

Effective: Spring 2022

## COURSE INFORMATION

**Course Title:** Explorations in Mass Communications

**Course Number:** CMNS 130

**Credits:** 3

**Total Weeks:** 14 (Fall, Spring)  
12 (Summer)

**Total Hours:** 39

**Course Level:** ☒ First Year ☐ Second Year  
☐ New ☐ Revised Course  
☐ Replacement Course

**Department:** Humanities

**Department Head:** P. Best

**Former Course Code(s) and Number(s) (if applicable):** N/A

**Pre-requisites (If there are no prerequisites, type NONE):** NONE

**Co-requisite Statement (List if applicable or type NONE):** NONE

**Precluded Courses:** N/A

## COURSE DESCRIPTION

This course is an introduction to the role of mass communication in Canadian society. Students will examine the structure and process of mass communications, emphasizing television, radio, and the press. The role of mass communication in socialization, public opinion formulation and social change will also be investigated.

## LEARNING OUTCOMES

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

- Understand how to critically examine the various forms of mass media.
- Connect how mass media affects our lives to a various extent.
- Analyze how power and market influences information in our society.
- Understand the shifting modes of communication.

## INSTRUCTION AND GRADING

Instructional (Contact) Hours:

Type	Duration
Lecture	39
Seminars/Tutorials	
Laboratory	
Field Experience	
Other ( <i>specify</i> ):	
Total	39

**Grading System:** Letter Grades ☒ Percentage ☐ Pass/Fail ☐ Satisfactory/Unsatisfactory ☐ Other ☐

**Specify passing grade:** 50%

## Evaluation Activities and Weighting (total must equal 100%)

Assignments: 20% <i>Specify number of, variety, and nature of assignments:</i>	Lab Work: %	Participation: % <i>Specify nature of participation:</i>	Project: % <i>Specify nature of project:</i>
Quizzes/Test: 15%	Midterm Exam: 30%	Final Exam: 30%	Other: 5%

## TEXT(S) AND RESOURCE MATERIALS

Provide a full reference for each text and/or resource material and include whether required/not required.

***Media & Communication in Canada (9th Edition)*** -Gasher, Skinner, Lorimer (Oxford)

## COURSE TOPICS

List topics and sequence covered.

Week	Topic
Week 1	Introduction
Week 2	Defining the Field
Week 3	The History of Media: Social and Cultural Forms
Week 4	Media Content: Studying the Making of Meaning
Week 5	Perspectives on Media and Audiences
Week 6	Advertising and Promotional Culture
Week 7	<b>Midterm Exam</b>
Week 8	Communication Technology and Society: Theory and Practice
Week 9	Communication Policy: Sector by Sector
Week 10	Ownership and the Economics of Media
Week 11	Journalists as Content Producers
Week 12	Globalization
Week 13	Review and final quiz
Week 14	<b>Final Exam</b>

**NOTES**

1. Students are required to follow all College policies. Policies are available on the website at: [Coquitlam College Policies](#)
2. To find out how this course transfers, visit the BC Transfer Guide at: [bctransferguide.ca](https://bctransferguide.ca)

**Last Revised:** January 2022

**Last Reviewed:** September 2024