UNIVERSITY OF THE FRASER VALLEY

**ORIGINAL COURSE IMPLEMENTATION DATE:** September 1992
**REVISED COURSE IMPLEMENTATION DATE:** September 2024
**COURSE TO BE REVIEWED** (six years after UEC approval)**:** November 2029
Course outline form version: 28/10/2022

# OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

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

| | |
|---|---|
| **Course Code and Number:** MACS 240 | **Number of Credits:** 3 Course credit policy (105) |
| **Course Full Title:** Media, Money, and Power<br>**Course Short Title:** Media, Money & Power | |
| **Faculty:** Faculty of Social Sciences | **Department:** School of Culture, Media, and Society |

**Calendar Description:**

Contemporary media claims to be more personalized and democratized, yet there is a disconnect between the proliferation of media and the concentration of media ownership into a few hands. This course considers how ownership and the quest for profit shapes the news and entertainment we experience.

| | |
|---|---|
| **Prerequisites (or NONE):** | None. Note: As of January 2025, prerequisites will change to 15 university-level credits. |
| **Corequisites (if applicable, or NONE):** | None. |
| **Pre/corequisites (if applicable, or NONE):** | None. |

**Antirequisite Courses** *(Cannot be taken for additional credit.)*

Former course code/number:

Cross-listed with:

Equivalent course(s):

*(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.)*

**Typical Structure of Instructional Hours**

| | |
|---|---|
| Lecture/seminar | 45 |
| | |
| | |
| | |
| | |
| **Total hours** | **45** |

**Scheduled Laboratory Hours**

Labs to be scheduled independent of lecture hours: ☒ No ☐ Yes

**Course Details**

Special Topics course: **No**
*(If yes, the course will be offered under different letter designations representing different topics.)*

Directed Study course: **No**
*(See policy 207 for more information.)*

Grading System: **Letter grades**

Delivery Mode: **May be offered in multiple delivery modes**

Expected frequency: **Annually**

Maximum enrolment (for information only)**: 36**

**Prior Learning Assessment and Recognition (PLAR)**

PLAR is available for this course.

Yes

**Transfer Credit** *(See **bctransferguide.ca**.)*

Transfer credit already exists: **Yes**

Submit outline for (re)articulation: **No**
*(If yes, fill in transfer credit form.)*

| | | |
|---|---|---|
| **Department approval** | **Date of meeting:** | October 2023 |
| **Faculty Council approval** | **Date of meeting:** | October 13, 2023 |
| **Undergraduate Education Committee (UEC) approval** | **Date of meeting:** | November 25, 2023 |

**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. Outline political economy as a theory and method of communication studies.
2. Describe how Indigenous and subaltern media fit into the political economy framework.
3. Differentiate between the various forms of media ownership.
4. Describe how changes in economic paradigms affect media industries.
5. Explain how financial and political considerations shape media, content, and audiences.
6. Discuss the effects of concentration of media ownership nationally and internationally.
7. Apply the political economic approach to analyze selected media in depth.

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

| | | | | | |
|---|---|---|---|---|---|
| Project: | 30% | Assignments: | 40% | Final exam: | 30% |
| | % | | % | | % |

**Details:**

**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.)*

**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.** | Textbook | Nichols, Randy, & Martinez, Gabriela (eds). | Political Economy of Media Industries: Global Transformations and Challenges | 2020 |
| **2.** | Textbook | Grisold, Andrea, & Preston, Paschal (eds) | Economic Inequality and News Media: Discourse, Power, and Redistribution | 2020 |
| **3.** | Textbook | Jin, Dal Yong | Globalization and Media in the Digital Platform Age | 2020 |
| **4.** | Textbook | Wasko, Janet | Understanding Disney: The Manufacture of Fantasy, 2nd edition | 2020 |
| **5.** | | | | |

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

None.

**Course Content and Topics**

- History of political economy theory
- Public, private, state, community, and user media ownership
- Capitalism and neoliberalism as economic and ideological systems
- Media convergence
- Media globalization
- Commodification of news media
- Commodification of audiences
- Intellectual property rights
- Government media regulations
- Platform and surveillance capitalism
- Labour in communication industries
- Decolonizing media