COURSE INFORMATION

DEPARTMENT: COMMUNICATIONS
DATE: DEC. 21, 1990

NAME & NUMBER OF COURSE: CMNS 230
DESCRIPTIVE TITLE: INTRODUCTION TO COMMUNICATION MEDIA
FVC CREDIT: 3

CATALOGUE DESCRIPTION:
Provides an overview of the development of broadcasting and telecommunication systems in Canada and their relationship to contemporary society. Topics covered include the history of the CBC, cable television, the domestic film industry, Canadian satellite development, and alternative media in Canada.

COURSE PREREQUISITES: CMNS 130 or 240

COURSE COREQUISITES:

HOURS PER TERM FOR EACH STUDENT
LECTURE 46 HRS
LABORATORY HRS
SEMINAR 14 HRS

STUDENT DIRECTED LEARNING HRS
OTHER - specify:
FIELD EXPERIENCE HRS

TOTAL 60 HRS

COLLEGE CREDIT
TRANSFER ÚÄÄÄÄ¿
NON-TRANSFER ÚÄÄÄÄ¿

COLLEGE CREDIT
TRANSFER ÚÄÄÄÄ¿
NON-TRANSFER ÚÄÄÄÄ¿

TRANSFER STATUS (Equivalent, Unassigned, Other Details)

UBC N/A

SFU CMNS 230

UVIC N/A

OTHER (specify) N/A

Madeleine Hardin
COURSE DESIGNER

Don Tunstall
DEAN OF CAREER PROGRAMS
CMNS 230

NAME & NUMBER OF COURSE

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TEXTBOOKS, REFERENCES, MATERIALS (List reading resources elsewhere)

TEXTS:
The Mass Media in Canada, Mary Vipond, 1989

REFERENCES:
Canada's Cultural Industries, Paul Audley
Evolution of Canadian Broadcasting, David Ellis
Missed Opportunities in Canadian Broadcasting, Marc Raboy

OBJECTIVES:

• To present an historical analysis of communications media in Canada from 1850 to present.

• To examine the role of government and media.

• To examine the role of private broadcasting.

• To assess the communications policy environment.

• To develop critical thinking, and academic writing.

METHODS:

Lectures present chronological history of Canadian communications; examining the policy environments that existed/exist.

STUDENT EVALUATION PROCEDURE:

Three short papers worth 20% each ........ 60%
Midterm Exam ................................... 20%
Final Exam ...................................... 20%
COURSE CONTENT

• What is communication? Opportunities and missed opportunities in Canadian broadcasting.

• The history of radio and television in Canada.

• Newspapers -- the Kent Commission and concentration of ownership.

• From White Papers to the Broadcast Act -- legislation and communications.

• Canadian Nationalism -- the CBC, free trade, transportation, publishing, and films. The myth of nation building.

• The recording industries.

• Theatrical films and television -- current trends and debates.

• Telecommunications
  • Satellites
  • Broadcast ownership trends
  • Politics and the media in Canada
  • Implicit and explicit government policy and broadcasting

• Gazing into the crystal ball -- new technologies, fibre optics, CD video and music disks, telecommunications, interactive videotext and others; what will they mean?

• Nation building, or archaic expression -- who will tell Canadian stories? The need for public broadcasting in Canada.