Faculty of Information and Media Studies, Fall 2015
HISTORY OF COMMUNICATION, MIT2000F

Professor: Daniel Robinson
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Office Hours: Tues, 5:00-6:00pm or by appt.

Lecture: Wed, 2:30-4:30PM (HSB-40)

Tutorials: (Wed/Thurs, various times/locations)

Teaching Assistants
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COURSE DESCRIPTION

The course examines communication throughout history, with a focus on Canada since the 18th century. It highlights the relationship between communication media and the broader social contexts of politics, culture, economics, and the law. The historical development of specific communication systems and media are examined, which include newspapers, magazines, the telegraph, radio and television broadcasting, film, and the Internet. Special attention is paid to the commercialization of mass media.

Lecture slides will be added to the course web page on a weekly basis
http://faculty.fims.uwo.ca/robinson/mit2000f/default.aspx

COURSE OBJECTIVES

Students who complete this course should know the following:

- the history and social impact of communication and information technologies, largely in Canada
- how communications systems developed and how users constructed cultural meanings with mass media content
- how scholarship on communication history has shaped understandings of modern-day media and information technologies.

REQUIRED TEXTS

- Daniel J. Robinson, ed., Communication History in Canada **2nd Edition** (Oxford University Press, 2009) **(Bookstore)**

METHOD OF EVALUATION

Mid-Term Exam (**Oct 28**) 25%
This will be an in-class, closed-book test on key terms and concepts, covering lecture and tutorial content and course readings from the start of classes until Oct 21.

Essay Proposal (**Due in tutorial, Nov 11/12**) 5%
A 500-word (2 pg) proposal for the research essay. A handout will provide detailed instructions.

Essay (**Due: Dec 9**) 25%
This will be a 2,000-word (8-10 pg) research essay on a topic related to communication history. A handout with detailed instructions will be distributed. Students may be required to submit this essay to Turnitin.com.

Tutorial Participation (ongoing) 15%
Based on tutorial attendance and the caliber of student contributions reflecting knowledge of readings and lecture content.

Final Exam (Dec) 30%
This will take place during the December exam period and will be two hours in duration.

COURSE REQUIREMENTS AND CAVEATS

Tutorial Attendance and Course Readings:
Students are required to attend tutorials and to read beforehand the assigned articles.

Electronic Devices
Laptops and hand-held devices are allowed for note-taking and any other activities authorized by myself or a Teaching Assistant. Students, however, are banned from using such devices for other purposes (e.g., web browsing, email, social media, texting) during lectures or tutorials. Those discovered doing so will no longer be allowed to use such devices.

Late Paper Policy:
Late essays will be penalized 3% per day, including weekends. Late papers will not be accepted after one week. The only exceptions involve: 1) medical illness where proper medical documentation is provided PRIOR to the due date, when possible; 2) compassionate grounds (i.e., death in family, house fire) where PRIOR permission, when possible, is obtained from the instructor. (This does not include having a very busy schedule.) Late essays must be submitted **to the dropbox** at the MIT Office (NCB 240), where it will be date stamped. Do not slide papers under my door. Papers submitted after 4:00 PM Friday will be date stamped on Monday and penalized accordingly.

Make-Up Tests and Exams:
There are none, except for those students who fall under the areas of medical illness and compassionate grounds noted below. Travel schedules, employment, etc., will NOT count as legitimate reasons for missing or rescheduling an exam.

