

# Media and Communication Studies

ASSOCIATE OF ARTS DEGREE, B.A. MINOR

## Why take Media and Communication Studies?

There is no doubt that today's new social media, whether you're using Facebook, MySpace, YouTube, text messaging or the internet in general, are changing how people connect with and relate to each other. How will newspapers survive this ferment of technological change? And how will people communicate ten years from now?

As the manner in which the world gets its information is changing, it becomes more important than ever to pay attention to how the media affect society. UFV's Media and Communication Studies program examines the diffusion of information, current technological changes, the methods we use to communicate, and the media's role in our everyday lives.

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### WHY TAKE THIS PROGRAM AT UFV?

At UFV you can pursue an Associate of Arts degree in Media and Communication Studies (MACS), or take it as a minor as part of your Bachelor of Arts degree.

As a MACS student, you will learn about the many types of media, and how quickly they are all changing. You will discuss how the different types of media serve the public and how they continue to evolve. You will discuss how you are affected by advertising and other commercial images, how Canadians fit into the global village, and what literacy in the new world means. In short, you will learn how your life and society continue to change in response to innovations in technology and communications.



*"UFV's MACS program gave me an in-depth understanding of communication and the role of media in our global world. It also gave me the practical knowledge I needed to begin a fulfilling editing career."*

— AMANDA GRIMSON,  
Media and Communication  
Studies graduate.

# Media and Communication Studies



*“Media and Communication Studies focus on the role of communication technologies in shaping the world — everything from data networks to video games. In what is now called ‘the global knowledge economy,’ this field of study is at the heart of most of the economic, ethical, cultural, and political issues that affect all of us.”*

— **CHERYL DAHL**, UFV instructor in Media and Communication Studies.

## WHAT SORT OF CAREER CAN I EXPECT?

With an Associate of Arts degree in Media and Communication Studies you might seek employment as a researcher or work in policy development, public education, advertising, marketing, business administration, or writing. A bachelor’s degree is also a good start if you choose to continue with graduate studies in a number of disciplines.

As a graduate of the Associate of Arts degree in Media and Communication Studies, you will be ready to enter the workforce, to continue your studies, or to ladder into the BA (MACS minor) at UFV. You might also consider further education elsewhere and complete a BA in Communications. You could also choose to transfer to another post-secondary institution to complete a degree in a related area of study or to earn a diploma in the production aspect of media. It’s wise to talk to an Arts advisor, or a MACS faculty member, about the best option for you.

## WHAT DO I NEED TO GET IN?

Our program operates under the Associate of Arts degree program, so you need to apply for and meet the entrance requirements for this program. There are two options for admission. If you are applying straight from high school, follow option one. If you have attended some post-secondary school, follow option two.

### OPTION ONE: HIGH SCHOOL GRADUATION ONLY

You will need B.C. secondary school graduation or equivalent and a minimum of a B average in three provincially examinable Grade 12 subjects, one of which must be English 12.

### OPTION TWO: UNIVERSITY ENTRANCE

You will need a minimum of nine university-level credits complete with a cumulative GPA of 2.0 on all university-level credits attempted.

## BA MINOR REQUIREMENTS

If you are taking MACS as part of a Bachelor of Arts degree you will need the following:

### OPTION ONE: HIGH SCHOOL GRADUATION ONLY

You will need B.C. secondary school graduation or equivalent and a minimum of a B average in three provincially examinable Grade 12 subjects, one of which must be English 12.

### OPTION TWO: UNIVERSITY ENTRANCE

We require completion of one of the following:

- a minimum of 30 Arts/Science university-level credits with a cumulative GPA of 2.33 on all credits attempted
- a UFV Liberal Arts diploma, Associate of Arts degree, Visual Arts diploma, or Theatre diploma. Students must achieve an average overall grade of C (cumulative GPA of 2.0) calculated on all courses that could apply towards the diploma or Associate degree.

## WHEN SHOULD I APPLY?

If you want to start your studies in September, you should submit your application to UFV starting October 1. Alternately, if you’re thinking about starting in January, the submission date is August 1. Admission will be on a competitive basis and meeting the minimal requirements does not guarantee your admission. If you meet all the entrance requirements but the program is full, you will be given an opportunity to register in Arts Studies.

