



ORIGINAL COURSE IMPLEMENTATION DATE: January 1991  
 REVISED COURSE IMPLEMENTATION DATE: September 2026  
 COURSE TO BE REVIEWED (six years after UEC approval): April 2032  
 Course outline form version: 29/08/2024

## OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

**Note: The University reserves the right to amend course outlines as needed without notice.**

<b>Course Code and Number:</b> MACS 110	<b>Number of Credits:</b> 3 <a href="#">Course credit policy (105)</a>										
<b>Course Full Title:</b> Introduction to Media and Cultural Studies <b>Course Short Title:</b> Intro Media & Cultural Studies											
<b>Faculty:</b> Faculty of Social Sciences	<b>Department/School:</b> School of Culture, Media, and Society										
<b>Calendar Description:</b> Introduces foundational theories in media and cultural studies, including political economy, semiotics, and audience influence and reception studies.											
<b>Prerequisites (or NONE):</b>	None.										
<b>Corequisites (if applicable, or NONE):</b>	None.										
<b>Pre/corequisites (if applicable, or NONE):</b>	None.										
<b>Antirequisite Courses</b> ( <i>Cannot be taken for additional credit.</i> ) Former course code/number: Cross-listed with: Equivalent course(s): <i>(If offered in the previous five years, antirequisite course(s) will be included in the calendar description as a note that students with credit for the antirequisite course(s) cannot take this course for further credit.)</i>	<b>Course Details</b> Special Topics course: <b>No</b> <i>(If yes, the course will be offered under different letter designations representing different topics.)</i> Directed Study course: <b>No</b> <i>(See <a href="#">policy 207</a> for more information.)</i> Grading System: <b>Letter grades</b> Delivery Mode: <b>May be offered in multiple delivery modes</b> Expected frequency: <b>Every semester</b> Maximum enrolment (for information only): <b>36</b>										
<b>Typical Structure of Instructional Hours</b> <table border="1" style="width: 100%; border-collapse: collapse; margin-top: 5px;"> <tr> <td style="width: 80%;">Lecture/seminar</td> <td style="width: 20%; text-align: center;">30</td> </tr> <tr> <td>Tutorials/workshops</td> <td style="text-align: center;">15</td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> </tr> <tr> <td style="text-align: right;"><b>Total hours</b></td> <td style="text-align: center;"><b>45</b></td> </tr> </table>	Lecture/seminar	30	Tutorials/workshops	15					<b>Total hours</b>	<b>45</b>	<b>Prior Learning Assessment and Recognition (PLAR)</b> PLAR is available for this course.
Lecture/seminar	30										
Tutorials/workshops	15										
<b>Total hours</b>	<b>45</b>										
<b>Scheduled Laboratory Hours</b> Labs to be scheduled independent of lecture hours: <b>No</b>	<b>Transfer Credit</b> (See <a href="#">bctransferguide.ca</a> ) Transfer credit already exists: <b>Yes</b> Submit outline for (re)articulation: <b>No</b> <i>(If yes, fill in <a href="#">transfer credit form</a>.)</i>										
<b>Department approval</b>	<b>Date of meeting:</b> November 27, 2025										
<b>Faculty Council approval</b>	<b>Date of meeting:</b> January 16, 2026										
<b>Undergraduate Education Committee (UEC) approval</b>	<b>Date of meeting:</b> April 24, 2026										

**Learning Outcomes** *(These should contribute to students' ability to meet program outcomes and thus Institutional Learning Outcomes.)*

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

1. Describe theories central to the development of media and cultural studies, including globalization, decolonization, political economy, popular culture studies, and social impact of communications technologies.
2. Outline quantitative and qualitative methods for studying media effects on society.
3. Explain how and why audiences incorporate media into their everyday lives.
4. Discuss major media and cultural studies theories in their sociohistorical context.
5. Analyze how media reflects and challenges the status quo regarding class, disability, Indigeneity, gender, race, sexuality, etc.

**Recommended Evaluation Methods and Weighting** *(Evaluation should align to learning outcomes.)*

Final exam:	25%	Assignments:	30%	%
Quizzes/tests/midterm:	25%	Holistic assessment:	20%	%

**Details:**

Holistic assessment could include independent and group activities, small presentations, and class facilitation and/or discussion lead with reading informed questions.

**NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.**

**Typical Instructional Methods** *(Guest lecturers, presentations, online instruction, field trips, etc.)*

Lectures, in-class discussions, group discussions, student-led activities, videos, music, and practice tests.

**Texts and Resource Materials** *(Include online resources and Indigenous knowledge sources. [Open Educational Resources \(OER\)](#) should be included whenever possible. If more space is required, use the [Supplemental Texts and Resource Materials form.](#))*

Type	Author or description	Title and publication/access details	Year
1. Book	Pavlik, John and McIntosh, Shawn	Converging Media: An Introduction to Mass Communication and Digital Innovation, 7 <sup>th</sup> edition, Oxford Press.	2023
2. Book	Claxton, Dana and Winton, Ezra	Indigenous Media Arts in Canada: Making, Caring, Sharing, Wilfred Laurier Press.	2023
3. Book	Hall, Stuart, Nixon, Sean, and Evans, Jessica	Representation: Cultural Representations and Signifying Practices, 3 <sup>rd</sup> edition. SAGE.	2024
4.			
5.			

**Required Additional Supplies and Materials** *(Software, hardware, tools, specialized clothing, etc.)*

None

**Course Content and Topics**

- Active versus passive audience debate
- Decolonial and post-colonial media
- Framing and agenda setting theory
- Globalization
- Political economy of media
- Propaganda
- Qualitative and quantitative media and cultural studies methods
- Representation
- Semiotics