

# COURSE OUTLINE

<b>COURSE NAME:</b> Communication and Ideology	<b>COURSE NO:</b> CMNS 222
<b>TERM:</b> Spring 2016	<b>COURSE CREDITS:</b> 3
<b>INSTRUCTOR:</b> E-mail: Phone: Office:	<b>INSTRUCTIONAL HOURS PER WEEK:</b> 4 <b>Office hours:</b>

## **COURSE PREREQUISITES:**

CMNS 112 and CMNS 132

## **REQUIRED TEXT and OTHER RESOURCES:**

*Links to readings will be posted on Moodle*

## **COURSE FORMAT:**

*3 contact hours per week for 13 weeks  
Fourth hour activities will include extended office hours prior to examinations and consultations on essay assignments  
Approximately 2 hours of reading per week  
Moodle will be used for distribution of assignment descriptions and other required aspects of the course. Students log in using their Capilano computing ID and password.  
The enrolment key for the course Moodle will be distributed in class.*

## **COURSE OUTCOMES:**

### **GENERAL OUTCOMES:**

CMNS 222 will concentrate on the historical development and contemporary manifestations of consumer culture as it has drawn on and reshaped the realm of popular cultural forms and practices. The course explores and guides students in a critical understanding of the relationships between media forms, media content, technologies, and audiences. Particular emphasis is placed on the relationships between art, technology & consumerism; the audience as consumer and producer of culture; institutions, forms and development in popular culture; globalization; technology and culture; and ethical and ecological issues emergent from consumerism.

### **SPECIFIC STUDENT OUTCOMES:**

Upon successful completion of this course, students should be able to demonstrate competence in the following abilities and skills:

ABILITIES		LEVELS*
COMMUNICATIONS	<b>C1</b> Identify and clearly describe major <i>structures</i> within the historical development of popular and consumer culture	1-4
	<b>C2</b> Identify and clearly describe the major <i>debates</i> typical of mediated popular culture in the contexts of both early mass consumer society and the more recent emergence of post-industrialism and postmodern culture	1-4
ANALYSIS AND DECISION-MAKING	<b>A1</b> Recognise the applicability of theoretical and analytic approaches to popular cultural forms and practices including debates around the relation of media and audiences as a political and cultural relation as they come to be expressed within and through popular cultural forms and practices	1-5
	<b>A2</b> Apply critical thinking to the study of contemporary global consumer culture	1-3
SOCIAL INTERACTION	<b>S1</b> Participate in discussions related to the field of consumer culture; including sites of popular consumer practice.	1-4
	<b>S2</b> Recognise and define applicable theoretical frameworks for understanding and conducting social interactions	1-4
CITIZENSHIP, SUSTAINABILITY AND GLOBAL PERSPECTIVE	<b>G1</b> Recognize and define theoretical frameworks for interpreting popular culture in today's society	1-4
	<b>G2</b> Apply various media theories and frameworks to particular cases – globalization, advertising, popular music, technology, youth culture.	1-4

\*See Faculty of Business & Professional Studies – Our Commitment to Assessment and Constructive Feedback for description of the six “Levels” of Comprehension.

## EVALUATION PROFILE

Assessment	% of Final Grade	Individual/ Group	CAPabilities Assessed			
			Communications	Analysis & Decision Making	Social Interaction	Citizenship & Global Perspectives
Midterm Exam	15%	I	C1/2	A1/2		G1/2
Final Exam	15%	I	C1/2	A1/2		G1/2
Term Paper 1	20%	I	C1/2	A1/2		G1/2
Term Paper 2	30%	I	C1/2	A1/2		G1/2
Art of Everyday Life	15%	I/G		A1		G2
Participation & Professionalism	5%	G	C2		S1/2	G2
<b>Total</b>	100%					

