Course Description

From its use in contemporary art, advertising, social media, song lyrics, poetry, and literature, symbols and text have been used to express and evoke the entire range of human thoughts, reaction, and emotion. In this interactive, discussion-based course, students analyze and critique the use of language, symbols and text as a form of expression. Through an examination of traditional and contemporary approaches to text, students will develop an understanding of how language and text influence expression, culture, and mass media. To complete their experience, students create and annotate an outlet for their own text and symbol-based expression using a medium of their choice.

General Education Theme Area(s)

This is a General Education course that supports learning in the following theme area(s): Arts in Society

Relationship to Essential Employability Skills

This course contributes to your program by helping you achieve the following Essential Employability Skills:

EES 1 Communicate clearly, concisely and correctly in the written, spoken and visual form that fulfills the purpose and meets the needs of the audience. (T, A,)

EES 7 Analyze, evaluate and apply relevant information from a variety of sources. (A,)

EES 8 Show respect for diverse opinions, values, belief systems and contributions of others. (T, A,)
Course Learning Requirements/Embedded Knowledge and Skills

When you have earned credit for this course, you will have demonstrated the ability to:

1.) Define the concepts of symbols, text, and language and explain how they influence culture in Canada.
   - Survey the assorted connotations of the word "symbol" and explore how symbols can influence written and spoken communication
   - Compare varying definitions of “language” and “text”
   - Examine the origins and progression of applying text to pieces of visual art and the subsequent impact this inclusion has had in a cultural context

2.) Examine the impact of symbols, text, and language on advertising and mass media.
   - Discuss how manipulating symbols, text, and language can affect mass media
   - Judge selections of popular advertising for their efficacy in terms of symbols, text, and language
   - Discuss font styles and their impact on mass media and advertising
   - Compare language usage in select song lyrics from the past 100 years
   - Analyze slogans, subliminal messaging, and double entendres

3.) Analyze the influence of social media and technology on the use of symbols, text, and language in personal expression.
   - Describe the relationship between social media and the use of symbols, text, and language in personal expression
   - Analyze the impact technology and the Internet have had on personal expression
   - Discuss the use of memes, emojis, and blogs in personal expression

4.) Discuss the progression of poetry and literature because of shifting language and text styles and forms.
   - Discuss significant changes in language that have influenced modern day poetry and literature in comparison to classical poetry and literature
   - Examine experimental poetry styles

5.) Deliver presentations that address the influence of symbols, text, and language in pop culture media.
   - Analyze how symbols, text, and language have been used in pop culture to influence culture and expression
   - Discuss findings regarding the influence of symbols, text, and language on pop culture in an interactive, discussion-based, visual presentation
6.) Demonstrate the impact of symbols, text, and/or language on culture, expression, or mass media using a text-based, visual art project.

- Analyze a chosen combination of symbols, text, and/or language and describe their influence on culture, expression, and/or mass media
- Design one concrete example to illustrate the effect symbols, text, and/or language has had on culture, expression, and/or mass media
- Create a text-based, visual art project representing the influence symbols, text, and/or language has had on culture, expression, and/or mass media

Evaluation/Earning Credit

The following list provides evidence of this course’s learning achievements and the outcomes they validate:

Hybrid Assignment(s) (15%)
Validates Outcomes: CLR 1, CLR 2, CLR 3, EES 1, EES 7, EES 8

Assignment(s) (15%)
Validates Outcomes: CLR 1, CLR 2, CLR 3, EES 1, EES 7, EES 8

Comparative Analysis (30%)
Validates Outcomes: CLR 1, CLR 2, CLR 4, EES 1, EES 7

Presentation(s) (15%)
Validates Outcomes: CLR 1, CLR 5, EES 1, EES 7, EES 8

Project(s) (15%)
Validates Outcomes: CLR 1, CLR 6, EES 1, EES 7, EES 8

Participation (10%)

Students are expected to meet evaluation and completion deadlines as stated in course outline and course section information documents. In circumstances where evaluation and/or completion deadlines are missed or student performance has been affected by a temporary or permanent disability (including mental health), interim or retroactive accommodations may be considered. In such instances, please consult your course faculty member. For other situations where deferral of evaluations may be warranted, please refer to college policy AA21.

