UNIVERSITY OF THE FRASER VALLEY

ORIGINAL COURSE IMPLEMENTATION DATE: September 2010
REVISED COURSE IMPLEMENTATION DATE: September 2025
COURSE TO BE REVIEWED (six years after UEC approval)**:** September 2030
Course outline form version: 26/01/2024

OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

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

Course Code and Number: ANTH 375	**Number of Credits:** 4 Course credit policy (105)
Course Full Title: Global Mediascapes **Course Short Title:** Global Mediascapes	
Faculty: Faculty of Social Sciences	**Department/School:** Culture, Media, and Society

Calendar Description:

Students take an anthropology of media approach, focusing on popular culture. This course examines the production, framing, consumption, meaning, and critique of mediascapes, imaginaries, images, and representations, in one or more specific social and cultural contexts.

Note: This course is offered as ANTH 375 and MACS 375. Students may take only one of these for credit.

Prerequisites (or NONE):	45 university-level credits including ANTH 102 or MACS 110.
Corequisites (if applicable, or NONE):	
Pre/corequisites (if applicable, or NONE):	

Antirequisite Courses *(Cannot be taken for additional credit.)*

Former course code/number:

Cross-listed with: **MACS 375**

Equivalent course(s): **MACS 375**

(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.)

Typical Structure of Instructional Hours

Lecture/seminar	60
Total hours	**60**

Scheduled Laboratory Hours

Labs to be scheduled independent of lecture hours: ☒ No ☐ Yes

Course Details

Special Topics course: **No**
(If yes, the course will be offered under different letter designations representing different topics.)

Directed Study course: **No**
(See policy 207 for more information.)

Grading System: **Letter grades**

Delivery Mode: **May be offered in multiple delivery modes**

Expected frequency: **Every other year**

Maximum enrolment (for information only)**: 25**

Prior Learning Assessment and Recognition (PLAR)

PLAR is available for this course.

Transfer Credit *(See **bctransferguide.ca**.)*

Transfer credit already exists: **Yes**

Submit outline for (re)articulation: **Yes**
(If yes, fill in transfer credit form.)

Department approval	**Date of meeting:**	April 5, 2024
Faculty Council approval	**Date of meeting:**	May 3, 2024
Undergraduate Education Committee (UEC) approval	**Date of meeting:**	September 27, 2024

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. Describe how anthropologists approach popular culture.
2. Apply current anthropological theory about global media.
3. Deconstruct relevant key ethnographic themes within a given mediascape.
4. Critique the ways in which mediascapes and imaginaries represent selves and others.
5. Reflect critically on the ways that mediascapes shape our intercultural understandings.
6. Analyze a particular mediascape, imaginary, or set of representations/images.

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

Assignments:	50%	Final exam:	20%	Portfolio:	15%
Holistic assessment:	15%		%		%

Details:

Assignments: research paper proposal (10%), film review (10%), presentation (10%), paper (20%)

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.)*

Lectures, discussion, films, and other media.

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.	Other	Arjun Appadurai	"Disjuncture and Difference in the Global Political Economy"	1996
2.	Other	Benedict Anderson	Excerpt, *Imagined Communities: Reflections on the Origins and Spread of Nationalism*	1991
3.	Textbook	Charles Taylor	Modern Social Imaginaries	2003
4.	Other	Edward Said	Excerpt, *Orientalism*	1980
5.	Textbook	Mark Allen Peterson	Anthropology and Mass Communication: Media and Myth in the New Millennium	2008

Note: Concurrent readings will be available through the learning management system on Blackboard.

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

Dependent on the instructor and the course focus, films and other media may be screened in class. Students who miss in-class screenings will be responsible for reviewing films on their own and may incur costs. This will be stated on the course syllabus.

Course Content and Topics

- Positions and gazes
- Ethnography and audiences
- Colonialities and imaginaries
- Mediascapes and mythologies
- Mediascapes, modernity, and the nation-state
- National cinemas
- Transnational mediascapes
- Imaginaries and identities
- Representing the other
- Intercultural encounters in the mediascape