## COURSE CONTENT/SCHEDULE:

Date	Topic	Readings (Pre-class)	In-class or assignments
<b>Week 1</b>	Introduction & course overview		
<b>Week 2</b>	Historical contexts of consumerism	Williams, "The dream world of mass consumption"	
<b>Week 3</b>	Critical theory 1: The critique of mass culture & the culture industry	Adorno, "On popular music"	<b>Art of everyday life #1 DUE</b>
<b>Week 4</b>	Critical theory 2: Interlude with Walter Benjamin	Benjamin, "The work of art in the age of mechanical reproduction"	
<b>Week 5</b>	Cultural studies	Hall, "Cultural studies & its theoretical legacies"	<b>Art of everyday life #2 DUE</b>
<b>Reading Break – Feb. 9 – Feb. 13 – no classes</b>			
<b>Week 6</b>	Culture as ideology	Jhally, "Advertising at the edge of apocalypse" Zizek, <i>The pervert's guide to ideology</i> (partial screening in class)	<b>Short essay DUE</b>
<b>Week 7</b>	Mid-term review & exam	None	<b>Mid-term examination</b>
<b>Week 8</b>	Popular music, social conflict & moral panics	Phillipov, "Extreme music for extreme people"	<b>Art of everyday life #3 DUE</b>
<b>Week 9</b>	Political-economy of culture	Kiu, "The creative destruction of copyright"	
<b>Week 10</b>	Culture & technology	Latonero, "Social & cultural shaping of music technology"	<b>Art of everyday life #4 DUE</b>
<b>Week 11</b>	Media cultures	Sterne, "The mp3 as cultural artefact"	

<b>Week 12</b>	The politics of consumerism	Schor, "The new politics of consumption"	<b>Art of everyday life #5 DUE</b>
<b>Week 13</b>	Conclusion & Vernisage	None	<b>Research Essays DUE</b>
<b>Week 14-15</b>	Exam period		<b>Final Exam, TBA</b>

## **UNIVERSITY POLICIES**

Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Cheating and Plagiarism, Academic Probation and other educational issues. These and other policies are available on the University website.

In addition to the policies of the university, the School of Communication has the following policies governing the management of our classes and curriculum.

## **SCHOOL OF COMMUNICATION POLICIES**

### **Examination and Pivotal Presentation Exemption Policy**

All students are required to appear and write their scheduled Mid-Term and Final examinations, and to produce, by the assigned date, all pivotal presentations, individual and/or group, unless they meet one of the following criteria:

#### **“Medical Exemption” will be considered, if:**

Within the ten calendar days prior to a mid-term or final examination, or within ten days of a pivotal presentation, **a student falls ill or is injured.**

“**Falling ill**” is defined as being formally advised by a physician of the need to isolate oneself for the purpose of preventing communication of disease or infection to others; being advised by a physician of compromised immunity that requires isolating oneself from contact with others to prevent communication of disease or infection to themselves, or; being in a physical state of health which so compromises a student’s ability to function, physically or cogitatively, during the ten days prior to the examination or presentation date.

“**Injury**”, for the purpose of Exemption, is defined as sudden, unanticipated physical harm that renders the applicant physically incapable of attending campus or, in such physical distress that the student is specifically advised by their physician to abstain from appearing at their examination or presentation. Students who are prescribed medication(s) to treat their injury and who believe that the medication(s) may be impairing their ability to successfully prepare for or write their examination or presentation may provide written evidence of their concerns as verified by their physician.

#### **“Catastrophic Personal Loss Exemption” will be considered, if:**

Events occur in the student’s life that are of such scope as to sufficiently distract a student from the examination or presentation preparation period, or from appearing at or adequately focusing on, the scheduled examination or presentation itself. This could include; loss of housing due to eviction, flood or fire; or death of an *immediate* family member\*. (Defined as a sibling, parent or grandparent, child, partner or spouse, parent or step-parent, aunt, uncle, niece, or nephew and first cousins.) Immediate family member *does not include* general acquaintances.

Circumstances that may qualify as a personal loss could also include an immediate family member being diagnosed with a significantly life-altering or life-threatening illness or injury. In *all* of the above scenarios, a physician's letter or other specifically requested documentation must be provided to satisfy the Instructor as to the validity of the claim, and must be provided within ten calendar days prior to the date of the exam or presentation. If an instructor agrees with the request for Exemption, the request for *must* be presented by the instructor to the Chair of the School of Communication for consideration and his/her approval. No request for Exemption will be considered approved by virtue of submission, and will remain as merely "under consideration" until approved or rejected by the Chair.

Any student who applies for and receives an Exemption will be assigned a Future Examination or Presentation Date: this date is non-negotiable. Failure to appear on/at the single date and time assigned by the instructor will result in an automatic "0" grade for that exam or assignment. This "0" grade may not be appealed or contested, and will not be changed.

**Attendance:**

Regular attendance and punctuality are both essential and expected due to the nature and format of the course materials.

