



Bachelor of Applied Arts (Media Studies) Diploma in Media Communications

Fall 2016
Section(s): 01, 02, 03
AHSS 1060

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Course Title:	Mass Communications
Pre-requisites:	None
Co-requisites:	None
Restrictions:	None
Credits:	0.50
Course Website (If applicable):	http://www.onlineguelphhumber.ca/
Method of Delivery:	3-0 (Interactive Lecture and Discussion)

Calendar Description:

This course examines the theories and practices of the mass media and its impact on society. It examines the purposes of the mass media in a democratic society by comparing the works of various theorists such as, Marshall McLuhan, Noam Chomsky, and Neil Postman. This course is a study of traditional media –newspapers, magazines, television, radio, film – and the rapidly growing new media

Course Learning Outcomes:

On completion of this course the student will be able to:

1. Define the purposes of mass media in a democratic society.
2. Summarize current readership/viewer/listener trends.
3. Demonstrate critical thinking skills by identifying the differences among daily newspapers with emphasis on their target audiences.
4. Apply specific vocabulary for describing elements of newspapers.
5. Describe and compare radio formats and their purposes.
6. Outline how audiences are measured and the importance of ratings.
7. Apply critical thinking skills by analyzing television newscasts for language, line-up and visuals.
8. Identify and analyze the way bias appears in news coverage through use of language, placement/line-up, fact/opinion or omission.
9. Analyze the impact of mass media on western society and its economic and socio-political structures.
10. Describe the impact of the new media on mass communication.
11. Analyze and compare theories of communication.
12. Explain the influences and effects of media in Canada.
13. Evaluate ethical issues pertaining to mass media.

Learning Resources

Required Textbook(s):

Title:	Mass Communication in Canada
Author:	Gasher, Mike, Skinner, David and Rowland Lorimer
Edition:	Eighth Edition
ISBN:	978-0-19-901315-9
Publisher:	Oxford University Press

Supplementary Text/Other:

N/A

Course Schedule

Lesson/ Week	Topic	Readings/Activities
1 Sept. 13	Introduction to the course and overview	Lecture Only
2 Sept. 20	The Sociocultural Context of Media	Chapters 1 & 2
3 Sept. 27	Media Content: Studying the Making of Meaning	Chapter 4
4 Oct. 4	Media: History and the Canadian Context	Chapter 3
5 Oct. 11	Perspectives on Media and Audiences **THEORY PAPER DUE, 15%**	Chapter 5
6 Oct. 18	Communication, Technology and Society: Theory and Practice	Chapter 6
7 Oct. 25	**MIDTERM IN CLASS, 25%**	No Lecture
8 Nov. 1	The Formation of Public Policy, Communications Policy: Sector by Sector	Chapters 7 & 8
9 Nov. 8	Ownership and the Economics of Media and Journalists as Content Producers	Chapters 9 and 10
10 Nov. 15	Globalization	Chapter 11
11 Nov. 22	Mass Communication in a Digital Age	Chapter 12
12 Nov. 29	Conclusion, Final Exam Preparation **FINAL ESSAY DUE, 20%**	Lecture Only
Final Exam – (to be scheduled within final exam period) Please check www.guelphhumber.ca for exam schedules		

Evaluation and Due Dates

Students will be evaluated in this course through:

In Class Assignments/Group Activities (ongoing)	10%
Short Theory Paper (Oct. 11)	15%
Midterm Exam (Oct. 25)	25%
Essay Assignment (Nov. 29)	20%
Final Exam (TBA)	30%
TOTAL	100%

NOTE: All final exams are 2 hours in length and will be scheduled by Registrarial Services and available online at <http://guelphhumber.ca/registrar/schedules>

Assignment Details

See additional documentation distributed by instructor

Drop Box Policy

If late submissions are permitted by the late policy of this course outline, such assignments submitted after the due date must be electronically date stamped and placed in the secure assignment drop box, located on the second floor in the Learning Commons.

NOTE: The University of Guelph-Humber Undergraduate Calendar states:

“Students need to remain aware that instructors have access to and the right to use electronic and other means of detection.”

Accordingly, instructors may decide to use originality checking services, such as Turnitin.com, to ensure that submitted work conforms to the university’s Academic Misconduct policy. The instructor will notify students of such a requirement in advance. More information on Academic Misconduct is included below in this outline.

Academic Policies

Important University of Guelph-Humber Academic Regulations

Academic Integrity / Academic Honesty

Academic misconduct is behaviour that erodes the basis of mutual trust on which scholarly exchanges commonly rest, undermines the University's exercise of its responsibility to evaluate students' academic achievements, or restricts the University's ability to accomplish its learning objectives.

The University takes a serious view of academic misconduct and will severely penalize students, faculty and staff who are found guilty of offences associated with misappropriation of others' work, misrepresentation of personal performance and fraud, improper access to scholarly resources, and obstructing others in pursuit of their academic endeavours. In addition to this policy, the University has adopted a number of policies that govern such offences, including the policies on Misconduct in Research and Scholarship and the Student Rights and Responsibilities regulations. These policies will be strictly enforced.

It is the responsibility of the University, its faculty, students and staff to be aware of what constitutes academic misconduct and to do as much as possible through establishment and use of policies and preventive procedures to limit the likelihood of offences occurring. Furthermore, individual members of the University community have the specific responsibility of initiating appropriate action in all instances where academic misconduct is believed to have taken place. This responsibility includes reporting such offences when they occur and making one's disapproval of such behaviour obvious.

University of Guelph-Humber students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff and students have the responsibility of supporting an environment that discourages misconduct. Students should also be aware that if they find their academic performance affected by medical, psychological or compassionate circumstances, they should inform the appropriate individuals, (instructors, Academic Advisor) and follow the available procedures for academic consideration outlined in the University's calendar.

Students are encouraged to review the policy:

<http://www.uoguelph.ca/registrar/calendars/guelphhumber/current/c07/c07-amisconduct.shtml>

Grading Procedures

Feedback to students on work completed or in progress is an integral part of teaching and learning in that it allows students to measure their understanding of material and their progress on learning objectives. Feedback often goes beyond grading-an indication of the standard achieved-to include comments on the particular strengths and weaknesses of a student's performance. While the nature and frequency of such feedback will vary with the course, the

University of Guelph is committed to providing students with appropriate and timely feedback on their work. ***Instructors must provide meaningful and constructive feedback prior to the 40th class day.*** This may include but is not exclusive to returning papers, assignments, in-class or laboratory quizzes, laboratory reports, or mid-term examinations prior to the 40th class day. In research and independent study courses, instructors must provide students with a realistic idea of their performance by discussing progress directly with the student and, if necessary, identify specific areas for improvement. This may include the assessment of a research plan, literature review, annotated bibliography, oral presentation or other assessment tools.

Missed Final Exams / Deferred Privileges

When students do not write a required final examination, complete a final assignment, or complete a work term report prior to the last class date, they must request Academic Consideration to be considered for a deferred privilege. When granted, a deferred privilege allows a student the opportunity to complete the final course requirements after the end of the semester, but during established timelines.

Please note that faculty members do not grant deferred privileges. Faculty can only grant academic consideration for work that is due during the semester and cannot grant extensions beyond their deadline for submission of final grades.

The nature of the deferred privilege may take the form of either a deferred condition or a deferred examination. The Admissions and Academic Review Sub-Committee grants deferred privileges on the basis of **medical**, **psychological** or **compassionate** consideration. Please see your Admission and Program advisor for details.

It is the student's responsibility to be familiar with the University's policies and Academic Regulations. These policies can be found at: <http://www.guelphhumber.ca/registrar/policies>.