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## Welcome to the Department of Communication Studies

As of 1 July 2009, we became our own department in the new Faculty of Liberal Arts & Professional Studies. This has meant the amalgamation of the program of Communication Studies (formerly a program within the Division—now Department—of Social Science), and the stream of Communication Studies in the School of Social Sciences at Atkinson.

**For students who became Communication Studies majors before the fall of 2009,** please be advised that your Honours programs (in either Arts or Atkinson) have been grandfathered, and we will ensure that you will get all the courses you need in order to graduate. If you wish to transfer to another of our Honours degrees, please come to an advising session so that we can help you decide which Honours Communication Studies degree to follow.

**If you are a returning York student, but wish to change your major to Communication Studies, and you meet the criteria for a BA Honours Degree,** please download and complete the “Change of Program” form from the R.O’s website ([www.registrar.yorku.ca/pdf/change\\_my\\_program.pdf](http://www.registrar.yorku.ca/pdf/change_my_program.pdf)), and bring it to the Dept.’s main office: the Undergraduate Program Director or the Dept.’s program assistant must sign the form before you take it to the Registrar’s Office in the Bennett Student Centre.

**If you are a new student in first year,** you will have been advised in the New Students’ Advising Centre, and will have enrolled in AP COMN/AP SOSC 1310 9.0 our “Introduction to Communications” course.

We wish you well both at York and in Communication Studies!

### Important Information

1. For general enquiries in Communication and **to book an advising session,** please **send an email to: [lpscomn@yorku.ca](mailto:lpscomn@yorku.ca).** Include your student number and contact information in all correspondence. Bring a printout of your student record (of courses and grades) to the advising appointment. As well, please download a course check-list from our web site and fill it in before you come in for your appointment.
2. **We don’t offer a BA degree (90 credit degree), and as a result you must maintain a 5 point GPA** (or be close to that average in years 1, 2, and 3—as defined by the number of credits you have earned—see below) or else you will be de-enrolled from our BA Honours degrees.

Year Level	Total Earned Credits	Minimum Cumulative GPA
Year 1	Less than 24 earned credits	4.00
Year 2	24-53 earned credits	4.25
Year 3	54-83 earned credits	4.80
Year 4	84 earned credits or greater	5.00

**3. We do not offer a minor in Communication Studies.**

**4. This mini-calendar is only up-to-date as of the end of March 2010. Please check our website regularly** so that you can stay current with any changes we have made to the calendar, events, etc. [www.yorku.ca/laps/comm](http://www.yorku.ca/laps/comm)

**5. This mini-calendar is a supplement to the information provided in the Faculty of Liberal Arts & Professional Studies “Enrolment and Advising Guide, 2010/2011” as well as the York University calendar.**

**\*\*Students are responsible for ensuring that they fulfil all the requirements for their major(s) and for the Honours BA degree\*\***

6. Program Offices

**Receptionist**

3004 TEL Building  
TEL: 416-736-5057  
FAX: 416-736-5392  
[lapscomm@yorku.ca](mailto:lapscomm@yorku.ca)

**Undergraduate Department Assistant**

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**Chair of the Department of Communication Studies**

Prof. David Skinner  
3019 TEL Building  
416-736-2100 x33853  
[skinnerd@yorku.ca](mailto:skinnerd@yorku.ca)

**Undergraduate Program Director of the Department of Communication Studies**

(until 30 June 2010)  
Prof. Patricia Mazepa  
3030 TEL Building  
416-736-2100 x30164  
[pamazepa@yorku.ca](mailto:pamazepa@yorku.ca)

Prof. Mary-Louise Craven (as of 1 July 2010)

3021 TEL Building  
416-736-2100 x70559  
[mlc@yorku.ca](mailto:mlc@yorku.ca)

## Overview of the Department of Communication Studies

The Department of Communication Studies provides students with a comprehensive understanding of traditional forms of media – print, radio, film and television – while also examining interpersonal and organizational communication, computer-mediated communication, and telecommunication networks that facilitate new media and new modes of communication.

The emphasis of the program is on conceptual and critical skills-development rather than on technical and applied training. The program aims to facilitate reflective learning, and to develop effective verbal and written skills, not only as a means of critical and creative expression, but as fundamental to the development of social communication and media, life-long learning, and contribution to community life. We aim to produce graduates who have acquired skills in communication analysis, who understand the increasingly complex field of communication, and who can clearly and effectively communicate their knowledge.

As a means by which to facilitate the delivery of our mission, Communication Studies has formulated a set of goals focusing primarily on the development of student capacities in a field-specific context:

### Program Goals

The Department of Communication Studies aims to help students to develop:

- a) knowledge and critical understanding of the central concepts, theories and methods of the field;
- b) the ability to think critically and analytically through the use and application of a range of theoretical and methodological approaches to a variety of communication phenomena;
- c) the capacity to formulate cogent arguments and reflective judgments utilizing appropriate theories, concepts and methods drawn from the field;
- d) the ability to communicate accurately in a well-formed manner in a variety of modes and settings.

### Thematic Areas

Courses offered by the Department of Communication Studies encompass four thematic areas which are representative of primary disciplinary approaches within the field of Communications Studies. These four areas are: **Media, Culture and Society; Interpersonal and Organizational Communication; Politics and Policy; Critical Technology Studies.**

**1. Media, Culture and Society:** Courses in this area focus on how communication media affect the way we perceive and respond to the social and cultural environment. This area emphasizes the study of social and cultural theories which examine these relationships.

**2. Politics and Policy:** The focus in this area is on the critical role of the state, civil society and private corporations in the development of communications systems, the production and distribution of culture, and issues of social power.

**3. Interpersonal and Organizational Communication:** Courses in this area study communication at the personal relationship, social group and organizational levels of society. The focus in this area is on studying the ways in which we communicate to create organized lives at each of these levels; the nature of the relationships and organizations we create; and our need to change them when faced with many of the kinds of issues raised in the other thematic areas.

**4. Critical Technology Studies:** Courses in this area examine the relationships between cultures, societies and communication technologies.

For Selected Thematic Course Groupings please refer to pages 29-31.

### **Degree Choices**

The Department of Communication Studies offers the following 4-year Honours B.A. degree programs:

- **Double-Major Honours**
- **Honours**
- **Honours Major/Minor**
- **Specialized Honours**
- **International Honours BA (iBA) – Major, Double-major, or Major/Minor**

**PLEASE NOTE: We do not offer a 90 credit degree or a minor in Communication Studies** (although you may combine a minor in another department/program with our stand-alone major).