WEEKLY SCHEDULE

DATE TOPICS	**READINGS** (all in Robinson, ed., Communication History 2nd ed. unless otherwise indicated)
Sept 16 Oral Society	Ong, "Some Psychodynamics of Orality", 5-9 Friesen, "Interpreting Aboriginal Cultures", 21-29 Innis, "Empire and Communications", 35-39
Sept 23 Writing/Print Culture	Havelock, "Literate Revolution," 10-15 Eisenstein, "Rise of Reading Public", 16-20 Carey, "Cultural Approach to Communication," 62-6

Sept 30	Newspapers	McNairn, “Most Powerful Engine” 128-139 Sotiron, “Public Myth and Private Reality,” 140-149
Oct 7	Photography/Advertising	Johnston, “Newspapers, Advertising”, 150-161 Robinson, “Marketing Gum,” 126-138
Oct 14	Postal/Telegraph/Telephone	Osborne/Pike “Lowering the Walls”, 71-79 Winseck, “Back to the Future,” 80-93 Martin, “Communication and Social Forms,” 94-104
Oct 21	Radio	Charland, “Technological Nationalism,” 50-61 Vipond, “Who is to Pay” 198-206 McChesney, “Graham Spry”, 207-216 Webb, “Constructing Community” 217-227
Oct 28	**Mid-Term Exam**	**(No Tutorials this week)**
Nov 4	Film	Armatage, “Girl From God’s Country,” 266-271 Magder, “Featureless Film Policy”, 234-243 Druick, “NFB and Government,” 259-265
Nov 11	Magazines	Korinek, “Mrs. Chatelaine”, 177-89 (**Essay proposals due in tutorial**)
Nov 18	Television, pt.1	Hogarth “Public-Service Broadcasting”, 228-237 Rutherford, “Word from Sponsors”, 238-244
Nov 25	Television pt. II	Wagman, “Rock the Nation,” 245-254
Dec 2	Recording Industry	Straw, “English-Can Recording Industry,” 244-52 Jackson, “Peace, Order, and Good Songs”, 290-301
Dec 9	Internet	Campbell-Kelly/Aspray, “World Brain to Web,” 105-116 Menzies, “Behind the Silicon Curtain,” 117-122 **(ESSAYS DUE DEC 9 in Lecture) (No Tutorials this week)**

NOTES FROM THE FIMS DEAN'S OFFICE

Statement on Academic Offences

Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, at the following Web site: http://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_undergrad.pdf

Plagiarism

Students must write their essays and assignments in their own words. Whenever students take an idea, or a passage from another author, they must acknowledge their debt both by using quotation marks where appropriate and by proper referencing such as footnotes or citations. Plagiarism is a major academic offence.

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between The University of Western Ontario and Turnitin.com (http://www.turnitin.com).

Academic Accommodation

Medical Accommodation

Students seeking academic accommodation on medical grounds for any missed tests, exams, participation components and/or **assignments worth 10% or more of their final grade** must apply to the Academic Counselling office of their home Faculty and provide documentation in the form of a Student Medical Certificate. It will be the Dean's Office that will determine if accommodation is warranted.

For **work worth less than 10% of the final grade**, the instructor will consider requests for academic accommodation on medical grounds made in a timely manner in writing or by appointment in office hours. Such requests need not be accompanied by documentation. The instructor may, however, decide to require documentation be submitted to the appropriate Academic Counselling office.

Students should also note that individual instructors are not permitted to receive documentation directly from a student, whether in support of an application for accommodation on medical grounds, or for other reasons. All documentation must be submitted to the Academic Counselling office of a student's home Faculty.

For Western University policy on accommodation for medical illness, see: http://www.uwo.ca/univsec/pdf/academic_policies/appeals/accommodation_medical.pdf
Student Medical Certificate (SMC): http://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf

Compassionate Accommodation

Academic accommodation (extensions, makeup tests and exams, additional assignments etc.) may be given to students on compassionate grounds. The situations for which compassionate accommodation can be given must be serious, including significant events such as death in the immediate family, trauma (fire, robbery, harassment, muggings, car accidents, etc.) or emergency situations. Documentation is required.

If a member of your immediate family is seriously ill, obtain a medical certificate from the family member's physician and submit the documentation to your Academic Counsellor. If you have been involved in a severe accident, fire or some other exceptional crises, obtain a copy of the police report or be prepared to provide the necessary documentation upon request.

