



School of Business and Leadership
MMC110
Theories of Communication
Fall 2021
3 Credits

Course Outline

INSTRUCTOR: Hillarie Zimmermann

OFFICE HOURS: TBD

OFFICE LOCATION: A2431

CLASSROOM: Online

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TELEPHONE: (867) 668-8869

DATES: Sept 7 – Dec 7, 2021

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:

- 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 and delivery format

This is an online asynchronous course. There are no regular, scheduled class meetings. All students will complete the same week of work at the same time; however, they may log-in and complete the work at any time during the week.

Email and frequent internet access are an important part of this course. The instructor will communicate through email and Moodle.

EVALUATION

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

Assignments

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.

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 1800-2000 word essay. You will use correct APA format.

Demonstrated 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 30 percent of your grade if you participate regularly in online discussion forums and actively contribute to the course. 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 YukonU website for important dates.

TEXTBOOKS & LEARNING MATERIALS

The textbook for this course 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 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.

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 University Academic Regulations (available on the Yukon University website). It is the student's responsibility to seek these accommodations by contacting the Learning Assistance Centre (LAC): LearningAssistanceCentre@yukonu.ca.

TOPIC OUTLINE

Date	Topic
Week 1	Introduction and Orientation
Week 2	Media in Society
Week 3	Mass Media Literacy
Week 4	Media in Canada

Week 5	Media around the world
Week 6	Media effects
Week 7	Ethics of Mass Media
Week 8	Print media
Week 9	Radio
Week 10	Television and movies
Week 11	The internet and social media
Week 12	Media and government
Week 13	Economics of mass media
Week 14	The future of mass media