



# UNIVERSITY OF CALGARY

**Spring 2020**

FACULTY OF ARTS

Department of Sociology

Department of Sociology Website: <https://soci.ucalgary.ca/>

<b>COURSE TITLE: Mass Communication</b>			
<b>Course Number</b>	SOC 345		
<b>Pre/Co-Requisites</b>	SOC 201		
<b>Instructor Name</b>	Dr. Nazario Robles-Bastida	<b>Email</b>	nroblesb@ucalgary.ca
<b>Instructor Email Policy</b>	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.		
<b>Office Location</b>	NA	<b>Office Hours</b>	By appointment.
<b>Telephone No.</b>	NA		
<b>Class Dates</b>	Tuesdays and Thursdays		
<b>Class Times</b>	10:00 am – 11:00 am		
<b>Class Location</b>	Online		

## 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/Learning Outcomes

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”.

## Course Format

This course will have a Hybrid format. This means that it will require both synchronous and asynchronous involvement by students. In terms of synchronous involvement, we will have one-hour lecture sessions on Tuesdays and Thursdays from 10 to 11 am. These lectures will be recorded for those that cannot access them in real time. Lectures notes will be also posted on D2L. In terms of asynchronous involvement, the course will include online discussions, assignments and reading reports to be completed by students outside of lecture time. The due dates for these activities will be indicated over lecture and in D2L.

Required Textbooks, Readings, Materials, Electronic Resources

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

Jenkins, Henry., Mizuko Ito, and Danah Boyd. (2015). *Participatory culture in a networked era*. Polity Press

## Methods of Assessment and Grading Weights

Activities and Forum Discussions	15 %
Assignments	20 %
Presentation	15 %
Quizzes	20 %
Final Project (Monday, June 17th)	30 %

**Class Activities** are online exercises designed to enhance the understanding of the topics discussed in class. They should be completed in the week when they are posted in D2L to provide the possibility of class discussions and involve students in the learning process. They only will be accepted at a later date if students have a valid reason for the delay in submitting them.

**Assignments** will be completed in teams of two, or individually (students will choose which option they prefer). They will evaluate students’ understanding of the readings and assigned papers. The dates when they are due are detailed in the “Assignments Outline” in D2L. Assignments not submitted in their due date will receive a penalty of one point off per day (on a scale of ten) unless students receive an extension from the instructor. Students must provide a valid reason to obtain this extension.

**Presentations** will be delivered in teams of two members, or individually (students will choose which option they prefer). Each team, or individual, will present to the instructor through zoom a topic of their interest regarding media (previously discussed with the instructor), details regarding the presentations can be found in the “Presentation Outline” in D2L.

The **Online Quizzes** will consist of multiple choice questions to be completed on D2L. There will be four of them, they are non-cumulative and will have a time-limit of thirty minutes to be completed once opened.

The **Final Project** will be a paper in which the students will present their analysis, from a sociological framework, of the meanings and representations contained on a movie or tv show of their choosing. More information regarding the final project can be found in the “Final Project Outline” in D2L.

### Final Exam Information

This class will not have a final exam.

### Grading Scale

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

Grade	Percent range	Grade Point Value	Description
<b>A+</b>	96 – 100%	4.0	Outstanding performance
<b>A</b>	90 – 95.99%	4.0	Excellent performance
<b>A-</b>	85 – 89.99%	3.7	Approaching excellent performance
<b>B+</b>	80 – 84.99%	3.3	Exceeding good performance
<b>B</b>	75 – 79.99%	3.0	Good performance
<b>B-</b>	70 – 74.99%	2.7	Approaching good performance
<b>C+</b>	67 – 69.99%	2.3	Exceeding satisfactory performance
<b>C</b>	63 – 66.99%	2.0	Satisfactory performance
<b>C-</b>	59 – 62.99%	1.7	Approaching satisfactory performance
<b>D+</b>	55 – 58.99%	1.3	Marginal pass. Insufficient preparation for subsequent courses in the same subject
<b>D</b>	50 – 54.99%	1.0	Minimal Pass. Insufficient preparation for subsequent courses in the same subject.
<b>F</b>	<50%	0	Failure. Did not meet course requirements.

## 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

## 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 can provide the instructor with a stamped, self-addressed envelope to be used for the return of the assignment. Private information related to the individual student is treated with the utmost regard by the faculty at the University of Calgary
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.