Generally, for deaths within a student's immediate family (parents, guardians, caregivers, siblings, spouses), bereavement leave is granted, upon provision of documentation. For deaths within a student's extended family, academic accommodation is given for one to three days, upon provision of documentation.

Students seeking additional bereavement leave for religious or other reasons should contact their Academic Counsellors, and provide valid documentation.

Religious Accommodation

Students should consult the University's list of recognized religious holidays, and should give reasonable notice in writing, prior to the holiday, to the Instructor and an Academic Counsellor if their course requirements will be affected by a religious observance. http://multiculturalcalendar.com/ecal/index.php?s=c-univwo. Additional information is given in the Western Academic Calendar.

FIMS Grading Policy

The MIT program now has the following class average policy:

- All 1000-level MIT **required** courses (i.e., 1020E; 1025F/G; 1050A/B) will have a class average of between 67 and 72%.
- All 2000-level MIT **required** courses (i.e. 2000, 2100, 2200, 2500) will have a class average of between 70 and 75%.
- All 3000-level MIT **required** courses (i.e. 3000, 3100) will have a class average of between 72 and 77%.

Elective courses and 4th year seminar courses have no class average requirement.

Support Services

Students who are in emotional/mental distress should refer to Mental Health@Western http://www.uwo.ca/uwocom/mentalhealth/ for a complete list of options about how to obtain help.

SUPPORT SERVICES -- LINKS

Office of the Registrar: www.registrar.uwo.ca
Student Development Centre: www.sdc.uwo.ca
Psychological Services: www.sdc.uwo.ca/psych
Services for Students with Disabilities: www.sdc.uwo.ca/ssd
Accessibility Information: www.accessibility.uwo.ca/
Writing Support Centre: www.sdc.uwo.ca/writing
Learning Skills Services: www.sdc.uwo.ca/learning
Indigenous Services: indigenous.uwo.ca/
International and Exchange Student Centre: www.sdc.uwo.ca/int
Career Centre at Western: www.success.uwo.ca/careers/

Appendix A: Grade Ranges in MIT, MPI and MTP

Guidelines to the MIT Grade Range

These guidelines are benchmarks, and are not to be followed as rigid regulations. They will be adjusted as appropriate to take into account the level of the course and any specific instructions given by a professor. As well, competency in English language usage (including spelling and grammar) may be taken into account in the assignment of grades by individual instructors. Note that the 70-79 grade range is broken into two divisions, as this is the grade range into which a large number of students fall.

90-100 (Outstanding, A+)
The report shows sparkling originality and exhibits a high degree of critical analysis of the topic. Sophisticated synthesis and analysis of the theoretical and conceptual dimensions of the topic are demonstrated. Mastery of complex material and ideas is immediately evident. The topic is treated with sensitivity and subtlety of thought. The quality of the writing and background research is exemplary.

80-89 (Excellent, A)
The report shows originality and exhibits a high degree of critical analysis of the topic; it gets to the heart of the matter with comments and/or questions. It is clearly focused and logically organized. The quality of writing makes the report immediately understandable. Mastery of complex material and ideas is demonstrated. The report is of appropriate length, while preserving the priorities and emphasis of the material, so that the result is meaningful, not simplistic.

75-79 (Very Good, B+)
The report shows above average analysis, critical thinking and independent thought. Claims are supported by ample evidence and the components of the topic are well-researched and presented. The topic is addressed in reasonable depth and/or breadth and covers material appropriate to the course. The analysis is organized around focal points and the argument is easily followed. The report demonstrates an above average ability to write in an intelligible style and to condense material meaningfully and with a concern for priorities of that material.

70-74 (Good, B)
The report shows an attempt at analysis and critical thinking. Claims are supported by reasonable evidence. The topic is addressed in some depth and/or breadth, with references to the appropriate literature and course material. The analysis is organized around focal points. The report is generally well written and well argued.

