



# CAMOSUN COLLEGE

School of Arts & Science  
Communication Department

CMNS 130 –Mass Media Communication  
2014W

## COURSE OUTLINE

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The calendar description is available on the web @ \_\_\_\_\_

Ω Please note: This outline will not be kept indefinitely. It is recommended students keep this outline for their records, especially to assist in transfer credit to post-secondary institutions.

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### 1. Instructor Information

|                  |                                     |                    |
|------------------|-------------------------------------|--------------------|
| (a) Instructor   | Lois Fernyhough                     | _____              |
| (b) Office hours | Wednesdays 2-4 pm or by appointment | _____              |
| (c) Location     | Young 315C                          | _____              |
| (d) Phone        | 250-370-3397                        | Alternative: _____ |
| (e) E-mail       | fernyhol@camosun.ca                 | _____              |
| (f) Website      |                                     | _____              |

### 2. Intended Learning Outcomes

(If any changes are made to this part, then the Approved Course Description must also be changed and sent through the approval process.)

Upon successful 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.

### 3. Required Materials

(a) Texts

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

(b) Other n/a

### 4. Course Content and Schedule

| Week / Class      | Topic  | Reading     | Exams/Assignments  |
|-------------------|--|-------------|--|
| Week 1<br>Jan. 8  | Introduction to the course:<br>Mass Media overview |             | Introduce yourself (D2L)   |
| Week 2<br>Jan.15  | Literacy, Technologies,<br>Introduction to Theory  | Ch. 1 & 2   | Ch. 1 & 2 online quiz (text)   |
| Week 3<br>Jan.22  | Media Effects                                      | Ch. 15      | Discussion #1 effects (D2L)<br>Ch. 15 online quiz (text)   |
| Week 4<br>Jan.29  | Culture Industry:<br>Entertainment                 | Ch. 3       | Discussion #2 culture (D2L)<br>Ch. 3 online quiz (text)  |
| Week 5<br>Feb. 5  | Audio: Sound & Radio                               | Ch. 5 & 6   | Media Crawl (radio)<br>1. CFX/KOOL or Zone/The Q!<br>Ch. 5 & 6 online quiz (text)                |
| Week 6<br>Feb.12  | Visual: Film & TV                                  | Ch. 7 & 8   | Media Crawl (TV)<br>1. CHEK or CTV<br>Media Crawl assignment due<br>Ch. 7 & 8 online quiz (text) |
| Week 7<br>Feb.19  | Print  | Ch. 4       | Discussion #3 print futures (D2L)<br>Speaker from print media<br>Ch. 4 online quiz (text)        |
| Week 8<br>Feb.26  | Internet   | Ch. 9       | Discussion #4 internet censorship (D2L)<br>Ch. 9 online quiz (text)                              |
| Week 9<br>Mar.5   | News & Governance                                  | Ch. 10 & 17 | Media Scrum<br>Ch. 10 & 17 online quiz (text)  |
| Week 10<br>Mar.12 | Mass Media Law & Ethics                            | Ch. 14      | Discussion #5 ethics (D2L)<br>Ch. 14 online quiz (text)  |
| Week 11<br>Mar.19 | PR & Advertising                                   | Ch. 11 & 12 | Ch. 11 & 12 online quiz (text)   |
| Week 12<br>Mar.26 | Media Research & Global<br>Mass Media              | Ch. 13 & 16 | Ch. 13 & 16 online quiz (text)   |
| Week 13<br>Apr. 2 | Debates  |             | Debates<br>Media Issue assignment due  |
| Week 14<br>Apr. 9 | Debates  |             | Debates  |

## 5. Basis of Student Assessment (Weighting)

*(Should be directly linked to learning outcomes.)*

- (a) Assignments
  - Discussions (5 x 3% each) = 15%
  - Media Crawl (2 x 5% each) = 10%
  - Media Issue = 20%
- (b) Quizzes
  - Online Quizzes (15 x 2%) = 30%
- (c) Exams
  - n/a
- (d) Other (e.g. Project, Attendance, Group Work)
  - Media Debates (team) = 15%
  - Attendance & participation = 10%

## 6. Grading System

*(If any changes are made to this part, then the Approved Course description must also be changed and sent through the approval process.)*

*(Mark with "X" in box below to show appropriate approved grading system – see last page of this template.)*

- |        Standard Grading System (GPA)
- |          Competency Based Grading System

## 7. Recommended Materials or Services to Assist Students to Succeed Throughout the Course

### LEARNING SUPPORT AND SERVICES FOR STUDENTS

There are a variety of services available for students to assist them throughout their learning. This information is available in the College Calendar, Student Services or the College web site at <http://www.camosun.bc.ca>

### STUDENT CONDUCT POLICY

There is a Student Conduct Policy. It is the student's responsibility to become familiar with the content of this policy. The policy is available in each School Administration Office, Registration, and on the College web site in the Policy Section.  
<http://www.camosun.bc.ca/policies/policies.html>

A. GRADING SYSTEMS <http://www.camosun.bc.ca/policies/policies.php>

The following two grading systems are used at Camosun College:

1. Standard Grading System (GPA)

| Percentage | Grade | Description                          | Grade Point Equivalency |
|------------|-------|--------------------------------------|-------------------------|
| 90-100     | A+    |                                      | 9                       |
| 85-89      | A     |                                      | 8                       |
| 80-84      | A-    |                                      | 7                       |
| 77-79      | B+    |                                      | 6                       |
| 73-76      | B     |                                      | 5                       |
| 70-72      | B-    |                                      | 4                       |
| 65-69      | C+    |                                      | 3                       |
| 60-64      | C     |                                      | 2                       |
| 50-59      | D     |                                      | 1                       |
| 0-49       | F     | Minimum level has not been achieved. | 0                       |

2. Competency Based Grading System (Non GPA)

This grading system is based on satisfactory acquisition of defined skills or successful completion of the course learning outcomes

| Grade | Description   |
|-------|---|
| COM   | The student has met the goals, criteria, or competencies established for this course, practicum or field placement.   |
| DST   | The student has met and exceeded, above and beyond expectation, the goals, criteria, or competencies established for this course, practicum or field placement. |
| NC    | The student has not met the goals, criteria or competencies established for this course, practicum or field placement.  |

B. Temporary Grades

Temporary grades are assigned for specific circumstances and will convert to a final grade according to the grading scheme being used in the course. See Grading Policy at <http://www.camosun.bc.ca/policies/E-1.5.pdf> for information on conversion to final grades, and for additional information on student record and transcript notations.

| Temporary Grade | Description   |
|-----------------|---|
| I               | <i>Incomplete:</i> A temporary grade assigned when the requirements of a course have not yet been completed due to hardship or extenuating circumstances, such as illness or death in the family.   |
| IP              | <i>In progress:</i> A temporary grade assigned for courses that are designed to have an anticipated enrollment that extends beyond one term. No more than two IP grades will be assigned for the same course.   |
| CW              | <i>Compulsory Withdrawal:</i> A temporary grade assigned by a Dean when an instructor, after documenting the prescriptive strategies applied and consulting with peers, deems that a student is unsafe to self or others and must be removed from the lab, practicum, worksite, or field placement. |