Centre for Culture, Media and Governance
Jamia Millia Islamia
New Delhi-25

Organises

Collaborative Course
on

Digital Media and Political Participation

through

Video Conference Mode

with

York University, Toronto

Co-ordinators/Instructors: Daniel Drache, York University
Taberez A. Neyazi, CCMG, JMI

York faculty: Prof. Daniel Drache, Prof. Fred Fletcher and Prof. Tuna Baskoy
Jamia faculty: Prof. Biswajit Das, Mr. Vibodh Parthasarathi, Dr. Taberez A. Neyazi

16Sep-28Oct, 2015

Seminar Room:

Stedman Lecture Hall 120E	CCMG Video Conference Hall
York video conference centre	Centre for Culture, Media & Governance
York University, Toronto	Jamia Millia Islamia, New Delhi, India

Course Description

This course co-taught by Comcult, York University and CCMG Jamia faculty introduces students to the way digital media have an impact on political participation and precipitated change in the character of citizenship. We will particularly examine the internetand mobile devices and look at both their direct and indirect impact on political participation, protest movements and citizenship. The emergence of new forms of political participation outside the institutionalized and representative modes of participation has been greatly facilitated by digital media. Yet, it would be difficult to understand the impact of digital media in isolation from traditional media in a society where the reach of the internet is limited. Therefore, we will also critically examine the convergence between traditional and digital media and how this is transforming the nature and modes of political participation both at election time and between elections. What role has the digital media played in transforming election outcomes and changing the political landscape?

The course will focus on both theories and practices of digital media and political participation. The American 2008 and 2012 presidential elections, the six month 2012 Québec student strike, the anticorruption movements in India, Indonesia and the Ukraine, the surprising win of India's common man party are examples to draw on. As well the role of whistleblowers such as Edward Snowden and Julian Assange raise many questions about access to information, citizen rights and national security. The first part of the course will analyze various theories and concepts in the field of digital media and political communication/political participation, while the second part will focus more on the cases. Most of the cases will be selected from India, but we will also look at the cases outside of India as it will help in getting comparative perspectives and enrich our understanding of the subject. Since the field of digital political participation is quite dynamic, the topics and readings might change during the course.

Course Meeting Time Note:

Because this is a joint course and there is a significant time difference between New Delhi and Toronto the start time will be at 8:15 AM in York's video centre. The course will begin on September 3 and the final joint seminar will end on October 29. During the month of November the York students will meet separately to finish their assignments and seminar discussions. The course will end up in the November for York students.

Skills Development

Students taking 'Digital Media and Political Participation' will be expected to develop the following skills:

2

Critical thinking: the ability to analyse information from a wide variety of sources and to develop and express independent opinions on issues covered in the course

Research: the ability to gather evidence on a particular topic and to synthesise it into a coherent argument using an appropriate theoretical framework

Written expression: the ability to express oneself clearly and persuasively in writing

Oral expression: the ability to verbally express oneself to an audience articulately and persuasively

Digital media savvy: the ability to handle digital media such as the internet and understand how it works.

Course Requirements and Assessment

1. Term paper 15 to 20 pages	*(Due:* November 18*)*	50%
2. Weekly diary		35%
3. Participation		15%

Class structure: Each week we will meet in a seminar setting for three hours. There will be an introductory lecture followed by a discussion. The seminar will be interactive and participatory. The focus is on the assigned readings.

For JMI students: each week, we will have two more meetings besides videoconference meeting.

Course Material and Articles

Course materials and Databases

***All materials are available as PDFs or URLs from the instructor. In short we've created an on-line course textbook.* You will be sent the PDFs weekly or bi-weekly depending on file size.**

For York students they can access databases electronic journals and electronic texts through York' s library and JSTOR

For JMI students, research databases, electronic journals, and electronic texts can be reached through accessing the library's website Online, available at http://jmi.ac.in/upload/zhl/EJournals.htm

Important Journals

The following is a selection of journals which will contain articles related to this course. Many of these journals are held at the JMI library, and have online access through the library's website: http://jmi.ac.in/upload/zhl/EJournals.htm or York's JSTOR

The Information Society: An International Journal
Information, Communication & Society
Media, Culture and Society
Political Communication
Asian Journal of Communication
The International Journal of Press/Politics
Journal of Communication
Economic and Political Weekly
Media Asia

* Sage journals such as *Media, Culture and Society* and *The International Journal of Press/Politics* are not available through JMI library.

