

Welcome to FILM240X Media + Pop Culture

Fall 2011

COURSE DESCRIPTION

FILM240X is an introductory survey course in mass communications that covers a range of popular media forms including movies, television, gaming, music, magazines, books, news, advertising, public relations, and digital culture in North America. We study modes of production, distribution, and consumption in contemporary and historical perspective.

The themes of the course are media convergence and digital synergies. Each lecture focuses on how digital, mobile and social technologies impact traditional media forms, industries, and the ways we share, understand, resist, consume, imagine, produce, and participate in popular culture.

FILM240X is a blended course. We have online (400 e-seats) and offline (700 seats) sections engaged in synchronous meetings (eg. lectures, webinars, online chats, exams) and asynchronous online activities (eg. discussions, quizzes, video screenings, podcasts). Section 001 students attend lectures Thursday nights on West campus. Section 002/003 students attend webinars Friday afternoons or Saturday mornings (content is the same, delivery is live). All students complete the same assignments and are evaluated using a common grading scale and rubrics.

TEXTBOOK

Textbook: Media & Culture 8th edition by Campbell. Paperback or eBook comes bundled with MassCommClass (MCC) website subscription if purchased via Queen's Campus Bookstore. We are reading most but not all of the textbook. Detailed reading list is on website indicating which sections of assigned chapters you'll want to know for the exams. Final and midterm exam are designed based on 8th edition of the textbook.

The MCC website is a supplementary resource filled with practice self-quizzes and extra course videos. If you purchased a used textbook but want access to the MCC resources you can buy a subscription at the bookstore and as a bonus it comes with the full text 8th edition eBook.

Section 001 students need an iClicker, available at the Queen's Bookstore.

INSTRUCTOR

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Office: 207 Film House 160 Stuart St
Office hours by appointment & also held online (see website for details)

MEETINGS

Section 001 Thursday 6:30pm
at Duncan McArthur Auditorium

Section 002/003 Friday 2:30pm
or Saturday 10am online at
<http://Sidneyeve.WebEx.com>

ONLINE AT

HTTP://FILM240X.COM

Website is updated several times a week with course resources:

- outlines for lectures/webinars
- lecture slides
- lecture video highlights
- podcasts

Downloading these supplemental resources is optional. They are designed to help you take notes, grasp concepts and prepare for the exams.

ASSESSMENT

TOTAL OUT OF 100 POINTS IS CONVERTED TO LETTER GRADES. SEE ARTS & SCIENCE WEBSITE FOR DETAILS.

Final Exam 65 points

Final exam is composed of approximately 130 multiple choice questions (MCQs) based on lecture/webinar material and required sections of textbook chapters. Final exam is comprehensive: it covers all material in the course from September to December. Final exam is held during Fall exam period, December 7-21. Students cannot write the exam early. Plan accordingly. Students will not be excused or have their exam rescheduled because of previously booked travel plans, school trips, family vacations, sports events, employment conflicts, or other such matters. If you cannot commit to be present to write this exam during exam period you should not take this class. No alternative exam seating except for disability accommodations, religious observances, or in event of medical/family emergency (acceptable documentation/timely notification required). Only part-time students registered in Section 003 can write the exam remotely--there are no exceptions to this policy.

Midterm Exam 20 points

The online midterm exam for all sections is available on Moodle between 08:00 and 23:00EDT on October 20. It is composed of approximately 60 MCQs and designed to be completed in 1 hour. It covers all material from lessons 1-5, including readings and information from lectures/webinars. Students cannot be excused or reschedule exam due to previously booked travel plans, school trips, family vacations, sports events, employment or course conflicts, etc. If you miss the midterm exam you forfeit that part of your final grade. If you have a documented debilitating illness/injury or family emergency that prevents you from writing it during the time it is open online, contact the Prof. Students are expected to have made arrangements to take the online midterm exam; it is each student's responsibility to ensure access to reliable computer and online connectivity for duration of the exam. Lost connectivity is not grounds to reset the exam.

Social Media Participation 10 points

Ten points of your final grade represents your documented online peer-to-peer participation on designated branded FILM240X channels: Facebook, Twitter, and Moodle discussion forums. Between 15 September and 1 December every student is expected to contribute a minimum of 10 times, including a minimum of 5 value-added comments posted to Moodle forums (required) plus one or more of the following:

- add 5 interesting and topical links to FILM240X Facebook wall, or
- contribute 5 comments to FILM240X Facebook discussion threads, or
- share 5 interesting/relevant links via the #FILM240X Twitter hashtag, or
- if you don't use Facebook/Twitter, then add 5 more comments to Moodle discussion forums

Pick your channel and preferred mode of participating, make ten or more value-added contributions, then document your activity on the Self-Assessment form (link is on FILM240X.com and Moodle). Form prompts you to record your social media participation and to describe your personal progress, performance, and overall experience in the course via a series of short answer questions. Completed form responses and participation history are evaluated together for 10 points. Completed form required to be eligible for any earned points. Form responses assessed based on accuracy, completeness, writing, level of self-reflection. Deadline to submit form is 23:00EST 1 Dec. Miss deadline and automatically forfeit these 10 points. No extensions.

assessment continues on next page

Accommodations

Students registered with Disability Services are expected to provide official documentation to the prof so that suitable arrangements can be made in a timely way. Get in touch: info@FILM240X.com

Participation: Polling 5 points

Five points of your final grade represents your active participation in lecture (section 001) or webinar (section 002/003) polls. Participation measured according to engagement in total number of polls administered over the term. Frequency of polls varies weekly.