## Copyright Legislation

All students are required to read the University of Calgary policy on Acceptable Use of Material Protected by Copyright (<https://www.ucalgary.ca/policies/files/policies/acceptable-use-of-material-protected-by-copyright-policy.pdf>) and requirements of the Copyright Act (<https://laws-lois.justice.gc.ca/eng/acts/C-42/index.html>) to ensure they are aware of the consequences of unauthorized sharing of course materials (including instructor notes, electronic versions of textbooks etc.). Students who use material protected by copyright in violation of this policy may be disciplined under the Non-Academic Misconduct Policy.

## Instructor Intellectual Property

Course materials created by professor(s) (including course outlines, presentations and posted notes, labs, case studies, assignments and exams) remain the intellectual property of the professor(s). These materials may NOT be reproduced, redistributed or copied without the explicit consent of the professor. The posting of course materials to third party websites such as note-sharing sites without permission is prohibited. Sharing of extracts of these course materials with other students enrolled in the course at the same time may be allowed under fair dealing.

## Recording of Lectures

Note that the audio or video recording of lectures and taking screenshots of PowerPoint slides during the lecture are not permitted without explicit authorization. The non-authorized media recording of lectures is inconsistent with the Code of Conduct and may result in discipline in accordance with the Student Non-Academic Misconduct Policy and Procedure. For more

information click here: <https://www.ucalgary.ca/policies/files/policies/non-academic-misconduct-policy.pdf>.

## Sharing of Lecture Notes and Exam Questions

Note that publicly sharing lectures notes and exam questions on 3rd party sites such as OneClass, StudyBlue, Quizlet, Course Hero, etc. is not permitted. If you wish to use these helpful studying tools, make sure you adjust your privacy settings accordingly. Any violations are subject to investigation under the UofC Student Non-Academic Misconduct Policy. For more information, click here: <https://www.ucalgary.ca/policies/files/policies/non-academic-misconduct-policy.pdf>.

## 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.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.

**Deferred Term Work Form:** Deferral of term work past the end of a term requires a form to be filled out. More information about deferred term work is provided by the Registrar.

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

## Academic Accommodation

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

## Libraries & Cultural Resources

To contact your librarian or find out about the resources and services available to sociology students go to the Sociology Library guide: <https://library.ucalgary.ca/guides/sociology>

To access the main Library website go to: <https://library.ucalgary.ca>

## Wellness and Mental Health Resources

The University of Calgary recognizes the pivotal role that mental health plays in physical health, social connectedness and academic success, and aspires to create a caring and supportive campus community where individuals can freely talk about mental health and receive support when needed. We encourage you to explore the excellent mental health resources available throughout the university community, such as counselling, self-help resources, peer support or skills-building available through Student Wellness Services (Room 370 MacEwan Student Centre, <https://www.ucalgary.ca/wellness-services/services/mental-health-services>) and the Campus Mental Health Strategy (<http://www.ucalgary.ca/mentalhealth/>).

## Student Success Centre

The Student Success Centre provides services and programs to ensure students can make the most of their time at the University of Calgary. Our advisors, learning support staff, and writing support staff assist students in enhancing their skills and achieving their academic goals. They provide tailored learning support and advising programs, as well as one-on-one services, free of charge to all undergraduate and graduate students. For more information visit:

<https://www.ucalgary.ca/student-services/student-success>

## Student Ombuds Office

The Student Ombuds Office supports and provides a safe, neutral space for students. For more information, please visit [www.ucalgary.ca/ombuds/](http://www.ucalgary.ca/ombuds/) or email [ombuds@ucalgary.ca](mailto:ombuds@ucalgary.ca).

## Student Union (SU) Information

The SU Vice-President Academic can be reached at (403) 220-3911 or [suvpaca@ucalgary.ca](mailto:suvpaca@ucalgary.ca); Information about the SU, including elected Faculty Representatives, can be found here:

<https://www.su.ucalgary.ca>.

## Emergency Evacuation/Assembly Points

Assembly points for emergencies have been identified across campus. Assembly points are designed to establish a location for information updates from the emergency responders to the evacuees; from the evacuated population to the emergency responders. For more information, see the University of Calgary's Emergency Management website:

<https://live-risk.ucalgary.ca/risk/emergency-management/evac-drills-assembly-points/assembly-points>

## Safewalk

Campus security will escort individuals, day or night, anywhere on campus (including McMahon Stadium, Health Sciences Centre, Student Family Housing, the Alberta Children's Hospital and the University LRT station). Call 403-220-5333 or visit <http://www.ucalgary.ca/security/safewalk>. Use any campus phone, emergency phone or the yellow phone located at most parking lot pay booths. Please ensure your personal safety by taking advantage of this service.