

Dates: January 10, 2022 – April 6, 2022

Time: 10:00am-11:30am, Monday and Wednesday

Location: OA133

Instructor: Dr. Steven Richardson
Email: srichar9@lakeheadu.ca
Office Hours 1 hour immediately after class
(on zoom <https://lakeheadu.zoom.us/j/9670422426>)

Description

This course explores contemporary and historical perspectives of mass media and communications. We will focus and critically reflect on major developments and trends within the field to help students understand the reciprocal relationship between media, culture, and society.

Learning Objectives

In this course, you will gain

- an appreciation of how media shapes and is shaped by myriad social forces, and,
- a practical theoretical and conceptual ability to critically examine media, culture, and society from a sociological viewpoint

Evaluation

- Media Literacy Assignment: 10% (due February 4, 2022)
- Participation (weekly Reading Quizzes): 20% (ongoing, due each Wednesday)
- Take Home Midterm: 25% (due February 18)
- Film Review Assignment: 15% (due March 28)
- Final Exam: 30% (date TBA)
- Bonus Marks: 5% (due March 28 via LaunchPad)

For the Media Literacy Assignment, students will select one chapter (from *Media & Culture*) and complete one “Media Literacy Activity” – these can be found on LaunchPad. **If you choose to not use LaunchPad in this course, you must notify me of which chapter you would like to select for this assignment NO LATER THAN January 19th**, as I will have to extract those assignments for you to complete offline. After completing all guiding questions, students will then compose their answers in a document format (Word or PDF) and submit the file to MyCourseLink by February 4, 2022.

Participation marks can be earned by completing the weekly Reading Quizzes. These must be completed in MyCourseLink in one week after that chapter is assigned. Quizzes will be posted Wednesdays at 11:30am (after class) and will be available for one week (one attempt, open book).

For the Film Review Assignment, students will select and review one of the films we are watching in this course. Your review should contain an introduction and conclusion, and a minimum of five (5) pages double spaced (max 1500 words) in a document format (Word or PDF) and submit the file to MyCourseLink by March 28, 2022. More details will be provided in class/on MyCourseLink.

Both exams will contain a mix of multiple choice and short/long answer questions. The take home exam will be sent to students after class on Monday February 14, 2022 and will be due by the end of that week, Friday February 18th at 11:59pm. The final exam will be in person/online, depending on the COVID-19 situation.

Bonus marks can be earned by taking part in the interactive platform for the course textbook, LaunchPad. On LaunchPad, students can view the textbook and digital media, review chapter questions, take quizzes, and play “LearningCurve” – a “gamified” version of the course material. Completing five LearningCurve quizzes before February 1 will earn you 2.5%; completing ten by March 28 = 5% bonus marks than can be added to your Final Mark for the course. You cannot complete these assignments using someone else/a friend’s log in; otherwise, I will be unable to confirm who + how many quizzes have been completed. Bonus marks can only be earned if you use LaunchPad.

Reading Expectations

Refer to the weekly schedule below for the required readings for each week. The expectation is that students will do the assigned readings before each class in which they are assigned. **Required Readings** are indicated in **bold**, supplemental readings are not.

Please visit <https://sites.google.com/macmillan.com/soci2555-w22/home> for instructions on how to register for LaunchPad.

“Chapters” in the chart below refer to chapters in your textbook:

- Campbell, R., Martin, C.R., Fabos, B. and Becker, R. (2021). Media, Culture and Society [13th Edition]. Macmillan: New York, NY.
- Course LaunchPad: <https://www.macmillanhighered.com/launchpad/mediaculture13e/18790150>

The textbook is available from the campus bookstore. A legitimate copy of the textbook is required for this course in order to participate in the online platform for bonus marks. If you choose to purchase a different version of the textbook, such as an older edition or a used copy, you will not have access to portions of the course, and you may have more difficulty reviewing content for exams. Purchasing the textbook from the campus bookstore will ensure you have the correct edition of the textbook as well as access to the online platform.