Section 001 uses iClickers for polling. If you have purchased another brand of clicker it won't work in this class. To claim your in-class participation points, you must register your device at iclicker.com with your NetID (NOT your student number). If you break/lose your clicker after registering/using it, you're responsible for buying another. See the prof before registering a replacement device to avoid lost data/points. You cannot participate in section 001 lecture polls except with an iClicker.

Section 002/003 uses webinar polls administered live during and immediately after the online meeting, no clickers required. Students are expected to have made arrangements to participate in the online webinar polling; it is each student's responsibility to ensure access to reliable computer and Internet connectivity for the duration of the webinars. Lost connectivity is not grounds to remove unanswered polls from a student's term score. Webinar attendance and polling activity is documented according to the name you use to sign into the webinar--it is your responsibility to sign in correctly, as participation records will not be altered.

SCHEDULE

SUBJECT TO REVISION

September

LESSON 01 Introduction (Chapter 1) Week of 15th
LESSON 02 Media Effects (Chapter 14) Week of 22nd
Last day to drop this course without financial penalty: Sept 23rd
LESSON 03 Advertising (Chapter 10) Week of 29th

October

LESSON 04 Public Relations (Chapter 11) Week of 6th
LESSON 05 Magazines (Chapter 8) Week of 13th
MIDTERM EXAM on Moodle on October 20th open 08:00-23:00EDT
No lecture/webinar during week of October 20th.
LESSON 06 Books (Chapter 9) Week of 27th

November/December

LESSON 07 Television (Chapter 5) Week of Nov 3rd
Last day to drop this course without academic penalty: Nov 4th
LESSON 08 Music (Chapter 3) Week of 10th
LESSON 09 Movies (Chapter 6) Week of 17th
LESSON 10 Digital Culture (Chapter 2) Week of 24th
LESSON 11 News & Journalism (Chapters 7 & 13) Week of Dec 1st
Deadline to submit self-assessment form: 23:00EST Dec 1st
Final exam between Dec 7-21st TBA by Exams Office.

Participation Polling Rubric:

If you participate in 80-100 % of the total number of clicker or web polls administered in lectures or webinars over the duration of the course you'll earn 5 points.

Participate in 65% to 79% of polls: 4 pts
... in 50% to 64% of polls: 3 pts
... in fewer than 50% of polls: 0 pts

Webinar and clicker poll points cannot be combined. You're eligible to earn one or the other depending on your section registration: Section 001: clicker polls.
Section 002/003: web polls.

This rubric is designed to be flexible and forgiving enough that if you forget your clicker one day, its batteries die mid-lecture, or your webinar connection goes down and you miss a few polls your final grade is not hugely adversely affected.

Webinars:

All registered students are welcome to attend the weekly webinars for FILM240X though only those registered in sections 002/003 will have their webinar participation evaluated as part of the final grade.

Webinars are live interactive multimedia lectures delivered with audio broadcast and presentation slides. At the end of each webinar is an exit survey containing additional polls.

Webinars are located at:
<http://Sidneyve.Webex.com>

Fridays at 2:30--4:00pm
content repeated live on
Saturdays at 10:00--11:30am

SUPPLEMENTARY RESOURCES

please check the FILM240X.com website for details about these mobile and online tools & services

Course App



Class Caddy was designed by Sidneyeve to collect, organize, and distribute digital assets in this course (videos, slides, podcasts). Content updated weekly. In-app materials also available on FILM240X.com. For

Android and iOS devices. Integrated with Facebook, Twitter, Foursquare.

Flashcards



To help you study the terminology that appears on exams we've created a set of approximately 200 flashcards. They are designed to be viewed on BlackBerry, iOS, and Android mobile devices. Flashcards also available as desktop or online resource. If you prefer audio cards they are also available.

Podcast



Weekly podcast of mini case studies illustrates course themes of media convergence and digitalization. Episodes do not introduce new material that you will be tested on, but they do review concepts and keywords introduced in lectures and webinars

that may appear on exams.

SMS Reminders



Get text message reminders of assignments and deadlines before they are due. No more than 2 SMS per week. No ads, no selling your phone number -- it is not even disclosed to the prof. One-step opt-out if you change your mind. Prefer email notifications instead? No problem.

MassCommClass



MassCommClass website contains practice quizzes and extra videos. It also houses the eTextbook. Subscription to this resource is free with purchase of a new copy of Media & Culture 8th edition from Queen's Campus Bookstore.

Mobile Website



<http://FILM240X.mobi>
Mobile website contains course materials designed to display on smaller screens. Optimized for BlackBerry. To visit site, scan QR code. BBM 5.0+ is QR code ready (select "scan group barcode"). Or download iNigma app for BlackBerry, Android or iOS <http://i-nigma.com>