

COURSE SYLLABUS



COURSE TITLE: CMNS-130-Mass Media Communication

CLASS SECTION: B01

TERM: 2025W

COURSE CREDITS: 3

DELIVERY METHOD(S): Blended

Camosun College respectfully acknowledges that our campuses are situated on the territories of the Ləkʷəŋən (Songhees and Kosapsum) and WSÁNEĆ peoples. We honour their knowledge and welcome to all students who seek education here.

INSTRUCTOR DETAILS

NAME: Lois Fernyhough (she/her)

EMAIL: fernyhol@camosun.ca

OFFICE: Y315C

HOURS: Tuesday & Wednesday 12 - 1 pm or by arrangement

As your course instructor, I endeavour to provide an inclusive learning environment. However, if you experience barriers to learning in this course, do not hesitate to discuss them with me. Camosun College is committed to identifying and removing institutional and social barriers that prevent access and impede success.

CALENDAR DESCRIPTION

This course examines the forms and history of mass media, including its political, economic, institutional and cultural influence. Current trends in Canadian media will be emphasized. Journalism, legislation, ethics, media effects and digital and global mass media are critically examined.

PREREQUISITE(S):

One of:

- C+ in English 12
- C in Camosun Alternative

CO-REQUISITE(S):

EQUIVALENCIES:

COURSE LEARNING OUTCOMES / OBJECTIVES

Upon completion of this course a student will be able to:

1. Describe key aspects, forms and history of mass communication, including traditional media (broadcast and print) and emerging media.
 - Explain the history of mass communication and its impact on society, culture and the economy;
 - Identify the differences between traditional media (broadcast and print) and emerging media technologies, including focus, timelines and audience;
 - Describe the effects of media in our lives;
 - Discuss emerging issues and current trends in mass communication.
2. Demonstrate an understanding of how media in Canada operates.
 - Discuss the development of the media business in Canada, identifying the key Canadian media companies;
 - Describe the relationship between mass communication and journalism, politics, policy and institutions;
 - Situate Canadian mass media in a global context;
 - Discuss media law and media ethics.
3. Describe different approaches in analyzing media content.
 - Explain mass communication principles and theories;
 - Discuss media representation and the construction of meaning.

REQUIRED MATERIALS & RECOMMENDED PREPARATION / INFORMATION

Required text:

Pavlik, J. & McIntosh, S. (2024). *Converging media: A new introduction to mass communication*. 7th edition. New York: Oxford University Press

Excerpts (supplied in class and on D2L) from:

Vivian, J. & Maurin, P. (2012). *The media of mass communication*. 6th Canadian edition. Toronto: Pearson Canada

COURSE SCHEDULE, TOPICS, AND ASSOCIATED PREPARATION / ACTIVITY / EVALUATION

The following schedule and course components are subject to change with reasonable advance notice, as deemed appropriate by the instructor.

WEEK or DATE RANGE	ACTIVITY or TOPIC / DUE DATES	READINGS
Week 1 Jan. 9	Introduction to the course: Mass Media overview Introduce yourself by Sunday Jan. 12, 11:59 pm (D2L)	
Week 2 Jan. 16	Media Literacy Ch. 1 & 2 (text) quiz 1 due Wed. Jan. 15, 11:59 pm (D2L)	Ch. 1 & 2

