



# CAMOSUN COLLEGE

*School of Arts & Science  
Communication Department*

**CMNS-130-B04/B04A  
Mass Media Communication  
Winter 2019**

## COURSE OUTLINE

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The calendar description is available on the web @ <http://camosun.ca/learn/calendar/current/web/cmns.html>

*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 & Wednesdays 12:30-1:30 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

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) Text

Pavlik, J. & McIntosh, S. (2019). *Converging media: A new introduction to mass communication*. 6<sup>th</sup> edition. New York: Oxford University Press

(b) Excerpts (supplied in class and on D2L) from:

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

### 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) Due Sunday Jan. 13
Week 2 Jan.18	Media Literacy	Ch. 1 & 2	Ch. 1 & 2 D2L quiz (text) due Jan. 17
Week 3 Jan. 25	Media Theory & Research	Ch. 13	Discussion #1 effects (D2L) due Jan. 23 Ch. 13 D2L quiz (text) due Jan. 24
Week 4 Feb. 1	Print Media	Ch. 3	Discussion #2 print futures (D2L) due Jan. 30 Ch. 3 D2L quiz (text) due Jan. 31
Week 5 Feb. 8	Audio Media	Ch. 4	Zone/The Q! radio media tour Report due Friday Feb. 15 @ 11:59 pm (D2L) Ch. 4 D2L quiz (text) due Feb. 7
Week 6 Feb.15	Visual Media	Ch. 5	Discussion #3 Cancon (D2L) due Feb. 13 Ch. 5 D2L quiz (text) due Feb. 14
Week 7 Feb. 22			NO CLASS – Reading Break week
Week 8 Mar. 1	Interactive & Social Media	Ch. 6 & 7	Ch. 6 & 7 D2L quiz (text) due Feb. 28
Week 9 Mar. 8	News	Excerpt provided	Discussion #4 journalism (D2L) due Mar. 6 “News” D2L quiz (Vivian & Maurin) due Mar. 7
Week 10 Mar. 15	Mass Media Law & Ethics	Ch. 11 & Law excerpt	Discussion #5 ethics (D2L) due Mar. 13 “Law” & Ch. 11 D2L quiz (Vivian & Maurin, text)
Week 11 Mar. 22	PR & Advertising	Ch. 9 & 10	Ch. 9 & 10 D2L quiz (text) due Mar. 21
Week 12 Mar. 29	Global Media	Ch. 15	Ch. 15 D2L quiz (text) due Mar. 28
Week 13 Apr. 5	Debates		Debates in class
Week 14 Apr. 12	Debates		Debates in class Media monitoring assignment due Apr. 14 (D2L)

## 5. Basis of Student Assessment (Weighting)

(Should be directly linked to learning outcomes.)

- (a) Assignments  
Discussions (5 x 4% each) = 20%  
Media tour (field trip) and report = 7%  
Media Monitoring = 20%
- (b) Quizzes  
Online Quizzes (10 x 3%) = 30%
- (c) Exams  
n/a
- (d) Other (e.g. Project, Attendance, Group Work)  
Media Debates (team) = 15%  
Attendance & participation = 8%

## 6. Grading System

Standard Grading System (GPA)

Competency Based Grading System

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

Students with diverse learning styles and needs are welcome at Camosun and in this course. In particular, if you have a mental health concern (i.e. anxiety, depression, ADHD, etc.) or a permanent disability that may require accommodations, please feel free to connect with the Lansdowne Centre for Accessible Learning (CAL) 250-370-3312 [accessible@camosun.ca](mailto:accessible@camosun.ca) as soon as possible. The sooner you let us know your needs the quicker we can assist you in achieving your learning goals in this course.

## 8. College Supports, Services and Policies



### Immediate, Urgent, or Emergency Support

If you or someone you know requires immediate, urgent, or emergency support (e.g. illness, injury, thoughts of suicide, sexual assault, etc.), **SEEK HELP**. Resource contacts @ <http://camosun.ca/about/mental-health/emergency.html> or <http://camosun.ca/services/sexual-violence/get-support.html#urgent>

### College Services

Camosun offers a variety of health and academic support services, including counselling, dental, help centre, learning skills, sexual violence support & education, library, and writing centre. For more information on each of these services, visit the **STUDENT SERVICES** link on the College website at <http://camosun.ca/>

### College Policies

Camosun strives to provide clear, transparent, and easily accessible policies that exemplify the college's commitment to life-changing learning. It is the student's responsibility to become familiar with the content of College policies. Policies are available on the College website at <http://camosun.ca/about/policies/>. Education and academic policies include, but are not limited to, Academic Progress, Admission, Course Withdrawals, Standards for Awarding Credentials, Involuntary Health and Safety Leave of Absence, Prior Learning Assessment, Medical/Compassionate

## 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.
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