September 2

Module 1: Networking democracy

Instructor Prof. Drache

WEEK 1: INTRODUCTION: DIGITAL POLITICAL PARTICIPATION

In this week, we will discuss what constitutes political participation and how the coming of digital media, particularly the internet and mobile phones, opened up new ways of participating in politics. We will also look at the idea of public sphere and how digital media and new forms of technology are affecting the public sphere in various ways.

Lecture 1. Political participation and civic engagement – on the upsurge? Why has there been a spike in activism? 2. Digital political participation and the web 2.0 network and citizen empowerment revolution. Characteristics and properties of the model.

Readings- Essential

Daniel Drache, new introduction to the French edition Publics Rebelles 2014, "This time it is different" PDF

Wayne Chu and Fred Fletcher, Social Media and Agenda Setting PDF

Dahlgren, Peter and Claudia Alvares. 2013. Political Participation in an Age of Mediatisation: Towards a New Research Agenda. *Javnost – The Public*. 20 (2): 47-67. PDF

Joakim Ekman Political Participation and Civic Engagement: Towards A New Typology PDF

SEPTEMBER 9

WEEK 2. POLITICICAL CONSUMERISM

Instructor Prof. Drache

We will look at the concept of political consumerism and consider whether or not it can constitute political participation.

Lecture 1. What are political consumerism and retail politics in a global age? 2. Political consumerism and social media: divergent or converging trajectories?

Readings – Essential

de Zúñiga, Homero Gil, Lauren Copeland and Bruce Bimber. 2013. Political consumerism: Civic Engagement and the Social Media Connection. *New Media Society*, published online 7 June. PDF

Micheletti, Michele and Dietlind Stolle. 2005. Concept of Political Consumerism. In Lonnie R. Sherrod (ed.), *Youth Activism—An International Encyclopedia*. Westport: Greenwood Publishing. PDF

Stephen Coleman and Jay G. Blumler. "The Internet and Citizenship: Democratic Opportunity or More of the Same?" The Sage Handbook of Political Communication (H. A. Semetko and M. Scammell, eds.). L.A.: Sage, 2013: 141-152. PDF

September 16

WEEK 3. DIGITAL MEDIA AND COUNTER-PUBLICS WITH JAMIA PARTICIPATION

Instructor Prof. Drache

Digital media is considered more democratic than traditional media such as newspapers and TV. In this week, we will analyze to what extent various marginalized groups such as dalits and tribals as well as the new social movements have been benefitted because of digital media. How democratic is digital media in fact? Has it been oversold?

Lecture 1. Movements and social media: the politics of public opinion 2. New media and counterpublics – strategy, tactics and a new cycle of dissent?

Readings – Essential

Daniel Drache, 2009. Defiant Publics. The Unprecedented Reach Of The Global Citizen. Chapters 3 and 4. PDF

Paolo Gerbaudo, Tweets and Streets Social Media And Contemporary Activism Introduction PDF

Ch. 5. Paul Nesbitt-Larking. "The Politics of Public Opinion." 112-131 in Kristen

> Kozolanka. Ed. *Publicity and the Canadian State: Critical Communications Perpsectives.* Toronto: University of Toronto Press, 2014. PDF

Walter Lippmann. The Phantom Public PDF

Optional

Clay Shirky, Here Comes Everyone, chapter 1 PDF

SEPTEMBER 23

WEEK 4. DIGITAL MEDIA AND LONG CYCLES OF DISSENT

Instructor Prof. Drache

Lecture 1. Is there a new broadcast model? What are its defining characteristics? 2. The rise of the dissent cycle – new options for political change –elections versus street protests. Has the left-right binary broken down?

Readings – Essential

Fred Fletcher and Mary Lynn Young, Political Communication in a Changing Media Environment 2012. PDF

Postill, John. 2012. Digital politics and political engagement. In H. Horst and D. Miller (eds) *Digital Anthropology.* Oxford: Berg. PDF

Mason, Paul. 2011. *Why It's Kicking Off Everywhere: The New Global Revolutions*. Chapter 1 and 9. PDF

Drache and Froese. Global Cultural Flows PDF

Phil Howard, Democracies Forth Wave? PDF

WEEK 5 AND 6. DIGITAL MEDIA AND CONTEMPORARY PROTEST MOVEMENTS AT TIME OF GLOBAL DISSENT TWO CASE STUDIES

Readings – Essential

September 30

Week 5
Prof. Tuna Baskoy

Lecture 1. Occupy Wall Street and Obama 2012 election victory: a study of divergent uses of social media social media. Lecture 2. The 2014 Modi Election Triumph. These iconic events that have refined in dramatically different ways the strategic multiple use of social media.