Learning Resources

Over the duration of the course, students may to refer to resources available in the following formats:

Internet
Various texts
Radio
Films/videos
Television shows
Magazines
Newspapers

Learning Activities

Small and large group discussions
Group work and discovery
Individual reading and research
Experiential exercises and activities
Review of text and language in visual art
Instructor-led critiques

Prior Learning Assessment and Recognition

Students who wish to apply for prior learning assessment and recognition (PLAR) need to demonstrate competency at a post-secondary level in all of the course learning requirements outlined above. Evidence of learning achievement for PLAR candidates includes:

• Portfolio

Grade Scheme

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<thead>
<tr>
<th>Final Grade</th>
<th>Mark Equivalent</th>
<th>Numeric Value</th>
<th>Final Grade</th>
<th>Mark Equivalent</th>
<th>Numeric Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>A+</td>
<td>90% - 100%</td>
<td>4.0</td>
<td>A</td>
<td>85% - 89%</td>
<td>3.8</td>
</tr>
<tr>
<td>A-</td>
<td>80% - 84%</td>
<td>3.6</td>
<td>B+</td>
<td>77% - 79%</td>
<td>3.3</td>
</tr>
<tr>
<td>B</td>
<td>73% - 76%</td>
<td>3.0</td>
<td>B-</td>
<td>70% - 72%</td>
<td>2.7</td>
</tr>
<tr>
<td>C+</td>
<td>67% - 69%</td>
<td>2.3</td>
<td>C</td>
<td>63% - 66%</td>
<td>2.0</td>
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<tr>
<td>C-</td>
<td>60% - 62%</td>
<td>1.7</td>
<td>D+</td>
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<td>1.4</td>
</tr>
<tr>
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<td>53% - 56%</td>
<td>1.2</td>
<td>D-</td>
<td>50% - 52%</td>
<td>1.0</td>
</tr>
<tr>
<td>F</td>
<td>0% - 49%</td>
<td>0</td>
<td>FSP</td>
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Course Related Information
See Blackboard for more information.

Department Related Information

School of Business Procedures
The School of Business Procedures file is located under “Course Information” in your course Blackboard site. These procedures are specific to School of Business programs and either cover issues not included in College Policies and Directives or elaborate on them.

Student Academic Responsibilities
Each student is responsible for:
• Knowing the due dates for marked out-of-class assignments.
• Knowing the dates of in-class marked assignments and exercises.
• Maintaining a folder of all work done in the course during the semester for validation claims in cases of disagreement with faculty.
• Keeping both paper and electronic copies of all assignments, marked and unmarked, in case papers are lost or go missing;
• Regularly checking both Blackboard announcements as well as one’s Algonquin e-mail account for important messages from both professor and college administration.
• Participating in on-line and classroom exercises and activities as required.

Exemptions
Exemptions may be granted to students who have successfully passed an equivalent course at a post-secondary institution. If you wish to apply for an exemption contact the coordinator of the course for academic advice. To apply for an exemption, you must contact the Registrar’s Office before the deadline listed on your timetable.

Withdrawing From The Course
The last date for withdrawing from courses without academic penalty is printed on your timetable. The student is responsible for notifying the instructor and completing the appropriate form for withdrawal with the College Registrar.

Software Copyright
In the past few years, the Copyright Act has been updated to cover computer software. If the police lay charges against someone infringing copyright, the maximum penalties for a summary conviction are "a fine not exceeding $25,000 or imprisonment for a term not exceeding six months or both." The maximum penalties for an indictable conviction are "a fine not exceeding one million dollars or imprisonment for a term not exceeding five years or both." Making a copy of software package for your own use, other than a backup copy of package that you have purchased as allowed in your license agreement, would make you liable for the above penalties.

Harassment/Discrimination/Violence
Harassment, discrimination and violence will not be tolerated. Any form of harassment (sexual, racial, gender or disability related), discrimination (direct or indirect), or violence, whether towards a professor or amongst students, will not be tolerated on the college premises. Action taken will start with a formal warning and proceed to the full disciplinary actions as outlined in Algonquin College policy. For further information, refer to the Student Instaguide or get a copy of the official policy statements from the Student Association (Directive A8).

