

COURSE OUTLINE			
TERM: Fall, 2018		COURSE NO: SOC 223	
INSTRUCTOR:		COURSE TITLE: Media and Society	
OFFICE:	LOCAL:	SECTION NO(S):	CREDITS: 3.0
E-MAIL:	@capilanou.ca		
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

The media have powerfully shaped society since the invention of the printing press. Modern media such as television and the internet affect how we see ourselves and how we relate to one another. This course investigates the relationship between the media and gender and racial inequality, corporate and government power, and citizen activism. Students will also examine the effects of social media on our sense of self and our society.

COURSE NOTE

SOC 223 is an approved Self & Society course for Cap Core requirements.

REQUIRED TEXTS AND/OR RESOURCES

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

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

Online readings, marked as "Moodle" below.

COURSE STUDENT LEARNING OUTCOMES

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

- 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, with particular reference to rural Indigenous communities.
- Evaluate the way media affects our democratic political institutions and how our civic responsibilities have changed with the proliferation of social media.
- Describe how mass media shapes the public perception of various minority groups.
- Examine the role that copyright plays within society and the rights and responsibilities of producers and consumers in regards to using media.

Students who complete this Self & 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.
- Assess and evaluate individual and collective responsibilities within a diverse and interconnected global society.
- Analyze the impact of colonialism and racism on Indigenous peoples.
- Explain how contexts (e.g. cultural, historical, colonial, economic, technological) shape identity formation and social structures.

COURSE CONTENT

Week	Topic	Readings
1	“Media Shock”: The New Architecture of Media Power	Taras ch. 1
2	Political Economy of the Media	Taras ch. 3
3	New Media and Political Connection	Taras ch. 4
4	Social Media Paper #1 Due	Taras ch. 5
5	Newspapers and Conventional Broadcasting	Taras ch. 6
6	Journalism and the Public	Taras ch. 8
7	Culture and Power MIDTERM EXAM	Taylor preface, ch. 1
8	Making Culture	Taylor ch. 2
9	Unequal Uptake	Taylor ch. 4
10	Inclusion and Exclusion: Race/Ethnicity Video: <i>Reel Injun</i> (2009)	Moodle: Allan, “Us and Them”
11	Inclusion and Exclusion: Gender and Media Video: <i>The Illusionists</i> (2006)	Moodle: Thornham, “Media and Feminism”
12	The Double Anchor: copyright Paper #2 Due	Taylor ch. 5
13	Drawing a Line	Taylor ch. 6
14 & 15	Final Exam Period	

EVALUATION PROFILE

Paper #1:	20%
Paper #2:	20%
Midterm exam:	25%
Final exam:	35%
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.

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 Moodle; 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: <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, 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 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.