UNIVERSITY COLLEGE of the FRASER VALLEY

PAC FORM #2 (Page 1)

COURSE IMPLEMENTATION DATE: January 1991
COURSE REVISED IMPLEMENTATION DATE:
COURSE TO BE REVIEWED: January 1995
(Four years after implementation date) (MONTH YEAR format)

OFFICIAL 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 and the material will vary - see course syllabus available from instructor

FACULTY/DEPARTMENT: **SOCIAL, CULTURAL & MEDIA STUDIES**

MACS 210		**3**
COURSE NAME/NUMBER	FORMER COURSE NUMBER	UCFV CREDITS

HISTORY OF COMMUNICATION
COURSE DESCRIPTIVE TITLE

CALENDAR 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; 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.

PREREQUISITES: **None**
COREQUISITES:

SYNONYMOUS COURSE(S)
(a) Replaces: _____ *(Course #)*
(b) Cannot take: **GD 256** *(Course #)* for further credit.

SERVICE COURSE TO: _____ *(Department/Program)* _____ *(Department/Program)*

TOTAL HOURS PER TERM: **60**
STRUCTURE OF HOURS:

Lectures:	**40**	Hrs
Seminar:	**20**	Hrs
Laboratory:		Hrs
Field Experience:		Hrs
Student Directed Learning:		Hrs
Other (Specify):		Hrs

TRAINING DAY-BASED INSTRUCTION
LENGTH OF COURSE:
HOURS PER DAY:

MAXIMUM ENROLLMENT: **35**
EXPECTED FREQUENCY OF COURSE OFFERINGS:
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

AUTHORIZATION SIGNATURES:

Course Designer(s): Kathleen Galarneau
Chairperson: J.D. Tunstall *(Curriculum Committee)*
Department Head: Kevin Busswood
Dean: J.D. Tunstall
PAC Approval in Principle Date:
PAC Final Approval Date: November 27, 1996

LEARNING OBJECTIVES / GOALS / OUTCOMES / LEARNING OUTCOMES:

- 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 the 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.

PRIOR LEARNING ASSESSMENT RECOGNITION (PLAR):

Credit can be awarded for this course through PLAR (Please check :) ☐ Yes ☐ No

METHODS OF OBTAINING PLAR:

TEXTBOOKS, REFERENCES, MATERIALS:

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

REQUIRED TEXTBOOKS, REFERENCES, MATERIALS (List reading resources elsewhere)

Communication in History: Technology, Culture, Society Eds. David Crowley & Paul Heyer (2nd ed.)

Technopoly: The Surrender of Culture to Technology, Neil Postman

ABC: The Alphabetization of the Popular Mind, Ivan Illich & Barry Sanders

REFERENCES:

Orality and Literacy: The Technologizing of the Word, Walter Ong

Media and the American Mind: From Morse to McLuhan, Daniel Czitrom

SUPPLIES / MATERIALS:

STUDENT EVALUATION:

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

Midterm Take-home Exam:	
Short essay questions	20%
Book Report	20%
Major Essay	40%
Final Take-Home Exam:	
Short essay questions	20%

COURSE CONTENT:

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

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