

COURSE OUTLINE		
TERM: Fall 2026	COURSE NO: CMNS 236	
INSTRUCTOR:	COURSE TITLE: Screen Media Culture: Television, Streaming and Beyond	
OFFICE: LOCAL: E-MAIL: @capilanou.ca	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 Skwxwú7mesh (Squamish) Nation of the Coast Salish Peoples. We respectfully acknowledge that our campuses are located on the unceded territories of the səliłwətał (Tsleil-Waututh), shíshálh (Sechelt), Skwxwú7mesh (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

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

CALENDAR DESCRIPTION

This course explores the cultural, political, and economic dynamics of screen media, from the broadcast era to today's streaming and on-demand environments. Through historical and contemporary case studies, students will examine how television and its successors shape everyday life, influence cultural values, and reflect power structures. Drawing on frameworks from cultural studies, screen studies, and media theory, the course investigates how content, platforms, and viewing practices have evolved and how they continue to inform representations of identity, ideology, and society.

COURSE NOTE

CMNS 236 is an approved Culture and Creative Expression 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 the historical development of television and its transformation into today's screen media landscape.
- Apply critical frameworks from cultural studies and media theory to analyze screen content and viewing practices.
- Evaluate how screen media represent and construct identities, ideologies, and cultural norms.
- Analyze screen-based content across formats and platforms.
- Evaluate the economic, technological, and political forces shaping the production and distribution of screen media.

Students who complete this Creative and Cultural Expression course will be able to do the following:

- Engage in creative processes including conception, investigation, execution, and ongoing critical analysis.
- Identify, analyze, and critique the elements of a form of expression using its specific vocabulary.
- Explain or demonstrate the connection between various events, ideas, traditions, and belief systems and the modes in which they are artistically or culturally expressed.
- Interpret diverse forms of creative expression from different perspectives (e.g. artistic, historical, Indigenous, literary, scientific, philosophical).

COURSE CONTENT

Week	Content
1	Introduction to Screen Culture
2	What is Television? What Is Screen Media?
3	Platforms, Algorithms, and Audiences
4	Cultural Studies and Audience Theory
5	Encoding/Decoding: Hall and Beyond
6	Satire, Parody, and Political Screens
7	Screens and Capital: Advertising, Branding, Influencers
8	Screens and Crises: Media and World Events
9	In-Class Roundtables + Project Consultations
10	Representation: Race, Gender, and Indigeneity on Screen
11	Children, Youth, and the Screen
12	Future of Screen Media
13	Review and Final Reflections
14 & 15	Final exam period

EVALUATION PROFILE

Active reading	To hone skills in active reading and summarizing academic texts.	10%
In-class, small assignments	To promote depth of learning, throughout the term, there will be small in-class assignments to help you move from theory to practice.	15%
Analysis Project (research, draft and final)	Analyze a 'TV' show, of your choice, and focus on one particular point of analysis: race, class, gender, etc. Using academic texts to back up your analysis, this paper deconstructs the TV text while also recognizing its link to historical, socioeconomic and political events.	35%
Midterm	To assess an understanding of the course material.	10%
Autoethnography paper	Using an auto-ethnographic approach the paper asks students to fully examine the texts, theories, theorists, debates and issues within the course and tie these with an awareness of their screen viewing environment, stance, habits and taste culture. Focusing, as always, on the wider socio/political/economic factors that come into play with our engagement with media.	20%
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.	10%
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.