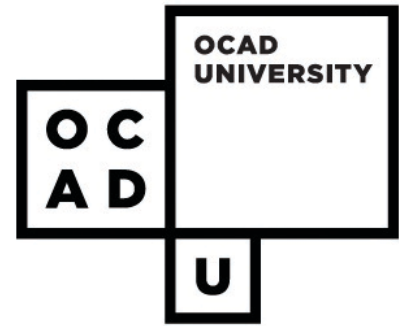


**Faculty of Liberal Arts & Sciences and
School of Interdisciplinary Studies**
100 McCaul St. 3rd floor, room 315
Tel: 416.977.6000 ext 372



SEMESTER & YEAR: SUMMER 2012

Course Title: Media, Messages and the Cultural Landscape:
Introduction to Communication Studies

Course Number: SOSC 2B02 or VISM 2B40

Course Day & Time: Mondays and Wednesdays, 2:30-5:30

Building & Room#: 100 McCaul, Room 230

Credit Value: 0.50 credit(s)

Pre-requisites: 3.0 credits of first-year studio and 1.0 credit of first-year liberal studies, including the first year writing course with a minimum passing grade of 60%, and an overall average of 60%.

Anti-requisite: Students who have taken VISC 2B40 or VISM 2B40 for credit may not take this course for further credit.

Instructor: Dave Colangelo

Email: dcolangelo@faculty.ocad.ca

Office Location: Room 225, 100 McCaul

Office hours: Wednesday, 1:30-2:30

FINAL EXAM

Friday, June 29th from 12:00-3:00pm in room 327

Please note in this area that conflict exams must be reported to the Faculty office 15 working days before the Final Exam is scheduled to take place.

COURSE CALENDAR DESCRIPTION

This lecture course is designed to offer students critical and analytical skills to understand our complex media environment through the study of the basic principles, methodologies and topics relevant to Communications Studies. Students examine historical, economic, technological and policy perspectives that shape how we respond to and participate in a media landscape, with an emphasis placed on the Canadian context. Topics to be addressed include: theories of communications and media; public and private media; communications and nations; culture industries; media convergence; geopolitics of global communications; networks and communications; democracy and media; and consumers, identity and media.

REQUIRED TEXTBOOKS/COURSE PACKS

Vivian, J., and Peter, Maurin. 2012. *The Media of Mass Communication*. Sixth Canadian Edition. Toronto: Pearson.

LEARNING OUTCOMES

This course engages the students in an examination and analysis of societal, personal, and creative relationships to media in everyday life. By examining theoretical frameworks beside technical historical developments, the course encourages students to situate their own experience in the broader social, political, economic and cultural contexts that communication media inhabit.

Upon completion of this course, students will be able to:

- confidently and constructively engage in discussions related to media, communication, and culture;
- understand and express how media and communication theory enrich our understanding of history, power, politics, and other cultural forms;
- intelligently consider the role of media, communication, and technology in perpetuating and changing cultural forms through media consumption and production;
- appreciate the psychological and social impacts of media, communication, and technology, particularly as they may be expressed or enacted in art and design.

COURSE ORGANIZATION

Two (2) three-hour lectures per week, with in-class discussions and assignments, in-class midterm test, and final exam (during exam period).

COURSE ASSIGNMENTS AND EVALUATION SCHEDULE

	<u>% of grade</u>	<u>Due Dates</u>
Weekly In-Class Writing Assignment (6) Will be based on material from two preceding lectures. Usually a one-page essay (subject to change, with notice). Your five best will count. Your lowest is bumped up to 10/10.	60%	First Class then Every Wednesday
Midterm Test 5 term definitions from course material, 1 long essay question. In class, 1.5 hours.	15%	Monday, June 4
Final Exam (comprised of 5 term definitions and 2 long essay questions)	25%	Friday, June 29th 12-3pm in room 327