### **Preparing for the Future, Employment and Career Paths**

An Honours Bachelor of Arts with a major in communication studies is generally directed to developing critical, interdisciplinary education as a foundation for life-long learning and progressive contributions to society. The program is not oriented toward ‘applied’ training construed in a narrow sense, but aims to convey a wider and deeper knowledge of the complex social environment of information, media, technology, and communication. Whether you are interested in working directly in media and communication, or appreciate that comprehending, participating, and working in the “information society” requires an in-depth knowledge thereof, our program is designed to provide you with the background, critical education and skills to do so.

To assist you in choosing special areas of interest, organize your course selections, consider complementary major or minors, and navigate possible career paths, our courses are organized into four thematic areas: (1) media, culture and society; (2) politics and policy; (3) interpersonal and organizational communication; and (4) critical technology studies. What follows below is a description of the themes, the related employment possibilities, and areas of concentration from which to develop your education, and plan for your future contribution to communication.

To reiterate, these are general themes, they are not required streams or prerequisites, they provide a way of thinking about the field of communication, they will assist your course and double-major or minor selection, and help plan for your future career or further education. Please note that these themes are not mutually exclusive, as in practice, the knowledge and skills learned in each overlap and complement each other.

Communication Studies majors going into second year choose TWO of the four thematic core courses offered: COMN 2311 COMN 2312, COMN 2313 or COMN 2314.

### **1. Media, Culture and Society**

Focused on the relationship between media and culture, the courses in this area cover the range of old and new media from the traditional print (newspaper, magazine and book) to broadcast media (such as film, music, video and television) and new interactive web-based media. Courses include: COMN 2314 6.0/9.0 Media, Culture and Society; COMN 3315 6.0 Advertising and Society; and COMN 4325 6.0 Mediations of Identity.

Graduating students have used their understanding of this relationship to work in the communication and cultural industries, and to develop alternatives in non-profit and public media education and production. Specific occupations include: media researcher (conducting research on television content, television ratings or audience research, for example); media developer (creating specialty content, English as a second-language, or ethnic programming); journalist, writer, or editor; creative work in arts and entertainment (copyrighter, producer, director, sales representative); communications advisor on intercultural communications; historians of media and cultural history; and teacher/media educator (developing media literacy in high schools for example).

Complementary Majors (examples): Anthropology; Culture and Expression; Canadian Studies; Children's Studies; English; Social Science; Race, Ethnicity and Indigeneity; Women's Studies.

### **2. Politics and Policy**

Understanding the business of media and the relationships between the economic and political dimensions of communication and culture is necessary to identify and participate in production and decisions regarding them. Courses include: COMN 2313 6.0 Introduction to Politics, Policy and Media; COMN 3313 3.0 Labour in the Communication and Cultural Industries; COMN 4314 6.0 Media, Publics and Democracy. A focus on media regulation and policy-making prepares the student for work in areas such as: media analyst (researches particular issues or news coverage); media relations (works with media in producing and managing coverage); political

communication (speech writer, media liaison, or campaign director); public affairs coordinator; professional lobbyist; public opinion researcher; policy developer or analyst (interpreting and developing corporate and public policies on culture and communication); communications law (intellectual property, copyright law, communication rights); or communication specialist (managing communication with/to the public through a range of media, including public relations, government communications, non-profit and activist organizations).

Complementary Majors (examples): Global Political Studies; Languages; Political Science; Public Policy and Administration or Management; Geography; International Development Studies; Law and Society; Social and Political Thought; Social Work; Urban Studies; Labour Studies.

### **3. Interpersonal and Organizational Communication**

The personal relationships, social groupings and the many ways that we communicate with each other is central to how communication is organized and structured in institutions such as corporations, labour unions, governments and non-government organizations. Courses include: COMN 2311 6.0/9.0 Communication in Everyday Life; COMN 3311 6.0 Communication in Organizations; and COMN 4319 6.0 Theory and Practice of Effective Communication. Employment in these areas include: communications officer (could be focused on internal and/or external communications); public or community affairs specialist, communication coordinator and/or facilitator (facilitates meetings, internal decision-making, organizational change); human resources management; public administration; interpersonal and group counseling; labour mediation; and conflict mediation.

Complementary Majors (examples): Administrative Studies; Business and Society, Human Resource Management, Public Admin and Justice Studies; Social Science, Professional Writing.

### **4. Critical Technology Studies**

As both a tool and a product of social relations, technology is ever-pervasive in the “information society”. Courses include COMN 2312 6.0/9.0 Information and Technology; COMN 3318 6.0 Augmented Bodies; COMN 4320 6.0 The Electronic Information Marketplace. Graduates with this area combine their knowledge of technology in jobs applying new media, such as: video games and graphic arts, website developer; technical assistants; systems analyst; technology coordinator; telecommunications specialist; and teaching new media.

Complementary Majors (examples): Cognitive Science; Geography; Global Political Studies; Information Technology; International Development Studies; Law and Society; Labour Studies; Science and Technology Studies; Social Science.

## **Range of Employment Opportunities**

To assist you in identifying the current range of employment opportunities in communication studies, the following websites are provided. Please note that they are for your information only as their inclusion here does not constitute an endorsement by the department.

Canadian Journalism and Media Job Board (<http://www.jeffgaulin.com>)  
 Canadian Media Job Board ([www.mediajobsearchcanada.com](http://www.mediajobsearchcanada.com))  
 CBC Canada ([www.cbc.radio-canada.ca/jobs](http://www.cbc.radio-canada.ca/jobs))  
 Charity Village (Non-profit Sector) (<http://charityvillage.com/cv/main.asp>)  
 International Journalism Jobs (<http://www.journalismjobs.co.uk>)  
 Mandy (International Film and TV Production Resources - Ontario)  
 (<http://www.mandy.com/place/caon.cfm>)  
 Media Intelligence ([www.mediaintelligence.ca](http://www.mediaintelligence.ca))  
 Media Bistro (<http://medibistro.com/>)  
 Simply Hired (<http://www.simplyhired.ca/a/jobs/list/q-Media>)  
 Toronto Job Board (<http://workingto.ontojobs.canada>)

## **Options for Continuing Studies beyond an Honours BA in Communication Studies**

If you are interested in continuing studies at the graduate level, please see our Masters in Communication and Culture at [www.yorku.ca/gradcmct/](http://www.yorku.ca/gradcmct/) or visit our website for links to other Canadian graduate schools in Communication Studies. We also have an extensive list of diploma/certificate programs at the Community College level as another option to complement your degree after graduation.

