Dr. P. Nesbitt-Larking  
Room A301  
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Meetings: W18 - Monday 11:30 - 12:30, W18; Wednesday 11:30 – 1:30

Office Hours: A301 - Tuesday 12:30 – 13:30; Wednesday, 9:30 – 10:30;  
Thursday 12:30 -1:30

COURSE DESCRIPTION:

Image, Influence and Impact consists of a survey of the mutual, often symbiotic,  
relationship between the media and the political system in Canada and beyond.  
The introduction to the course consists of a general grounding in politically-
relevant aspects of media theory. Following a short historical account of the 
media in the Canadian political experience, the course then addresses three 
major questions: what are the political circumstances under which the media 
produce their texts?; how do we read these texts politically?; and what are the 
political effects of the media? In addressing these questions, we explore topics 
such as: culture, ideology and the media; the political economy of the media;  
State regulation of the media; and political aspects of the news.

REQUIRED TEXTS:

Paul Nesbitt-Larking, Politics, Society and the Media: Canadian Perspectives
The book is available on the course OWL site.

Further required readings, which are specified in the course outline, are also 
available on the course OWL site.
COURSE EVALUATION:

**ONE** federal election critical media assignment. The assignment should be approximately 3,000 words in length (about 12 double-spaced and typed pages) and is worth 25% of the grade for the entire course. The assignment is due on Wednesday November 13, 2019. *Important instructions on the critical media assignment as well as a grading rubric are available on the OWL site for the course.*

**SIX** In-class Assigned Reading Response Assessments. These assessments will vary in format and style. These in-class assessments are worth 5% each or 30% of the grade for the entire course. (Administered in class on September 30, October 21, November 25, January 20, February 10, March 9)

**ONE** essay. The essay should be approximately 3,000 words in length (about 12 double-spaced and typed pages) and is worth 35% of the grade for the entire course. The essay is due on Wednesday April 1, 2020. *Important instructions on the essay as well as a grading rubric are available on the OWL site for the course.*

Ongoing assessment of the quality of student participation. This element is worth 10% of the grade for the entire course.

DATES FOR ASSIGNMENTS:

<table>
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<tr>
<th>Assignment</th>
<th>Due Date</th>
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<tr>
<td>Critical Media Assignment</td>
<td>Wednesday November 13, 2019</td>
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<td>In-Class Assigned Reading</td>
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<tr>
<td>Response Assessments</td>
<td>Monday September 30, 2019</td>
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<td>Monday October 21, 2019</td>
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COURSE NOTES:

Submitting Work

Written assignments must be handed to the instructor directly or placed in the essay drop-off box in the College's Administrative wing (outside Room A116).

What Grades Mean

The University of Western Ontario Senate has adopted a set of grade descriptors which explain the meaning of grades assigned in all university courses:

A+ 90-100% One could scarcely expect better from a student at this level
A 80-89% Superior work which is clearly above average
B 70-79% Good work, meeting all requirements, and eminently satisfactory
C 60-69% Competent work, meeting requirements
D 50-59% Fair work, minimally acceptable
F below 50% Fail

Attendance

You are strongly advised not to miss any class meetings. Important material, detailed instructions, information and insights on course themes, assessment, written work, course objectives and other essential matters will be presented in these hours. Additionally, most classes will include a quiz. Consequently missed classes will result in missed grades.

COURSE LEARNING OBJECTIVES:

Satisfactory achievement in this course is measured by the degree to which students demonstrate competence in the following assessable categories of expectation:

Depth and Breadth of Knowledge demonstrated both orally and in written form, through description, explanation, critical understanding and analysis of core course concepts, including: agenda-setting; Aird Report 1929; attack advertisements; APTN; brainwashing; Broadcasting Acts 1932, 1958, 1968, 1991; capitalism; censorship; contempt of court; corporate concentration and corporate convergence; CAB; CBC; CRL; CRTC; decoding; defamation; emergency powers; encoding; Fowler Reports 1957, 1965; framing; gatekeeping; gender and the media; global village; hot and cool media; ideology; leadership debates; mass media; Massey Commission 1951; media text(s); NFB; newspapers; opinion polls; political advertisements; political culture; political
discourse; priming; propaganda; race/ethnicity and the media; state regulation and regulatory instruments; television; toxic misinformation; two linguistic solitudes.

