**CATALOGUE DESCRIPTION:**

Examines the structure of media industries in Canada such as television and the press; the political, economic, legal and geographic factors which have shaped them; and their role in Canadian political and cultural life. Issues such as the role of the political journalist, the way audiences respond to media content, the relationship between media practices and foreign policy, and the fostering of Canadian cultural life are examined.

**COURSE PREREQUISITES:**

None.

**COURSE COREQUISITES:**

**HOURS PER TERM FOR EACH STUDENT**

<table>
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<tr>
<th>LECTURE</th>
<th>LABORATORY</th>
<th>SEMINAR</th>
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<td>40 HRS</td>
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<td>20 HRS</td>
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**STUDENT DIRECTED LEARNING**

<table>
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<th>OTHER - specify:</th>
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<td>FIELD EXPERIENCE</td>
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**TOTAL** 60 HRS

**TRANSFER STATUS (Equivalent, Unassigned, Other Details)**

**UBC**

N/A

**SFU**

EQUIVALENT TO CMNS 130

**UVIC**

N/A

**OTHER (specify)**

N/A

**CHERYL DAHL**

COURSE DESIGNER

**DON TUNSTALL**

DEAN OF CAREER PROGRAMS
CMNS 130

NAME & NUMBER OF COURSE

COURSES FOR WHICH THIS IS A PREREQUISITE:

CMNS 230, CMNS 240

RELATED COURSES

TEXTBOOKS, REFERENCES, MATERIALS (List reading resources elsewhere)


REFERENCES:

Readings

Sections from:

Maps and Dreams, Brody
Phaedius, Plato
Amusing Ourselves to Death, Postman
Bias of Communication, Innis
Politics and the Media, Seigal
Canada's Cultural Industries, Audley
A Broadcasting Policy for Canada, Report of the Standing Committee on Communications and Culture
The Tangled Net: Basic Issues in Canadian Communications, Hindly, Martin, and McNulty
Communications Canada: Issues in Broadcasting and New Technologies, Lorimer
"Journalism and Politics", Desbaret's
Royal Commission on Newspapers, Kent
"Slow Dissolve: The Death of Public Broadcasting" Starowicz

OBJECTIVES:

• to provide an overview of the issues which preoccupy scholars studying the mass media in Canada
• to develop an understanding of the relationships between politics, economics, culture and the media
• to develop critical thinking skills
• to develop strong writing skills

METHODS:

The course is presented as a series of lectures; each week focuses on a different aspect of the mass media. Students write every week to build their analytic and communication skills. Class discussion is encouraged.
STUDENT EVALUATION PROCEDURE:

Assignments .................................................. 60%
Midterm ......................................................... 10%
Laboratory Work .............................................. 10%
Final Exam ...................................................... 20%

15-20 short writing assignments are made available to students. They must complete at least 10, or may complete 5 plus a research paper. Assignments require 2 to 5 page responses. Students also clip a daily newspaper for a minimum of 20 days, and write both a midterm and a final exam.

COURSE CONTENT

Lecture Topics

1. Communications and Culture
2. The Structure of the Mass Media
3. The Mass Media and Government
4. The Design of Information
5. Media and Audiences
6. Ownership of Media Industries
7. Media Professionals
8. Public Policy and Communication
9. Global Geopolitics of Information
10. Domestic Geopolitics of Information
11. New Communications Technologies
12. Canada in an Information Age