Team Based Learning

Royal Roads
UNIVERSITY

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PCOM 540
Communication, Culture and Media

Critical Media and Cultural Studies

PROJECT FOCUS: Entertainment Media as Illustrative Tool

Modern Times poster [Public domain], via Wikimedia Commons

Team Project

1. Audio-visual presentation (25%)

2. Formal written summary (10%)

3. Providing Feedback (5%)

4. Team Participation survey (5%)

Professional Development Goals

- Anticipate the unexpected

- Keep project on track

- Resolve conflicts and disagreements

- Team members on the same page

- Non-contributing & Dominating teammates

- Asynchronous conditions

- Differing Modes off Delivery

- Technical challenges

- Giving and receiving feedback

- Exposure to professional communication & collaboration tools

- Accountability

Team Organization Report

1. **Charter of agreed to timelines, roles, responsibilities of each member**

2. **Contingency Plans for the unexpected**

TEAM ORGANIZATION AND REPORT

During week one, teams will "meet" to select a project manager and communications director. The team will also discuss which tasks need to be completed and create a timeline for all deliverables to which team members all agree to adhere. The assignment of roles and agreed to timelines will be included in a brief (1-page) report that team communications directors will post to forum on or before **See Schedule for due date.**

The project manager (PM) acts as coordinator for the group, coordinating team meetings and making sure the team's internal timelines are met by checking in with individual team members regarding deliverables. PMs also define an alternative option that can be readily deployed should an unfortunate or unforeseen circumstance arise. Back up plans might involve advanced troubleshooting of a team members inability to complete an assigned task or potential presentation technology issues. Team check ins are a great time for PMs to discuss with the professor feasible "work-arounds" that can keep team projects on track even when the unforeseen occurs.

Team Communication Director (CD) – The CD's role is to function as communication liaison among teammates, the PM and the professor. In the weeks leading up to a team delivering their final summary, the CD reports on team progress, relays to the professor any team questions or circumstances that could potentially hamper or impede project completion, and disseminates information and responses given by the professor to the team.

While selecting a project manager and communications director is mandatory for this assignment, it is advisable for the team to also identify and fill additional management or skill-specific roles that would be productive for completing the assignment (i.e. editor, technology director, narrator, etc.).

Moodle Organization

Team Project Resources: Materials, Tips & Tools

- Team Project Schedule
- More Information on Team Assignments
- How Team Presentations will be assessed
- The Master's Technological Toolbox
- COPYRIGHT GUIDANCE
- Team Presentation Wiki
- Team Discussion Forum (Team) (Teams)

Team Evaluation Surveys

- Team Evaluation Survey Team 1 (Peer Evaluation Group 1)
- Team Evaluation Survey Team 2 (Peer Evaluation Group 2)
- Team Evaluation Survey Team 3 (Peer Evaluation Group 3)
- Team Evaluation Survey Team 4 (Peer Evaluation Group 4)
- Team Evaluation Survey Team 5 (Peer Evaluation Group 5)
- Team Evaluation Survey Team 6 (Peer Evaluation Group 6)
- Team Evaluation Survey Team 7 (Peer Evaluation Group 7)
- Team Evaluation Survey Team 8 (Peer Evaluation Group 8)

Specific Assessment Guidelines

TEAM 5 – 'IMAGINED COMMUNITIES': CONSTRUCTIONS OF THE NATION & ITS 'SUBCULTURES'

- **5 pts** Concise and well-organized overview of the assigned readings and the recommended Canclini article "How Digital Convergence if Changing Cultural Theory," paying particular attention to the questions, ideas or issues that each reading provokes.
- **5 pts** Description of Castelló's constructivist nation-building model and its intersections with Anderson's notion of "imagined communities;" discussion of how media narratives operate in relation to nation building, maintaining authority, establishing collective memory, and subordinating "groups within the group".
- **6 pts** Incorporation of a nation-sponsored media entertainment industry (e.g. Bollywood, Naliwood, Canadian National Cinema, CBC, BBC, etc.); discussion of the economic and cultural significance of this selected industry to the nation it represents; demonstration of how production studies can be used in concert with constructivist models of nations to investigate how dominant conceptions of citizenship and belonging are maintained and contested through media.
- **4 pts** The utility *and* limitations of using the "imagined community" model in relation to contemporary forms of entertainment media (e.g. simulated environments, DIY media, and massive multi-player games) contemporary distribution channels (e.g. internet, satellite, cable), and contemporary economic conditions (e.g. globalization and glocalization).
- **3 pts** Quality and clarity of presentation.
- **2 pts** Ability to successfully generate constructive feedback on the presentation (This relates to phrasing team's feedback solicitation in a way that encourages rather than stymies, limits or directs useful critique).

Reiteration of Important Team Specific Deadlines

Team 5: 'Imagined Communities': Constructing the Nation and its 'Subcultures'

- June 18: Check in regarding team progress
- June 26 Team members post feedback on Team 3's and Team 4's presentation
- July 2: Post presentation and solicitation for feedback
- July 8: Post written summary of presentation
- July 14: Team members complete team evaluation survey

Presentation Options

OPEN-ENDED – DRAWS ON EXISTING SKILL SETS

vimeo

PREZI

iMOVIE

WORDPRESS

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MASTER'S TECHNOLOGICAL TOOLBOX

Adobe After Effects cs6

I'm a PC & for the first time used Adobe After Effects CS6 to create an opening sequence for our team video. We wanted the ability to combine some unique design elements & text in an interactive and interesting way.

I'm NOT a designer or a video editor. I've played in simple programs before. With help found via publicly-accessible YouTube how-to videos, however, I was able to put together a unique opening sequence! The language can be convoluted, but with rugged determination, even an old dog like me can learn this new trick.

Keyword(s): Adobe After Effects, sequence ⬍

Professional Collaborative Technologies

1. Video/Web Conferencing Platforms

2. Dedicated Team Forums

3. Dedicated Team Wikis

Giving & Receiving Feedback

- **Feedback to 2 other teams**

- **Receiving team to reveal some consideration of feedback in the written summary**

I thought you provided a good definition of Participatory Culture. However, I wanted more clarification on participatory media's ability to foster democratic conditions. At the end of the presentation, I thought you were leaning towards the idea that media conglomeration being way too powerful and that this power is constricting democracy's growth but I wasn't 100% sure. The example of Rupert Murdoch as a switcher was a realization that gave me chills. Although I've studied media conglomeration at an undergrad level, it astounds me the power and influence a corporation can wield. Murdoch reminded me of the phone hacking scandal and the quote, "Power tends to corrupt, and absolute power corrupts absolutely in such manner that great men are almost always bad men."

Accountability

Self-Selection of Teams

Team Evaluation Survey (Anonymous)

1. Accomplished assigned tasks completely and on time
2. Responded to other teammates' inquiries and requests in a timely manner
3. Was instrumental in troubleshooting issues and creating a collaborative environment
4. Made regular contributions to team discussions
5. Made significant contributions in explaining or engaging with the material
6. Encouraged the free exchange of ideas and different points of view
7. Made substantive contributions to the presentation and its contents
8. Made substantive contributions to the written summary and its contents

Associated Challenges

1. "Ludditism" or "new" media phobia

2. Time Suckers

3. Feedback

Excerpts from Past Presentations

"Is the Medium the Message?"
Filmed presentation

"Adventures in Essentialism"
Interactive website

"Imagined Communities: Constructions of the Nation and Its Subcultures"
PowerPoint Export to Vimeo

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