## **Concurrent Joint Program in Communication Arts**

This program is NOT a part of our department, or affiliated with it: any inquiries about this program should be addressed to the Office of New Students and John Mahaffy (736-5022) in particular. The Dept does not endorse this *concurrent* program of study: we recommend that students acquire applied media training via participating in the many kinds of media produced on campus, such as the community newspaper (*Excalibur*), or the community-campus radio station (CHRY 105.5 FM). If students wish to acquire applied media training *after* completing their degree, then an option is to apply to the community college programs.



## Degree Programs in the Department of Communication Studies

### Our degree options now include:

- Honours Double-Major
- Honours Major (Stand-alone)
- Honours Major/Minor BA
- Specialized Honours Major, and
- International Honours BA Program (iBA): in Double-Major, Major/Minor, and Major (Stand-alone).

### Please note these residency and graduation requirements for each program:

→**Residency requirement:** a minimum of 30 course credits and at least 50% of the course credits required in each major/minor must be taken at York University.

→**Graduation requirement:** Students must successfully complete (pass) at least 120 credits which meet the Faculty's degree and program requirements with a cumulative grade point average of at least 5.0.

**Honours Double Major BA – for students entering /switching to this program beginning in 2009/10 or 2010/11**

Students in the Double Major Program are now free to combine their major with:

→any other program or department in the Faculty of Liberal Arts & Professional Studies (check the FL&PS *New Students' Handbook* for a full list), or

→Film Studies in the Faculty of Fine Arts, or

→Kinesiology or Psychology in the Faculty of Health.

- Students must take **at least 48** credits in COMN Studies and at least 36 credits in the other major
- Courses taken to meet COMN Studies requirements cannot also be used to meet the requirements of the other major
- Students must take a total of at least 18 credits at the 3000 or 4000 level
- Students must take 12 credits at the 4000-level (students must have completed a min. of 84 credits to take 4000-level courses)

- The 48 credits in COMN Studies must include
  - 6 credits from AP/COMN1310 9.0;
  - 12 credits chosen from the following in Category A : AP/COMN2311 6.0; AP/COMN2312 6.0 OR 9.0 / AP/COMN2319 9.0; AP/COMN2313 6.0; AP/COMN2314 6.0 / 9.0;
  - 6 credits at the 3000 level chosen from the list of COMN courses in Category B;
  - 12 credits at the 4000 level chosen from the list of COMN courses in Cat. C (you must have 84 credits in order to enrol in our 4000 level courses)
  - 12 additional credits (at least 6 credits at the 3000 or 4000 level) from Category D courses which include both Communication Studies courses as well as designated courses from LA&PS, or Health and Fine Arts.

**Upper-level credits:** at least 36 credits at the 3000-level or 4000-level, including at least 18 credits at the 4000-level

**Credits outside the major:** Students who are completing a double major or major/minor are deemed to have fulfilled this requirement

<p><b>Honours Linked Double-Major BA – for students entering BEFORE 2009/10</b></p>
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Students who enrolled in a double major degree program **BEFORE 2009/10** are grand-parented at 42 credits—and only need to take 6 credits at the 4000 level—see below. They are governed by all the provisions of the degree in which they entered, including the choices of double-major; please consult the department for information. **They can, however, switch to the new requirements of the 2009/10 or 2010/11 Double Major as long as they agree to the new regulations—as above – and complete a “Change of Program” request.**

- Students must take at least **42** credits in COMN Studies and at least 36 credits in the other major.
- Courses taken to meet COMN Studies requirements cannot also be used to meet the requirements of the other major.
- Students must take a total of at least 18 credits at the 3000 or 4000 level.
- Students must take 6 credits at the 4000-level in Communication Studies.
- The 42 credits in COMN Studies must include:
  - 6 credits from AP/COMN 1310 9.0;
  - 12 credits chosen from the following in Category A : AP/COMN2311 6.0; AP/COMN2312 6.0 OR 9.0 / AP/COMN2319 9.0; AP/COMN2313 6.0; AP/COMN2314 6.0 / 9.0;
  - 6 credits at the 3000 level chosen from the list of COMN courses in Category B;

- 6 credits at the 4000 level chosen from the list of COMN courses in Category C (you must have 84 credits in order to enrol in our 4000 level courses)
- 12 additional credits from Category D courses which include both Communication Studies courses as well as designated courses from LA&PS, Health and Fine Arts.

**Upper-level credits:** at least 36 credits at the 3000-level or 4000-level, including at least 18 credits at the 4000-level.

**Credits outside the major:** Students who are completing a double major or major/minor are deemed to have fulfilled this requirement.

<b>Honours Major BA (Stand-Alone) (48 credits)</b>
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- Students must take a total of at least 18 credits at the 3000 or 4000 level.
- Students must take 12 credits at the 4000-level.
- The 48 credits in Comn Studies must include:
  - 6 credits from AP/COMN 1310 9.0;
  - 12 credits chosen from the following in Category A : AP/COMN2311 6.0; AP/COMN2312 6.0 OR 9.0 / AP/COMN2319 9.0; AP/COMN2313 6.0; AP/COMN2314 6.0 / 9.0;
  - 6 credits at the 3000 level chosen from the list of COMN courses in Category B;
  - 12 credits at the 4000 level chosen from the list of COMN courses in Cat. C (you must have 84 credits in order to enrol in our 4000 level courses)
  - 12 additional credits (at least 6 credits at the 3000 or 4000 level) from Category D courses which include both Communication Studies courses as well as designated courses from LA&PS, Health and Fine Arts.

**Upper-level credits:** at least 36 credits in the 3000-level or 4000-level, including at least 18 credits at the 4000 level. **Credits outside the major:** at least 18 credits.

\*Please note, that the program does not recommend doing just a stand-alone major unless the student has special circumstances such as international or transfer students.

### Honours Major/Minor BA Program

The Honours program in Communication Studies described above may be pursued jointly with any Honours Minor BA program in the Faculty of Liberal Arts & Professional Studies.

**Upper-level credits:** at least 36 credits at the 3000-level or 4000-level, including at least 18 credits at the 4000-level.

**Credits outside the major:** Students who are completing a double major or major/minor are deemed to have fulfilled this requirement.

**Please note Communication Studies does not offer a Minor.**

### Specialized Honours (60 credits) - For students entering /switching to this program in 2009/10 and 2010/11

This degree program will be of interest to students wishing to pursue a more intensive concentration in the field of communication studies and/or considering graduate level studies in this area.

The **60 credits** in COMN Studies must include:

- 6 credits from AP/COMN 1310 9.0;
- 12 credits chosen from the following : AP/COMN2311 6.0; AP/COMN2312 9.0 / AP/COMN2319 9.0; AP/COMN2313 6.0; AP/COMN2314 6.0 / 9.0;
- 18 credits overall at the 3000 level: 6 credits at the 3000 level chosen from the Category B list; as well as 6 credits in AP/COMN 3320 6.0 and 6 credits in AP/COMN 3391 6.0;
- 12 credits at the 4000 year level chosen from the list of COMN courses in Category C (you must have 84 credits in order to enrol in our 4000 level courses)
- 12 additional credits from Category D.