These are our first case studies of real and phantom publics. Anna Hazare and the common man party/movement constitute a third case study of social media and popular mobilization.

MISSING OBAMA ELECTION MATERIALS

Manuel Castells, Networks Of Outrage and Hope: Social Movements In The Internet Age Changing The World In The Internet Society PDF

Daniel Drache and Daniel Joseph "The kids aren't happy: educated unemployed youth and the digital revolution – the intergenerational factor and technology create unexpected outcomes at election time." http://www.slideshare.net/danieldrache/the-kids-arent-happy-how-unemployed-youth-and-social-media-are-remaking-the-world-7667951

Social Media In The 2008 US Presidential Election PDF

Kumar, Anup. 2014. "Jan Andolans and Alternate Politics in India: Symbiotic Interactions, Vernacular Publics and New Media in Jan Lokpal Andolan." In Taberez A. Neyazi *et al* (eds.) *Democratic Transformation and the Vernacular Public Arena in India* (Routledge, London). PDF

October 7

WEEK 6: ELECTION CAMPAIGNS AND DIGITAL AGE 2014 MODI ELECTION

Instructor Prof. Baskoy

Rajdeep Sardesai *The Election that Changed India*, New Delhi: Penguin Viking 2014. PDF

Daniel Drache and Fred Fletcher, "The 2014 Modi Election and The Impact Of Social Media: A Report" Robarts Center For Canadian Studies, 2015. PDF

Neyazi, Taberez.A., Semetko, Holli.A. and Kumar, Anup. (2015). "Campaigns, Digital Media and Mobilization in India." Paper presented at a workshop on digital campaigning led by Andrew Chadwick and Jennifer Stromer-Galley. Washington, D.C. July 2-3.
Pal, Joyojeet. (2015). "Banalities Turned Viral: Narendra Modi and the Political Tweets." *Television and New Media* 16(4): 378-387.

Optional

Stromer-Galley, Jennifer. (2014). *Presidential Campaigning in the Internet Age*. Oxford: Oxford University Press

OCTOBER 14

WEEK 7. GRASSROOTS SAVVY YOUTH MOBILIZATION: MEDIA ACTIVISM VERSUS CLICKTIVISM

INSTRUCTOR DANIEL DRACHE

We will analyse the rise of digital activism and critically look at some recent impressive mobilizing strategies in Canada and India and the way digital activism has pushed the current cycle of dissent further than many ever believed possible.

Lecture 1. Case study four. Digital activism and civil society in Canada: winners and losers in the Internet wars 2012 Québec student strike. Case study five takes place in Ontario by indigenous Canadians, The Idle No More Movement. Goals, issues, strategies.

Lecture 2. Clicktivism and public action

Readings – Essential

Idle No More: Internet Activism and Indigenous People in Canada PDF

S.T.R.I.K.E. The Quebec Student's Movement 2012 eight month mobilization of 200,000 students and why it won. PDF

Ch. 7. W. Lance Bennett, Deen G. Freelon, Muzammil M. Hussain and Chris Wells. "Digital Media and Youth Engagement." 127-140, in Holli A. Semetko and Margaret Scammell. Eds. *The Sage Handbook of Political Communication*. L.A.: Sage, 2012.

OCTOBER 21

NO CLASS NATIONAL HOLIDAY IN INDIA

OCTOBER 28

WEEK 8. NET PRIVACY & SURVEILLANCE

INSTRUCTOR PROF. NEYAZI

The increasing surveillance on online citizens from the government has brought in the issue of privacy to the forefront of public debates. Canada and India are parallel and contrasting case studies of pervasive surveillance by state authority.

Lecture 1. Internet surveillance: is there any place to hide?2. Privacy and individual freedom : life without curtains in an open society – are we losing our freedoms?