## CAN I STUDY PART-TIME?

Yes, UFV offers you the flexibility of earning your degree in your own time frame. If you wish, you can complete one course per semester until you've earned your degree. If you choose to study full-time, the program is designed to be completed in two years, with 15 credits per semester.

## CERTIFICATE IN MEDIA LITERACY

Our department also offers a certificate in media literacy for those who wish to understand the basic structure and impact of the mass media in Canadian society.

The certificate focuses on the essentials of how the media select and shape content, and the effects of these decisions on individuals and society.

This three-course, nine-credit certificate is designed for people who communicate with the media in their employment. It is also useful to those who teach media literacy in elementary, secondary, or adult-education schools. Check with the department assistant at **(604) 504-7441 Ext: 4080**, to find out more.

## WHAT ARE THE PROGRAM REQUIREMENTS?

UFV's Associate of Arts degree in Media and Communication Studies requires a minimum of 60 credits transferable to at least one of UBC, UNBC, UVic, or SFU, of which 15 credits must be taken at UFV. No course will be used to meet more than one of the following specific requirements. You must achieve an average overall grade of C (cumulative GPA of 2.0) calculated on all courses counting towards the associate degree.

The program requirements are different if you are considering a minor in Media and Communication Studies while working towards your Bachelor of Arts degree. You can consult with an advisor if you have questions about the requirements for either the Associate of Arts degree or the BA minor.

## TWO-YEAR ASSOCIATE OF ARTS DEGREE

### YEAR ONE/SEMESTER I

COURSE	CREDITS
ENGL 105–170 <i>or one of</i> CMNS 125, 155, 251	3
MACS 110: Introduction to Communication Theory	3
Humanities: 100-level	3
Social Science/Humanities	3
MATH/Stats/COMP	3 (+1)
<b>TOTAL</b>	<b>15</b>

### YEAR ONE/SEMESTER II

COURSE	CREDITS
ENGL 105–170 <i>or one of</i> CMNS 125, 155, 251	3
MACS 130: Explorations in Mass Communications	3
Humanities: 100-level	3
Elective 100- or 200-level	3
Lab Science: 100-level	3 (+1)
<b>TOTAL</b>	<b>15</b>

### YEAR TWO/SEMESTER III

COURSE	CREDITS
MACS elective 200-level	3
MACS elective 200-level	3
Humanities: 100-level	3
Elective 100- or 200-level	3
Science elective	3 (+1)
<b>TOTAL</b>	<b>15</b>

### YEAR TWO/SEMESTER IV

COURSE	CREDITS
MACS elective 200-level	3
MACS elective 200-level	3
MACS elective 200-level	3
ARTS elective 200-level	3
Elective 100- or 200-level or previous credit	3
<b>TOTAL</b>	<b>15</b>

## BACHELOR OF ARTS MINOR — 12 LOWER-LEVEL CREDITS

COURSE	TITLE
MACS 110:	Introduction to Communication Theory
MACS 130	Mass Communication in Canada
MACS 210	History of Communication
MACS 212	Applied Communications
MACS 215	Advertising as Social Communication
MACS 221	Media and Audiences
MACS 230	Cultural Industries in Canada
MACS 235	Introduction to Journalism in Canada
MACS 240	The Political Economy of Communication
LAS 100	Images of Latin America
SCMS 270	Dynamics of Racism in Canada

Note: Students must take at least one of MACS 110 or 130.

## BACHELOR OF ARTS MINOR — 15 UPPER-LEVEL CREDITS

COURSE	TITLE
SCMS 355 <i>or</i> SCMS 356	Quantitative Methods Qualitative Research Methods
<b>Plus two of:</b>	
SCMS 334	Cultural Policy
MACS 399	Selected Topics in Media and Communication Studies
MACS 480	Crisis Communication
MACS 490	Directed Studies
SCMS 460	Issues in the Information Society
<b>Plus any one of:</b>	
AH 316	Arts in Context: Gender, Art, and Society
CMNS 312	Introduction to Public and Community Relations
CMNS 325	Writings for the Sciences and Technologies
CMNS 360	Advocacy and Proposal Writing
CMNS 412	Community and Public Relations Practicum
CRIM 416	Media, Crime and Criminal Justice
PHIL 323	Philosophical Issues in the Social Sciences: Values, Objectivity, and Neutrality
SOC 335	Gender Relations and Social Issues