**Upper-level credits:** at least 36 credits in the 3000-level or 4000-level, including at least 18 credits at the 4000 level. **Credits outside the major:** at least 18 credits

Students apply for this program **after** taking AP/COMN1310 6.0 and **one other** COMN Studies course with a minimum GPA of 6.0 in each course. Applicants must have a minimum GPA of 6.0 (B) in **all** Communication Studies credits and the required minimum cumulative GPA is 5.0 C+; these averages must be maintained to continue in and graduate from the Specialized Honours BA degree. If you don't maintain these marks, you will be de-enrolled from the program.

The deadline for application to this Program is **June 4, 2010** and students will be notified of acceptance or non-acceptance as soon as marks are posted. If you want into this program, please enroll in the courses you would need for the fall. An advising session is always an option if you're unsure about what to take.

All applications must be submitted to the Communication Studies Program Office, 3004 or 3005 TEL Bldg., and application forms are available from the Department Offices, or online at [www.yorku.ca/laps/comm](http://www.yorku.ca/laps/comm).

<p><b>Specialized Honours (54 credits) for students entering this program BEFORE 2009/10</b></p>
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For reference, all the GPA provisions listed above also apply.

- 6 credits from AP/COMN 1310 9.0;
- 12 credits chosen from the following : AP/COMN2311 6.0; AP/COMN2312 6.0/ 9.0; AP/COMN2313 6.0; AP/COMN2314 6.0 /9.0; (only 6.00 credits will count towards the major);
- 18 credits overall at the 3000 level from Category B: 6 credits at the 3000 level chosen from the list of COMN courses; 6 credits in AP/COMN 3320 6.0 and 6 credits in AP/COMN3391 6.0;
- 12 credits at the 4000 level from Category C (you must have 84 credits in order to enrol in our 4000 level courses)
- 6 credits from Category D.

**Upper-level credits:** at least 36 credits in the 3000-level or 4000-level, including at least 18 credits at the 4000 level.

**Credits outside the major:** at least 18 credits.

<p><b>Honours iBA (COMN Studies – Stand alone)</b></p>
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Students will take at least **48 credits** in Communication Studies including the following:

- 6 credits from AP/COMN 1310 9.00;
- 12 credits from the following list of second year courses: AP/COMN2311 6.0, AP/COMN2312 6.0/9.0, AP/COMN2313 6.0, COMN2314 6.0/9.0;
- 6 credits from Category B at the 3000 level;
- 12 credits from Category C at the 4000 level (you must have 84 credits in order to enrol in our 4000 level courses);
- 12 extra credits from Category D that includes Communication Studies courses as well as designated courses from LA&PS, the Health and Fine Arts Faculties.

In addition to the courses required for their major, students in the Honours iBA program must fulfill the following requirements:

**Language Study Credits:** at least 18 credits in a modern languages offered by York University, including the Advanced I university-level course in the chosen language;

**Internationally-Oriented Credits:** at least 12 credits of internationally-oriented courses chosen outside the major; (courses with “global”, “globalization,” “international” or another country as its title)

**International Exchange:** at least one full term abroad as a full-time student at one of York University’s exchange partners.

**Upper-level credits:** at least 36 credits in the 3000-level or 4000-level, including at least 18 credits at the 4000 level.

**Credits outside the major:** For the Honours iBA, courses taken outside the major to satisfy the language study requirement and/or the internally-oriented courses requirement can also be used to satisfy the outside the major requirement.

For more detailed information regarding the Honours iBA program requirements, please consult the Degree Requirements section of the Undergraduate Calendar.

**Students wanting to change to an iBA or go on international exchange MUST first go through York International at <http://international.yorku.ca>**

### **Honours Major/Minor iBA**

The Honours iBA program in Communication Studies described above may be pursued jointly with any Honours Minor BA program in the Faculty of Liberal Arts & Professional Studies. Students wanting to change to an iBA or go on international exchange MUST first go through York International at <http://international.yorku.ca> Please note that COMN Studies does not offer a minor.

### **Honours Double-Major iBA**

Students in the new Double-Major iBA Program are now free to combine their major with any other program / department in the new Faculty of Liberal Arts & Professional Studies, and with Cultural Studies and Film Studies in the Faculty of Fine Arts and Kinesiology and Psychology in the Faculty of Health.

- Students must take at least **48** credits in Comn Studies and at least 36 credits in the other major.
- Courses taken to meet Comn Studies requirements cannot also be used to meet the requirements of the other major.
- Students must take a total of at least 18 credits at the 3000 or 4000 level.
- Students must take 12 credits at the 4000-level.
- The 48 credits in Comn Studies must include:
  - 6 credits AP/COMN 1310 9.0;
  - 12 credits chosen from the following in Category A : AP/COMN2311 6.0; AP/COMN2312 6.0 / 9.0; AP/COMN2313 6.0; AP/COMN2314 6.0 / 9.0
  - 6 credits at the \*3000 level chosen from the list of COMN courses in Category B;
  - 12 credits at the \*4000 level chosen from the list of COMN courses in Cat. C (you must have 84 credits in order to enrol in our 4000 level courses)
  - 12 additional credits (at least 6 credits at the 3000 or 4000 level) from Category D courses which include both Communication Studies courses as well as designated courses from LA&PS, Health and Fine Arts.

In addition to the courses required for their major, students in the Honours iBA program must fulfill the following requirements:

**Language Study Credits:** at least 18 credits in a modern languages offered by York University, including the Advanced I university-level course in the chosen language;

**Internationally-Oriented Credits:** at least 12 credits of internationally-oriented courses chosen outside the major;

**International Exchange:** at least one full term abroad as a full-time student at one of York University's exchange partners.

**Upper-level credits:** at least 36 credits in the 3000-level or 4000-level, including at least 18 credits at the 4000 level.

**Credits outside the major:** For the Honours iBA, courses taken outside the major to satisfy the language study requirement and/or the internally-oriented courses requirement can also be used to satisfy the outside the major requirement.

For more detailed information regarding the Honours iBA program requirements, please consult the Degree Requirements section of the Undergraduate Calendar. Students wanting to change to an iBA or go on international exchange MUST first go through York International at <http://international.yorku.ca>

### **General Education Requirements: For students who entered the Faculty of Arts BEFORE 2009/10**

Humanities or Social Science 1000-level	9 credits
Natural Science	6 credits
Humanities or Social Science 2000-level	9 credits

If the 1000-level credit Foundations course is taken in Social Science then the 2000-level 9 credit Foundations course must be taken in Humanities and vice versa. The breadth requirement for the degree will be satisfied by successfully completing the General Education Foundations courses described above.

