

## OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

Note: The University reserves the right to amend course outlines as needed without notice.

<b>Course Code and Number:</b> MACS 130		<b>Number of Credits:</b> 3 <a href="#">Course credit policy (105)</a>													
<b>Course Full Title:</b> Introduction to Digital Media and Communications <b>Course Short Title:</b> Intro to Digital & Media Comm.															
<b>Faculty:</b> Faculty of Social Sciences		<b>Department (or program if no department):</b> Social, Cultural and Media Studies													
<b>Calendar Description:</b> Students examine digital media and communications in all its forms, and the political, social, cultural, economic, legal, and geographic factors that shape them.															
<b>Prerequisites (or NONE):</b>		None.													
<b>Corequisites (if applicable, or NONE):</b>		None.													
<b>Pre/corequisites (if applicable, or NONE):</b>															
<b>Antirequisite Courses</b> <i>(Cannot be taken for additional credit.)</i> Former course code/number: Cross-listed with: Equivalent course(s): <i>(If offered in the previous five years, antirequisite course(s) will be included in the calendar description as a note that students with credit for the antirequisite course(s) cannot take this course for further credit.)</i>		<b>Course Details</b> Special Topics course: <b>No</b> <i>(If yes, the course will be offered under different letter designations representing different topics.)</i> Directed Study course: <b>No</b> Grading System: <b>Letter Grades</b> Delivery Mode: <b>May be offered in multiple delivery modes</b> Expected frequency: <b>Every semester</b> Maximum enrolment (for information only): 36													
<b>Typical Structure of Instructional Hours</b> <table border="1"> <tr> <td>Lecture/seminar</td> <td>45</td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td><b>Total hours</b></td> <td><b>45</b></td> </tr> </table>		Lecture/seminar	45									<b>Total hours</b>	<b>45</b>	<b>Prior Learning Assessment and Recognition (PLAR)</b> PLAR is available for this course.	
Lecture/seminar	45														
<b>Total hours</b>	<b>45</b>														
Labs to be scheduled independent of lecture hours: No Yes		<b>Transfer Credit</b> <i>(See <a href="#">bctransferguide.ca</a>.)</i> Transfer credit already exists: <b>Yes</b> Submit outline for (re)articulation: <b>Yes</b> <i>(If yes, fill in <a href="#">transfer credit form</a>.)</i>													
<b>Department approval</b> Chantelle Marlor		<b>Date of meeting:</b> November 2021													
<b>Faculty Council approval</b>		<b>Date of meeting:</b> December 17, 2021													
<b>Undergraduate Education Committee (UEC) approval</b>		<b>Date of meeting:</b> February 25, 2022													

**Learning Outcomes**

Upon successful completion of this course, students will be able to:

1. Identify different forms of digital media and new technologies that shape the communications environment.
2. Use terminology related to digital media and interactive communication.
3. Analyze media content using a variety of theoretical approaches.
4. Situate digital media in social, historical, cultural, and theoretical contexts.
5. Apply ethical principles in information sharing, intellectual property, and media law.
6. Compare how public policy reflects and shapes digital media and communications in Canada with that of other countries.
7. Describe the roles and functions of major media and communication organizations.
8. Explain convergence as both a technological and corporate phenomena
9. Describe how the production and consumption of media plays a role in group identity and community dynamics, including Indigenous communities.

**Recommended Evaluation Methods and Weighting** (*Evaluation should align to learning outcomes.*)

Assignments:	40%	Project:	15%	%
Quizzes/tests:	30%	Final exam:	15%	%

**Details:** A variety of assignment and project options may include the use of digital media such as podcast or video recordings.

**NOTE:** The following sections may vary by instructor. Please see course syllabus available from the instructor.

**Texts and Resource Materials** (*Include online resources and Indigenous knowledge sources. [Open Educational Resources](#) (OER) should be included whenever possible. If more space is required, use the [Supplemental Texts and Resource Materials form](#).)*)

Type	Author or description	Title and publication/access details	Year
1. Textbook	Croteau, Hoynes, & Childress	Media/Society: Technology, Industries, Content, and Users 7 <sup>th</sup> Ed.	2021
2.			
3.			
4.			

**Required Additional Supplies and Materials** (*Software, hardware, tools, specialized clothing, etc.*)**Course Content and Topics**

- What is media today?
- Media in Canada and beyond: who is consuming and who is producing?
- Ethical considerations and digital media: Relationships between product and consumer
- The role of media in society
- Exploring media in social, historical, cultural and political contexts
- Introduction to theoretical, methodological and interpretive frameworks for analyzing media
- The relationship between media and audiences
- Comparative views on communications and digital media law and policy (e.g., journalism, gaming, social media)
- Roles and functions of Media organizations
- The role of messaging, advertising and promotion in a digital age