

APPLIED ARTS DIVISION
School of Liberal Arts
Fall Semester, 2015



COURSE OUTLINE

MMC 110

THEORIES OF COMMUNICATION

**45 HOURS
3 CREDIT HOURS**

PREPARED BY:

DATE:

APPROVED BY:

DATE:

APPROVED BY ACADEMIC COUNCIL: (date)

RENEWED BY ACADEMIC COUNCIL: (date)

THEORIES OF COMMUNICATION

INSTRUCTOR: Hillarie Zimmermann **OFFICE HOURS:** By appointment
OFFICE LOCATION: A2404 **CLASSROOM:** A2101
E-MAIL: hzimmermann@yukoncollege.yk.ca **TIME:** 1:00 - 4:00 p.m.
TELEPHONE: 867-668-8869 **DATES:** Fridays

COURSE DESCRIPTION

This is an introductory course to the theory behind mass media communication. In this course you will have a chance to explore successful communication strategies and develop the theoretical foundation needed to understand mass media communication and to conduct effective communications research in the real world. Topics covered will include: analysis and brief history of Canadian print, radio, sound recording, internet, film, television, and news media; knowing and targeting an audience; advertising; public relations; media responsibility, and the effects of mass media communication.

PREREQUISITES

None.

EQUIVALENCY OR TRANSFERABILITY

| | | |
|---------------------|-------------------------|----------------------|
| AU CMNS 201 (3) | CAPU CMNS 132 (3) | KWAN COMM 1xxx (3) |
| NIC MCS 1xx (3) | SFU CMNS 110 (3) -B Soc | TRU-OL CMNS 1109 (3) |
| TWU COMM 112 (3) | UCW COMM 102 (3) | UNBC SOSC 1xx (3) |
| UVIC WRIT 102 (1.5) | VIU MEDI 111 (3) | |

LEARNING OUTCOMES

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

COURSE FORMAT:

This is mainly a classroom-based course. The instructor will facilitate the learning of new concepts and theories using a student-centered delivery method. Student's responses to case studies will be used to facilitate discussion and ground theory in real world examples. Guest speakers will help link course concepts to the local community. Classes will aim to be interactive and varied. In order to cater to a variety of learners, lectures using video, print visuals, audio and culminating group work will be employed along with student-led seminars. You will participate in an online discussion forum that will be moderated and evaluated by the instructor.

ASSESSMENTS

Attendance & Participation

Success in this course depends on attendance. It is your responsibility to take notes, to obtain missed assignments, announcements or material handouts for any classes you have missed.

Assignments

Discussion Papers

There are three short papers due during this course. Each paper is worth 10%, for a total of 30% of your final mark. For the discussion papers, you are expected to take an issue or idea from the course material, do further reading/research, and discuss your findings in a four page paper. These papers are due at the beginning of the class for which they are assigned.

Forum Response

There are five forum responses due during this course. Each is worth 2%, for a total of 10% of your final mark.

1. What Role Do the Canadian Media Play? Pg. 9
2. Has Hollywood Institutionalized Racism? Pg. 46
3. Media People: Bonnie Fuller. Pg. 60
4. Television as Babysitter. Pg. 118
5. Media Agenda-Setting. Pg. 250

Student-Led Seminar

One of the best ways to learn is to teach other. Select a date to lead a 15- minute seminar and facilitate class discussion on a type of mass media (including history and current trends) and any issues related to this form of media. You will bring into class a "real-world" example from your own reading (e.g. news story) to illustrate your points. This project is worth 10% of your final

mark.

Test

Final in-class test makes up 10% of your final mark.

Demonstrated Student Leadership

Demonstrated leadership assessment is more effective than a general "class participation" grade. As you perform specific course tasks, you show the instructor and the class that you are improving your understanding of the discipline.

You may earn this 10 percent of your grade if you participate regularly in class and class seminars and complete all homework on a timely basis.

Essay and Presentation

Essay and Presentation

An essay and presentation make up the final 30% of the course (essay 20%, presentation 10%). The 1500 word essay and 15 minute presentation are due on the last day of class.

NOTES: Written assignments are due at the beginning of the class for which they are assigned. Late assignments will have 1% deducted for every day they are late. Assignments will not be accepted more than 1 week after the due date. Please type and double-space all assignments. Document all sources used with accurate citations; use A.P.A. style. All assignments must be proofed and held to professional writing standards. Please see the rubric for each assignment for a detailed description of specific marking criteria.

EVALUATION

| Deliverables | % of Final Mark |
|--------------------------------|------------------------|
| Assignments | 60% |
| Essay and Presentation | 30% |
| Demonstrated Leadership | 10% |

REQUIRED TEXTBOOKS

Vivian, J. (2012). The media of mass communication, eleventh Canadian edition. Toronto, Ontario: Pearson.

OPTIONAL MATERIALS

Computers are available for use at the college labs; it is not required that you own a computer.

However, it would be helpful if you purchase a USB flash drive to transfer files between computers and to and from home.

ACADEMIC AND STUDENT CONDUCT

Information on academic standing and student rights and responsibilities can be found in the Academic Regulations:

http://www.yukoncollege.yk.ca//downloads/Yukon_College_Academic_Regulations_and_Procedures_-_August_2013_final_v1.pdf

PLAGIARISM

Plagiarism is a serious academic offence. Plagiarism occurs when students present the words of someone else as their own. Plagiarism can be the deliberate use of a whole piece of another person's writing, but more frequently it occurs when students fail to acknowledge and document sources from which they have taken material. Whenever the words, research or ideas of others are directly quoted or paraphrased, they must be documented according to an accepted manuscript style (e.g., APA, CSE, MLA, etc.). Resubmitting a paper which has previously received credit is also considered plagiarism. Students who plagiarize material for assignments will receive a mark of zero (F) on the assignment and may fail the course. Plagiarism may also result in dismissal from a program of study or the College.

YUKON FIRST NATIONS CORE COMPETENCY

Yukon College recognizes that a greater understanding and awareness of Yukon First Nations history, culture and journey towards self-determination will help to build positive relationships among all Yukon citizens. As a result, to graduate from ANY Yukon College program, you will be required to achieve core competency in knowledge of Yukon First Nations. For details, please see www.yukoncollege.yk.ca/yfnccr.

ACADEMIC ACCOMMODATION

Reasonable accommodations are available for students requiring an academic accommodation to fully participate in this class. These accommodations are available for students with a documented disability, chronic condition or any other grounds specified in section 8.0 of the Yukon College Academic Regulations (available on the Yukon College website). It is the student's responsibility to seek

these accommodations. If a student requires an academic accommodation, he/she should contact the Learning Assistance Centre (LAC) at (867) 668-8785 or lassist@yukoncollege.yk.ca.

THE LORENE ROBERTSON WRITING CENTRE

All students are encouraged to make the Lorene Robertson Writing Centre a regular part of the writing process for coursework. Located in C2231 (adjacent the College Library), the Writing Centre offers half-hour writing coaching sessions to students of all writing abilities. Coaching sessions are available in person and through distance technologies (e.g., email plus Skype or phone). For further information or to book an appointment, visit the Centre's website: www.yukoncollege.yk.ca/student_info/pages/writing_centre.