COURSE INFORMATION

DEPARTMENT: COMMUNICATIONS

CMNS 240

DATE: DECEMBER, 1990

POLITICAL ECONOMY OF COMMUNICATION  3

NAME & NUMBER OF COURSE DESCRIPTIVE TITLE FVC CREDIT

CATALOGUE DESCRIPTION:

Examination of the Political and economic processes that have generated the policies and structures of the mass media, telecommunications and related industries, and the rule of the mass media in determining local, national and international policy.

COURSE PREREQUISITES:

CMNS 130; CMNS 230 strongly recommended.

COURSE COREQUISITES:

None.

HOURS PER TERM

FOR EACH STUDENT

LECTURE  40 HRS

STUDENT DIRECTED LEARNING  HRS

LABORATORY HRS

SEMINAR  20 HRS

OTHER - specify: FIELD EXPERIENCE  HRS

TOTAL  60 HRS

COLLEGE CREDIT

TRANSFER  

COLLEGE CREDIT

NON-TRANSFER  

NON-CREDIT  

TRANSFER STATUS (Equivalent, Unassigned, Other Details)

UBC  N/A

SFU  EQUIVALENT TO CMNS 240

UVIC  N/A

OTHER (specify)  N/A

CHERYL DAHL  DON TUNSTALL

COURSE DESIGNER  DEAN OF CAREER PROGRAMS
CMNS 240

NAME & NUMBER OF COURSE

COURSES FOR WHICH THIS IS A PREREQUISITE:  
None at F.V.C.  

RELATED COURSES:  
CMNS 130, 230

TEXTBOOKS, REFERENCES, MATERIALS (List reading resources elsewhere)

TEXTS:
Computers and Communication in the Information Age, Vince Mosco  
Information and the Crisis Economy, Herbert Schiller  
Dependency Road: Communications, Capitalism, Consciousness and Canada, Smythe

REFERENCES:
Selected Readings from Innis, Mark, R. Williams, S. Hall, James Carrey, and other sources on the structures of particular industries.

OBJECTIVES:
• to develop an understanding of the importance of the communication sector of the economy as a shaper of public policy  
• to develop an understanding of different theoretical perspectives on the role of the mass media in society  
• to develop an understanding of the links between political and economic decisions and the shape and nature of Canadian mass media systems.  
• to develop critical thinking and writing skills

METHODS:
Part 1 of the course examines major theoretical contributions to the study of the political economy of communication. Students prepare seminar presentations on major theorists at midterm. Part 2 of the course examines particular communication industries and the links between political decision-making, economics, public consciousness, and democratic society.
STUDENT EVALUATION PROCEDURE:

Assignments ........................................ 50%
Midterm .............................................. 30%
Final Exam ........................................... 20%

Two short essays are required, as well as a seminar presentation at midterm and a final exam.

COURSE CONTENT

Week 1
Introduction: What is Political Economy? Communication and Democracy

Week 2
Liberal Pluralism

Week 3
Critical theory

Week 4
Canadian Perspectives

Week 5
Traditional themes in Canadian Public Policy

Week 6
Seminar presentations

Week 7
Seminar presentations

Week 8
Production, distribution and exhibition of Film and Video

Week 9
Book and periodical publishing
Week 10
Arts and Cultural Policy, Cultural Procedures

Week 11
The flow of data and the information society

Week 12
Telecommunications/educational broadcasting

Week 13
Public Policy Alternatives