

09/13/17

Note Taking:

- Things that are repeated
- What is emphasized
- What is signalled
- What is summarized

How?

- Your own style
- Use abbreviations, if you can remember them.
- Not facts, definitions, concepts, key dates (if emphasized)
- Collaborate on date notes, and leave room for revisions, additions, and things missed.

OTHER THINGS

3 R's:

- Review, Recite, and Reflect
- Practice listening, paying attention, and work on it.

What is Communication?

The act of exchanging information or news verbally or nonverbally.

- The notion of interpretation, perception, etc.

What is Communication Studies?

- Studying forms of communication, and how it changes over time. Eg" From technology, culture, etc.
- Looking at how messages are meaningful, whether it be societal/political or how we talk about certain issues.
- The study of affective communication; images, social media, etc.
- Two broad schools of communication studies: Professional/Administrative and Critical.

Are there any aspects of Communication or Communication Studies that are particular to Canada as a nation?

- A focus on researchers and humanities.
- Diversity and CRTC regulations.
- Bilingualism, Native Indian languages, APTN Network, etc.

Ted Talks: End of Gender

Q: How has ubiquitous computing and social media changed the way we communicate with each other?

A: Easier to communicate worldwide, making it much easier to find social groups, and those with like interests.

Anonymity easier to hide behind an alias and sprout whichever rhetoric you like.

More needy...

Q: How might different media technologies affect the messages that they carry?

A: Eg" You can't read tone through text message, hard to understand real meanings.

Autocorrect changing words and intended messages.

Q: How does social media change the impact of demographics?

A: Changing demographics include changing of what types of toys are targeted. Eg" Boys can't play with dolls, girls like pink, etc.

- Escapes demographic boxes, stereotypes.
- Connect with people based on interests.
- Focus on "What you like" rather than "Who you are"

Q: Why is it important to consider how women are so prominent in social media?

A: The main shoppers of the family unit

-Wonderwoman, Stronger female leads, etc.

-Changes how advertisers target certain demographics

-Take advantage, as a company for marketing purposes. Know who you target.

Q: Why might gender be an important topic to talk about in media studies?

A: Demographics are shifting, important to pay attention to the market to actually realize who the primary shopper is.

Q: Are there other important topics that might be raised?

A: -Race

-Sexuality, etc etc

SUMMARY

1. Be sure to come up with a note taking strategy and stick to it
2. Read the syllabus, most answers in there.
3. Sociological issues such as gender, race, and sexuality.

09/20/17

Communication Studies in a Canadian Context

Agenda

- Talk about Canadian Communication studies
- Discuss the binary of Administrative and Critical approaches
- Activity on these
- Break
- Video: Tropes Vs. WOMen "Damsels in Distress 1"
- Discussion on Video

Question: What does it mean to “be critical”, in a general context?

Answer: Honest truth, to analyze something and provide feedback, to give multiple views,

Question: What might “being critical” mean in a communication context?

Answer: Analyzing things, picking them apart, reflecting on them, writing about things, etc.

Criticisms, criticism doesn’t have to be negative... can be positive, negative, or neutral.

Communication studies are currently in 29 Canadian universities (and counting)

FOUR things that characterize CANADIAN Communication Studies Programs:

1. Critical Sensibility → A lot more analysis, critical thinking/assessments and attitude towards positive social change.
2. Cultural policy focus → Canada has a strong nationalistic presence, Eg” CBC, CRTC. We will analyze these policies and institutions.
3. Orientation toward social justice → An attitude towards positive social change. In race, gender, sexuality, etc. Helping all.
4. Interdisciplinarity → Work that moves across multiple academic disciplines.

CS Borrows from, Contributes to, Other fields

- Sociology
- Women’s studies
- International development
- Political science
- Science and technology studies
- Cultural studies → Sexuality, class, gender, race
- Information studies → How we archive studies, museum studies, etc... google
- Other humanities and social science disciplines

Administrative Vs. Critical

Question: Difference between critical and administrative approaches to CS?