**Knowledge and understanding of the principal theories of Politics and the Media in Canada:** Canadian political culture; content analysis; discourse analysis; Indigenous approaches to media and politics; Innis on time and space-biased media; the interplay of influence; limited effects theory; magic bullet and hypodermic theories; objectivity as strategic ritual; political socialization; post-truth analysis; Schudson’s theory of culture; theories of mass society; social responsibility theory; theories of media influence and impact – liberal-pluralist, elite, and critical; uses and gratifications theory.

**Communication Skills:** An ability to communicate political scientific information, arguments, and analyses relevant to Politics and the Media in Canada with precision, relevance, and adequate style in writing and orally. An ability to write in the Canadian political science essay format and to address set questions under time-limited examination conditions. An ability to understand and apply scholarly documentation techniques appropriate to Canadian political science. A capacity to engage in reasoned dialogue and debate with others over theories, issues, and perspectives on Politics and the Media in Canada.

**COURSE SCHEDULE:**

**A. WAYS OF THINKING ABOUT IMAGE, INFLUENCE AND IMPACT:**

1. **September 9**

   *What We Will Do, How Will We Do It and Why We Are Going To Do It.*

   Required Readings:

   None

2. **September 16**

   *Communication, Culture and Consciousness*

   Required Readings:

   Nesbitt-Larking, Chapter One
B. THE POLITICAL EVOLUTION OF THE MEDIA IN CANADA:

3. September 23

*Politics, Society and the Media in Canada: A Historical Perspective.*

Required Readings:

Nesbitt-Larking, Chapter Two

4. September 30

'Cop and Competitor': *The CBC, CAB, BBG, CRTC and the History of Broadcasting Regulation.*

Required Readings:


C. ENCODING THE TEXT: ECONOMY, POLITICS, CULTURE, IDEOLOGY AND TECHNOLOGY

5/6. October 7 and 14

*The Political Economy of Communications in Canada.*

Required Readings:

Nesbitt-Larking, Chapter Four

7. October 21

*The Audience as Commodity: Advertising in the Media.*

Required Readings:

8. October 28

*The State and Political Regulation in Canada*

Required Readings:

Nesbitt-Larking, Chapter Five

9. November 11

*Culture, Ideology and Media Discourses*

Required Readings:

Nesbitt-Larking, Chapter Three

10. November 18

*Space and Time in the Writings of Innis and McLuhan.*

Required Readings:

Nesbitt-Larking, Chapter Seven

D. INTERPRETING TEXTS

11. November 25

*Cracking the Code: Readings of Canadian Media Texts.*

Required Readings:

Nesbitt-Larking, Chapter Nine

12. December 2

*Review*

Required Readings:

None
E. DECODING THE MESSAGE: WHO SAYS WHAT IN WHICH CHANNEL TO WHOM WITH WHAT EFFECT? (LASSWELL) AND HOW DO WE ASSESS THAT EFFECT?

13. January 6

From Experience to Editorial: Framing, Priming, Agenda-Setting and Gatekeeping

Required Readings:
Nesbitt-Larking, Chapter Twelve

14. January 13

Possibilities and Constraints of Media Organizations

Required Readings:
Nesbitt-Larking, Chapter Six

15. January 20

Minorities and the Media

Required Readings:

16. January 27

Campaign Coverage: Do the Media Massage the Message?

