

COURSE OUTLINE		
TERM: Fall 2025	COURSE NO: CMNS 222	
INSTRUCTOR:	COURSE TITLE: Communication and Ideology	
OFFICE: LOCAL: E-MAIL: @capilanou.ca	SECTION NO(S):	CREDITS: 3.0
OFFICE HOURS:		
COURSE WEBSITE:		

Capilano University acknowledges with respect the Lilwat7úl (Lil'wat), xʷməθkʷəy̓əm (Musqueam), shíshálh (Sechelt), Skwxwú7mesh (Squamish), and Səlílwətaʔ/Selilwitulh (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

9 credits of 100-level or higher coursework including CMNS 100 or ENGL 100

CALENDAR DESCRIPTION

This course guides students in an exploration of ideology in connection with media, popular culture, art and expressive practices. Introducing a range of critical approaches to the critique of communication, culture and ideology from liberalism to Marxism, post-structuralism and media theory, the course supports students in developing their analytic and critical thinking skills through a focus on questions of power and creative expression in various media and cultural contexts.

REQUIRED TEXTS AND/OR RESOURCES

There is no textbook for this course. Required and recommended course readings will be available as links on the course eLearn.

COURSE STUDENT LEARNING OUTCOMES

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

- Identify, define and apply concepts from both critical theory and post-structuralist traditions in the critique of ideology
- Identify and clearly describe the place of ideology within the historical development of modern media and popular culture
- Identify, clearly describe and contextualise major developments in the critique of ideology in reference to developments in modern media and popular culture

- Understand and clearly describe the objective, subjective and discursive dimensions of ideology and identify and analyse these dimensions in specific cases.
- Understand and clearly describe the ways in which culture as ideology relates to questions of identity, community, development, and experience.

COURSE CONTENT

Date	Topics & Readings (Pre-class)	In-class or assignments
Week 1	<i>Introduction – mapping ideology?</i>	
Week 2	<i>Critical theory 1 – the origins of ideology critique</i>	
Week 3	<i>Critical theory 2 – consumerism, culture & ideology</i>	
Week 4	<i>Critical theory 3 – the culture industry</i>	
Week 5	<i>Critical theory 4 – art as a place of ideology</i>	
Week 6	<i>Critical theory 5 – science and technology as places of ideology</i>	
Week 7	<i>Midterm</i>	
Week 8	<i>Post-structuralism & ideology 1: semiotics & the linguistic turn</i>	
Week 9	<i>Post-structuralism & ideology 2: myth, nationalism & identity</i>	
Week 10	<i>Post-structuralism & ideology 3: populism, culture & ideology</i>	
Week 11	<i>Post-structuralism & ideology 3: the constitution of the self</i>	
Week 12	<i>Post-structuralism & ideology 4: normalisation & subjectivity</i>	
Week 13	<i>Catch-up and student presentations</i>	
Weeks 14-15	<i>Final exam period</i>	

EVALUATION PROFILE

Assessment	Value
Assignment 1 – reflections (5 @ 3% each)	15%
Assignment 3 – in-class presentation/video	20%
Assignment 4 – term paper/case study	25%
Midterm exam	15%
Final exam	15%
Participation & professionalism	10%
TOTAL	100%

COURSE ASSESSMENTS

Assignment 1 reflections (5 @ 3% each = 15%) students will write a series of informal reflections aimed at having them apply concepts from relevant approaches to ideology critique to appropriate phenomena related to media, communication and popular culture.

Assignment 3 term paper/case study (20%) students will complete a research project that can take the form of an written essay, short video documentary or recorded presentation, depending on student preferences. It should focus on critical theory approaches to and critiques of ideology.

Assignment 4 term paper/case study (25%) students will complete a research project that can take the form of an written essay, short video documentary or recorded presentation, depending on student preferences. It should focus on post-structuralist approaches to and critiques of ideology.

Midterm & Final exam (15% each = 30%) the exams are take-home, essay-based exams. Prompts will be made available to students at the beginning of the semester in the case of the midterm, at immediately after the midterm in the case of the final. This will serve to guide students' engagement with course readings, lecture & discussion in preparation for the exams.

Participation & professionalism (10%) deductions from the full 10% value for participation and professionalism will be made based on missed classes, tardiness, late or missed assignments and/or patterns of classroom disruptiveness, including use of personal electronic devices in ways external to the learning process.

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 and Misconduct Policy and B.401.1 Sexual Violence and Misconduct 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.