Answer:

Administrative: Paul Lazirdis 1941 classified this type of CS as someone who conducted in the service of a public or private admin agency (Gov't, Non Gov't, etc)

- Saw the media as useful tools to be harnessed for corporate/agency/ government goals
- Solves small problems but does not look at big picture issues,
- Assumption that it is not political
- Assumption that it is based more on **quantitative** (measurable results) and **empirical** (work that is related to the observable experiential growth.. Observations made in the world; The world of experience.)

Administrative

-Focusing on more quantifiable data

-More true claims

-Empirical

Critical: Conducted in the service of society broadly (looked at big picture issues like racism, sexism, etc).

- Sees media system in general as something in need of study/scrutiny
- Deals with big picture issues (sometimes in relation to specific goals or on their own)
- Assumption that it is political (Social- justice oriented, moral or ethical)
- Assumption that it is based on more **qualitative** (Things that you can see; not numbers but quality of issues and **theoretic research** (Idea based, just relying on ideas

Question of the S:

Administrative: CommunicationS

Critical: Communication Studies

ACTIVITY: Administrative or Critical?

1. Studying how to effectively transmit orders over military communication channels and have them obeyed → ANSWER: Administrative
2. Looking at what meanings audiences make out of popular culture products. → ANSWER: Critical
3. Studying the CRTC to write about how it might become more diverse in its programming ANSWER: Critical
4. Doing a study for the CRTC to write about how it might become more diverse in its programming. ANSWER: BOTH: Admin → Doing a study... → Critical → Diverse in its programming

09/27/17

Good Resources for Scholarly Articles

- Google Scholar
- WLU library database online/ library
- EBSCOhost

QUESTION: What is the difference between concentration and convergence?

Concentration: One owner concentrating on one type of media

→ Concentrational ownership-- >One corporate owner

→ Chain ownership/ Horizontal integration.

→ Vertical Integration: Company owns parts of its supply chain

→ Conglomerates: Can own both horizontal chains as well as production companies; but might also own a magazine Eg” Galaxy Cinemas: Movies, Fast food, Magazine entertainment

Convergence: How multiple media forms are able to come together due to a common digital base. → Started to emerge in the 70s.

→ Increased in the 90s due to the gaining popularity of the internet, audio clips, video clips, etc.

Corporate Convergence: When media companies specializing in different forms of media come together to take advantage of the presumed synergies enabled by digital content.

“SEE DIAGRAM OF WALT DISNEY CO. for an example flow chart of Corporate Convergence”

QUESTION: What is Consolidation?

Short for “Consolidation of ownership”

→ This is what businesses call this process.

→ “Convergence” and “concentration” are more critical terms.

QUESTION: Why do we care about concentration and convergence?

→ We worry convergence, as if it goes too far then it might become a monopoly... no room for competition, imagination, or room for new content and innovation/ideas.

→ “Marketplace of ideas” if there are too many controls or monopolies than it limits room for innovation and content choice

→ Essential for a healthy democracy, It is important that we have choice.

→ Concerns over influence of owners on content...

→ CanWest example→ Pushing their political agenda on all of Canada with their many newspapers, magazines, etc.

→ Labor issues could arise...

Examples of Media in Canada

ASTRAL MEDIA→ Bell tried to buy them, but was turned down by the CRTC.

ASTRAL MEDIA owned 23 television services, 83 radio stations, and 100 websites, along with various forms of display advertising services.

LIMITS TO CONVERGENCE AND CONCENTRATION IN CANADA: TIMELINE

1970: The Senate Special Committee on Mass Media (Davey Report) expresses concern concentration of ownership, especially newspapers.

1980: The Royal Commission on Newspapers (Kent Commission) suggest many measure to fight concentration. → Wanted to force break up current monopolies, as well as prevent cross market (TV/Newspapers) monopolies;;; Also called for independent newspaper editors.

