CMNS 210  
HISTORY OF COMMUNICATION  
3

CATALOGUE DESCRIPTION:

An assessment of the social implications of developments in information technology from cave paintings to the microchip. Topics include: the origins of symbolic representation; the nature of language in preliterate society; the significance of different systems of writing and numeration; the consequences of print; and the initial changes brought about by electronic media. The general orientation will be towards exploring the relationship between technological and social change, and the cultural and psychological dimensions of literacy.

COURSE PREREQUISITES: CMNS 110 or Introductory course in sociology strongly recommended.

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<tr>
<th>HOURS PER TERM</th>
<th>LECTURE 40 HRS</th>
<th>STUDENT DIRECTED</th>
<th>COLLEGE CREDIT</th>
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<tr>
<td>FOR EACH STUDENT</td>
<td>LABORATORY HRS</td>
<td>LEARNING HRS</td>
<td>TRANSFER</td>
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<td>SEMINAR 20 HRS</td>
<td>OTHER - specify:</td>
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<td>FIELD EXPERIENCE</td>
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<td>TOTAL 60 HRS</td>
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TRANSFER STATUS (Equivalent, Unassigned, Other Details)

| UBC             | N/A             |
| SFU             | CMNS 210        |
| UVIC            | N/A             |
| OTHER (specify) | N/A             |

Kathleen Galarneau  
COURSE DESIGNER

Don Tunstall  
DEAN OF CAREER PROGRAMS
CMNS 210
NAME & NUMBER OF COURSE

COURSES FOR WHICH THIS IS A PREREQUISITE:
N/A

RELATED COURSES
CMNS 110

TEXTBOOKS, REFERENCES, MATERIALS (List reading resources elsewhere)

TEXTS: Communication in History: Technology, Culture, Society, David Crowley and Paul Heyer, Eds.

REFERENCES:
Orality and Literacy: The Technologizing of the Word, Walter Ong
Media and the American Mind: From Morse to McLuhan, Daniel Czitrom

OBJECTIVES:
- To present the history of communication as prologue to understanding our current 'information age' and implications for the future.
- To assess how media affect us psychologically, socially, politically and culturally.
- To analyze the impact of new media on old.
- To assess they way media influence our perceptions of time and space.
- To look at how communications are related to social structure, power and knowledge.
- To develop critical thinking and academic writing skills.

METHODS:
- Lectures present history of communication chronologically, but the material is organized around themes mentioned above.
- Tapes, slides and films are used to illustrate the lecture material.
- Tutorial participation involves discussion and short papers which address specific questions related to the course themes.

STUDENT EVALUATION PROCEDURE:
Assignments ........................................... 30%
Midterm .................................................. 30%
Final Exam .............................................. 40%
Introduction to the historical perspective in communication studies
Symbols in oral societies
Ancient systems of writing
The ancient writing mind and social structure
The alphabet and implications for Western literacy
Scribal Culture
Print Culture
Electricity alters time and space: The Telegraph
Early image technologies and mass culture: Photography and Film
Early radio broadcasting and mass culture
Television and consumer culture
Media 'mix' in the Information Age
Computers and control in the Information Age