Readings – Essential

Pranesh Prakash. 2012. India's Internet Jam. *Index on Censorship*, 41: 72-80

Pranesh Prakash.2013. How Surveillance Works in India, *Centre for Internet and Society*, Jul 15, 2013

Prasad, Rohit, Sridhar, V. 2015. Net Neutrality to Digital Dynamism. *Economic and Political Weekly*. 9 (26&27): 19-22.

Deibert, Ron. 2013. *Black Code: Surveillance, Privacy and the Dark Side of the Internet*. Toronto: McClelland and Stewart. PDF or Global Filtering

Pilger, John. 2010. Why Wikileaks Must be Protected. *The New Statesman* retrieved from http://www.newstatesman.com/international-politics/2010/08/pilger-wikileaks-afghanistan

Government wants to keep a tab on Net users, Friday, 24 May 2013 - *The Hindu Business Line*
http://www.thehindubusinessline.com/todays-paper/govt-wants-to-keep-a-tab-on-net-users/article4747439.ece

Daniel Drache And Michael Dick, Living Without Curtains In The Age Of The Internet, Http://Www.Slideshare.Net/M2dick/The-Mania-To-Tell-All

NOVEMBER 4

WEEK 9. JOURNALISTS, PUBLICS, CITIZENS

INSTRUCTOR PROF. FLETCHER

We will critically analyze how Web 2.0 digital media has challenged the traditional understanding of journalists, publics and citizens.

Lecture 1. Mass media and citizen journalists: what has changed in the broadcast model? 2. In for the long haul: do journalists, publics and citizens change the public agenda if at all? Are their conditions for success? How does social media differentiate itself from mass media? Examine the role of information/propaganda in news broadcasting of CNN and Al Jazeera? Is the citizen being informed or manipulated?

Readings – Essential

Atton, Chris. 2002. News Cultures and New Social Movements: Radical Journalism and the Mainstream Media. *Journalism Studies* 3: 491-505.

Papacharissi, Zizi. 2002. The Virtual Sphere: the Internet as a Public Sphere. *New Media Society.* 4 (9): 9.27.
Morozov, Evgeny. 2009. The Brave New World of Slacktivism, *Foreign Policy* (19 May), at http://foreignpolicy.com/2009/05/19/the-brave-new-world-of-slacktivism/

Rebecca MacKinnon and Ethan Zuckerman, **Don't Feed the Trolls** *Index on Censorship* 2012 41: 14

Heinrik Christiansen, Political activities on the Internet: Slacktavism or political participation by other means? Http://firstmonday.org/article/view/3336/2767

Heather Bastedo, Quinn Albaugh and Alex Marland. "The Story behind the Story: Evaluating the Content of Political News." In Canadian Democracy from the Ground Up: Perceptions and Performance (2014): 125-147.

NOVEMBER 11

WEEK 10. MOBILE TECHNOLOGY AND PARTICIPATION

INSTRUCTOR PROF. FLETCHER

In this week, we will analyze if the mobile phones are more effective forms of reaching to publics and citizens in a society where the penetration of internet is limited.

Lecture 1. New information technology and political mobilization -- have we reached the peak of the cycle yet? 2. Web 2.0: how is it being adapted as a tool for development?

Readings – Essential

Hans-Jorg Trenz, 2009. Digital Media and the Return of the Representative Public Sphere, *ARENA Working Paper,* No. 6.

Jeffrey, Robin & Doron, Assa. 2012. Mobile-izing: Democracy, Organization and India's First "Mass Mobile Phone" Elections, *The Journal of Asian Studies*, 71(1): 63–80.

Schwittay, Anke. 2011. New Media Practices in India: Bridging Past and Future, Markets and Development. *International Journal of Communication* 5: 349–379.

Danica Radovanovic.2012. Going Mobile, *Index on Censorship*, 41: 112-118.

Rich Ling and Heather A. Horst.2011. Mobile communication in the global south, *New Media Society,* 13: 363-374.

NOVEMBER 18

WEEK 11. ACTORS IN DIGITAL SPACE : LESSONS LEARNED

INSTRUCTOR PROF. DRACHE

In this week, we will start by analysing various actors on digital clicks safe space and continue discussing if there is a relationship between online and offline political participation. We will also delineate how the coming of digital media has transformed the

nature of collective action. In the battle for web 2.0 technology, who's on first? The security state or social media activists?

