



# CAMOSUN COLLEGE

School of Arts & Science  
Communication Department

CMNS 130 –Mass Media Communication  
2016W

## 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	Tuesdays 1:30-2:30 pm / Wednesdays 4-5 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 Jan. 11	Introduction to the course: Mass Media overview		Introduce yourself (D2L)
Week 2 Jan.18	Literacy, Technologies, Introduction to Theory	Ch. 1 & 2	Ch. 1 & 2 online quiz (text)
Week 3 Jan.25	Media Effects	Ch. 15	Discussion #1 effects (D2L) Ch. 15 online quiz (text)
Week 4 Feb. 1	Culture Industry: Entertainment	Ch. 3	Discussion #2 culture (D2L) Ch. 3 online quiz (text)
Week 5 Feb. 8	Audio: Sound & Radio	Ch. 5 & 6	NO CLASS – Family Day Ch. 5 & 6 online quiz (text)
Week 6 Feb.15	Visual: Film & TV	Ch. 7 & 8	Media Crawl (radio) Zone/The Q! field trip Media Crawl assignment due Sunday Feb. 21 Ch. 7 & 8 online quiz (text)
Week 7 Feb. 22	Print	Ch. 4	Speaker from print media Discussion #3 print futures (D2L) Ch. 4 online quiz (text)
Week 8 Feb. 29	Internet	Ch. 9	Discussion #4 internet censorship (D2L) Ch. 9 online quiz (text)
Week 9 Mar. 7	News & Governance	Ch. 10 & 17	Ch. 10 & 17 online quiz (text)
Week 10 Mar.14	Mass Media Law & Ethics	Ch. 14	Discussion #5 ethics (D2L) Ch. 14 online quiz (text)
Week 11 Mar. 21	PR & Advertising	Ch. 11 & 12	Ch. 11 & 12 online quiz (text)
Week 12 Mar. 28	Easter Monday		NO CLASS – Easter Monday
Week 13 Apr. 4	Media Research & Global Mass Media	Ch. 13 & 16	Ch. 13 & 16 online quiz (text)
Week 14 Apr. 11	Debates		Debates Media Issue assignment due Apr. 17

## 5. Basis of Student Assessment (Weighting)

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

- (a) Assignments  
Discussions (5 x 4% each) = 20%  
Media Crawl = 7%  
Media Outlet = 18%
- (b) Quizzes  
Online Quizzes (11 x 3%) = 33%
- (c) Exams  
n/a
- (d) Other (e.g. Project, Attendance, Group Work)  
Media Debates (team) = 15%  
Attendance & participation = 7%

## 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.