

CAMOSUN COLLEGE
School of Arts & Science
Department

COURSE OUTLINE

PART A: COMMON COURSE OUTLINE

Effective January 2004

Calendar Information

1. Course Title and Number

Communication 200
Introduction to Mass Media

2. Calendar Description

An introduction to the theory, history, organization, technology, and social role of mass media. Students also examine the regulations affecting mass media in Canada.

3. Pre-requisites

Communication 100

4. Co-requisites

None

5. Course Particulars

- (a) Credits: 3.0
- (b) Components class; 100%
- (c) Is the course available by distributed education? No
- (d) Contact Hours
 - Hours per week; 3
 - # of weeks; 14
 - Total contact hours; 72
- (e) Is prior learning assessment available for this course? No

6. Intended Learning Outcomes

The Student Will Be Able To

- 1. Demonstrate an understanding of the history of mass communication and its impact on society, politics, and economics.
- 2. Demonstrate an understanding of the fundamental theories of mass communication
- 3. Demonstrate an understanding of the current trends and issues in mass communication
- 4. Demonstrate an understanding of the major legal and ethical issues affecting the media in Canada.

7. Grading System

The following percentage conversion to letter grade will be used:

A+ = 95 - 100%
A = 90 - 94%
A- = 85 - 89%
B+ = 80 - 85%

B = 75 - 79%
B- = 70 - 74%
C+ = 65 - 69%
C = 60 - 64%

D = 50 - 59%
F = 0.0 - 49%

Approved: _____ / _____
Chair Date Dean Date

PART B: COURSE DETAILS

Instructor: Andy Bryce

8. Course Content Outline

1. Demonstrate an understanding of the history of mass communication and its impact on society, politics, and economics.
 - a. Describe the key events in mass communication.
 - b. Describe the impact of Bible transcription to the history of Western communication
 - c. Describe the development and impact of the printing press
 - d. Describe the development of newspapers
 - e. Describe the development of radio
 - f. Describe the development of television
 - g. Describe the development of cable television
 - h. Describe the development of digital technology
2. Demonstrate an understanding of the fundamental theories of mass communication
 - a. Define mass communication
 - b. Describe the characteristics of mass communication
 - c. Describe the evolution of mass communication
 - d. Give a simplified description of the theory of mass media outlined by Marshall McLuhan
3. Demonstrate an understanding of the current trends in mass communication
 - a. Describe the role of ratings and advertising to the broadcast industry.
 - b. Give an example of how the media uses demographic studies to produce content
 - c. Describe the ownership of key media outlets in Canada and Victoria
 - d. Describe the impact of the digital age on the communication industry
 - e. Name the major players in the ownership and direction of Canadian media
 - f. Describe the growing role of new media in Canadian society
 - g. Describe how the philosophies of at least two media companies influence the content of their stations
4. Demonstrate an understanding of the major legal issues affecting the media in Canada.
 - a. Describe the role of the CRTC
 - b. Demonstrate an understanding of the RTNDA code of ethics
 - c. Describe the key points of the Copyright Act
 - d. Analyze a situation and outline the key ethical and legal considerations surrounding that situation

9. Basis of Student Assessment (Weighting)

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|-----------------|-----|
| (a) Quizzes: | 75% |
| (b) Exam: | 20% |
| (c) Attendance: | 5% |

10 Course Schedule

- (a) Class Hours
Monday 9:00-10:30
Wednesday 9:00-10:30

11. Required Materials

- (a) Texts: N/A
(b) Other: As Required

12. Bibliography

N/A

13. Instructor Information

- (a) On Site: Mon-Fri 800-4:00
- (b) Location Y311A
- (c) Phone 370-3394 Alternative 598-9476
- (d) E-mail bryce@camosun.bc.ca