General Education courses may be used to fulfil the General Education requirement and, if applicable, major or minor program requirements. For the purpose of meeting major or minor program requirements, all 9 credit General Education courses will count as 6 credits towards the major or minor. The remaining 3 credits will count towards the total number of credits for the degree. General Education courses used to fulfil the General Education requirement, or major or minor program requirements, may not also be used to fulfil required credits outside the major.

### **General Education Requirements - for students entering the Faculty of Liberal Arts & Professional Studies in 2009/10 and 2010/11**

The Faculty of Liberal Arts & Professional Studies General Education curriculum provides students with the foundation of interdisciplinary knowledge, breadth, methods and the approaches necessary for successful liberal and professional education. General Education courses expose students to ways of knowing and fundamental ideas spanning the Humanities, Modes of Reasoning, Natural Science and Social Science. These courses also provide explicit instruction in critical analytical skills and thought and its communication in writing and speech.



### **General education requirement by degree types**

For all Honours BA, BA, Honours iBA and Honours BSW degree programs, the following is required:

- 24 credits of General Education chosen from Humanities, Modes of Reasoning, Natural Science and Social Science, including a minimum of 6 credits in each of Humanities, Natural Science and Social Science.

For all Honours BAS, BAS, Honours BHRM, BHRM degree programs, the following is required:

- 18 credits of General Education chosen from Humanities, Modes of Reasoning, Natural Science and Social Science, including a minimum of 6 credits in each of three areas: Humanities, Modes of Reasoning, Natural Science and Social Science.

*Note: Modes of Reasoning is recommended for BAS and BHRM degrees.*

### **Guidelines for general education courses**

- It is strongly recommended that students successfully complete (pass) their first General Education course within the first 24 credits.
- It is strongly recommended that all General Education courses be successfully completed (passed) within the first 48 credits.
- Approved General Education courses are offered at the 1000 and 2000-level.
- A maximum of 9 credits in each of the four areas (Humanities, Modes of Reasoning, Natural Science and Social Science) will count towards fulfilment of General Education requirements.
- A maximum of 36 credits in General Education will count towards the degree. Students who are required to exceed the 36 credit maximum because of program/degree requirements must obtain permission to do so from their program of study.
- General Education courses may be used to satisfy more than one requirement, but are counted only once toward the total number of credits required for the degree as follows:

General Education courses may be used to fulfil the General Education requirement and, if applicable, major or minor program requirements. For the purpose of meeting major or minor program requirements, all 9 credit General Education courses will count as 6 credits towards the major or minor. The remaining 3 credits will count towards the total number of credits for the degree. General Education courses used to fulfil the General Education requirement, or major or minor program requirements, may not also be used to fulfil required credits outside the major.

**COURSE RELATED INFORMATION:**

**1) Grading Standards, 2) Grades in Courses, 3) Grade Reappraisals, 4) Deferred Standing, 5) Letter of Permission, 6) Academic Honesty, 7) Petition Procedures, and 8) Sessional Dates**

**1. Grading Standards**

LETTER GRADE	POINT VALUE	%	DEFINITION
A+	9	90%+	exceptional
A	8	80-89%	excellent
B+	7	75-79%	very good
B	6	70-74%	good
C+	5	65-69%	competent
C	4	60-64%	fairly competent
D+	3	55-59%	passing
D	2	50-54%	barely passing
E	1	40-49%	marginally failing
F	0	0-39%	failing

**2. Grades in Courses**

The grading scheme of a course must be announced in writing in class during the first two weeks. We have included grading information in our descriptions of the currently-offered courses, but sometimes a different faculty member ends up teaching a course than the one posted. In that case, s/he may vary the marking scheme, but this information will be made available to the students. Once the class has started and a marking scheme is distributed, the only way the marking scheme can be altered is with the consent of all students.

Faculty are required to give feedback to students in a timely fashion so that they can make decisions about whether to drop a course before the drop date. Normally, 30% of the mark should be available for a full-year course, and 15% for a semester course by the respective drop-dates.

### **3. Grade Reappraisals**

#### **3.1. During the school session**

If you question the mark you received in a lecture course with a tutorial leader, please approach your tutorial leader first during his/her office hours for clarification of the marking scheme. If you continue to be dissatisfied, make an appointment with the Course Director and seek his/her intervention. The Undergraduate Program Director can be asked to intervene if a dispute is unresolved, but he/she can not change the mark.

#### **3.2. Once final marks have been received**

If you think that your grade was not justified, you may submit a formal request to the Department (through the office of the Undergraduate Program Director). The form is available on our web site or at our Office. Requests for grade reappraisals must be submitted within 21 calendar days of the release of final grades. Students may ask for all written work, or just specific parts to be reassessed; please note that participation marks can not be reassessed. The reassessment will, in the first case, be carried out by the Course Director (if s/he has not already seen the work), and then if the dispute continues, by an anonymous marker (another member of our department) who will receive the work with the student's name removed. As a result of the reappraisal, the original grade may be raised, lowered or confirmed. The grade reappraisal may take from 6-8 weeks; you will be notified in writing via letter to your home address.

The decision of the Department may be appealed—on procedural grounds only—to the Faculty of Liberal Arts & Professional Studies' Committee on Student Appeals and Academic Integrity. Appeals must be submitted within 21 calendar days of receiving the Department's letter.

### **4. Deferred Standing**

Students may be eligible for Deferred Standing in a course on such grounds as illness, family misfortune, or accident.

Deferred standing allows students more time to complete course assignments, tests, and exams, after the deadline for the Faculty to submit final marks. Students in such circumstances should approach their Course Director(s) to sign the Deferred Standing Agreement (available at our receptionist desk or online). Please pay attention to the deadline dates for submitting the form. If a course director is unwilling or unable to sign the DSA form, you can submit a petition to the Faculty of Liberal Arts & Professional Studies' Committee on Student Academic Petitions—see their web site—within 48 hours of the Department's deadline.

### **5. Letter of Permission for courses taken outside the Department of Communication Studies for Communication Studies' credit**

If you want to take courses at another university for credit toward your Communication Studies major, you must make an appointment with the Undergraduate Program Director (or his/her delegate) BEFORE YOU GO AWAY. At that meeting, you must bring:

- A letter of permission form (downloaded from the Registrar’s website) filled out,
- A copy of a detailed course description(s) from the other university’s web site (including information about the length of the course, year level and credit value).