Mid 1980s: Ban on cross-ownership of newspapers and TV allowed to lapse.

2006: Senate Report on the Canadian News Media

2006: Conservatives Come to Power Federally

2008: CRTC proposes new rules

cancon

→ No one company can own more than two major media types in the same market

For example, you can own a tv station and newspaper, but not a radio station, etc, etc.

→ No more than one company can own more than 45% of the audience share → Why the Bell
ASTRAL Media deal fell through; Would have been close to 42.5%.

10/04/17

Agenda

- Lead in
- Broadcasting Regulation and Public Broadcasting in Canada
- CANCON

REMEMBER

- October 18th, 4pm - Annotated Bibliography due
- October 25th- 9AM-9PM MIDTERM AVAILABLE

Timeline of Broadcasting Regulation and Public Broadcasting in Canada

- 1920s: The dawn of broadcasting in Canada
- 1929: The Royal Commission on Radio Broadcasting (Aird Commission) (To spread Canadian culture, entertainment, etc.. Saw this as US Competition so they wanted to create their own... goes on a British type model)
- 1932: Canadian Radio Broadcasting Act creates public broadcaster: Canadian Radio Broadcasting Commission
- 1936: Changes name to Canadian Broadcasting Corporation (CBC/ Radio Canada)
- 1952: CBC/ Radio Canada starts television transmission
- 1957: Royal Commission on Broadcasting recommends a separate regulator
- 1958: Broadcasting Act creates Board of Broadcast Governors (BBG)
- 1960s: Private television and cable come to Canada (Satellite receivers, over the air signals, with cable into people's house)
- 1968: New Broadcasting Act creates Canadian Radio-Television Commission (Now Canadian Radio-Television and Telecommunications Commission- CRTC)
- 1971: Satellite TV
- 1991: Broadcasting Act revised again (CURRENT VERSION IN 2017) - Still solid and holding up pretty well *** MIDTERM QUESTION ABOUT BROADCASTING ACT)

- 1999: CRTC decides that internet content outside of “broadcasting”
- 2003-2009: Consultations about how to meet goals (2003- Cultural sovereignty meeting, 2009- Internet on mobile phones meeting about smartphone craze)
- 2011: Switched off analog signals
- 2014: “Let’s talk TV” meeting- Talked about the state of television- asking major companies, people, academics, etc and voice their opinions about the TV system and how it could be made better- unbundle cable, regulate streaming? Etc?
- 2016: Closing the broadband gap-

General Principles of Canadian Broadcast Policy

1. Effectively owned and controlled by Canadians- EG” No Cartoon Network, Disney Channel, etc growing up.
2. Operate primarily in English and French, and have public private and community elements. -Community elements- Community radio, campus radio, etc...
 - a. Public access Television
 - b. US has much wider range of ‘local’ television stations and content than Canada
3. Serve to safeguard, enrich, and strengthen the cultural, political, and social economic fabric of Canada
4. Encourage the development of Canadian expressions by providing programming that reflects Canadian attitudes, opinions, ideas, values, and artistic creativity.
 - a. “Defining Canadian values by putting content out there, like music, television, etc”
-CRTC
5. Serve the needs and interests (and reflect the circumstances) of Canadian women and men, including equal rights, linguistic duality, multicultural and multiracial society, and special place of native Indians in Canada.
6. Makes maximum use of Canadian creative talent and resources.
 - a. Aims to promote Canadian industry, economy, and entertainment

MAPL System- How does it work?

