost in the Machine.

Grade Reappraisal

Within two weeks of the date the exam/assignment is returned, students seeking reappraisal of examinations or assignments must submit a written response to the instructor explaining the basis for reconsideration of one's mark. The instructor will reconsider the grade assigned and will then book a time with the student to discuss his or her work and rationale. It should be noted that a re-assessed grade may be raised, lowered, or remain the same.

Technology Use

Please note that the use of laptops, tablets, cell phones or other electronic devices for entertainment purposes is **NOT** permitted during lectures.

Email

Feel free to contact me over email. Please include your full name and student ID. If you have a course-related question, please check the course outline first. Questions that can be answered by consulting the course outline will not be answered.

Emergency Evacuations

In the case of fire or other emergency evacuation of this classroom, please proceed to the assembly point at Energy, Environment & Experiential Learning (EEEL). Please check these assembly point locations for all of your classes at: <http://www.ucalgary.ca/emergencyplan/assemblypoints>

Handing in Papers, Assignments

1. The main Sociology Department office does not deal with any course-related matters. Please speak directly to your instructor.
2. **Protection of Privacy:** The Freedom of Information and Protection of Privacy (FOIPP) legislation does not allow students to retrieve any course material from public places. Anything that requires handing back will be returned directly during class or office hours. If students are unable to pick up their assignments from the instructor, they provide the instructor with a stamped, self-addressed envelope to be used for the return of the assignment.
3. Final grades are not posted by the Sociology Department. They are only available online.

Research Ethics

Students are advised that any research with human subjects – including any interviewing (even with friends and family), opinion polling, or unobtrusive observation – must have the approval of the Faculty Ethics Committee. In completing course requirements, students must not undertake any human subjects research without discussing their plans with the instructor, to determine if ethics approval is required.

Academic Misconduct

Please refer to the website listed below for information on University of Calgary policies on Plagiarism/Cheating/Other Academic Misconduct: <http://www.ucalgary.ca/pubs/calendar/current/k-5.html>

Absences and Deferrals

Students who are absent from class assessments (tests, participation activities, or other assignments) should inform their instructors as soon as possible. Instructors may request that evidence in the form of documentation be provided. If the reason provided for the absence is acceptable, instructors may decide that any arrangements made can 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 possible forms of documentation, including statutory declarations, please see <https://www.ucalgary.ca/pubs/calendar/current/m-1.html>

Deferred Final Exam Form: Please note that requests to defer a Registrar scheduled final exam are dealt with through the Registrar's Office. Further information can be found at: <https://www.ucalgary.ca/registrar/exams/deferred-exams>

Deferred Term Work Form: Deferral of term work past the end of a term also requires a form to be filled out. It's available at: https://www.ucalgary.ca/registrar/files/registrar/deferred_termwork15_0.pdf

Once an extension date has been agreed between instructor and student, the form should be taken to the Faculty of Arts Program Information Centre (SS 110) for approval by an Associate Dean (Students).

Student Representation

The 2019-20 Students' Union VP Academic is Kevin Dang suwpaca@ucalgary.ca.

For more information, and to contact other elected officials with the Student's Union, please visit this link: <https://www.su.ucalgary.ca/about/who-we-are/elected-officials/>

You may also wish to contact the Student Ombudsperson for help with a variety of University-related matters: <http://www.ucalgary.ca/ombuds/contact>

Safewalk

The University of Calgary provides a "safe walk" service to any location on Campus, including the LRT, parking lots, bus zones, and campus housing. For Campus Security/Safewalk call 220-5333. Campus Security can also be contacted from any of the "Help" phones located around Campus.

Academic Accommodation

The student accommodation policy can be found at: ucalgary.ca/access/accommodations/policy.

Students needing an Accommodation because of a Disability or medical condition should communicate this need to Student Accessibility Services in accordance with the Procedure for Accommodations for Students with Disabilities ucalgary.ca/policies/files/policies/student-accommodation-policy.

Students needing an Accommodation based on a Protected Ground other than Disability, should communicate this need, preferably in writing, to the course instructor.

Student Resources

[SU Wellness Centre](#)

[Campus Mental Health Strategy](#)