



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

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## Course Outline

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**INSTRUCTOR:** Matthew Cameron

**OFFICE HOURS:** By appointment

**OFFICE LOCATION:** N/A

**CLASSROOM:** Online

**E-MAIL:** mcameron@yukonu.ca

**TELEPHONE:** (867) 668-8762

**DATES:** Sept. 6 – Dec 5, 2022

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### 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 %
Participation	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.

**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 YukonU 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.

## **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](mailto:LearningAssistanceCentre@yukonu.ca).

## **TOPIC OUTLINE**

<b>Date</b>	<b>Topic</b>
Week 1	<b>Introduction and Orientation</b>
Week 2	<b>Media in Society</b>
Week 3	<b>Mass Media Literacy</b>
Week 4	<b>Media in Canada</b>
Week 5	<b>Media around the world</b>

Week 6	<b>Media effects</b>
Week 7	<b>Ethics of Mass Media</b>
Week 8	<b>Print media</b>
Week 9	<b>Radio</b>
Week 10	<b>Television and movies</b>
Week 11	<b>The internet and social media</b>
Week 12	<b>Media and government</b>
Week 13	<b>Economics of mass media</b>
Week 14	<b>The future of mass media</b>