To qualify as Canadian content at least two of the following must be present:

M - Music: The Music is composed entirely by a Canadian

A- Artist: The music is, or the lyrics are, performed principally by a Canadian

P- Performance: The Musical selection consists of a live performance that is:

- Recorded wholly in Canada, Or
- Performed wholly in Canada and broadcast live in Canada

L- Lyrics:

CAVCO: Canadian Audio-Visual Certification Office

Uses a point system for Canadian-Audio Visual production, and 6 points are needed to be CANCON (Canadian Content)

ONLY 6 POINTS ARE NEEDED TO BE CERTIFIED CANADIAN CONTENT

<u>Key Creative Functions</u>	<u>Points</u>
Director	2 Points
Screenwriter	2 Points
Lead Performer	1 Point
Second Lead PErformer	1 Point
Director of Photography	1 Point
Art Director	1 Point
Music Composer	1 Point
Picture Editor	1 Point

Discussion Questions

Q: Do you think services like Netflix and CraveTV should be regulated in the same way as broadcast channels?

ANSWER:

Q: If so, should they pay into a fund for Canadian broadcasting? Limit content? Something else?

ANSWER:

Q: Should all broadcast companies be treated equally in Canada?

ANSWER:

Q: Given that so many Netflix Canada users purchase US IP addresses to get access to American Netflix, how effective would this regulation be anyway?

ANSWER:

09/18/17

Midterm:

- MyLS
- Wednesday Oct 25th
- 12 hour window to do it from 9:00am-9:00PM
- 60 minutes to complete it
- ASSISTANCE: mysls@wlu.ca
- NO LECTURE OR TUTORIAL THIS WEEK

FORMAT:

- 55 Questions of Multiple Choice and True or False
- Questions presented 5 at a time (11 pages)
- Open book
- Midterm will be based on lecture, all the readings, and any required videos (those with link on MyLS)
- What to focus on: Main points, important dates, research questions, conclusions, concepts discussed, what authors discussed what topics (eg. knowing that the Hamilton reading talked about critical vs. administrative communication studies or Pauli, maker culture).

WHAT TO STUDY

LECTURES:

1-5

VIDEOS

- Social media and end of Gender
- CRTC let's talk TV
- Damsels in distress Pt 1
- Adam Savage maker Faire talk

TEXTS

- See picture on D2L

Lead in Activity: Active Audience

Part One: (5mins):

Question One: Where do you get your information (newspapers, radio, tv, blogs, videos, etc)

A: Twitter, reddit, instagram, facebook, television,

Question Two: Do you post about it?

A: Sure.

Question Three: Do you make anything physical? (art, sculpture, crafting, 3D printing, tinkering/inventing, etc.)

A: No.

Audience Models

Media effects (These kinds of models were the earliest)

→ Media effects started with World War I propaganda studies.

→ The Magic Bullet approach→ Shooting a message into somebody else

→ After World War II they realized this type of media wasn't as strong as intended... Media was telling people what to think about.

Eg" Video games causing violence.

Agenda Setting

→ The media set the agenda for discussion (Eg" Front page of a newspaper will set the agenda for other types of discussions.

→ Draws the public's attention to issues

→ Also known as a two-step flow→ Influences others→ Following Donald Trump #MAGA

Cultivation Analysis

- How media influences
- Eg” Left Wing, Right Wing, Center, Socialist (Communist), etc.

Uses and Gratification

- Highbrow concern → People watching mindless television instead of ‘classy’ material.
- Why do people read romance novels? Janice talked to the audience and did surveys to find out? Why? → Some people liked the content, for reasons of ironics, some women wanted to write and learn to write, etc.

Active Audience and “Prosumers”

- Gay?

Social Media Audiences and Networks

- Started in early 90s looking at newsgroups/ text based conversations happening on the early internet.
- Created these forums and boardrooms
- Was a platform that was used for some smaller groups that might not have had the chance to discuss anything in the real world/ anything that would come up in mainstream conversation.
- Emergence of blogs and livejournals

Making Culture

- Talking about how audiences are increasingly turning towards production (Mass media)

11/01/2017

Lead In: The Global Village

Question: What do you think the term “Global Village” means?

Answer: Just one large community?

Question: How could electronic and digital media be creating a “Global Village”?