## I'M INTERESTED. WHAT SHOULD I DO NEXT?

Check out our online calendar at [www.ufv.ca/calendar](http://www.ufv.ca/calendar) and read the Associate of Arts degree, Media and Communication Studies section carefully. From our website you can go to the download centre and download the application form. Fill it out and submit it, along with the required documents and the \$45 application fee (the \$45 will be waived for current UFV Arts Studies students) to the Admissions and Records office at any UFV campus or centre or through the internet at [www.pas.bc.ca](http://www.pas.bc.ca).

## CAN I GET ACADEMIC CREDIT FOR THE SKILLS AND KNOWLEDGE THAT I HAVE GAINED IN MY LIFE SO FAR?

Yes. UFV offers Prior Learning Assessment and Recognition (PLAR), a flexible assessment process that evaluates your experiential learning (what you already know and can do) for post-secondary credit. Experiential learning includes independent study, volunteer activities, non-credit courses, workplace learning, and military service. To find out more, check out the PLAR website at [www.ufv.ca/plar](http://www.ufv.ca/plar) or contact Susan Brown, Assessment Services Coordinator, PLAR at 604.851.6342 or [susan.brown@ufv.ca](mailto:susan.brown@ufv.ca).

## CAN I SPEAK WITH SOMEONE ABOUT MY OPTIONS?

Absolutely. We want to hear from you! If you're unsure of your direction, contact Student Services at 1-888-504-7441 to connect with an educational advisor, or arrange for career counselling.

For more information about the Media and Communications Studies program you can contact the department assistant at (604) 504-7441 Ext: 4080, visit the website at [www.ufv.ca/scms](http://www.ufv.ca/scms).

## HOW MUCH WILL IT COST?

It's best to consult the UFV calendar at [www.ufv.ca/calendar](http://www.ufv.ca/calendar) for tuition fees, keeping in mind that new fees are usually set in May. You should also visit the UFV Financial Aid and Awards office, which facilitates the disbursement each year of about \$12 million in federal and provincial student loans, grants, bursaries, scholarships, and awards to UFV students. A helpful budget planning worksheet is available online at [www.ufv.ca/fineaid/budget](http://www.ufv.ca/fineaid/budget).

## WHAT KIND OF SUPPORT WILL I HAVE?

Visit [www.ufv.ca/student-services](http://www.ufv.ca/student-services) to learn about the broad range of services designed to help you learn about and adjust to the university environment. The helpful staff at the Arts Advice Centre are always willing to help you achieve your educational goals.

You can also connect with other students in the Social, Cultural, and Media Studies department, through UFV's active Student Life association, or joining activities organized by UFV's Student Union Society.



The information contained in this document is subject to change. Please refer to [www.ufv.ca/arts](http://www.ufv.ca/arts) for up-to-date information. UFV reserves the right to cancel courses and programs.



## About UFV

Nestled in the beautiful Fraser Valley just east of Vancouver, in B.C., UFV is a fully accredited, public university that enrolls more than 11,000 students each year. UFV has campuses in Abbotsford, Chilliwack, and Mission and regional centres in Hope and Agassiz, and a growing presence in Chandigarh, India.

UFV is committed to exceptional post-secondary instruction and a nurturing learning environment. We are large enough to offer variety, yet small enough to offer the personal attention that our students need to thrive. Our small class sizes and focus on teaching allow our students to get to know their instructors and learn in a hands-on setting.

We offer more than 80 programs, including 13 bachelor's degrees, a master's degree, and more than a dozen trades and technology programs. We believe that anyone who wants to go to university should be given the chance, so our admission policies are flexible, and we provide university prep courses and high school completion options. There are many options for learning: full-time, in class, online, as part of a structured program or one tailored specifically to your interests.

Many of our programs "ladder" into one another, allowing students to keep their options open. Our international programming makes for a culturally diverse student body and great opportunities to study abroad, while our continuing studies offerings make learning a lifelong experience.

UFV is recognized nationally for student success, an excellent learning environment, creative integration of programming, and our work with our local communities.

Get to know us better at [www.ufv.ca](http://www.ufv.ca).

