

DIVISION OF APPLIED SCIENCE AND MANAGEMENT
MMC 110
3 Credit Course
Fall, 2018



COURSE OUTLINE

MMC 110

Theories of Communication

45 HOURS

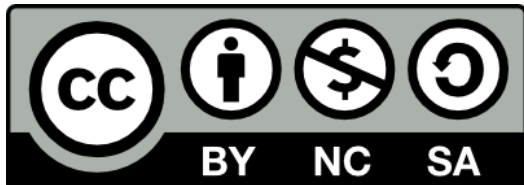
3 CREDITS

PREPARED BY: Hillarie Zimmermann
APPROVED BY: Margaret Dumkee

DATE: July 11, 2018
DATE: July 26, 2018

APPROVED BY ACADEMIC COUNCIL: *Click or tap to enter a date*

RENEWED BY ACADEMIC COUNCIL:



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Theories of Communication

INSTRUCTOR: Hillarie Zimmermann

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TELEPHONE: (867) 668-8869

OFFICE HOURS: Tuesday from 9:00 to 11:00 a.m.

OFFICE LOCATION: A2431

CLASSROOM: T1030A

TIME: 1:00 - 4:00 p.m.

DATES: Sept. 7 - November 30

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.

RELATED COURSE REQUIREMENTS

None.

EQUIVALENCY OR TRANSFERABILITY

AU CMNS 201 (3)
NIC MCS 1XX (3)

CAPU CMNS 132 (3)
SFU CMNS 110 (3) - B-Soc

KPU COMM 1XXX (3)
TRU-OL CMNS 1109 (3)

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TWU COMM 112 (3)
UVIC WRIT 102 (1.5)

UCW COMM 102 (3)
VIU MEDI 111 (3)

UNBC SOSC 1XX (3)

LEARNING OUTCOMES

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

- describe the major elements of the mass communication process, and see its effects on diverse audiences
- 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:

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 co-moderated and evaluated by the instructor/students. A portion of class will be allocated to completing the participating in the discussion forum.

ASSESSMENTS

Attendance

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.

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

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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 online discussion forums and effectively moderate the online discussion forum during your allocated timeslot.

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 eleven forum responses due during this course. Each is worth 1%, for a total of 10% of your final mark (only 10 will count).

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. Using Marshall McLuhan's the "medium is the message" concept, choose a type of mass media and discuss how the medium itself has impacted society. This project is worth 10% of your final mark.

Test

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

Essay and Presentation

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

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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 AND MATERIALS

The textbook is an Open Educational Resource (OER). A link to the text will be provided on the first day of class. The online textbook is free; however, students may choose to download and print the text and pay for the cost of printing.

ACADEMIC AND STUDENT CONDUCT

Information on academic standing and student rights and responsibilities can be found in the current Academic Regulations that are posted on the Student Services/ Admissions & Registration web page.

PLAGIARISM

Plagiarism is a serious academic offence. Plagiarism occurs when a student submits work for credit that includes the words, ideas, or data of others, without citing the source from which the material is taken. Plagiarism can be the deliberate use of a whole piece of work, but more frequently it occurs when students fail to acknowledge and document sources from which they have taken material according to an accepted manuscript style (e.g., APA, CSE, MLA, etc.). Students may use sources which are public domain or licensed under Creative Commons; however, academic documentation standards must still be followed. Except with explicit permission of the instructor, resubmitting work which has previously received credit is also considered plagiarism. Students who plagiarize material for assignments will receive a mark of zero (F) on the

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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 \(LAC\): lac@yukoncollege.yk.ca](mailto:the.Learning.Assistance.Centre@yukoncollege.yk.ca).

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TOPIC OUTLINE

| Date | Topic | Deliverables | Student-led seminar (choose a week) Student online forum co-moderator (choose a week) |
|-------------------|--|----------------------------|--|
| Week 1 Sept 7 | Introduction to Communications & Mass Media Literacy | | |
| Week 2 Sept 14 | Media and culture (Chapter 1) | | |
| Week 3 Sept 21 | Library Session | | |
| Week 4 Sept 28 | Media effects (Chapter 2) | Discussion Paper #1 | |
| Week 5 Oct 5 | Print media & radio (Chapters 3,4,5,7) | | |
| Week 6 Oct 12 | Television, movies and electronic games (Chapters 8,9,10) | | |
| Week 7 Oct 19 | The internet, social media (Chapter 11) | Discussion Paper #2 | |
| Week 8 Oct 26 | Advertising and public relations (Chapter 12) | | |
| Week 9 Nov 2 | Take home test - there is no class this week | Test | |
| Week 10 Nov 9 | Media and government (Chapter 15) | Discussion Paper #3 | |
| Week 11 Nov 16 | Economics of mass media (Chapter 13) /Ethics of mass media (Chapter 14) | Final Essay Proposal | |
| Week 12 Nov 23 | The future of mass media (Chapter 16) - ** ONLINE CLASS - no face-to-face class this week. | | |
| Week 13 Nov 30 | Student Final Essay Presentations | Final Essay & Presentation | |