

 Yukon University	School of Business and Leadership
	MMC 110 Theories of Communication
	Term: 2026 (2026-01) Number of Credits: 3
Course Outline	

INSTRUCTOR: Jon Gelinias

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OFFICE LOCATION: T1026-D (Next to Multimedia Lab)

OFFICE HOURS: Mon. through Wed. 11am-12pm and 4-5pm drop-in at office or Multimedia Lab.
Online, phone and other face-to-face meetings are available by appointment. Please contact to arrange.

CLASS DAYS/TIMES: Wednesdays, 1-4pm

CLASSROOM: T1030A

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.

COURSE REQUIREMENTS

Prerequisite(s): None

EQUIVALENCY OR TRANSFERABILITY

Receiving institutions determine course transferability. Find further information at:
<https://www.yukonu.ca/admissions/transfer-credit>

LEARNING OUTCOMES

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

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- describe the major elements of the mass communication process, and see its effects on diverse audience
- identify significant mass communication types and indicate their impact on people
- recognize the forms, functions and audiences relevant to each major medium, including the print, broadcast and film industries
- discuss legal and ethical concerns in mass media
- document sources used in research writing using A.P.A. format

COURSE FORMAT

Weekly breakdown of instructional hours

Classes run once a week for approximately 3 hours. Students are expected to arrive before class begins to log-in to their computer workstation and prepare for class.

Most class modules include an assignment used to reinforce and understand the practical application of the concepts covered. Some class time will be allotted for working on assignments, but students should expect to require 4 or more additional hours of time outside of class each week for completing assignments. The multimedia computer lab has some dedicated and open hours for independent work. Lab schedules and protocols will be provided in the first class.

Delivery format

Classes are delivered face-to-face in the Multimedia lab (room T1030) at Yukon University's Ayamdigut campus in Whitehorse.

Conventional lecture and demonstration methods are used to present the theory portion while hands-on demonstrations, projects and assignments are utilized to reinforce and complement the theory. During class time the instructor will introduce tools and concepts which will then be applied through instructor-led, hands-on lessons. This will be supplemented by independent, self-directed exercises and assignments. Some class time will be allotted for working on assignments.

Assignments, activities, and various projects are delivered online using freely available software applications. A list of these applications and instruction will be covered in the first class.

EVALUATION

Assignments (2 discussion papers)	40 %
Major Essay	30 %
Participation	30 %
Total	100%

Assignments

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There are two short discussion papers that are required for this course. These discussion papers will focus on key topics covered in the course. Each discussion paper is worth 20%, for a total of 40% of your final mark.

NOTE: *Late assignments will be penalized by 5% per day to a maximum of 7 days, after which they will not be accepted unless there is a legitimate excuse approved by the instructor in advance of the deadline.*

Major Essay

A major essay will make up the final 30% of the course. For the final essay, you are expected to take an issue or idea from the course material, do further reading/research, and discuss your findings in an 1800-2000 word essay (using APA format to cite references).

Participation

There are ten forum responses due during this course. Each is worth 3%, for a total of 30% of your final mark.

COURSE WITHDRAWAL INFORMATION

Refer to the Yukon University website for important dates.

TEXTBOOKS & LEARNING MATERIALS

The textbook for this course is an Open Educational Resource (OER). A link to the text (both online and pdf versions) can be found on Moodle. Additional readings and learning materials (e.g., videos, podcasts, etc.) will be made available on Moodle.

RELATED COURSE REQUIREMENTS & LEARNING MATERIALS

The course is delivered in the multimedia computer lab (room T1030).

All necessary computer hardware and software are provided on the lab workstations.

This course requires extended periods working on computers. Students are expected to have basic digital literacy, including the ability to navigate operating systems and web browsers, as well as to manage files and folders efficiently (organize, copy, move, and delete files).

While the course includes instruction on specific software, instructors are unable to provide individual assistance with basic computer skills. Students who do not possess these foundational abilities may struggle to complete the course successfully.

Students will be required to access online tools and resources and should be prepared to manage and remember multiple passwords. Instructors cannot assist with lost or forgotten passwords.

All classes and assignments will be managed and submitted through the online Moodle learning management system. Instruction on the required features of Moodle will be provided in class. Additional support materials are available on the course page and through the [Learning Resources](#) page on YukonU's website.

ACADEMIC INTEGRITY

Students are expected to contribute toward a positive and supportive environment and are required to conduct themselves in a responsible manner. Academic misconduct includes all forms of academic dishonesty such as cheating, plagiarism, fabrication, fraud, deceit, using the work of others without their permission, aiding other students in committing academic offences, misrepresenting academic assignments prepared by others as one's own, or any other forms of academic dishonesty including falsification of any information on any Yukon University document.

Please refer to Academic Regulations & Procedures for further details about academic standing and student rights and responsibilities.

AUDIO OR VIDEO RECORDING

Audio or video recording, digital or otherwise, of lectures, labs, seminars, or any other teaching environment by students is allowed only with the prior written consent of the instructor or as a part of an approved accommodation plan. Student or Instructor content, digital or otherwise, created and/or used within the context of the course is to be used solely for personal study, and is not to be used or distributed for any other purpose without prior written consent from the content author(s).

ACCESSIBILITY AND ACADEMIC ACCOMMODATION

Yukon University is committed to providing a positive, supportive, and barrier-free academic environment for all its students. Students experiencing barriers to full participation due to a visible or hidden disability (including hearing, vision, mobility, learning disability, mental health, chronic or temporary medical condition), should contact [Accessibility Services](#) for resources or to arrange academic accommodations: access@yukonu.ca.

TOPIC OUTLINE

Date	Week	Topic
Sept. 2	Week 1	Introduction and Orientation
Sept. 9	Week 2	Media in Society
Sept. 16	Week 3	Mass Media Literacy
Sept. 23	Week 4	Media in Canada
Sept. 30	No class	National Day for Truth and Reconciliation
Oct. 7	Week 5	Media around the world
Oct. 14	No class	Fall Reading Week
Oct. 7	Week 6	Media effects
Oct. 21	Week 7	Ethics of Mass Media
Oct. 28	Week 8	Print media

Nov. 4	Week 9	Radio
Nov. 11	Week 10	Television and movies
Nov. 18	Week 11	The internet and social media
Nov. 25	Week 12	Media and government
Dec. 2	Week 13	Economics of mass media & the future of mass media
Exam Period runs from Dec. 11-20, 2026		
*NOTE: this course has a final paper in lieu of an exam		