



ORIGINAL COURSE IMPLEMENTATION DATE:

May 2009

REVISED COURSE IMPLEMENTATION DATE:

January 2027

COURSE TO BE REVIEWED (six years after UEC approval):

June 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.

Course Code and Number: MACS 235		Number of Credits: 3 Course credit policy (105)													
Course Full Title: Introduction to Journalism in Canada Course Short Title: Intro to Journalism in Canada															
Faculty: Faculty of Social Sciences		Department/School: School of Culture, Media & Society													
Calendar Description: Takes a critical look at the role of journalism in Canadian society. Explores factors that determine what stories are covered and how they are covered. Note: Students with credit for JRNL 235 cannot take this course for further credit.															
Prerequisites (or NONE):		None.													
Corequisites (if applicable, or NONE):		None.													
Pre/corequisites (if applicable, or NONE):		None.													
Antirequisite Courses (<i>Cannot be taken for additional credit.</i>) Former course code/number: JRNL 235 Cross-listed with: Equivalent course(s): JRNL 235 <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>		Course Details Special Topics course: No <i>(If yes, the course will be offered under different letter designations representing different topics.)</i> Directed Study course: No <i>(See policy 207 for more information.)</i> Grading System: Letter grades Delivery Mode: May be offered in multiple delivery modes Expected frequency: Annually Maximum enrolment (for information only): 36													
Typical Structure of Instructional Hours <table border="1"> <tr> <td>Lecture/seminar</td> <td>30</td> </tr> <tr> <td>Tutorials/workshops</td> <td>15</td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td></td> <td></td> </tr> <tr> <td>Total hours</td> <td>45</td> </tr> </table>		Lecture/seminar	30	Tutorials/workshops	15							Total hours	45	Prior Learning Assessment and Recognition (PLAR) PLAR is available for this course.	
Lecture/seminar	30														
Tutorials/workshops	15														
Total hours	45														
Scheduled Laboratory Hours Labs to be scheduled independent of lecture hours: No		Transfer Credit (See bctransferguide.ca) Transfer credit already exists: Yes Submit outline for (re)articulation: No <i>(If yes, fill in transfer credit form.)</i>													
Department approval		Date of meeting: October 30, 2025; March 2026													
Faculty Council approval		Date of meeting: December 5, 2025													
Undergraduate Education Committee (UEC) approval		Date of meeting: June 19, 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. Identify the central role played by journalism in a democratic society.
2. Describe how the news media in Canada are organized.
3. Explain the political and economic context in which journalism operates.
4. Analyze the contributions of Indigenous journalism and the need for more.
5. Analyze the representation of race, gender, class, sexuality, and (dis)ability in both mainstream and alternative journalism.
6. Analyze the influence of sources, colleagues, employers, and audiences on the practice of journalism.
7. Identify the factors affecting what stories get covered by the media and how they are covered.
8. Explain how technological developments have affected journalism over the years.

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

Final exam:	25%	Assignments:	50%	Midterm exam	25%
	%		%		%

Details:

Assignments include two assignments (20% each) and participation (10%).

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, 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	Kovach, Bill, and Tom Rosenstiel	The Elements of Journalism: What Newspeople Should Know and the Public Should Expect, 4 th ed.	2021
2. Book	McCue, Duncan	Decolonizing Journalism: A Guide to Reporting in Indigenous Communities	2023
3. Book	Cheung, Christopher	Under the White Gaze: Solving the Problem of Race and Representation in Canadian Journalism	2024
4. Article	Jokinen, Tom	"Journalism's Reinvention Is Happening—Just Not Where You Think," The Walrus	2025
5. Article	Sinclair, Leslie	"Whether We Like It or Not: Inside the Strange Symbiosis of Journalism and Public Relations," Review of Journalism	2023

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

None.

Course Content and Topics

- Journalism's role in a democratic state
- Government influences on journalism
- Business and advertising influences on journalism
- Concentration of media ownership
- How sources affect news coverage
- The audience's needs and wants
- Pack journalism
- Infotainment and celebrity culture
- Celebrity journalism
- Journalism at the CBC
- Canada's under-reported stories
- The role of alternative news media
- The decline of print journalism and the rise of Internet journalism
- Journalism and Indigeneity: issues of participation and representation