ATTENDANCE, PARTICIPATION, AND BEHAVIOUR

“OCADU expects students to attend classes and participate in them by the standards established by the teaching faculty and as stated in published policies. Students’ full participation in the university’s classes is essential to their education. Given that students benefit from an active involvement with faculty and with their fellow students in classes, OCAD requires that students attend classes on a regular basis and that they participate fully in them.” OCADU Policy

- If you miss a class, it is your responsibility to acquire notes and find out what you missed. You are responsible for all material covered in class regardless of whether you were present or not.
- You will have your lowest in-class writing assignment grade raised to a 10/10 automatically meaning you get one free missed in class writing assignment. Since one writing assignment is automatically excused I will not entertain make-ups, barring exceptional and prolonged circumstances that can be documented according to OCADU policies.
- A significant component of this class will be in-class assignments. For an illness you must have a note from a doctor specifically explaining why your illness prevented you from being in class at the precise time the assignment was being completed that is submitted and approved.
- Late requests for an exam or critique deferral are subject to a fee of \$70 and must be made in advance following process and procedures as per OCADU policies. See OCADU policy.

- Students working with the CSD that require accommodations that include completing writing assignments with extended periods of time or specific environmental settings will have to arrange this through the CSD. Each CSD student needing specific accommodations must take on the responsibility to produce proper documentation with advanced notice.
- Academic misconduct and non-academic misconduct are not tolerated at OCAD. Each student has final responsibility for her or his conduct. Students are expected to be aware of and abide by the regulations as they have been established in OCADU's academic and non-academic policies, which can be found on the OCADU website at <http://www.ocad.ca/students.htm#> under "Student Policies".

CLASS CONDUCT AND EXPECTATIONS

- 1) You must ensure you are properly registered for the course. If you have any concerns about your registration status, you may confirm on-line, confirm with the Faculty of Liberal Arts & Sciences and School of Interdisciplinary Studies Office, or contact the Registrar. Please first check your registration and read the codes carefully (the codes are clearly explained in the Course Calendar which is available on-line at www.ocad.ca).
- 2) You are expected to conduct yourself in a manner respectful of your instructor and your fellow students. This includes, at a minimum:
 - Arriving on time
 - Turning off your cell phone upon arrival
 - If late, entering the classroom with the least disruption
 - Not interrupting or speaking when someone else has the floor
 - Using your laptop appropriately (i.e. not for email)

PLAGIARISM AND REFERENCING YOUR RESEARCH SOURCES

Plagiarism is the act of taking someone else's ideas, opinions, writings, etc. and representing them as one's own. You plagiarize whenever you borrow another scholar's ideas or quote directly from a work without giving credit through proper citation or acknowledgement. Plagiarism is a serious offense at OCADU (please see OCADU's Policy in the OCADU Academic Calendar). Any assignment in which the ideas of another author are intentionally represented without acknowledgement and/or presented as the student's own work will receive a grade of zero. Please see http://www.ocad.ca/students/academic_integrity.htm#plagiarism for more information.

The Faculty of Liberal Arts & Sciences and School of Interdisciplinary Studies and the Writing and Learning Centre at OCADU have developed a set of 'OCADU Writing Style Guidelines' for students to consult with regard to proper research citation. Copies of the Writing Style Guidelines are available at the Writing and Learning Centre and online. You can also consult the MLA, APA, or Chicago style guides online through the library website. Please see http://www.ocad.ca/library/how_do_i/find_style_guides.htm for more information.

ACADEMIC AND NON-ACADEMIC MISCONDUCT

Each student has final responsibility for her or his conduct. Students are expected to be aware of and abide by the regulations as they have been established in OCADU's academic and non-academic policies, which can be found on the OCADU website at <http://www.ocad.ca/students.htm> under "Student Policies". These policies outline the responsibility of students to "conduct themselves appropriately and reflect the highest standards of integrity in non-academic as well as academic behaviour". All allegations of misconduct will be reported and investigated as per the current policies.

WEEKLY READINGS & CLASS SCHEDULE

In addition to following this reading schedule, please check MyCourses periodically for updates. Some Key Terms and Concepts will not be covered in the readings but instead will be discussed during lectures. It is for this, and many other reasons, that you should attend all lectures!