**Cheating and Plagiarism:**

Cheating is an act of deceit, fraud, distortion of the truth, or improper use of another person's effort to obtain an academic advantage. Cheating includes permitting another person to use one's work as their own. Plagiarism is the presentation of another person's work or ideas as if they were one's own. Plagiarism is both dishonest and a rejection of the principles of scholarship. Information about how to avoid plagiarism by proper documentation of sources is available in the Writing Centre and is published on the University website in the University Policies page.

**Penalties for Cheating and Plagiarism:**

A grade of '0' for an examination, quiz or assignment or 'F' for the course may be assigned if cheating or plagiarism has taken place. First incidents deemed by the instructor to be particularly serious or second or subsequent incidents of cheating and plagiarism will be dealt with under the provisions of the University Policy on Cheating and Plagiarism (See the University website). All students should familiarize themselves with the University Policy on Cheating and Plagiarism as such behaviour can result in suspension from the University.

**Incomplete Grades:**

Incomplete grades will not be given unless special arrangements have been made with the instructor prior to the date set by University Administration.

**Professional Behaviour:**

Students must demonstrate a professional attitude and behaviour toward work, fellow students and their instructors. Each student should demonstrate reliability, respect for and co-operation with colleagues. A willingness to work calmly and courteously under difficult conditions as well as a determination to achieve first-class work while meeting deadlines is necessary in the School of Communication. Students should have respect for equipment and systems. Students should display a constructive response to criticism.

**Copyright Policy:**

Students are expected to familiarize themselves with and abide by the University's Copyright Policy. The University's Copyright Policy is published in the University website.

### **PROGRAM POLICIES – Capilano School of Communication**

In addition to Capilano University and Faculty of Business & Professional Studies policies, the School of Communication has the following policies governing the management of our classes and curriculum.

#### **Missed Exams and Quizzes:**

Missed exams or quizzes will receive a grade of "0" unless PRIOR arrangements (wherever possible) are made with the instructor. Permission to make up an exam will only be given in extraordinary situations such as illness of the student or the death of a close family member. In the School of Communication Policies section of this outline, see "Examination & Pivotal Presentation Exemption Policy". A doctor's certificate, or other proof supporting the reason for the absence, will be required.

#### **English Usage:**

All assignments are marked for correct English usage, proofreading and formatting.

#### **Grading Profile:**

A+	90-100%	B+	77-79	C+	67-69	D	50-59
A	85-89	B	73-76	C	63-66	F	Below 50%
A-	80-84	B-	70-72	C-	60-62		

### **COURSE LEVEL POLICIES**

In addition to Capilano University and Capilano School of Communication policies, the following policies govern the management of this class and its curriculum.

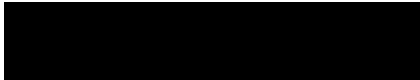
#### **Assignments:**

Homework assignments are due at the **start of class** on the due date unless otherwise advised by your instructor. Late assignments will only be accepted if prior approval for a late submission date has been given by the instructor.

#### **Programmable Tools:**

Please note the use of programmable items such as calculators, dictionaries etc. is forbidden during tests, quizzes, and exams. Cell phones are not to be brought to any test, quiz, or exam.

***Additional clarification/expansion of departmental or faculty level policies at the discretion of the instructor.***



## **CAPILANO UNIVERSITY VISION, MISSION and GOALS**

### **UNIVERSITY VISION**

Students are drawn to our dynamic and unique programs, passionate faculty, welcoming staff, and close-knit learning environment; graduates are independent learners, thinkers, and doers actively contributing to their communities.

### **UNIVERSITY MISSION STATEMENT**

We are a teaching-focused university offering a wide range of programs and services that enable students to succeed in their current studies, in their ongoing education, in their chosen careers, in their lifelong pursuit of knowledge, and in their contribution as responsible citizens in a rapidly changing and diverse global community.

### **UNIVERSITY GOALS**

Arising from the Mission statement, the Institutional Goals are broadly defined as the general areas of success that are desired for all students. From the Mission, the Institutional Goals are:

- Student success in ongoing education
- Student success in chosen career
- Student success in lifelong pursuit of knowledge
- Student success in contributing as responsible citizens in a rapidly changing and diverse global community

In order to support student success in these areas, the institution has identified seven broad learning outcomes for students in all programs.

