



ORIGINAL COURSE IMPLEMENTATION DATE: January 1991  
 REVISED COURSE IMPLEMENTATION DATE: January 2025  
 COURSE TO BE REVIEWED (six years after UEC approval): November 2029  
 Course outline form version: 28/10/2022

## 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 210		<b>Number of Credits:</b> 3 <a href="#">Course credit policy (105)</a>													
<b>Course Full Title:</b> History of Communication <b>Course Short Title:</b> History of Communication															
<b>Faculty:</b> Faculty of Social Sciences		<b>Department:</b> School of Culture, Media, and Society													
<b>Calendar Description:</b> Focuses on the historical development of communication systems and technology from cave paintings to social networks. Students examine the changing relationships between technology, access to knowledge, and social values, and reflect on how these connect to their own relationship to communication today.															
<b>Prerequisites (or NONE):</b>		15 university-level credits.													
<b>Corequisites (if applicable, or NONE):</b>		None.													
<b>Pre/corequisites (if applicable, or NONE):</b>		None.													
<b>Antirequisite Courses</b> <i>(Cannot be taken for additional credit.)</i> Former course code/number: Cross-listed with: Equivalent course(s): <b>GD 256</b> <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> <i>(See <a href="#">policy 207</a> for more information.)</i> Grading System: <b>Letter grades</b> Delivery Mode: <b>May be offered in multiple delivery modes</b> Expected frequency: <b>Annually</b> Maximum enrolment (for information only): <b>36</b>													
<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>														
<b>Scheduled Laboratory Hours</b> Labs to be scheduled independent of lecture hours: <input checked="" type="checkbox"/> No <input type="checkbox"/> 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>No</b> <i>(If yes, fill in <a href="#">transfer credit form</a>.)</i>													
<b>Department approval</b>		<b>Date of meeting:</b> October 2023													
<b>Faculty Council approval</b>		<b>Date of meeting:</b> October 13, 2023													
<b>Undergraduate Education Committee (UEC) approval</b>		<b>Date of meeting:</b> November 25, 2023													

**Learning Outcomes**

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

1. Analyze the social, cultural, and economic impact of communications technology.
2. Explain the factors involved in a society's adoption of new communication systems.
3. Describe the relationship between historical media and today's media environment.
4. Outline the ways media influence people's perceptions of time and space.
5. Discuss the connections between a society's dominant media and distribution of knowledge and power.
6. Examine how access to historical media shapes our understanding of the past.
7. Apply theoretical concepts to an analysis of media and communications in a historical context.

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

Project:	30%	Assignments:	40%	Final exam:	30%
	%		%		%

**Details:**

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

**Typical Instructional Methods** (*Guest lecturers, presentations, online instruction, field trips, etc.*)

May vary by instructor, but typical methods would include lectures, in-class discussions, group discussions, student-led activities, videos, and practice tests.

**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	Heyer, P. & Urquhart, P. (Eds.)	<i>Communication in History: Stone Age Symbols to Social Media</i> (7 <sup>th</sup> ed). Routledge.	2018
2.			
3.			
4.			
5.			

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

No

**Course Content and Topics**

- Methodology of studying communication history
- Oral traditions
- Space- and time-biased media
- The development of writing systems
- Indigenous concepts of knowledge
- The mechanization of printing, mass literacy, and industrialization
- Communication technology and colonialism
- Post-colonial and Indigenous critiques of the media framework
- Distinct forms of media: newspapers, magazines, photography, motion pictures, sound recording, radio, television, and the internet