COURSE OUTLINE	
TERM: Fall 2018	**COURSE NO:** *CMNS 132*
INSTRUCTOR:	**COURSE TITLE:** *Explorations in Mass Media*
OFFICE: LOCAL: **E-MAIL:** @capilanou.ca	**SECTION NO(S):** **CREDITS:** *3.0*
OFFICE HOURS:	
COURSE WEBSITE:	

Capilano University acknowledges with respect the Lil'wat, Musqueam, Squamish, Sechelt, and Tsleil-Waututh people on whose territories our campuses are located.

COURSE FORMAT
Three hours of class time, plus an additional hour delivered through on-line or other activities for a 15-week semester, which includes two weeks for final exams.

COURSE PREREQUISITES/CO-REQUISITES
None

CALENDAR DESCRIPTION
This course examines the emergence and importance of mass media in society. It explores theoretical considerations and approaches in communication studies, including the role of mass media in democracy, political economy of media, critical studies and media structures. A number of media industries are examined, including print, broadcast, film and the Internet. This is a writing intensive course.

COURSE NOTE
CMNS 132 is an approved Self and Society course for Cap Core requirements.

REQUIRED TEXTS AND/OR RESOURCES
Voucher will be purchased at the bookstore and all readings will be delivered in class.

COURSE STUDENT LEARNING OUTCOMES
On successful completion of this course, students will be able to do the following:
1. Identify and describe major structures of mass media including: regulatory supports & constraints, the economic structures of media industries, and specific issues of ownership and the role they may play in our current lives
2. Identify and describe major theoretical approaches in the study of communications, including critical interpretations of popular culture and the political economy of mass media

3. Write and speak about democratic communications, publishing, broadcast, cinema and the Internet with awareness of relevant historical and contemporary examples, stakeholders, major players and key events.
4. Identify, describe and employ basic research methods for communication and media studies.
5. Analyze mass media communication events with awareness of different theoretical avenues to such analysis
6. Recognize the impact of political, cultural, historical and geographical factors in the role of mass media in various nations
7. Recognize and define research and theory on the role and impact of mass media in historical and contemporary societies

Students who complete this Self and Society course will be able to do the following:

1.	Identify potential root causes of local/global problems and how they affect local/global cultures, economics, politics, and policies
4.	Analyze the impact of colonialism and racism on Indigenous peoples
5.	Synthesize a range of differing community perspectives on ethics and justice and explain how these perspectives can inform structural change
7.	Explain how contexts (e.g. cultural, historical, colonial, economic, technological) shape identity formation and social structures

COURSE CONTENT

Week	Topic
Weeks 1	Introduction
Week 2	Look at Media Literacy and History of Mass Media
Week 3	Print Culture
Week 4	Media Effects Models and History of Advertising
Week 5	Early Broadcast Media : Radio and Recording
Week 6	Film and Photography
Week 7	Introduction to Television

Week	Topic
Weeks 8	Canadian Media Theorists and Media Analysis using various Frameworks
Week 9	History of the Internet and New media and World Events
Week 10	Media and Representation
Week 11	Media and Kid Culture
Week 12	Media Expert Group Presentations Media and Representation
Week 13	Media Expert Group Presentations and Review
Weeks 14	Final Exam Period
Week 15	Final Exam Period

EVALUATION PROFILE

Reading summaries	12%
Group assignments	13%
In-class assignments	10%
Literature Reviews	25%
Midterm	10%
Final exam	20%
Professionalism	10%
	100%

Reading summaries
The purpose of this assignment is to learn how to summarize readings. At various times during the term you'll be asked to complete the reading summary template on moodle.
These assignments will assess your knowledge of Cap Core Learning Outcomes #1, 4, 5, 7

Group assignments

Groups assignments during the term will help bring peers together to delve deeper into various components of the course. All will have an oral presentation component, along with materials uploaded to moodle to be shared with the class.

These assignments will assess your knowledge of Cap Core Learning Outcomes #1, 5, 7

In-class assignments

To promote a depth of learning there will be small in-class assignments to help you move from theory to practice.

These assignments will assess your knowledge of Cap Core Learning Outcomes #1, 5, 7

Literature Review

The purpose of the literature review is to place your research question into context by examining the existing body of literature connected to your field of inquiry. Based on a thorough examination of the field you'll describe existing trends, debates, conflicts, areas of study within the field. By identifying prior scholarship, and being able to articulate how they exist in relationship to one another, you'll be able to both critique the existing debates and research within the field as well as see the gaps or potential areas for new study.

This assignments will assess your knowledge of Cap Core Learning Outcomes #1, 5, 7

Midterm

The purpose will be to asses you understanding of class material. The midterm will be a writing intensive and take place during class time. The questions will be based on class material.

This assignments will assess your knowledge of Cap Core Learning Outcomes #1, 5, 7

Final exam

The final exam will primary focus on the second half of the course; with a few exception. It will be writing intensive and ask you to compare and contrast various texts and ideas from the course material.

These assignments will assess your knowledge of Cap Core Learning Outcomes #1, 5, 7

Professionalism

This is based on your conduct in class including your ability to work with others in the class, work in a professional, respective manner, remain off screens when the instructor or peer requires attention and complete in-class assignments in a timely and thoughtful manner.