Some weeks include **required** readings NOT in your textbook. You will find these readings on MyCourseLink.

Schedule, Weekly Topics and Readings

	<u>Week</u>	<u>Date</u>	<u>Topic</u>	<u>Readings</u>	
Foundations	1	<ul style="list-style-type: none"> Monday Jan 10 Wednesday Jan 12 	<ul style="list-style-type: none"> Class Introduction What is Media? 	<ul style="list-style-type: none"> No readings Chapter 1 	
	2	<ul style="list-style-type: none"> Monday Jan 17 Wednesday Jan 19 	<ul style="list-style-type: none"> Media Cultures & Literacy Classroom Media... 	<ul style="list-style-type: none"> Chapter 13 McLuhan, M. (1967). <i>The medium is the message. California: Gingko Press. (skim whole book)</i> Wise M.N. (2006). Making visible. <i>Isis</i>, 97(1), pp. 75–82. 	
	3	<ul style="list-style-type: none"> Monday Jan 24 Wednesday Jan 26 	<ul style="list-style-type: none"> Media Theories Film: <i>Pervert's Guide to Ideology</i> 	<ul style="list-style-type: none"> Chun W.H-K. (2006). 'Introduction: Did Someone Say New Media?' in W. Chun and T. Keenan (eds) <i>New Media, Old Media: A History and Theory Reader</i>. New York: Routledge. pp. 1–10. Chapter 15 	
Media Industries	4	<ul style="list-style-type: none"> Monday Jan 31 Wednesday Feb 2 	<ul style="list-style-type: none"> Advertising & Commercial Culture Film: <i>Helvetica</i> 	<ul style="list-style-type: none"> Chapter 11 	
	5	<ul style="list-style-type: none"> Monday Feb 7 Wednesday Feb 9 	<ul style="list-style-type: none"> Music, Recording & Format The End of Mp3 	<ul style="list-style-type: none"> Chapter 4 Sterne, J. (2006). The mp3 as cultural artifact. <i>New media & society</i>, 8(5), pp. 825–842. 	
	6	<ul style="list-style-type: none"> Monday Feb 14 Wednesday Feb 16 	<ul style="list-style-type: none"> Digital Media & YouTube Film: TBA 	<ul style="list-style-type: none"> Chapter 2 	
	7	<ul style="list-style-type: none"> Feb 21-25, 2022 ***** Reading Week No class ***** 			
	8	<ul style="list-style-type: none"> Monday Feb 28 	<ul style="list-style-type: none"> Interactive media & users 	<ul style="list-style-type: none"> Chapter 3 	

	<u>Week</u>	<u>Date</u>	<u>Topic</u>	<u>Readings</u>
		<ul style="list-style-type: none"> Wednesday Mar 2 	<ul style="list-style-type: none"> Film: <i>Indie Game: The movie</i> 	<ul style="list-style-type: none"> Oudshoorn N. & Pinch T. (2003). ‘Introduction’ in <i>How Users Matter: The Co-Construction of Users and Technologies</i>. Cambridge: MIT Press, pp. 1–25
	9	<ul style="list-style-type: none"> Monday Mar 7 Wednesday Mar 9 	<ul style="list-style-type: none"> Cinema Film: <i>The Story of Film: An Odyssey</i> 	<ul style="list-style-type: none"> Chapter 7
	10	<ul style="list-style-type: none"> Monday Mar 14 Wednesday Mar 16 	<ul style="list-style-type: none"> Public Relations Film: <i>The Century of the Self - Part 1: "Happiness Machines"</i> 	<ul style="list-style-type: none"> Chapter 12
	11	<ul style="list-style-type: none"> Monday Mar 21 Wednesday Mar 23 	<ul style="list-style-type: none"> Television Food Television 	<ul style="list-style-type: none"> Chapter 6 Holden T.J.M. (2005). “The Overcooked and Underdone: Masculinities in Japanese Food Programming” in C. Counihan and P. Van Esterik (eds.), <i>Food and Culture: A Reader</i> (2nd edition). New York: Routledge, pp. 500–522 Chan, A. (2003) “‘La grande bouffe’: Cooking Shows as Pornography” in <i>Gastronomica: The Journal of Food and Culture</i>, 3(4): pp. 46–53.
Future?	12	<ul style="list-style-type: none"> Monday Mar 28 Wednesday Mar 30 	<ul style="list-style-type: none"> Media & Surveillance Media & Wellness: Becoming Our Own Devices 	<ul style="list-style-type: none"> Dodge M. (2010). ‘Code/Space.’ <i>Urbis Research Forum Review</i>, 1(2), 15–25 Richardson S. & Mackinnon D. (2018). Becoming your own device: Promoting self tracking challenges in the workplace. <i>Canadian Journal of Sociology</i>, 43(3), pp. 265–290.
	13	<ul style="list-style-type: none"> Monday Apr 4 	<ul style="list-style-type: none"> “Me”dia 	<ul style="list-style-type: none"> <u>No Readings</u>