Required Readings:
Nesbitt-Larking, Chapter Eleven
17. February 3

_Election Campaigns and Partisan Advertising_

Required Readings:


18. February 10

_The Struggle for Voice: Aboriginal Canadians and the Media._

Required Readings:


19. February 24

_The Politics of Reading_

Required Readings:

Nesbitt-Larking, Chapter Ten

20. March 2

_Hardware, Software and 'Liveware': Political Implications of Mediated Experiences in the Twenty-First Century_

Required Readings:

21. March 9

Social or Antisocial Media?: New Information and Communication Technologies

Required Readings:

Nesbitt-Larking, Chapter Eight

22. March 16

Trolls, Bots, Cyberattacks and Toxic Misinformation: Navigating Political Life in an Era of Fear, Doubt, and Anxiety

Required Readings:


23. March 23

Social Responsibility or Antisocial Irresponsibility: Ethics, Participation, Political Activism and the Media

Required Readings:

Nesbitt-Larking, Chapter Thirteen

24. March 30

Review

Required Readings:

None
Appendix to Course Outlines: Academic Policies & Regulations 2019/2020

Prerequisite and Antirequisite Information

Students are responsible for ensuring that they have successfully completed all course prerequisites and that they have not completed any course antirequisites. Unless you have either the requisites for this course or written special permission from your Dean to enrol in it without them, you may be removed from this course and it will be deleted from your record. If you enrol in this course despite having already taken an antirequisite you may be removed from this course and it will be deleted from your record. Removals for these reasons may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites or for having already taken the antirequisites.

Conduct of Students in Classes, Lectures, and Seminars

Membership in the community of Huron University College and Western University implies acceptance by every student of the principle of respect for the rights, responsibilities, dignity and well-being of others and a readiness to support an environment conducive to the intellectual and personal growth of all who study, work and live within it. Upon registration, students assume the responsibilities that such registration entails. The academic and social privileges granted to each student are conditional upon the fulfillment of these responsibilities.

In the classroom, students are expected to behave in a manner that supports the learning environment of others. Students can avoid any unnecessary disruption of the class by arriving in sufficient time to be seated and ready for the start of the class, by remaining silent while the professor is speaking or another student has the floor, and by taking care of personal needs prior to the start of class. If a student is late, or knows that he/she will have to leave class early, be courteous: sit in an aisle seat and enter and leave quietly.

Please see the Code of Student Conduct at: www.huronuc.on.ca/sites/default/files/pdfs/Code%20of%20Student%20Conduct.pdf.

Technology

It is not appropriate to use technology (such as, but not limited to, laptops, cell phones) in the classroom for non-classroom activities. Such activity is disruptive and is distracting to other students and to the instructor, and can inhibit learning. Students are expected to respect the classroom environment and to refrain from inappropriate use of technology and other electronic devices in class.

Attendance Regulations for Examinations

A student is entitled to be examined in courses in which registration is maintained, subject to the following limitations:
1) A student may be debarred from writing the final examination for failure to maintain satisfactory academic standing throughout the year.

2) Any student who, in the opinion of the instructor, is absent too frequently from class or laboratory periods in any course will be reported to the Dean of the Faculty offering the course (after due warning has been given). On the recommendation of the Department concerned, and with the permission of the Dean of that Faculty, the student will be debarred from taking the regular examination in the course. The Dean of the Faculty offering the course will communicate that decision to the Dean of the Faculty of registration.

Short Absences: If you miss a class due to a minor illness or other problems, check your course outline for information regarding attendance requirements and make sure you are not missing a test or assignment. Cover any readings and arrange to borrow notes from a classmate. Contact the course instructor if you have any questions.

Extended Absences: If you have an extended absence, you should contact the course instructor and an Academic Advisor. Your course instructor and Academic Advisor can discuss ways for you to catch up on missed work and arrange academic accommodations, if appropriate and warranted.

It is important to note that the Academic Dean may refuse permission to write the final examination in a course if the student has failed to maintain satisfactory academic standing throughout the year or for too frequent absence from the class or laboratory.

Please see the policy on Attendance Regulations for Examinations here: https://www.uwo.ca/univsec/pdf/academic_policies/exam/attendance.pdf.

Class Cancellations

In the event of a cancellation of class, every effort will be made to post that information on the OWL class site, is https://owl.uwo.ca/portal and on the Huron website at www.huronuc.on.ca/about/accessibility.

