



# ST. JEROME'S UNIVERSITY

St. Jerome's University in the University of Waterloo

ARTS 140

Collective Intelligence in Media Formats (The Message of the Medium)

W 2022

## Instructor Information

Instructor: J. Andrew Deman

Office: SH 2107 (kinda)

Office Phone: x28234 (literally disconnected)

Office Hours: by appointment

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## Course Description

Students will cultivate an understanding of research methods through the analysis and exploration of the intersections between individual media forms (such as film, TV, the internet) and the collective intelligence of the society that uses them.

## Course Goals and Learning Outcomes

Upon completion of this course, students should be able to:

- A. Critically approach various subjects from a mixed method research perspective.
- B. Navigate various academic research systems in support of individual research.
- C. Express ideas in written essays, reports, and smaller assignments.
- D. Work collaboratively within a group dynamic.

## Required Texts

- Readings will be provided through our LEARN website.

## Course Requirements and Assessment

Assessment	Date of Evaluation	Weighting
Survey of Literature	Week 6	15%
Proposal	Week 8	15%
5 Minute Thesis	Week 12	15%
Final Paper	Week 12	35%
Applied Learning Assignments	Varied	20%
Total		100%

## Survey of Literature

This will be a group assignment. Students will work together to compose a survey of literature around an assigned topic that is unique to their group, based upon the principals that are outlined in our textbook.

### Proposal

This assignment will see students, working individually, draft a proposal for a major project based upon the research conducted within their groups and the survey of literature that they produced. This proposal will be based upon the principals that are outlined in our textbook.

### 5-Minute Thesis

Based on the principals of the 3-Minute Thesis competition (3MT), this assignment will see students produce and present a 3-5 minute version of their research project.

### Final Paper

The ultimate product of the course, the students will submit a final paper as the culmination of their research project throughout the term. Full details and guidelines will be provided through LEARN.

### Applied Learning Assignments

In keeping with the workshopping approach to the Arts 130/140 courses, students will be required to undertake specific micro-research projects and produce small samples of work. These assignments will be based on previously covered lecture material.

### Course Outline / Class Schedule

Week	TOPIC	Assignments & Readings
1	Introduction	
1	Research Methodologies	
2	Oral Reportage	
2	Data Storage and Interface	Bush (LEARN) - Reading
3	Discourse Analysis	
3	Workshop for ALA 1	
4	The World of Photography	Sontag (LEARN) - Reading
4	The World of/in Advertising	
5	The Survey of Literature	ALA 1
5	The World of Literature	Eagleton (LEARN) - Reading
6	Workshop for ALA 2	Survey of Literature
6	Academic Writing	
7	The World of Comics	ALA 2
7	Proposals	
8	The Promise of the Digital World	
8	The World of the Internet	History (LEARN) - Reading
9	Hypertext Scholarship	Proposal
9	Rhetorical Analysis I	
10	Rhetorical Analysis II	
10	Workshop for ALA 3	
11	The World of Film	Sampson (LEARN) - Reading
11	Preparation and Consultation Sessions	ALA 3
12	The World of Games	Ebert (LEARN) - Reading
12	Visualization & Information Design	5MT & Final Paper

## Late Work

All work submitted late will be subject to a penalty of 10% off per day.

## Important Information

**Academic Integrity:** To maintain a culture of academic integrity, members of the University of Waterloo and its Affiliated and Federated Institutions of Waterloo (AFIW) are expected to promote honesty, trust, fairness, respect, and responsibility. See the [UWaterloo Academic Integrity](#) webpage for more information.

**Discipline:** A student is expected to know what constitutes academic integrity, to avoid committing academic offences, and to take responsibility for their actions. A student who is unsure whether an action constitutes an offence, or who needs help in learning how to avoid offences (e.g., plagiarism, cheating) or about “rules” for group work/collaboration should seek guidance from the course professor, academic advisor, or the Associate Dean. When misconduct has been found to have occurred, disciplinary penalties will be imposed under the [St. Jerome’s University Policy on Student Discipline](#). For information on categories of offenses and types of penalties, students should refer to [University of Waterloo Policy 71 - Student Discipline](#). For typical penalties check [Guidelines for the Assessment of Penalties](#).

**Grievance:** A student who believes that a decision affecting some aspect of their university life has been unfair or unreasonable may have grounds for initiating a grievance. Read the [St. Jerome’s University Policy on Student Petitions and Grievances](#).

**Appeals:** A decision made or penalty imposed under the St. Jerome’s University Policy on Student Petitions and Grievances (other than a petition) or the St. Jerome’s University Policy on Student Discipline may be appealed if there is a ground. A student who believes they have a ground for an appeal should refer to the [St. Jerome's University Policy on Student Appeals](#).

**Note for Students with Disabilities:** The [AccessAbility Services](#) office, located on the first floor of the Needles Hall extension (1401), collaborates with all academic departments to arrange appropriate accommodations for students with disabilities without compromising the academic integrity of the curriculum. If you require academic accommodations to lessen the impact of your disability, please register with the AS office at the beginning of each academic term.

**Service Animal:** The instructor for this course has an approved service animal that may accompany him to lectures and/or office hours. The dog is hypoallergenic, but if anyone has any concerns about having a dog in the classroom, please contact the instructor directly and we can arrange reasonable accommodations.