GRADING PROFILE

A+ = 90-100	B+ = 77-79	C+ = 67-69	D = 50-59
A = 85-89	B = 73-76	C = 63-66	F = 0-49
A- = 80-84	B- = 70-72	C- = 60-62	

Incomplete Grades

Grades of Incomplete "I" are assigned only in exceptional circumstances when a student requests extra time to complete their coursework. Such agreements are made only at the request of the student, who is responsible to determine from the instructor the outstanding requirements of the course.

Late Assignments
Assignments are due on moodle on the due date and time listed.   If you have exceptional circumstances please email instructor and exceptions will be made for late assignments. Exception will be made for students with a documented disability and or supported by the Accessibly Services.

Missed Exams/Quizzes/Labs etc.
Make-up exams, quizzes and/or tests are given at the discretion of the instructor. They are generally given only in medical emergencies or severe personal crises. Some missed labs or other activities may not be able to be accommodated. Please consult with your instructor. Exception will be made for students with a documented disability and or supported by the Accessibly Services.

Attendance
Students are expected to attend all classes and associated activities. If classes are missed you will not be allowed to make up any of the in-class assignments unless you have extenuating circumstances, documents from accessibly services or other documents. Assignments marks for that day plus professionalism mark will be deducted.   Please consult with your instructor for clarification. Exception will be made for students with a documented disability and or supported by the Accessibly Services.

English Usage
Students are expected to proofread all written work for any grammatical, spelling and stylistic errors. Instructors may deduct marks for incorrect grammar and spelling in written assignments. Instructor will also deduct for lack of or poor APA formatting.

Electronic Devices
Students may only use electronic devices during class for workshops or specific class activities or unless otherwise instructed. During presentations or lectures no laptops will be allowed to be used. Exception will be made for students with a documented disability and or supported by the Accessibly Services.

On-line Communication
Outside of the classroom, instructors will communicate with students using either their official Capilano University email or Moodle; please check both regularly. Official communication between Capilano University and students is delivered to students' Capilano University email addresses only; do not use moodle.

UNIVERSITY OPERATIONAL DETAILS

Tools for Success
Many services are available to support student success for Capilano University students. A central navigation point for all services can be found at: http://www.capilanou.ca/services/

Capilano University Security: download the CapU Mobile Safety App

Policy Statement (S2009-06)

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.

Academic Integrity (S2017-05)

Any instance of academic dishonesty or breach of the standards of academic integrity is serious and students will be held accountable for their actions, whether acting alone or in a group. See policy S2017-05 for more information: http://www.capilanou.ca/about/governance/policies/Policies/

Violations of academic integrity, including dishonesty in assignments, examinations, or other academic performances, are prohibited and will be handled in accordance with the Student Academic Integrity Procedures.

Academic dishonesty is any act that breaches one or more of the principles of academic integrity. Acts of academic dishonesty may include but are not limited to the following types:

Cheating: Using or providing unauthorized aids, assistance or materials while preparing or completing assessments, or when completing practical work (in clinical, practicum, or lab settings), including but not limited to the following:
- Copying or attempting to copy the work of another during an assessment;
- Communicating work to another student during an examination;
- Using unauthorized aids, notes, or electronic devices or means during an examination;
- Unauthorized possession of an assessment or answer key; and/or,
- Submitting of a substantially similar assessment by two or more students, except in the case where such submission is specifically authorized by the instructor.

Fraud: Creation or use of falsified documents.

Misuse or misrepresentation of sources: Presenting source material in such a way as to distort its original purpose or implication(s); misattributing words, ideas, etc. to someone other than the original source; misrepresenting or manipulating research findings or data; and/or suppressing aspects of findings or data in order to present conclusions in a light other than the research, taken as a whole, would support.

Plagiarism: Presenting or submitting, as one's own work, the research, words, ideas, artistic imagery, arguments, calculations, illustrations, or diagrams of another person or persons without explicit or accurate citation or credit.

Self-Plagiarism: Submitting one's own work for credit in more than one course without the permission of the instructors, or re-submitting work, in whole or in part, for which credit has already been granted without permission of the instructors.

Prohibited Conduct: The following are examples of other conduct specifically prohibited:

- Taking unauthorized possession of the work of another student (for example, intercepting and removing such work from a photocopier or printer, or collecting the graded work of another student from a stack of papers);
- Falsifying one's own and/or other students' attendance in a course;
- Impersonating or allowing the impersonation of an individual;
- Modifying a graded assessment then submitting it for re-grading; or,
- Assisting or attempting to assist another person to commit any breach of academic integrity.

Sexual Violence and Misconduct

All Members of the University Community have the right to work, teach and study in an environment that is free from all forms of sexual violence and misconduct. Policy B401 defines sexual assault as follows:

> Sexual assault is any form of sexual contact that occurs without ongoing and freely given consent, including the threat of sexual contact without consent. Sexual assault can be committed by a stranger, someone known to the survivor or an intimate partner.

Safety and security at the University are a priority and any form of sexual violence and misconduct will not be tolerated or condoned. The University expects all Students and Members of the University Community to abide by all laws and University policies, including B.401 Sexual Violence and Misconduct Policy and B.401.1 Sexual Violence and Misconduct Procedure.

Emergencies: Students are expected to familiarise themselves with the emergency policies where appropriate and the emergency procedures posted on the wall of the classroom.