Lecture 1. The demographics of Internet users: Youth, middle classes and activists 2. Slacktivists and hacktivists: can the long cycle of dissent be sustained? Has it peaked and plateaued? Has the security state arrived?

Readings – Essential

Mark Andreas Kayser, How Domestic Is Domestic Politics? Globalization and Elections 2014
    PDF

Grant Blank, Who Tweets? Demographics, Attitudes and Engagement of Twitter Users,
    Oxford Institute, 2014. PDF

Anstead, Nick & O'Loughlin, Ben. 2011. The Emerging Viewertariat and BBC Question Time:
    Television Debate and Real-Time Commenting Online. *The International Journal of
    Press/Politics* 16 (4): 440–462.

Hounshell, Blake, The Revolution Will Be Tweeted *Foreign Policy;* Jul/Aug 2011.

SEMINAR:
FORMAT, TOPICS, AND READINGS

Seminar Topics & Readings

*The seminar questions listed below are designed to provide a framework around which to reflect upon the issues when doing the preparatory reading for the seminar, and during discussion. As stressed above, you are also expected to come prepared with **your own questions,** based upon the readings, to put to the group.*

TOPIC 1: DIGITAL POLITICAL PARTICIPATION

Seminar 1. What is political participation? How it has transformed over the years? Is there a difference between political participation and civic engagement? What constitute digital political participation? The devolution of power downwards by the new broadcast model to the user is a game changer. There is much we still do not understand about the way people use new social media as much as for fun, keeping in touch with friends, buying things and for focused social purpose. New technology has a potential to create new forms of politics. So how do you strike a balance between political participation for   a focused social end mass consumption? Of course most technology is multi-purposed and can be used innovatively as well me-first ways by consumers. Our first task is to identify the predominant features of digital participation today.

TOPIC 2. POLITICAL CONSUMERISM

Seminar 2 the concept of retail politics has become widely linked to the idea political consumerism. The idea is that politics has become a form of merchandising and that the same techniques and strategy used in advertising and selling products can also be applied to

political campaigns, the shaping of public opinion and persuading voters negatively or positively to support a candidate. In this battle for the average citizen's vote, money and the hidden arts of advertising are very much part of the strategy. Negative advertising is also an important element of the package and the manipulation of opinion by attack ads is widely used in many jurisdictions. Political strategies are very different in countries – if we were to compare the recent Indian election with Obama's slamdunk 2012 presidential victory it would be clear that the American model is not easily exportable. Even in Canada – a look-alike country in some superficial respects – elections organized differently and in the 2014 Ontario election the extreme right wing conservative party was defeated handily on the promise that Ontarians need better healthcare, schools public services. So we cannot assume that neoliberalism inevitably trumps redistributional politics.

Counter strategies such as consumer boycotts, naming and shaming, fair trade campaigns highlight a growing trend for consumers to use their market power for political/ethical/environmental ends. The fair trade trade campaign and boycott sweated labour are two of the best known examples. The organic food movement, Greenpeace and the WWF are other examples of organized pushback. See chaps. 2 and 3 *Defiant Publics*. Web 2.0 technology has given consumers the means to organize and mobilize as consumers. Ad Busters, a countercultural Vancouver-based Canadian slickly produced monthly has pioneered global attacks on brandism and " hidden persuaders" of global advertising transnationals. They played a critical role in the OWS framing the occupation as the 99% against the 1 %. The words stuck and became its iconic slogan. These different strategies deployed by consumers will also be part of our focus.

Therefore we need to look at this concept of the dualities and uses of political consumerism carefully since voters are not easily persuaded in many jurisdictions e.g. Obama's significant victory over political conservatism and big-money is not the sole deciding factor. We need to examine in this seminar the way political consumerism captures the hearts and minds of voters and the way voters develop counter strategies that neutralize the effects of big data and millions of dollars used to persuade them to change their minds.

TOPIC 3. DIGITAL MEDIA AND COUNTER-PUBLICS

Seminar 3. What do we mean by counter-democracy? Counter-Democracy is a slippery term because it has so many meanings attached to it – subaltern, populist, civic and community building. A culture of dissent needs to be mapped and tracked and we have to look at the different ordinals on the political compass that define dissent in the contemporary world. The spectrum of counter democracy has been much enlarged in recent times by human rights activists, anticorporate movements and antipoverty groups. To get their message out they need to mobilize their multiple constituencies through social media but also the mass media that after all, remains the primary source of information throughout the world. Do you agree that the mass media remain one of the most crucial factors in the crisis of politics and political leadership in India and Canada? Please cite examples in support of your arguments. How is digital media helping in the rise of alternative politics beyond electoral and party-politics?