Course & University Policies

Assignment Policies

- Assignments must be formatted according to SAGE Harvard style (same as reading list). For more information, see: https://uk.sagepub.com/sites/default/files/sage_harvard_reference_style_0.pdf
- There is a penalty for assignments handed in late (2% per day).
- Plagiarism will not be tolerated and will be dealt with according to the University regulations. See for more details, Lakehead University New Student Code of Conduct: Academic Integrity: <https://www.lakeheadu.ca/students/student-life/student-conduct/academic-integrity/node/51239>

Lakehead University Grading Scale	
A+	90-100%
A	80-89%
B	70-79%
C	60-69%
D	50-59%
E Fail	40-49%
F Fail	1-39%
F Academic Dishonesty	0%

Contact and Email Policy

When communicating with the instructor or the graduate assistants, use of your official Lakehead email is required. When emailing please include the subject line “SOC1 2555:” and a short description. Remember to keep your emails polite, direct, and to-the-point. Before emailing me, please ensure your question is not answered in the syllabus or on the course website. If it is, I may not respond. Please keep in mind that email is for short inquiries only. For questions, concerns, and issues that require a longer reply (more than 1-2 sentences), please make use of my online office hours. I will not discuss grades or assessments via email, please visit online office hours to discuss these matters. If I have not replied to your message within 48 hours (not including weekends) please send a reminder. Do not expect replies over the weekend.

Accommodations

Lakehead University is committed to achieving full accessibility for persons with disabilities. Part of this commitment includes arranging academic accommodations for students with disabilities to ensure they have an equitable opportunity to participate in all of their academic activities. If you think you may need accommodations, you are strongly encouraged to contact [Student Accessibility Services \(SAS\)](#) and register as early as possible.

Accommodations are in accordance with the terms of the [Ontario Human Rights Code](#). This occurs through a collaborative process that acknowledges a collective obligation to develop an accessible learning environment that both meets the needs of students and preserves the essential academic requirements of the course.

LAKEHEAD RESOURCES

The Student Success Centre has many programs and support services in place to help you achieve your academic and personal goals while studying at Lakehead University. They provide academic support through tutoring services, career exploration, co-operative opportunities and leadership development. More information is available here <https://www.lakeheadu.ca/current-students/student-success-centre>.

The Lakehead Library provides access to resources, study rooms, and research support both online via chat and in person with more details available here <https://library.lakeheadu.ca/>. Public Computer Labs are available on campus where you may write and/or print out your work. For more details go to <https://www.lakeheadu.ca/faculty-and-staff/departments/services/helpdesk/computer-labs>.

Student Life and Services offers health and wellness resources both on and off campus, as well as opportunities for involvement in health and wellness activities. More information is available here <https://www.lakeheadu.ca/current-students/student-services/or>.

Office of Human Rights and Equity. You have the right to an education that is free from any form of discrimination. A wide variety of resources are available here <https://www.lakeheadu.ca/faculty-and-staff/departments/services/human-rights-and-equity/resources>.