WEEK or DATE RANGE	ACTIVITY or TOPIC / DUE DATES	READINGS
Week 3 Jan. 23	Media Theory & Research Discussion #1 media effects due Wed. Jan. 22, 11:59 pm (D2L) Ch. 3 (text) quiz 2 due Wed. Jan. 22, 11:59 pm (D2L)	Ch. 3
Week 4 Jan. 30	Print Media Discussion #2 print futures due Wed. Jan. 29, 11:59 pm (D2L) Ch. 4 (text) quiz 3 due Wed. Jan. 29, 11:59 pm (D2L)	Ch. 4
Week 5 Feb. 6	Audio Media Media panel during class - report due Sunday Feb. 9 Ch. 5 (text) quiz 4 due Wed. Feb. 5, 11:59 pm (D2L)	Ch. 5
Week 6 Feb. 13	Visual Media Discussion #3 Cancon due Wed. Feb. 12, 11:59 pm (D2L) Ch. 6 (text) quiz 5 due Wed. Feb. 12, 11:59 pm (D2L)	Ch. 6
Week 7 Feb. 20	Family Day / Reading Week No class	
Week 8 Feb. 27	Interactive & Social Media Ch. 7 & 8 (text) quiz 6 due Wed. Feb. 26, 11:59 pm (D2L)	Ch. 7 & 8
Week 9 Mar. 6	News Discussion #4 journalism due Wed. Mar. 5, 11:59 pm (D2L) News (Vivian & Maurin) quiz 7 due Wed. Mar. 5, 11:59 pm (D2L)	Excerpt provided
Week 10 Mar. 13	PR & Advertising Ch. 10 & 11 (text) quiz 8 due Wed. Mar. 12, 11:59 pm (D2L)	Ch. 10 & 11
Week 11 Mar. 20	Mass Media Law & Ethics Discussion #5 ethics due Wed. Mar. 19, 11:59 pm (D2L) Law (Vivian & Maurin) & Ch. 12 (text) quiz 9 due Wed. Mar. 19, 11:59 pm (D2L)	Ch. 12 & Law excerpt
Week 12 Mar. 27	Global Media Ch. 15 (text) quiz 10 due Wed. Mar. 26, 11:59 pm (D2L)	Ch. 15
Week 13 Apr. 3	Debates in class	
Week 14 Apr. 10	Debates in class Media monitoring report due Fri., Apr. 11, 11:59 pm (D2L)	

Students registered with the Centre for Accessible Learning (CAL) who complete quizzes, tests, and exams with academic accommodations have booking procedures and deadlines with CAL where advanced notice is required. Deadlines can be reviewed on the [CAL exams page](https://camosun.ca/services/academic-supports/accessible-learning/academic-accommodations-exams). <https://camosun.ca/services/academic-supports/accessible-learning/academic-accommodations-exams>

EVALUATION OF LEARNING

DESCRIPTION	WEIGHTING
Online discussions (5 x 5%)	25%
Online quizzes (10 x 3%)	30%

DESCRIPTION	WEIGHTING
Media panel report	7%
Media monitoring report	15%
Media debates (team)	15%
Attendance / participation	8%
TOTAL	100%

If you have a concern about a grade you have received for an evaluation, please come and see me as soon as possible. Refer to the [Grade Review and Appeals](#) policy for more information.

<https://camosun.ca/sites/default/files/2021-05/e-1.14.pdf>

COURSE GUIDELINES & EXPECTATIONS

Commitment to your learning is a collaboration between yourself, your instructor, and your peers. Your full participation is expected.

You can expect your instructor to:

- begin classes on time
- be prepared for class each day
- treat every member of the class with respect and dignity
- return evaluated materials in a timely manner
- give assignments and engage in activities that will benefit students' learning
- foster an open and supportive environment in which to learn

Your instructor expects of the learner that you will:

- be on time for every class
- be prepared for class each day
- treat every member of the class with respect and dignity
- submit assignments or other materials when they are due
- take an active part in your own learning
- be supportive and accepting of the views of others

SCHOOL OR DEPARTMENTAL INFORMATION

STUDENT RESPONSIBILITY

Enrolment at Camosun assumes that the student will become a responsible member of the College community. As such, each student will display a positive work ethic, assist in the preservation of College property, and assume responsibility for their education by researching academic requirements and policies; demonstrating courtesy and respect toward others; and respecting expectations concerning attendance, assignments, deadlines, and appointments.

SUPPORTS AND SERVICES FOR STUDENTS

Camosun College offers a number of services to help you succeed in and out of the classroom. For a detailed overview of the supports and services visit camosun.ca/services.

Support Service	Website
Academic Advising	camosun.ca/services/academic-supports/academic-advising
Accessible Learning	camosun.ca/services/academic-supports/accessible-learning
Counselling	camosun.ca/services/health-and-wellness/counselling-centre
Career Services	camosun.ca/services/co-operative-education-and-career-services
Financial Aid and Awards	camosun.ca/registration-records/financial-aid-awards
Help Centres (Math/English/Science)	camosun.ca/services/academic-supports/help-centres
Indigenous Student Support	camosun.ca/programs-courses/iecc/indigenous-student-services
International Student Support	camosun.ca/international
Learning Skills	camosun.ca/services/academic-supports/help-centres/writing-centre-learning-skills
Library	camosun.ca/services/library
Office of Student Support	camosun.ca/services/office-student-support
Ombudsperson	camosun.ca/services/ombudsperson
Registration	camosun.ca/registration-records/registration
Technology Support	camosun.ca/services/its
Writing Centre	camosun.ca/services/academic-supports/help-centres/writing-centre-learning-skills

If you have a mental health concern, please contact Counselling to arrange an appointment as soon as possible. Counselling sessions are available at both campuses during business hours. If you need urgent support after-hours, please contact the Vancouver Island Crisis Line at 1-888-494-3888 or call 911.