Academic Student Support Services

For advice on course selections, degree requirements, and for assistance with requests for medical accommodation, students should email an Academic Advisor in Huron’s Student Support Services at huronsss@uwo.ca. An outline of the range of services offered is found on the Huron website at: www.huronuc.ca/student-life-campus/student-services/academic-advising.

Department Chairs and Program Directors and Coordinators are also able to answer questions about their individual programs. Their contact information can be found on the Huron website at: www.huronuc.ca/student-life-campus/art-social-science and at www.huronuc.ca/student-life-campus/management-and-organizational-studies.

Adding / Dropping Courses
If you think that you are too far behind to catch up or that your workload is not manageable, you should consult your Academic Advisor. If you consider reducing your workload by dropping one or more courses, this must be done by the appropriate deadlines. Please refer to the Huron website, huronuc.ca/student-life-campus/student-services/academic-advising or review the list of official Sessional Dates on the Academic Calendar, available here: http://www.westerncalendar.uwo.ca/SessionalDates.cfm.

You should consult with the course instructor and the Academic Advisor who can help you consider alternatives to dropping one or more courses. Note that dropping a course may affect OSAP and/or Scholarship/Bursary eligibility.

**Mental Health & Wellness Support at Huron and at Western**

Students who are stressed, emotionally distressed or in mental health crisis please refer to: huronuc.ca/student-life-campus/student-services/health-wellness for a complete list of options about how to obtain help, or email Huronwellness@huron.uwo.ca to access your wellness staff directly.

Additional supports for Health and Wellness may be found and accessed at Western through www.uwo.ca/uwocom/mentalhealth/

Huron is committed to providing a safe, welcoming campus for students, staff and faculty by providing confidential assistance to those who have personal safety concerns. Providing a safe and welcoming campus for students, staff and faculty is one of Huron’s top priorities.

The Student Emergency Response Team (SERT) provides medical response to 9-1-1 calls on Main, Brescia and Huron campuses which operates 24 hours a day, 7 days a week during the academic year. SERT is dispatched through the campus community Police Service (CCPS) to any medical emergency on campus at (519) 661-3300. For more information about SERT please visit: sert.uwo.ca/about-sert/about-sert/.

**Statement on Academic Integrity**

The International Centre for Academic Integrity defines academic integrity as "a commitment, even in the face of adversity, to five fundamental values: honesty, trust, fairness, respect, and responsibility. From these values flow principles of behaviour that enable academic communities to translate ideals to action." (CAI Fundamental Values Project, 1999). A lack of academic integrity is indicated by such behaviours as the following:

- Cheating on tests;
- Fraudulent submissions online;
- Plagiarism in papers submitted (including failure to cite and piecing together unattributed sources);
- Unauthorized resubmission of course work to a different course;
- Helping someone else cheat;
Academic Integrity: Importance and Impact

Being at university means engaging with a variety of communities in the pursuit and sharing of knowledge and understanding in ways that are clear, respectful, efficient, and productive. University communities have established norms of academic integrity to ensure responsible, honest, and ethical behavior in the academic work of the university, which is best done when sources of ideas are properly and fully acknowledged and when responsibility for ideas is fully and accurately represented.

In the academic sphere, unacknowledged use of another’s work or ideas is not only an offence against the community of scholars and an obstacle to academic productivity. It may also be understood as fraud and may constitute an infringement of legal copyright.

A university is a place for fulfilling one's potential and challenging oneself, and this means rising to challenges rather than finding ways around them. The achievements in an individual’s university studies can only be fairly evaluated quantitatively through true and honest representation of the actual learning done by the student. Equity in assessment for all students is ensured through fair representation of the efforts by each.

Acting with integrity at university constitutes a good set of practices for maintaining integrity in later life. Offences against academic integrity are therefore taken very seriously as part of the university’s work in preparing students to serve, lead, and innovate in the world at large.

A university degree is a significant investment of an individual’s, and the public’s, time, energies, and resources in the future, and habits of academic integrity protect that investment by preserving the university’s reputation and ensuring public confidence in higher education.

