



ORIGINAL COURSE IMPLEMENTATION DATE: January 2018
 REVISED COURSE IMPLEMENTATION DATE: September 2023
 COURSE TO BE REVIEWED (six years after UEC approval): March 2029
 Course outline form version: 09/08/2021

OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

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

Course Code and Number: MEDA 350	Number of Credits: 4 Course credit policy (105)										
Course Full Title: Critical Studies in Digital Media Course Short Title: Critical Studies Digital Media											
Faculty: Faculty of Humanities	Department (or program if no department): Media Arts										
Calendar Description: Students learn about current critical, legal, ethical, social, and cultural factors impacting digital media industry practitioners. Students use critical theories and methodologies, including feminist, Indigenous, political, economic, and post-colonial, to explore the production and reception of digital media in Canadian and global contexts. Digital media covered include social media, short-form online video, podcasts, video games, and web 3.0 platforms.											
Prerequisites (or NONE):	MACS 130 or MACS 110.										
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: MACS 350 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>	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" style="width: 100%; border-collapse: collapse; margin-top: 5px;"> <tr> <td style="width: 80%;">Lecture/seminar</td> <td style="width: 20%; text-align: center;">45</td> </tr> <tr> <td>Student directed learning:</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;">Total hours</td> <td style="text-align: center;">60</td> </tr> </table>	Lecture/seminar	45	Student directed learning:	15					Total hours	60	Prior Learning Assessment and Recognition (PLAR) PLAR is available for this course.
Lecture/seminar	45										
Student directed learning:	15										
Total hours	60										
Scheduled Laboratory Hours Labs to be scheduled independent of lecture hours: <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes	Transfer Credit (See bctransferguide.ca) Transfer credit already exists: No Submit outline for (re)articulation: No <i>(If yes, fill in transfer credit form.)</i>										
Department approval	Date of meeting: January 20, 2023										
Faculty Council approval	Date of meeting: February 10, 2023										
Undergraduate Education Committee (UEC) approval	Date of meeting: March 24, 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. Explain major theoretical perspectives and methodologies relevant to the production and reception of digital media.
2. Analyze how competing ideas of nationalism and economic priorities shape how cultural industries operate.
3. Explain Canadian legal frameworks governing regulation of the Internet, intellectual property, labour practices, and decolonizing media policy.
4. Outline Indigenous media rights, access, and productions in Canada, in response to the TRC's Calls to Action.
5. Compare Canadian policies to other nations' policies.
6. Apply theoretical concepts to the analysis of digital media productions.
7. Outline ethical questions related to digital media industries.

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

Reflective assignment:	20%	Major paper proposal:	10%	Presentation	10%
Project:	25%	Major paper	35%		%

Details:

Both project and presentation utilize multimedia ways of sharing knowledge, such as a short video, podcast, or zine.

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

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	Armstrong, Robert.	Broadcasting Policy in Canada, Second Edition	2016
2. Article	Jeannotte, M. Sharon	"Digital Platforms and Analogue Policies: Governance Issues in Canadian Cultural Policy"	2022
3. Article	Winscek, Dwayne	"Reconstructing the Political Economy of Communication for the Digital Media Age"	2016
4. Textbook	Brady, Miranda J., and Kelly, John M. H.	We Interrupt This Program: Indigenous Media Tactics in Canadian Culture	2017

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

No extraordinary supplies or materials required. Articles will be provided online, including the TRC's Calls to Action.

Course Content and Topics

- Canadian legal frameworks and issues of jurisdiction over communication
- Overview history of top-down Canadian cultural nationalism and decolonial critiques of Canadian nationalism.
- Political economy of digital industries in Canada and the work for content and platform creators in digital industries
- National and global legal and regulatory issues emerging from the adoption of interactive digital media
- Affect, post-structural, and semiotic theories in the context of digital media production and reception
- Critical theories of disability, gender, Indigeneity, race, and sexuality in the context of digital media production and reception
- Case studies in digital media drawn from current examples
- Cultural production in the context of TRC Calls to Action