Monday, May 14 – Mediating media and communicating communication

Chapter 1, “Mass Media Literacy” in *The Media of Mass Communication*, pg. 1-13

Plato. *Phaedrus*. 274c-278c.

<http://www.perseus.tufts.edu/hopper/text?doc=Perseus%3Atext%3A1999.01.0174%3Atext%3DPhaedrus%3Asection%3D274c>

Key Terms and Concepts: media specificity, hot media, cool media, bias in communication, mass communication, media literacy, feedback

In-class writing assignment #1 – based on material from lecture only

Wednesday, May 16 – Understanding the role of technology in communication

Chapter 2, “Mass Media Technology” in *The Media of Mass Communication*, pg. 14-24 (not full chapter)

Screening: *McLuhan’s Wake* (2002)

Key Terms and Concepts: tetrad of media effects, democratization, sense ratios

Monday, May 21 – VICTORIA DAY – NO CLASS

Wednesday May 23 – The danger and the saving power: media make meaning

Chapter 2, “Mass Media Technology” in *The Media of Mass Communication*, pg. 25-32 (not full chapter)
Models of Mass Communication, Semiotics, New Media and New Models

Chapter 3, “Entertainment” in *The Media of Mass Communication*, pg. 33-50
Information pollution, Artistic values, etc...

Debord, Guy. 1967. *Society of the Spectacle*. “Chapter 2: Commodity as Spectacle” #34-#53
<http://www.marxists.org/reference/archive/debord/society.htm>

Key Terms and Concepts: Lasswell Model, Concentric Circle Model, Shannon-Weaver Model, noise, semiotics, Culture Industry, passivity, resistance, high-culture, low-culture, kitsch

In-class writing assignment #2

Monday, May 28 – Massification and demassification

Chapter 4, “Print” in *The Media of Mass Communication*, pg. 51-70

Podcast, *The Making of the Modern Public*, episode #4, The Printing Press:
<http://www.cbc.ca/ideas/episodes/features/2010/04/26/the-origins-of-the-modern-public/#episode4>

Marshall Soules, Media Studies, "Jürgen Habermas and the Public Sphere"
<http://www.media-studies.ca/articles/habermas.htm>

Key Terms and Concepts: print revolution, public sphere, demassification, niche media

Wednesday, May 30 – Making noise: copies and rights

Chapter 5, "Sound Recording" in *The Media of Mass Communication*, pg. 71-96

Benjamin, Walter. 1936. "The Work of Art in the Age of Mechanical Reproduction"
<http://www.marxists.org/reference/subject/philosophy/works/ge/benjamin.htm>

Key Terms and Concepts: media and communication policy, artistic autonomy, the copy and the original

In-class writing assignment #3

Monday, June 4 – Midterm

MIDTERM EXAM – 1.5 Hours

Chapter 7, "Motion Pictures" in *The Media of Mass Communication*, pg. 97-115

Key Terms and Concepts: apparatus, exhibition, digital cinema, expanded cinema, ideology, National Film Board

Wednesday, June 6 – Commerce, communication, and cultural form

Chapter 8, "Television" in *The Media of Mass Communication*, pg. 116-129

Kellner, Douglas. "Network Television and American Society: Introduction to a Critical Theory of Television," *Theory and Society*, Vol. 10, No. 1 (Jan., 1981), 31-56. READ ONLY UP TO PAGE 40.
http://people.virginia.edu/~jrw3k/mediamatters/readings/cult_crit/Kellner_Network.Television.American.Society.pdf

Boddy, William. "Television Begins," in *Communication in History: technology, culture, society*. Boston: Perason.
http://libsnap.dom.edu/reserves/CAS294Jenks_Tel.pdf

A short clip from *Network* (1976)
<http://www.youtube.com/watch?v=vQAzpV7GC0U>

Key Terms and Concepts: media and capitalism, domesticity, the space and time of media, ATAWAD (any time, any where, any device), ambient media

In-class writing assignment #4

Monday, June 11 – Mass effects

Chapter 15, “Media Effects” in *The Media of Mass Communication*, pg. 242-260

Hall, Stuart. “Encoding/Decoding,” in *Media Studies*

<http://www.scribd.com/doc/8646099/encoding-decoding-stuart-hall>

Key Terms and Concepts: magic bullet, two-step flow, multistep flow, discourse, cumulative effects, stereotyping, encoding, decoding.