Students found guilty of plagiarism will suffer consequences ranging from a grade reduction to failure in the course to expulsion from the university. In addition, a formal letter documenting the offence will be filed in the Dean’s Office, and this record of the offence will be retained in the Dean’s Office for the duration of the student’s academic career at Huron University College.

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, as per the Academic Calendar:
http://www.westerncalendar.uwo.ca/PolicyPages.cfm?PolicyCategoryID=1&Command=showCategory&SelectedCalendar=Live&ArchiveID=#SubHeading_189.
**Turnitin.com**

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for a 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 Western University and Turnitin.com.

**Computer-Marked Tests/exams**

Computer-marked multiple-choice tests and/or exams may be subject to submission for similarity review by software that will check for unusual coincidences in answer patterns that may indicate cheating.

**Clickers**

Personal Response Systems (“clickers”) may be used in some classes. If clickers are to be used in a class, it is the responsibility of the student to ensure that the device is activated and functional. Students must see their instructor if they have any concerns about whether the clicker is malfunctioning. Students must use only their own clicker. If clicker records are used to compute a portion of the course grade:

- the use of somebody else’s clicker in class constitutes a scholastic offence
- the possession of a clicker belonging to another student will be interpreted as an attempt to commit a scholastic offence.

**Policy on “Special” Accommodation**

Students who require special accommodation for tests and/or other course components must make the appropriate arrangements with the Student Development Centre (SDC). Further details concerning policies and procedures may be found at: [http://www.sdc.uwo.ca/](http://www.sdc.uwo.ca/)

**Policy on “Academic” Accommodation - Medical / Non-Medical Grounds**

Students who require academic accommodation for tests and/or other course components must make the appropriate arrangements with the Student Development Centre (SDC). Further details concerning policies and procedures may be found at: [http://www.sdc.uwo.ca/](http://www.sdc.uwo.ca/)

(a) **Medical Grounds** for assignments *worth 10% or more of final grade*: Go directly to Huron Support Services/ Academic Advising, or email huronsss@uwo.ca.

University Senate policy, which can be found at, [https://www.uwo.ca/univsec/pdf/academic_policies/appeals/accommodation_medical.pdf](https://www.uwo.ca/univsec/pdf/academic_policies/appeals/accommodation_medical.pdf), requires that all student requests for accommodation on medical grounds for assignments worth 10% or more of the final grade be made directly to the academic advising office of the home
faculty (for Huron students, the “home faculty” is Huron), with supporting documentation in the form (minimally) of the Senate-approved Student Medical Certificate found at: https://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf.

The documentation is submitted in confidence and will not be shown to instructors. The advisors will contact the instructor when the medical documentation is received, and will outline the severity and duration of the medical challenge as expressed on the Student Medical Certificate and in any other supporting documentation. The student will be informed that the instructor has been notified of the presence of medical documentation, and will be instructed to work as quickly as possible with the instructor on an agreement for accommodation.

The instructor will not normally deny accommodation where appropriate medical documentation is in place and where the duration it describes aligns with the due date(s) of assignment(s). Before denying a request for accommodation on medical grounds, the instructor will consult with the Dean. The instructor’s decision is appealable to the Dean.

(b) Accommodation on Medical Grounds for assignments worth less than 10% of final grade: Consult Instructor Directly

When seeking accommodation on medical grounds for assignments worth less than 10% of the final course grade, the student should contact the instructor directly. The student need only share broad outlines of the medical situation. The instructor may require the student to submit documentation to the academic advisors, in which case she or he will advise the student and inform the academic advisors to expect documentation. The instructor may not collect medical documentation. The advisors will contact the instructor when the medical documentation is received, and will outline the severity and duration of the medical challenge as expressed on the Student Medical Certificate and in any other supporting documentation. The student will be informed that the instructor has been notified of the presence of medical documentation, and will be instructed to work as quickly as possible with the instructor on an agreement for accommodation.