TOPIC 4. JOURNALISTS, PUBLICS, CITIZENS

Seminar 4. The increasing affordance of new media technology such as the social networking sites as well as easy accessibility of mobile phones have made citizen journalists more visible in the public sphere. Do you think that citizen journalists are undermining the power of professional journalists? Is the internet strengthening the role of traditional media as news/information providers as what is shared and distributed through the internet is often found to be content produced by mainstream print and television news or responses to it? As the proliferation of media increasingly fragments audiences, what is the impact on the "attentive public" (those who pay attention to public policy), social cohesion and democratic debate?

TOPIC 5. INTERNET GOVERNANCE, PRIVACY & SURVEILLANCE

Seminar 5. The revelation by Edward Snowden of American government collection of citizens' phone and Internet activities worldwide as well as their content, has shocked publics across the globe. However, the American government defended/justified their activities by arguing that such surveillance helped in curbing many imminent terrorists attacks. Do you think that government should be allowed to interfere in individual's privacy in the larger interests of the society?

TOPIC 6. ACTORS ON DIGITAL SPACE

Web 2.0 technology devolves power to the user but it also creates new possibilities for the security state and the corporate elite for their own interests and ends. Nonetheless it is significant that non-scripted actors have become a force globally and few theorists have been able to foresee these developments. Partly this is due to the newness of the technology and the inventiveness of how it is used by people worldwide. The fact that theory is often running after reality is also due to the fact the information revolution has changed and evolve so quickly. No one could've predicted the enormous success of facebook and in the social sphere. We need to examine the way non-scripted actors have been able to develop their own broadcast model despite the powerful interests of corporations to restrict the internet for commercial and consumer use.

TOPIC 7. ACTIVISM VERSUS CLICKTIVISM

Seminar 7. What is the difference between media activism and digital activism? Do you think digital activism can be an effective tool for activists and protest movement? To answer these questions we need to think of context and the information environment web 2.0 sustains. In the Arab springtime, Occupy Wall Street movement, the Québec student strike, the mass movements in Spain and the Idle no more movement in Canada is there an identifiable common denominator shared between them? One hypothesis is that the decline of deference towards authority is a defining feature of our times. Second is that rage and anger our key factors triggering worldwide action by educated youth and those proletarianized by globalization. The third is that women have been disadvantaged by market fundamentalism in the absence of employment. In any event there are many factors at play and new information technology gives millions of people a sense of entitlement and empowerment. The question remains as the new information technology kept his promises for i individual freedom and radical reform?

TOPIC 8. MOBILE TECHNOLOGY AND PARTICIPATION: LESSONS LEARNED

New information technology gives the user unlimited possibilities to be informed. For the state in the corporate elite new information technology gives them powerful tool to spy on citizens and to refine their marketing strategy so that individual becomes a nonstop shopper. In an Internet age, information is the essential ingredient that has hardened soft power into a strategic resource. Being informed as a precondition to individual freedom and choice. Hard power has also learned the value of soft power techniques to control their populations in shape public opinion. So the seminar has to decide is the information revolution a radicalizing force for good in the hands of millions of individuals or, force of darkness for the security state in the corporate global elite. What do you think? A force for darkness? Or, a force for light and progress?

Plagiarism
YOU MUST READ THIS

York University has a firm policy on plagiarism, and severe penalties are applied. In assignments we are seeking to read students' own work in order to assess their knowledge, skills and future learning needs; plagiarism hinders both fair grading and education. Plagiarism is a form of theft and fraud, and is the worst charge that anyone can be accused of in the area of scholarship and intellectual thought. Plagiarism is absolutely prohibited in all work submitted to Disciplines or Centres at York University.

The student involved in plagiarism may be interviewed, and will be advised of the penalty as soon as possible. The penalty will normally be a grade of zero for the assignment in which the plagiarism has been discovered. If the assignment is not the first in the course the student may be required to resubmit earlier assignments for checking. All cases of serious plagiarism will be brought to the attention of the University.