

<b>CAPILANO UNIVERSITY COURSE OUTLINES</b>			
<b>TERM:</b>	<b>Fall 2017</b>	<b>COURSE NO: SOC 223</b>	
<b>INSTRUCTOR:</b>		<b>COURSE NAME: Media and Society</b>	
<b>OFFICE:</b>	<b>LOCAL:</b>	<b>SECTION NO(S):</b>	<b>CREDITS: 3</b>
<b>E-MAIL:</b>	<b>@capilanou.ca</b>		
<b>OFFICE HOURS:</b>			

**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:**

None.

**COURSE DESCRIPTION**

The media have powerfully shaped society since the invention of the printing press. Modern media such as radio, television, and the internet shape how we see ourselves and how we relate with one another. This course investigates the relationship between the media and gender and racial inequality, corporate and government power, and citizen activism. Students will examine the idea of media “bias,” particularly in journalism, and evaluate the effects of social media on our individual selves and our society.

**LEARNING OUTCOMES:**

Upon successful completion of this course, students will be able to:

- Compare political economy, liberal pluralist, feminist, and postmodern theories of media
- Identify the changes in media and communication caused by digital technology
- Define the “digital divide” that separates those with and without access to the latest communication technologies
- Identify the main players in the modern media economy, and how these have changed since the 1980s
- Evaluate the way the media affect our democratic political institutions, and how this has changed with the advent of social media
- Assess the state of journalism in Canada and how it has been affected by the digital revolution

- Describe the role of the media in the racialization of minority groups
- Examine the role of intellectual property and copyright in the structure of media industries

**COURSE WEBSITE:**

moodle.capilanou.ca

**REQUIRED TEXTS:**

Taras, David. Digital Mosaic: Media, Power, and Identity in Canada. Toronto: U of Toronto Press, 2015.

Taylor, Astra. The People's Platform: Taking Back Power and Culture in the Digital Age. Toronto: Random House Canada, 2014.

Online readings, marked as "Moodle" below.

**COURSE CONTENT:**

Week	Topic	Readings
1.1	Introduction and overview	Moodle: Cook, "An Introduction to Media and Society"
1.2	"Media Shock": The New Architecture of Media Power	Taras ch. 1
2.1	Political Economy of the Media	Taras ch. 3
2.2	Political Economy of the Media 2	
3.1	New Media and Political Connection	Taras ch. 4
3.2	New Media and Political Connection 2	Taras ch. 5
4.1	Social Media	
4.2	Newspapers and Conventional Broadcasting	Taras ch. 6
5.1	Newspapers and Conventional Broadcasting 2	
5.2	Newspapers and Conventional Broadcasting 3	
6.1	Journalism and the Public	Taras ch. 8
6.2	Journalism and the Public 2	
7.1	<b>MIDTERM EXAM</b>	
7.2	Culture and Power	Taylor Preface, ch. 1
8.1	Making Culture	Taylor ch. 2
8.2	Making Culture 2	
9.1	Unequal Uptake	Taylor ch. 4
9.2	Unequal Uptake 2	
10.1	Inclusion and Exclusion: Race/Ethnicity	Moodle: Allan, "Us and Them"

10.2	Race/Ethnicity 2 Video: Color Adjustment, Part 1	
11.1	Inclusion and Exclusion: Gender and Media	Moodle: Thornham, "Media and Feminism"
11.2	Gender and Media 2 Video: The Illusionists	
12.1	The Double Anchor: copyright <b>RESEARCH PAPER DUE</b>	Taylor ch. 5
12.2	The Double Anchor 2	
13.1	Drawing a Line	Taylor ch. 6
13.2	Sustainable Media?	Taylor conclusion
14 and 15	<b>FINAL EXAM</b> will be during this exam period	

### COURSE ASSIGNMENTS:

Each student must write a **research paper** on a particular media topic. A full description of the assignment, with recommended topics, will be distributed by the second week of class.

There will be two **exams**, one of them a midterm and the other a final exam, consisting of short-answer and essay-style questions.

There will be a set of **online fourth-hour** activities that will build on the readings and classroom material. Refer to the course website for more information.

The **participation** mark will be based on "minute papers": very short papers (as short as a sentence) written in-class and marked as either "complete" or "incomplete." These papers might ask you to summarize one of the main points of that day's class, or of the readings for the class, or to think of a question that is related to the day's topic that wasn't answered in the lecture or discussion.

### EVALUATION PROFILE:

Research paper:	30%
Midterm exam:	25%
Final exam:	30%
Fourth-hour online assignments:	10%
Participation:	<u>5%</u>
	100%

### GRADE 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

**OPERATIONAL DETAILS:**

*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.*

Attendance: Class attendance is essential to success in the course. Classes will involve lectures, videos, debates and discussions, small-group assignments, handouts, and other material. All of this is “examinable,” so if you miss a class for any reason, please arrange to get notes from a classmate.

Late Assignments: Late papers will be accepted, but with a 5% penalty for each day that the paper is late, including weekends.

Missed Exams: Make-up tests are given at the discretion of the instructor. They are given only in medical emergencies or severe personal crisis. Missing an exam for any other reason will be accommodated only in special circumstances, and only with prior arrangement with the instructor.

English Usage: Students are responsible for proof-reading all written work for any grammatical, spelling and stylistic errors. Marks will be deducted for incorrect grammar and spelling in written assignments.

Incomplete Grades: Given at the discretion of the instructor in the case of medical emergencies or severe personal crises.

Electronic Devices: No personal electronic devices (cell phones, pagers, calculators, electronic dictionaries, “smart” watches, etc.) may be used during an examination without prior approval from the instructor. During an exam, turn off all mobile phones and other devices and remove them from the desk.

Emergency Procedures: Students are expected to familiarise themselves with the emergency procedures posted on the wall of the classroom.