The instructor will not normally deny accommodation where appropriate medical documentation is in place and where the duration it describes aligns with the due date(s) of assignment(s). Before denying a request for accommodation on medical grounds, the instructor will consult with the Dean. The instructor’s decision is appealable to the Dean.

(c) Non-Medical Grounds: Consult your Instructor directly.

Where the grounds for seeking accommodation are not medical, the student should contact the instructor directly. Late penalties may apply at the discretion of the instructor. Apart from the exception noted below, academic advisors will not be involved in the process of accommodation for non-medical reasons.

Where a student seeks accommodation on non-medical grounds where confidentiality is a concern, the student should approach an academic advisor with any documentation available. The advisors will contact the instructor after the student’s request is received, and will outline the severity and duration of the challenge without breaching confidence. The student will be informed that the instructor has been notified that significant circumstances are affecting or have
affected the student’s ability to complete work, and the student will be instructed to work as quickly as possible with the instructor on an agreement for accommodation. Before denying a request for accommodation where documentation has been submitted to an academic advisor, the instructor will consult with the Dean. The instructor’s decision is appealable to the Dean.

Requests for Academic Consideration Using the Self-Reported Absence Form

The full Policy on Academic Consideration for student Absences – Undergraduate Students in First Entry Programs is available at: https://www.uwo.ca/univsec/pdf/academic_policies/appeals/Academic_Consideration_for_absences.pdf.

Students who experience an unexpected illness or injury or an extenuating circumstance (48 hours or less) that is sufficiently severe to temporarily render them unable to meet academic requirements (e.g., attending lectures or labs, writing tests or midterm exams, completing and submitting assignments, participating in presentations) should self-declare using the online Self-Reported Absence portal. This option should be used in situations where the student expects to resume academic responsibilities within 48 hours or less.

The following conditions are in place for self-reporting of medical or extenuating circumstances:

a. students will be allowed a maximum of two self-reported absences between September and April and one self-reported absence between May and August;

b. any absences in excess of the number designated in clause a above, regardless of duration, will require students to present a Student Medical Certificate (SMC), signed by a licensed medical or mental health practitioner, detailing the duration and severity of illness, or appropriate documentation supporting extenuating circumstances to the Academic Counselling unit in their Faculty of registration no later than two business days after the date specified for resuming responsibilities. Please see section 4 below for more details.

c. The duration of the excused absence will be for a maximum of 48 hours from the time the Self-Reported Absence form is completed through the online portal, or from 8:30 am the following morning if the form is submitted after 4:30 pm;

d. The duration of the excused absence will terminate prior to the end of the 48 hour period should the student undertake significant academic responsibilities (write a test, submit a paper) during that time;

e. The duration of an excused absence will terminate at 8:30 am on the day following the last day of classes each semester regardless of how many days of absence have elapsed;

f. Self-reported absences will not be allowed for scheduled final examinations; for midterm examinations scheduled during the December examination period; or for final lab examinations scheduled during the final week of term;

g. Self-reporting may not be used for assessments (e.g. midterm exams, tests, reports, presentations, or essays) worth more than 30% of any given course.
h. students must be in touch with their instructors no later than 24 hours after the end of the period covered by the Self-Reported Absence form, to clarify how they will be expected to fulfil the academic expectations they may have missed during the absence.

**Important Dates and Directory at Huron and Western**

For a current and up-to-date list of important dates and campus directories, please visit:

- **Huron – Important Dates:** [https://huronuc.ca/important-dates-and-deadlines](https://huronuc.ca/important-dates-and-deadlines)
- **Western – Academic Calendar & Sessional Dates:** [http://www.westerncalendar.uwo.ca/SessionalDates.cfm](http://www.westerncalendar.uwo.ca/SessionalDates.cfm)
- **Huron Directory – Faculty, Staff and Administration:** [https://huronuc.ca/index.php/contact/contact-directory](https://huronuc.ca/index.php/contact/contact-directory)
- **Western Directory – Faculty, Staff and Administration:** [https://www.uwo.ca/directory.html](https://www.uwo.ca/directory.html)