These **institutional student learning outcomes** are:

1. Self-directed learning, awareness, and responsibility
2. Up-to-date information gathering and research skills
3. Communication skills
4. Quantitative reasoning ability
5. Group and social interaction skills
6. Creative, critical, and analytical thinking skills
7. Community/global consciousness and responsibility

## **FACULTY OF BUSINESS & PROFESSIONAL STUDIES**

### **MISSION STATEMENT**

To provide students with the necessary skills and abilities to be immediately effective in their employment or further studies, and to possess a sound basis for future progression in their chosen career, in the lifelong pursuit of knowledge, and in their contribution as responsible citizens in a rapidly changing and diverse global community.

### **OUR COMMITMENT TO SKILLS AND ABILITIES**

The Faculty of Business & Professional Studies, through the delivery of this course, is committed to the development of skills so that students can perform the tasks of this discipline in an efficient and effective way. In addition, through the delivery of all courses, the Faculty is committed to the development of core 'abilities' that will prepare students for future career progression in a chosen field. A well-rounded graduate, in addition to being able to perform certain tasks, will have the following CAPabilities;

CAPability	Description
Communication	Selects, uses and integrates communication skills to develop informative, explanatory and persuasive presentations to a variety of audiences using oral and written communication and language, quantitative and technological literacy.
Analysis and Decision-Making	Brings a unique perspective to the analysis of organizational issues through systematic thinking and the application and adaptation of frameworks and tools that assist decision-making
Social Interaction	Uses appropriate interpersonal and group theory to deal with inter-personal, team, stakeholder and professional situations to inform, persuade and influence.
Citizenship, Sustainability and Global Perspective	Understands corporate social responsibility within organizational contexts and the social role and impacts of organizations. Understands sustainability within organizational contexts, decisions and business practices. Assesses the interrelationships between business models and decisions and the social and natural environments in which they operate. Integrates personal, professional and community values in a decision-making context as a member of an organization. Works effectively with interdependence and diversity by framing issues in the broader global context, understanding the social and cultural roots of business, governments and other organizations and by providing managerial support as part of a global strategy.

### **OUR COMMITMENT TO ASSESSMENT AND CONSTRUCTIVE FEEDBACK**

The Faculty of Business & Professional Studies is committed to providing feedback that rewards excellence and motivates personal development. We use a mixture of personal, peer and professional assessment so that students have a diverse view of their progress in skills and abilities development. It is important to use feedback to enhance the quality of learning. The assessment model is designed to give a fair reflection of the letter grade earned, as well as a road map for personal skill and ability development. For each skill and ability in the course students will be assessed as to the level of comprehension demonstrated. Grades are a function of how students have met course expectations as to those levels of comprehension.



## SIX "LEVELS" of comprehension

<b>KNOWLEDGE</b>	
<b>1. Recognize</b>	Be able to identify the components of a framework or tool.
<b>2. Define</b>	Be able to describe the aspects of the components of the framework or tool.
<b>APPLICATION</b>	
<b>3. Use</b>	Be able to manipulate the framework or tool to cause a result.
<b>4. Interpret Results</b>	To understand the result of the manipulation in a meaningful way.
<b>JUDGMENT</b>	
<b>5. Situational Use</b>	To be able to identify situations where the framework or tool should be applied, and then apply the framework or tool, including using the results effectively.
<b>6. Adaptation</b>	To be able to creatively adapt the framework or tool such that its use will be maximized in a given situation.



## SCHOOL OF COMMUNICATION

### MISSION STATEMENT

The mission of the School of Communication is to train students in applied communications that develop writing and speaking skills in preparation for employment and for further study. This mission supports the mission of the University to enable student success in applied studies and chosen careers.

### PROGRAM OUTCOMES

**Knowledge** To develop students' understanding that jobs in the communications industry demand professional standards, from concept to drafting, organization, layout and editing. To provide an overview of the range of skills and strategies required for working in corporate, community, and government communications fields.

**Skill** To provide opportunities for students to write to professional standards and to develop pose as a speaker in a variety of contexts

**Value** This program values opportunities for students to recognize that writers with general skills must adapt quickly to changing requirements.

### STUDENT LEARNING OUTCOMES

Demonstrate competence in editing for spelling, grammar, format and style.

1. Write to professional standards by composing research reports, proposals, general business correspondence, media releases, brochures, and advertisements.
2. Demonstrate competence in researching primary and secondary sources to compose research reports.
3. Apply APA style to research reports.