Wednesday, June 13 – Advertising, activist media, and hyper-targeting

Chapter 12, “Advertising” in *The Media of Mass Communication*, pg. 181-198

CBC’s Under the Influence with Terry O’Reilly, podcast, “Hyper-Targeting”

<http://www.cbc.ca/undertheinfluence/season-1/2012/04/28/hyper-targeting-1/>

Key Terms and Concepts: advertising and democracy, alternative funding models for media production, redundancy, hyper-targeting, media resistance.

In-class writing assignment #5

Monday, June 18 – Networks, code, and digital media

Chapter 9, “The Internet” in *The Media of Mass Communication*, pg. 130-143

TVO’s Search Engine with Jesse Brown, podcast, “Online is IRL” with Alexandra Samuel

<http://searchengine.tv.org/blog/search-engine-blog/audio-podcast-120-online-irl>

TVO’s Search Engine with Jesse Brown, “The Search Engine Interview (part 1&2)” with Tim Berners Lee

<http://ww3.tv.org/video/176797/tim-berners-lee-search-engine-interview-part-1>

<http://ww3.tv.org/video/176812/tim-berners-lee-search-engine-interview-part-2>

Key Terms and Concepts: hypertext, data packets, protocols, rhizomes.

Wednesday, June 20 – Post-Media

Manovich, Lev. 2001. “Post-media Aesthetics”

http://manovich.net/DOCS/Post_media_aesthetics1.doc

In-class writing assignment #6

Key Terms and Concepts: post-media, inter-media, trans-media, post-internet

Monday, June 25 – Review

Make-up class for Victoria Day.

FINAL EXAM: Friday, June 29th from 12:00-3:00pm in room 327

UNIVERSITY RESOURCES:

WRITING AND LEARNING CENTRE:

Resources specific to this course, for students requiring assistance with the material and with writing or reading comprehension, and for those for whom English is a second language, are provided through the **Writing and Learning Centre, room 1501, 113 McCaul, 5th floor (ext. 229); e-mail: wlc@ocad.ca** One-on-one tutoring is available and confidential. The Writing and Learning Centre (WLC) provides free services for all students including writing, critical thinking, critical reading, and study skills, through one-on-one tutoring, group tutoring, writing and academic skills workshops, resource materials, and ESL assistance.

SERVICES FOR STUDENTS WITH DISABILITIES

Formal and informal student-centred supports, such as counselling, academic accommodations, and specialized services are available year-round to students registered with the Centre for Students with Disabilities. Students who think they may have learning or physical disabilities should contact **Services for Students with Disabilities (ext. 339), 51 McCaul St. 2nd level**, as soon as possible. Students must be registered with the CSD to receive accommodations and related support. It is important to register early in the semester to ensure the accommodations can be scheduled by the start of the semester.

DOROTHY HOOVER LIBRARY

OCADU Library, 113 McCaul, 2nd Floor , Room 1215

General Reference Desk: ex. 334

Art and Design Reference, Robert Fabbro: ex. 343

Art and Liberal Arts & Sciences Reference, Daniel Payne: ex. 217

STUDENT SERVICE WEBSITE URLS

Library and online databases - <http://www.ocad.ca/library.htm>

Centre for Students with Disabilities - http://www.ocad.ca/students/disability_services.htm

Health and Wellness Centre - http://www.ocad.ca/students/health_wellness.htm

Writing and Learning Centre - <http://www.ocad.ca/students/wlc.htm>

Academic Integrity - http://www.ocad.ca/students/academic_integrity.htm

Academic Advising - http://www.ocad.ca/students/academic_advising.htm