Answer: Interconnected through the internet

Question: Do the authors we read see this as a good thing, a bad thing, or somewhere in between?

Two Media Solitudes

Globalization: The emergence of transnational communications systems and a worldwide free market in cultural products

Canada as first postmodern nation, with multiculturalism or as a message

11/08/17

Labor issues in the Communication industries

- Basic work conditions (PAy, benefits, hours, safety, right to unionize)
- Impact of digitization and convergence
- Concerns over the ride of unpaid immaterial labor
- Impact of flexible labor/ fluid workforce
- Precarity and lack of job security

Dyer-Witherford- EA Spouse

Issues of talking about long hours (90+) posting anonymously as what it is actually like to work at EA

11/22/2017

Issues brought up by Chung and Grimes

- In many countries there are limitations on advertising to kids
- You can only advertise certain hours, certain types of shows, certain products
- This is why yher use to be saturday morning cartoons, it was time when advertisers were allowed to target kids
- The reason being kids are vulnerable, might not be able to be critical consumers, or understand the difference between advertising and education
- These laws have shifted and altered, in some countries becoming stricter and in others opening up
- But the internet has fundamentally changed this equation

- Kids websites and games full of data mining
- Some require parental consent other not (often easy to get around anyway)
- Mini-games with ads, surveys, adugames, and other metrics
- This info is sold to other companies as trend reports

- Implicated in practices of coolhutting and trendspotting
- Worries about “social sorting” and “weblining”

Canadian Privacy Laws

Three phases:

Canadian Human Rights Act (1977)

- Saw privacy protections as a form of protecting against discrimination
- Created a Privacy Commissioner to oversee complaints, conduct investigations and make recommendations to Parliament

Privacy Act(1983)

- Enacted July 1st, 1983 along with the Access to Information Act
- Imposes obligations on 250 government departments and agencies
- Privacy rights limiting the collection, use and disclosure of information
- 13 uses and disclosures that might be permissible without consent (EG” national security, law enforcement, public interest)
- You can apply to Gov’t to find out what info they have on you
- The privacy commissioner oversees all this, handles complaints

Personal Information Protection and Electronic Documents Act (PIPEDA) (2001)

- Rules for how private sectors collect use and disclose information
- Rules apply also for Federally regulated organizations
- The right to access and request correction of personal information
- Only in the course of commercial activities
- Only for uses that are agreed to, unless consent is obtained
- Ruled that other Federal laws needed for employees
- Post 9/11 right to collect information without knowledge added
- Recommended that it be removed in 2007.

Model Code for the Protection of Personal Information (CSA)

1. Accountability
2. Identifying purposes
3. Consent- Knowledge and consent from the individual
4. Limiting collection
5. Limiting use, disclosure, and retention
6. Accuracy
7. Safeguards
8. Openness

9. Individual access
10. Challenging compliance

Nerenberg: Bill C-51

Anti-Terrorism Act

- Makes sweeping changes to privacy legislation in Canada
- Gives all government agencies ability to share any data with CSIS for any reason
- Government misled public about it, said they consulted Privacy Commissioner
- “The potential to know virtually anything about anyone may well identify some new threats, [but] the loss of privacy is clearly excessive”.
- “Activities that undermine canadian security”

11/29/2017

Forms of Mobility: Adey

- The Horse
- Railway journey
- Automobiles
- Airplanes
- Maritime mobilities
- Foot mobilities

BUT ALSO

- Diffusion and disease EG” SARS
- Networks and Infrastructures
- Mobile phones

Media Ecology:

The environment created by media forms and their use in society, and in particular the kinds of spaces and relationships they create.

Beyond the Virtual

Thinking about production: Mining, labor relations, pollution from transportation, resource use.

Thinking about consumption: Planned obsolescence, perceived obsolescence, effects of radiation

→ Things are not built to last anymore

Thinking about disposal

The cycle of constantly new products, generation of e-waste, what countries produce e-waste and what ones receive it, the e-waste trade.