

OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

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

Course Code and Number: MACS 240		Number of Credits: 3 Course credit policy (105)													
Course Full Title: Media, Money, and Power Course Short Title: Media, Money & Power															
Faculty: Faculty of Social Sciences		Department: School of Culture, Media, and Society													
Calendar Description: Contemporary media claims to be more personalized and democratized, yet there is a disconnect between the proliferation of media and the concentration of media ownership into a few hands. This course considers how ownership and the quest for profit shapes the news and entertainment we experience.															
Prerequisites (or NONE):		15 university-level credits.													
Corequisites (if applicable, or NONE):		None.													
Pre/corequisites (if applicable, or NONE):		None.													
Antirequisite Courses (<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>		Course Details Special Topics course: No <i>(If yes, the course will be offered under different letter designations representing different topics.)</i> Directed Study course: No <i>(See policy 207 for more information.)</i> Grading System: Letter grades Delivery Mode: May be offered in multiple delivery modes Expected frequency: Annually Maximum enrolment (for information only): 36													
Typical Structure of Instructional Hours <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>Total hours</td> <td>45</td> </tr> </table>		Lecture/seminar	45									Total hours	45	Prior Learning Assessment and Recognition (PLAR) PLAR is available for this course. Yes	
Lecture/seminar	45														
Total hours	45														
Scheduled Laboratory Hours Labs to be scheduled independent of lecture hours: <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes		Transfer Credit (See bctransferguide.ca .) Transfer credit already exists: Yes Submit outline for (re)articulation: No <i>(If yes, fill in transfer credit form.)</i>													
Department approval		Date of meeting: October 2023													
Faculty Council approval		Date of meeting: October 13, 2023													
Undergraduate Education Committee (UEC) approval		Date of meeting: November 25, 2023													

Learning Outcomes *(These should contribute to students' ability to meet program outcomes and thus Institutional Learning Outcomes.)*

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

1. Outline political economy as a theory and method of communication studies.
2. Describe how Indigenous and subaltern media fit into the political economy framework.
3. Differentiate between the various forms of media ownership.
4. Describe how changes in economic paradigms affect media industries.
5. Explain how financial and political considerations shape media, content, and audiences.
6. Discuss the effects of concentration of media ownership nationally and internationally.
7. Apply the political economic approach to analyze selected media in depth.

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.)*

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	Nichols, Randy, & Martinez, Gabriela (eds).	Political Economy of Media Industries: Global Transformations and Challenges	2020
2. Textbook	Grisold, Andrea, & Preston, Paschal (eds)	Economic Inequality and News Media: Discourse, Power, and Redistribution	2020
3. Textbook	Jin, Dal Yong	Globalization and Media in the Digital Platform Age	2020
4. Textbook	Wasko, Janet	Understanding Disney: The Manufacture of Fantasy, 2 nd edition	2020
5.			

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

None.

Course Content and Topics

- History of political economy theory
- Public, private, state, community, and user media ownership
- Capitalism and neoliberalism as economic and ideological systems
- Media convergence
- Media globalization
- Commodification of news media
- Commodification of audiences
- Intellectual property rights
- Government media regulations
- Platform and surveillance capitalism
- Labour in communication industries
- Decolonizing media