60-69 (Competent, C)
The report demonstrates adequate comprehension of the topic. The report is on topic and is a reasonable summary of material covered in the course, but goes no further. Facts are stated accurately; the quality of writing is sufficiently intelligible with enough elaboration and enough connections made between ideas to permit a reader to understand the point of the report.

50-59 (Marginal, D)
The report shows less than adequate comprehension of the topic and of the material covered by the course. The report is a less than adequate summary of sources and/or is considerably off-topic. Facts are stated inaccurately or ambiguously; the writing style is difficult to follow; there is insufficient elaboration to permit reader's comprehension of relations among ideas; little judgment is shown in selecting detail for inclusion in the report.

Below 50 (Unacceptable, F)
The report demonstrates a failure to comprehend the topic. The material is disorganized and unintelligible. The report clearly does not meet the minimal requirements of the assignment.

Appendix B: Guidelines of Academic Appeals for FIMS Students

(http://www.fims.uwo.ca/current/counselling/undergrad-counselling/appeals.htm)

Grounds for Appeal:

The Faculty of Information and Media Studies does not view the appeals process as an opportunity for students to solicit a second opinion on a grade assigned to a particular piece of work. Appeals must pertain to the final grade in a course, and will only be entertained if sufficient grounds for appeal can be met, including: medical or compassionate circumstances, a defect in the evaluation process, bias, inaccuracy or unfairness.

Stages in the Appeals Process:

The first stage of the process is a discussion of the disputed grade with the appropriate Teaching Assistant (if applicable), and subsequently, the course Instructor. For grades assigned to individual assignments, essays, lab reports, projects and tests completed throughout the term, the student first must appeal to the Teaching Assistant or Instructor of the course, within three weeks of the date on which the Instructor or Teaching Assistant returned the assignments to the class. The Appeals Committee will not hear any further appeals about the final grade in any course unless this first step has been taken.

If completion of the first stage has not resolved the matter, the student may appeal the final grade in the course to the FIMS Appeals Committee. Appeals of final grades must be within the time frame indicated in the Undergraduate Calendars. It is the student's responsibility to ensure that the appeal is submitted within the deadline. The student shall submit a formal letter to the FIMS Appeals Committee outlining the grounds for the appeal, the remedy sought and relevant materials including the information about when and with whom (Teaching Assistant and/or Instructor) the student met, as described in Stage 1. If the appeal involves a request for work to be regraded, the original marked work and a clean copy (if possible) must be included. If the appeal is commenced once the deadline has passed, it will not be considered either by the Appeals Committee or by the Associate Dean.

The FIMS Appeals Committee has the discretion to determine whether the grounds for appeal have been met.
If the Committee deems that the reasons for the appeal are not legitimate, the Associate Dean will be informed. The appeal will be terminated and the student will be informed.

If the Committee decides that the grounds for appeal have been met, the following steps will be taken:
1. the course Instructor will be shown the appeal letter and offered an opportunity to make a written response;
2..if work is to be regraded, a reader will be appointed who is competent in the area in question and was not involved in the assignment of the original mark. The reader will consider the work in question and will arrive at an independent evaluation. If there is a large discrepancy between the original mark and the regraded mark, a second reader may be appointed by the Committee. **If the appointed reader(s) arrive at a grade within five marks of the original, the original grade will stand.**

The FIMS Appeals Committee will review the evidence and will make a recommendation on the case to the Associate Dean Undergraduate.
The Associate Dean Undergraduate will consider the recommendation from the Appeals Committee, and will make a decision. The student and the instructor will be notified promptly and in writing by the Associate Dean of the decision and of the change in grade, if any. Within the Faculty of Information and Media Studies, the Associate Dean's decision on the matter is final.
Further appeals are possible under certain circumstances to the Senate Review Board Academic (for Undergraduate students) or to the Faculty of Graduate Studies (for Graduate students) but the student should carefully consult the guidelines regarding such Appeals.