At the meeting, the UGPD will assess the proposed course(s) and if it is acceptable, the form will be signed. You then submit the form to the R.O.’s office for processing.

## 6. Academic Honesty

The York University’s Senate Policy on Academic Honesty “is an affirmation and clarification for members of the University of the general obligation to maintain the highest standards of academic honesty.” Students are advised to make themselves aware of all the instances of academic dishonesty and proper research procedures in order to avoid being charged. The Department of Communication Studies is committed to following up on all reported cases. The Undergraduate Program Director’s office handles all cases at the Exploratory Level. The full document, including the range of penalties, is available at [www.yorku.ca/secretariat/policies/document.php?document=69](http://www.yorku.ca/secretariat/policies/document.php?document=69)

## 7. Petitions: Requests for the Waiver of Departmental and Faculty regulations

The Faculty of Liberal Arts & Professional Studies’ Committee on Student Academic Petitions will consider student petitions that request a waiver from the Faculty’s or Department’s rules and regulations. Forms are available from the Faculty’s website.

## 8. Sessional Dates (Revised May 21 2010)

### 8.1. Fall 2010 Sessional Dates (Terms F and Y)

Monday	September 6	Labour Day (University Closed)
Monday	September 13	Fall Classes Start
Saturday	September 25	Last date to announce the components of final grade for Fall Term and Fall/Winter Session courses.
Sunday	September 26	Last date to enrol in Fall Term and Fall/Winter Session courses without permission of the course instructor
Friday	October 8 (F)	Last date to enrol in Fall Term courses with permission of the course instructor.
Saturday To Friday	October 9 - October 15	Reading Week (no classes)
Monday	October 11	Thanksgiving (University Closed).
Wednesday	October 2 (Y)	Last date to enrol in Fall/Winter Term courses with permission of the course instructor
Friday	November 12	Last date to drop Fall Term courses without receiving a grade
Friday	December 10	Fall classes end
Tuesday	December 7	Last date to submit Fall Term work
Sunday- Thursday	December 12 - December 23	Examination period

## 8.2. Winter 2011 Sessional Dates (Terms W & Y)

Tuesday	January 4	Winter Term classes commence and Fall/Winter classes resume
Sunday	January 16	Last date to announce the components of final grade for Winter Term courses
Monday	January 17	Last date to enrol in Winter Term courses without permission of the course instructor
Monday	January 31	Last date to enrol in Winter Term courses with permission of the course instructor
Friday	February 11	Last date to drop Fall/Winter Session courses without receiving a grade
Monday	February 21	Family Day (University closed)
Saturday to Friday	February 19 to February 25	Reading Week (no classes)
Friday	March 4	Last date to drop Winter Term courses without receiving a grade
Monday	April 4	Winter Term and Fall/Winter Session classes end.
Monday	April 4	Last date to submit Winter Term and Fall/Winter Session work
Wednesday to Saturday	April 6 to April 23	Examination period
Friday	April 22	Good Friday (University closed)

## General Student-Oriented Information

### 1. Communication Studies Student Association (CSSA)

The York University Undergraduate Communication Studies Students Association (CSSA) seeks to create relationships between Communication Studies students through both academic and social events; students can connect through events such as job fairs, movie nights, mentoring programs and speakers. It also hopes to create a bridge between faculty and students to prepare students for life after university. The Association is created by students, for students with faculty and staff support.

For more information about the CSSA please visit [www.yorku.ca/cssa](http://www.yorku.ca/cssa)

## **2. Opportunities for Study Abroad**

As of 1 July 2009, we have expanded our program offerings to include iBA Honours degrees. York students can participate in an academic exchange at over 60 universities abroad. We urge students in our department to consider taking one or two terms at another university. The experience of living in another culture is invaluable and can provide students with an added advantage when seeking employment. Drop by 108 Vanier College to speak to an advisor or see <http://international.yorku.ca/students/thinking.htm>

## **3. Student Awards: Internal and External**

For up-to-date information about our awards and prizes, please consult our website.

**3.1. Internal Awards:** Recipients will be notified in the fall and honoured at a reception held jointly with the Department of Social Science.

### **Penny Joliffe Scholarship**

Named in honour of a long-standing member of the Communications Department at the university, this award goes to the student in the first-year “Introduction to Communications” course who has a high GPA in the course, is recommended by the Course Director, and is continuing on into second year as a major in the Department of Communications Studies.

### **Eric Koch Award**

This award honours Professor Eric Koch, a long-time member of the former Communications Studies Program in the former Faculty of Arts who retired in 2003. This award is given to the student in the second-year “Politics, Policy and the Media” course who has a high GPA in the course, is recommended by the Course Director, and is continuing on into third year as a major in the Department of Communications Studies.

### **Jerry Durlak Award**

This award honours Professor Jerry Durlak, a long-time member of the former Communications Studies Program in the former Faculty of Arts who retired in 2005. This award is given to the student in the second-year “Information and Technology” course who has a high GPA in the course, is recommended by the Course Director, and is continuing on into third year as a major in the Department of Communications Studies.

### **Dalton Kehoe Award**

This award honours Professor Dalton Kehoe, a long-time member of the former Communications Studies Program in the former Faculty of Arts who retired in 2008. This award is given to the student in the second-year “Communication in Everyday Life” course who has a high GPA in the course, is recommended by the Course Director, and is continuing on into third year as a major in the Department of Communications Studies.

**Reva Orlicky Memorial and Founding Friends Award**

This award been established by York University alumni and friends to provide a bursary to a deserving York University upper-year Communication Studies student, under the guidelines of the Ontario Student Opportunity Trust Fund. Priority will be given to those students who have shown an interest in, or are taking courses in the context and condition for radio in Canada, who have a high GPA, and are in financial need. Application forms are available online at [www.yorku.ca/lapscomn](http://www.yorku.ca/lapscomn). Applications must be submitted to the Department Office, **by 1 October 2009**.

**3.2. External Awards:** while there are a number of York University undergraduate awards and scholarships available (<http://www.yorku.ca/osfs/schburprizes.shtml>) here are three which relate directly to our field. For more details, visit the website at [www.cab-acr.ca/english/about/awards/scholarships/default.shtm](http://www.cab-acr.ca/english/about/awards/scholarships/default.shtm)

**Jim Allard Broadcast Journalism Scholarship**

This annual scholarship [worth \$1500] is offered to the student who best combines academic achievement with natural talent. The applicant needs to be jointly enrolled in our program and in a Community College studying broadcast journalism.

