UCFV
UNIVERSITY COLLEGE of the FRASER VALLEY

OFFICIAL COURSE OUTLINE (page 1)

COURSE IMPLEMENTATION DATE:	January 1991
COURSE REVISED IMPLEMENTATION DATE:	September 2008
COURSE TO BE REVIEWED:	March 2012
(four years after UPAC approval)	*(month, year)*

OFFICIAL UNDERGRADUATE COURSE OUTLINE INFORMATION

Students are advised to keep course outlines in personal files for future use.

Shaded headings are subject to change at the discretion of the department – see course syllabus available from instructor

MACS 110	Social, Cultural & Media Studies	3
COURSE NAME/NUMBER	FACULTY/DEPARTMENT	UCFV CREDITS

Introduction to Communication Theory
COURSE DESCRIPTIVE TITLE

CALENDAR DESCRIPTION:

This course provides an introduction to some of the major theories in media and communication studies. Topics include mass society and propaganda theories, limited-effects theories, critical and cultural theories, and audience theories.

PREREQUISITES: None
COREQUISITES:
PRE or COREQUISITES:

SYNONYMOUS COURSE(S):
(a) Replaces:
(b) Cross-listed with:
(c) Cannot take: for further credit.

SERVICE COURSE TO: *(department/program)*

TOTAL HOURS PER TERM: **45**

STRUCTURE OF HOURS:

Lectures:	**30**	Hrs
Seminar:	**15**	Hrs
Laboratory:		Hrs
Field experience:		Hrs
Student directed learning:		Hrs
Other (specify):		Hrs

TRAINING DAY-BASED INSTRUCTION:
Length of course:
Hours per day:

OTHER:
Maximum enrolment: **36**
Expected frequency of course offerings: Every Semester
(every semester, annually, every other year, etc.)

WILL TRANSFER CREDIT BE REQUESTED? (lower-level courses only)	☒ Yes	☐ No
WILL TRANSFER CREDIT BE REQUESTED? (upper-level requested by department)	☐ Yes	☐ No
TRANSFER CREDIT EXISTS IN BCCAT TRANSFER GUIDE:	☒ Yes	☐ No

Course designer(s):	**Eric Spalding**		
Department Head:	**Elizabeth Dennis**	Date approved:	**November 30, 2007**
Supporting area consultation (UPACA1)		Date of meeting:	**January 25, 2008**
Curriculum Committee chair:	**Moira Gutteridge-Kloster**	Date approved:	**February 15, 2008**
Dean/Associate VP:	**Eric Davis**	Date approved:	**February 15, 2008**
Undergraduate Program Advisory Committee (UPAC) approval		Date of meeting:	**March 28, 2008**

LEARNING OUTCOMES:

Upon successful completion of this course, students will be able to:

- Describe theories central to the development of media and communication studies;
- Outline the effects of the mass media on society;
- Highlight some of the ways in which audiences incorporate the mass media into their everyday lives;
- Situate major communication theories in their socio-historical context;
- Critically assess key theories in media and communication studies.

METHODS: *(Guest lecturers, presentations, online instruction, field trips, etc.)*

May vary by instructor, but typical methods would include lectures, in-class discussions, group discussions, student-led activities, videos, music, and practice tests.

METHODS OF OBTAINING PRIOR LEARNING ASSESSMENT RECOGNITION (PLAR):

☐ Examination(s) ☐ Portfolio assessment ☐ Interview(s)

☒ Other (specify): Methods will be considered on a case-by-case basis.

☐ PLAR cannot be awarded for this course for the following reason(s):

TEXTBOOKS, REFERENCES, MATERIALS:

[Textbook selection varies by instructor. An example of texts for this course might be:]

REQUIRED:
Baran, Stanley J. and Davis, Dennis K., *Mass Communication Theory: Foundations, Ferment and Future*. 4th Edition. Belmont, CA: Wadsworth Publishing Company, 2006, 416 pages

RECOMMENDED:
Meyrowitz, Joshua. *No Sense of Place: The Impact of Electronic Media on Social Behaviour*. New York: Oxford University Press, 1985.
Postman, Neil. *Amusing Ourselves to Death: Public Discourse in the Age of Show Business*. New York: Penguin Books, 1985.

There is also a list of "Significant Readings" at the end of each chapter of the required text.

SUPPLIES / MATERIALS:

STUDENT EVALUATION:

[An example of student evaluation for this course might be:]

Written assignment #1	15%
Midterm exam	25%
Written assignment #2	15%
Final exam	25%
Student-led activity	15%
Participation	5%

COURSE CONTENT:

[Course content varies by instructor. An example of course content might be:]

PART ONE: Introduction to the course.
Course overview.
Defining "mass communication" and "theory".

PART TWO: Mass society critics and propagandists.
Theories of mass society.
Theories of propaganda.

PART THREE: Limited-effects theories.
The architects of limited effects: Paul Lazarsfeld and Carl Hovland.
Information flow theory, diffusion theory, elite pluralism, and other limited-effects theories.
Beyond limited effects: social-learning and systems theories.

PART FOUR: Mass communication theory today.
The political economy of communication and cultural studies.
How the media contribute to the social construction of reality.
Audience-centered approaches, including uses and gratifications and frame analysis.
The impact of Harold Innis and Marshall McLuhan.
The knowledge gap, the spiral of silence, agenda setting.
George Gerbner and cultivation analysis.

PART FIVE: Conclusions.
The media's role in a global economy.
Course review.