COURSE OUTLINE		
TERM: Fall 2026	**COURSE NO:** CMNS 132	
INSTRUCTOR:	**COURSE TITLE:** Introduction to Media Studies	
OFFICE: **LOCAL:** **E-MAIL:**	**SECTION NO(S):**	**CREDITS:** 3.0
OFFICE HOURS:		
COURSE WEBSITE:		

Capilano University is named after Chief Joe Capilano (1854–1910), an important leader of the Sḵwx̱wú7mesh (Squamish) Nation of the Coast Salish Peoples. We respectfully acknowledge that our campuses are located on the unceded territories of the səlilwətaɬ (Tsleil-Waututh), shíshálh (Sechelt), Sḵwx̱wú7mesh (Squamish), and xʷməθkʷəy̓əm (Musqueam) Nations.

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. May be delivered in online or mixed mode format.

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
Specific texts, resources and technology may vary depending on the term and instructor. The course may make use of an assigned textbook, instructor-prepared courseware or readings made available as Open Educational Resources (OER)

COURSE STUDENT LEARNING OUTCOMES

On successful completion of this course, students will be able to do the following:

- 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.
- Identify and describe major theoretical approaches in the study of communications, including critical interpretations of popular culture and the political economy of mass media.
- 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.
- Identify, describe and employ basic research methods for communication and media studies
- Analyze mass media communication events with awareness of different theoretical avenues to such analysis.
- Recognize the impact of political, cultural, historical and geographical factors in the role of mass media in various nations.
- 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:

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

COURSE CONTENT

Week	
1	Introduction (including plagiarism exercise and APA workshop)
2	Media Literacy and Early Mass Media
3	Print Culture and Advertising
4	Media Effects Model
5	Early Broadcast Media: Radio and Broadcasting
6	Film and Visual Communication
7	Television and Screen Media
8	Canadian Media Theorists
9	New Media and World Events
10	Media and Representation
11	Children & Youth and Media Culture

12	Social Media, Identity, and Activism
13	Media as a Social Institution
14 & 15	Final Exam Period

EVALUATION PROFILE

Active reading exercises	Opportunities to learn and engage in active reading of class material	10%
Group assignments	Short in-class group presentation to share findings on topics related to class content	5%
In-class assignments	Small in-class assignments as a means of reflecting and checking in on understanding of content	10%
Midterm	Written in class and provides an opportunity to show comprehension of class content	15%
Preparation for final paper (proposal, outline, draft)	Includes a proposal, outline and draft. Provides many opportunities for feedback from the instructor	20%
Final paper	Review of literature on a topic of interest related to class content. Supports skills in research, active reading, summary and referencing.	20%
Review assignment/ reflection (comprehensive)	Written in-class and focuses on a comprehensive understanding of the course material. It will be a mix of key terms, concepts and reflective understandings	15%
Professionalism	This includes engaging in thoughtful and collegial discussions in class, arriving on time, refraining from using electronic devices unless instructed to do so, and submitting assignments on time in APA format. Students with Exceptional circumstances or documentation from Accessibility Services will be accommodated accordingly.	5%
Total		**100**%

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 at the beginning of the class on the due date listed. If you anticipate handing in an assignment late, please consult with your instructor beforehand.

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. Accommodations can be made to honour community needs and traditional practices.

Attendance
Students are expected to attend all classes and associated activities.

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.

Electronic Devices
Students may use electronic devices during class for note taking only.

On-line Communication
Outside of the classroom, instructors will (if necessary) communicate with students using either their official Capilano University email or eLearn; please check both regularly. Official communication between Capilano University and students is delivered to students' Capilano University email addresses only.

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: https://www.capilanou.ca/student-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, Academic Integrity, 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 and procedures S2017-05 Academic Integrity for more information:
https://www.capilanou.ca/about-capu/governance/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 Policy and B.401.1 Sexual Violence Procedure (found on Policy page https://www.capilanou.ca/about-capu/governance/policies/)

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