COLLEGE-WIDE POLICIES, PROCEDURES, REQUIREMENTS, AND STANDARDS

Academic Integrity

Students are expected to comply with all College policy regarding academic integrity; which is about honest and ethical behaviour in your education journey. The following guide is designed to help you understand your responsibilities: <https://camosun.libguides.com/academicintegrity/welcome>

Please visit <https://camosun.ca/sites/default/files/2021-05/e-1.13.pdf> for Camosun's Academic Integrity policy and details for addressing and resolving matters of academic misconduct.

Academic Accommodations for Students with Disabilities

Camosun College is committed to achieving full accessibility for persons with disabilities. Part of this commitment includes arranging appropriate academic accommodations for students with disabilities to ensure they have an equitable opportunity to participate in all of their academic activities. If you are a student with a documented disability and think you may need accommodations, you are strongly encouraged to contact the Centre for Accessible Learning (CAL) and register as early as possible. Please visit the CAL website for more information about the process of registering with CAL, including important deadlines:

<https://camosun.ca/cal>

Academic Progress

Please visit <https://camosun.ca/sites/default/files/2023-02/e-1.1.pdf> for further details on how Camosun College monitors students' academic progress and what steps can be taken if a student is at risk of not meeting the College's academic progress standards.

Course Withdrawals Policy

Please visit <https://camosun.ca/sites/default/files/2021-05/e-2.2.pdf> for further details about course withdrawals. For deadline for fees, course drop dates, and tuition refund, please visit <https://camosun.ca/registration-records/tuition-fees#deadlines>.

Grading Policy

Please visit <https://camosun.ca/sites/default/files/2021-05/e-1.5.pdf> for further details about grading.

Grade Review and Appeals

Please visit <https://camosun.ca/sites/default/files/2021-05/e-1.14.pdf> for policy relating to requests for review and appeal of grades.

Medical / Compassionate Withdrawals

Students who are incapacitated and unable to complete or succeed in their studies by virtue of serious and demonstrated exceptional circumstances may be eligible for a medical/compassionate withdrawal (see [Medical/Compassionate Withdrawals policy](#)). Please visit <https://camosun.ca/services/forms#medical> to learn more about the process involved in a medical/compassionate withdrawal.

Sexual Violence

Camosun is committed to creating a campus culture of safety, respect, and consent. Camosun's Office of Student Support is responsible for offering support to students impacted by sexual violence. Regardless of when or where the sexual violence occurred, students can access support at Camosun. The Office of Student Support will make sure students have a safe and private place to talk and will help them understand what supports are available and their options for next steps. The Office of Student Support respects a student's right to choose what is right for them. For more information see Camosun's Sexualized Violence Policy: <https://camosun.ca/sites/default/files/2021-05/e-2.9.pdf> and camosun.ca/services/sexual-violence-support-and-education.

To contact the Office of Student Support: oss@camosun.ca or by phone: 250-370-3046 or 250-370-3841

Student Misconduct (Non-Academic)

Camosun College is committed to building the academic competency of all students, seeks to empower students to become agents of their own learning, and promotes academic belonging for everyone. Camosun also expects that all students to conduct themselves in a manner that contributes to a positive, supportive, and safe learning environment. Please review Camosun College's Student Misconduct Policy at <https://camosun.ca/sites/default/files/2021-05/e-2.5.pdf> to understand the College's expectations of academic integrity and student behavioural conduct.

Looking for other policies?

The full suite of College policies and directives can be found here: <https://camosun.ca/about/camosun-college-policies-and-directives>

Changes to this Syllabus: Every effort has been made to ensure that information in this syllabus is accurate at the time of publication. The College reserves the right to change courses if it becomes necessary so that course content remains relevant. In such cases, the instructor will give the students clear and timely notice of the changes.