**Ruth Hancock Scholarships**

These annual scholarships [worth \$1500 each] are designed to encourage talented, hard-working students to pursue careers in Canadian broadcasting or broadcast sales/marketing.

**BBM Canada Scholarship**

This annual scholarship [worth \$4000] is offered to a 4<sup>th</sup> year student going on to graduate work in measurement of electronic media and related consumer behaviours.

## Course Listings

(based on information available March 2010; please check web site for changes)

### MANDATORY INTRODUCTORY COURSE

Core Course – Cannot be substituted (S/FW)

AP/COMN 1310 9.0 Introduction to Communications  
(cross-listed to: AP/SOSC 2312 9.0)

### CATEGORY “A”

Core Courses - Cannot be substituted

AP/COMN 2311 6.0 Communication in Everyday Life  
 AP/COMN 2312 6.0 Information and Technology  
 AP/COMN 2312 9.0 Information and Technology  
 (cross-listed to: AP/SOSC 2312 9.0)  
 AP/COMN 2319 9.0 **ESL** Information and Technology  
 (cross-listed to: AP/SOSC 2319 9.0)  
 AP/COMN 2313 6.0 Politics, Policy and the Media  
 AP/COMN 2314 6.0 Media, Culture and Society  
 AP/COMN 2314 9.0 Media, Culture and Society  
 (cross-listed to: AP/SOSC 2314 9.0)

### CATEGORY “B”

Core Courses – Cannot be substituted

**Normally Cat B courses can only be taken after the student has completed 54 credits**

AP/ANTH 3350B 6.0 Culture as Performance\*  
 AP/COMN 3311 6.0 Communication in Organizations  
 AP/COMN 3313 3.0 Labour in the Communication and Cultural Industries  
 AP/COMN 3315 6.0 Advertising and Society  
 AP/COMN 3316 6.0 TV as Culture & Communication  
 AP/COMN 3317 3.0 **(W)** Augmented Bodies  
 AP/COMN 3318 6.0 Augmented Bodies\*  
 AP/COMN 3320 6.0 Communication Theory  
 AP/COMN 3330 3.0 An Introduction to the Documentary\*  
 AP/COMN 3340 3.0 Evaluating Media History\*  
 AP/COMN 3350 3.0 **(F)** Broadcasting Policy: Comparative Introduction\*  
 AP/COMN 3351 3.0 **(W)** Broadcasting Policy: Current Issues & Case Studies\*  
 AP/COMN 3352 3.0 Corporations, Media, Me  
 AP/COMN 3393 6.0 Feminist Perspectives on Media & Technology  
 AP/COMN 3991 6.0 Research Methods in Communication

\*not offered in 2010/11



**CATEGORY “C”****[Core Courses]****Normally, Category C courses can only be taken  
after a student has completed 84 credits.****Core courses cannot be substituted**

AP/ANTH 4340 6.0	Advocacy and Social Movements
AP/COMN 4300A 6.0	Popular Culture and Communications
AP/COMN 4301 6.0	Theoretical Perspectives on Interactive Media*
AP/COMN 4302 6.0	Interactive Art and Entertainment
AP/COMN 4303 6.0	Children, Media, Education and Change*
AP/COMN 4304 6.0	Public Communication and Political Discourse
AP/COMN 4305 6.0	Debates about Technological Development*
AP/COMN 4306 3.0	Inside Technology*
AP/COMN 4307 3.0	Case Studies in Communication Technologies
AP/COMN 4310 6.0	Global Communication: Contemporary Issues
AP/COMN 4312 6.0	The Politics of Canadian Broadcasting*
AP/COMN 4314 6.0	Media, Publics and Democracy*
AP/COMN 4315 6.0	Communication and the Management of Change in Organizations
AP/COMN 4318 6.0	Modes of Communication*
AP/COMN 4319 6.0	Theory and Practice of Effective Communication
AP/COMN 4320 6.0	The Electronic Information Marketplace
AP/COMN 4325 6.0	Mediations of Identity
AP/COMN 4326 6.0	Visual Culture: Histories, Theories, and Politics*
AP/COMN 4327 6.0	Cultural Politics and Aesthetics
AP/COMN 4328 6.0	Sound Studies and visual Media
AP/COMN 4329 6.0	Popular Music as Communication and Culture
AP/COMN 4330 6.0	Participative Media*
AP/SOSC 4510 6.0	African Popular Culture
AP/COMN 4801 6.0	Critical Studies of or on the Internet
AP/COMN 4802 6.0	Issues in the Political Economy of the Media
AP/COMN 4803 6.0	Approaches to Communication and Development*
AP/COMN 4804 6.0	Global Media, Local Communication*
AP/COMN 4805 6.0 (S)	Public Diplomacy as Communication
AP/COMN 4810 6.0	Honours Research Seminar*
AP/POLS 4180 6.0	Politics and the Mass Media in Canada
AP/POLS 4185 6.0	Culture and Communication
AP/SOCI 4510 6.0	Popular Culture & Social Practice In Canada

\*not offered in 2010/11

### CATEGORY "D"

**List of courses including courses from our categories A, B and C—  
which can only be counted in Category D if not counted in Categories A,  
B or C. The list includes relevant courses from other Departments and  
Faculties; check the website for up-dates to this list.**

#### 1000 LEVEL COURSES

SC/CSE	1520 3.0	Computer Use: Fundamentals
SC/CSE	1530 3.0	Computer Use: Programming

#### 2000 LEVEL COURSES

AP/ANTH	2120 6.0	Visualizing Ourselves, Visualizing Others
AP/CLTR	2210 6.0	Media, Culture and Technology*
AP/CLTR	2610 6.0	Music in Human Experience*
AP/CLTR	2850 6.0	Understanding Culture & the Visual Environment*
AP/COMN	2311 6.0	Communication in Everyday Life
AP/COMN	2312 6.0/9.0	Information and Technology (9 credit cross-listed to: AP/SOSC 2312 9.0)
AP/COMN	2313 6.0	Politics, Policy and the Media
AP/COMN	2314 6.0/9.0	Media, Culture and Society (cross-listed to: AP/SOSC 2314 9.0)
AP/COMN	2319 9.0	Information and Technology (AP/SOSC2319 9.0)
AP/COMN	2830 9.0	Music and Society* (cross-listed to: AP/SOSC 2830 9.0)
AP/COMN	2840 9.0	Film and Society (cross-listed to: AP/SOSC 2840 9.0)
AP/EN	2600 6.0	Introduction to Creative Writing
FA/FACS	2100 3.0 (W)	Critical Biographies: Works and Lives*
FA/FACS	2500 3.0 (F)	Contemporary Arts and Technologies
FA/FACS	2900 6.0	Rethinking Representation*
FA/FACS	2910 3.0 (F)	Performing Arts in Global Perspective*
FA/FACS	2920F 3.0	In Other Worlds*
FA/FACS	2930 6.0	The Electronic Landscape
FA/FILM	2040 6.0	Video and Filmmaking*
FA/FILM	2120 6.0	Screenwriting Fundamentals
FA/FILM	2400 6.0	Film Theory
FA/FILM	2401 6.0	Film, TV and Society
AP/HUMA	2740 6.0	Film, TV and Society
AP/HUMA	2970 9.0	Traditional and Popular Culture
AP/LING	2400 3.0 (W)	Language in its Social Context
AP/LING	2430 3.0 (W)	Language, Power and Persuasion
SC/MATH	2560 3.0 (F)	Elementary Stats I
SC/MATH	2570 3.0 (W)	Elementary Stats II

