

## 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 230		<b>Number of Credits:</b> 3 <a href="#">Course credit policy (105)</a>													
<b>Course Full Title:</b> Cultural Industries in Canada: Global Contexts <b>Course Short Title:</b> Cultural Industries in Canada															
<b>Faculty:</b> Faculty of Social Sciences		<b>Department:</b> School of Culture, Media, and Society													
<b>Calendar Description:</b> Focuses on a selection of cultural industries in Canada with an emphasis on conditions of production and the impact of globalization. What interests do the cultural industries in Canada reflect, and how well do they serve Canadians?															
<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): <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>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>														
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="http://bctransferguide.ca">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. Explain how representative cultural industries developed in Canada.
2. Describe governments' role in regulating and subsidizing representative cultural industries.
3. Outline how technological change has affected cultural industries.
4. Situate Canadian cultural industries within the context of global media production.
5. Analyze the various functions of workers in the selected cultural industries.
6. Discuss the challenges that marginalized cultural producers, including Indigenous ones, face to make themselves heard.

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

Assignments:	30%	Final exam:	20%	%
Quizzes/tests:	30%	Project:	20%	%

**Details:**

**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. Article	Hesmondhalgh, David	"The cultural industries approach: Distinctive features of culture-producing businesses," <i>The Cultural Industries</i> , 4 <sup>th</sup> ed.	2019
2. Article	DeCillia, Brooks, & Patrick McCurdy	"The sound of silence: The absence of public service values in Canadian media discourse about the CBC," <i>Canadian Journal of Communication</i> , 41(4)	2016
3. Article	Armstrong, Robert	"Canadian ownership and competition policy," <i>Broadcasting Policy in Canada</i> , 2 <sup>nd</sup> ed.	2016
4. Article	Schnitzer, Ben	"Netflix: Canadian (dis)content. Competing sovereignties and the cultural politics of cultural policy." <i>American Review of Canadian Studies</i> , 49(1)	2019
5.			

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

None

**Course Content and Topics**

- Defining "cultural industries"
- Critical theory of the cultural industries
- Critical theories of nation, multiculturalism, and decolonization in Canada
- Subsidization and regulation as government tools to steer the cultural industries
- Public and private television in Canada
- Differences in broadcast and digital media policy
- Internet media
- Film as business versus film as art
- Video game production in Canada
- The recording industry in Canada
- Publishing in Canada
- The sports entertainment industry in Canada