**Plagiarism Detection Software**

"Turnitin" and "Safe Assign" plagiarism detection software is in use in the School of Business. Professors may require students to submit their work for review. Students are accountable to Plagiarism Policy AA20 found at http://www2.algonquincollege.com/directives/policy/plagiarism/

**Retention of Student Work**

Students are advised that original, electronic, or copied samples of their work may be retained for the purpose of program quality review by assessment panels. Unless students have otherwise granted permission, anonymity will be respected for all work retained for the purpose of quality review. Original work samples, may be retained with student agreement and will be returned to students upon request.

**Academic Probation or Withdrawal from Academic Program**

As per College Policy AA14, which can be found at http://www3.algonquincollege.com/directives/policy/aa14-grading-system/

"A student is on academic probation when the term cumulative grade point average falls below 1.7, or when a student carries 2 or more "F" grades. A student on academic probation may continue in the program, subject to conditions set by the Academic Administrator. In some cases, there may be program specific progression requirements which supersede the foregoing.

The transcript message reads:

Academic Probation - Please see your Program Coordinator"

"A student on probation may be required to:

a. reduce his/her course load,

b. withdraw from full-time status within the program, or

c. withdraw completely from the program.

A student required to withdraw completely from Level 01 must reapply through the Ontario College Application Services. A student required to withdraw from an advanced level of the program must have the approval of the Academic Administrator prior to resuming his/her studies."

**College Related Information**

Email
Algonquin College provides all full-time students with an e-mail account. This is the address that will be used when the College, your professors, or your fellow students communicate important information about your program or course events. It is your responsibility to ensure that you know how to send and receive e-mail using your Algonquin account and to check it regularly.

**Students with Disabilities**
If you are a student with a disability, you are strongly encouraged to make an appointment at the Centre for Accessible Learning to identify your needs. Ideally, this should be done within the first month of your program, so that a Letter of Accommodation (LOA) can be provided to your professors. If you are a returning student, please ensure that professors are given a copy of your LOA each semester.

**Retroactive Accommodations**
Students are expected to meet evaluation and completion deadlines as stated in course outline and course section information documents. In circumstances where evaluation and/or completion deadlines are missed or student performance has been affected by a temporary or permanent disability (including mental health), interim or retroactive accommodations may be considered. In such instances, please consult your course faculty member. For other situations where deferral of evaluations may be warranted, please refer to college policy AA21.

**Academic Integrity & Plagiarism**
Adherence to acceptable standards of academic honesty is an important aspect of the learning process at Algonquin College. Academic work submitted by a student is evaluated on the assumption that the work presented by the student is his or her own, unless designated otherwise. For further details consult Algonquin College Policies AA18: Academic Dishonesty and Discipline and AA20: Plagiarism

**Student Course Feedback**
It is Algonquin College’s policy to give students the opportunity to share their course experience by completing a student course feedback survey for each course they take. For further details consult Algonquin College Policy AA25: Student Course Feedback

**Use of Electronic Devices in Class**
With the proliferation of small, personal electronic devices used for communications and data storage, Algonquin College believes there is a need to address their use during classes and examinations. During classes, the use of such devices is disruptive and disrespectful to others. During examinations, the use of such devices may facilitate cheating. For further details consult Algonquin College Policy AA32: Use of Electronic Devices in Class

**Transfer of Credit**
It is the student’s responsibility to retain course outlines for possible future use to support applications for transfer of credit to other educational institutions.

**Note:** It is the student’s responsibility to refer to the Algonquin College Policies website for the most current information at http://www.algonquincollege.com/policies/
Legend

Terms
• ALO: Aboriginal Learning Outcome
• Apprenticeship LO: Apprenticeship Learning Outcome
• CLR: Course Learning Requirement
• DPLO: Degree Program Learning Outcome
• EES: Essential Employability Skill
• EOP: Element of Performance
• GELO: General Education Learning Outcome
• LO: Learning Outcome
• PC: Program Competency
• PLA: Prior Learning Assessment
• PLAR: Prior Learning Assessment and Recognition
• VLO: Vocational Learning Outcome

Assessment Levels
• T: Taught
• A: Assessed
• CP: Culminating Performance