AP/POLS	2910 6.0/	Canadian Democracy in a North American Context (cross-listed to: AP/PPAS 3300 6.0)
HH/PSYC	2020 6.0	Statistical Methods I and II
HH/PSYC	2021 3.0	Statistical Methods I
HH/PSYC	2022 3.0	Statistical Methods II
HH/PSYC	2120 3.0	Social Psychology
AP/WMST	2501 3.0/	Language and Gender* (cross-listed to: AP/LING 2410 3.0, GL/SOSC 2900 3.0)

### **3000 LEVEL COURSES**

AP/ANTH	3350 6.0	Culture as Performance*
AP/CLTR	3100 6.0	Culture, Meaning and Form [summer 2010]
AP/CLTR	3230 3.0/6.0	Illness in the Popular Eye: Body, Spirit and Transformation*
AP/CLTR	3250 6.0	Contemporary History Through Film
AP/COMN	3311 6.0	Communication in Organizations
AP/COMN	3313 3.0	Labour in the Communication and Cultural Industries
AP/COMN	3352 3.0	Corporations, Media, Me
AP/COMN	3315 6.0	Advertising and Society
AP/COMN	3316 6.0	Television as Culture and Communication
AP/COMN	3317 3.0	Augmented Bodies
AP/COMN	3318 6.0	Augmented Bodies*
AP/COMN	3320 6.0	Communication Theory
AP/COMN	3330 3.0	An Introduction to the Documentary*
AP/COMN	3340 3.0	Evaluating Media History*
AP/COMN	3350 3.0	Broadcasting Policy: A Comparative Introduction*
AP/COMN	3351 3.0	Broadcasting Policy: Current Issues and Case Studies*
AP/COMN	3352 3.0	Corporations, Media, Me
AP/COMN	3393 6.0	Feminist Perspectives on Media and Technology
AP/COMN	3991 6.0	Research Methods
AP/COMN	3992 6.0	Popular Trials
FA/FACS	3100 3.0	The Theatricality of Power
FA/FACS	3200 3.0 (F)	Artist as Witness*
FA/FACS	3300 3.0 (W)	Canadian Arts and Culture*
FA/FACS	3360 3.0 (F)	Arts and the Law: Policies and Perspectives*
FA/FACS	3920L 3.0 (F)	Urban Culture*
FA/FACS	3937 3.0 (F)	Sound for Artists*
FA/FACS	3938 3.0 (W)	Video in the Expanded Field
FA/FILM	3210 3.0/*	American Film I (cross-listed to: AP/HUMA 3909 3.0)
FA/FILM	3211 3.0/	American Film I* (cross-listed to: AP/HUMA 3910 3.0)
FA/FILM	3220B 3.0	European Cinema: 1960 – Present*
FA/FILM	3250C 3.0	Director's Cinema: David Cronenberg*
FA/FILM	3310 3.0	Studies in the Documentary*
FA/FILM	3320 3.0	The Experimental Tradition

FA/FILM	3321 3.0	Alternative Cinema*
FA/FILM	3331 3.0/	Video Art and Activism* (cross-listed to: FA/VISA 3053 3.0)
FA/FILM	3401 3.0 (F)	Canadian Cinema
FA/FILM	3410 3.0 (W)	Reading in Film and Television Theory
FA/FILM	3420B 3.0	British Comedy*
FA/FILM	3420D 3.0	Studies in Genre: Horror*
FA/FILM	3420E 3.0	The Science Fiction Film
FA/FILM	3420F 3.0	Science Fiction Film Since 1965*
FA/FILM	3420G 3.0	Bollywood to Hollywood [summer 2010]
FA/FILM	3610A 3.0	National Cinemas: Chinese Film*
FA/FILM	3610B 3.0	National Cinemas: Quebecois Film & TV
FA/FILM	3610C 3.0	African Cinema*
FA/FILM	3610D 3.0 (W)	Studies in National Cinema: Japanese Cinema*
FA/FILM	3810 3.0	Women in Film I
FA/FILM	3812 3.0	Queer Cinema*
FA/FILM	3910 3.0	Jewish Film I*
AP/POLS	3100 3.0 (W)	Media, Identity and Citizenship
AP/POLS	3155 3.0A (W)	Election Campaigns in Canada [summer 2010]
AP/POLS	3300 6.0/	Statistics for Social Sciences (cross-listed to: AP/SOCI 3030 6.0 and AP/PPAS 3300 6.0)
AP/SOCI	3220 6.0	Cultural Sociology
SC/STS	3500 3.0 (W)	The Global Information Society (cross-listed to: AP/SOSC 3500 3.0)

#### **4000 LEVEL COURSES**

AP/ANTH	4340 6.0	Advocacy and Social Movements
AP/CLTR	4810 6.0	Architecture and Social Change
AP/CLTR	4850 6.0	Propaganda and Culture*
AP/COMN	4300 6.0	Popular Culture and Communications
AP/COMN	4301 6.0	Theoretical Perspectives on Interactive Media*
AP/COMN	4302 6.0	Interactive Art and Entertainment
AP/COMN	4303 6.0	Children, Media, Education and Change*
AP/COMN	4304 6.0	Public Communication and Political Discourse
AP/COMN	4305 6.0	Debates about Technological Development*
AP/COMN	4306 3.0	Inside Technology*
AP/COMN	4307 3.0	Case Studies in Communication Technologies
AP/COMN	4310 6.0	Global Communication: Contemporary Issues
AP/COMN	4312 6.0	The Politics of Canadian Broadcasting*
AP/COMN	4314 6.0	Media, Publics and Democracy*
AP/COMN	4315 6.0	Communication and the Management of Change in Organizations
AP/COMN	4318 6.0	Modes of Communication*
AP/COMN	4319 6.0	Theory and Practice of Effective Communication
AP/COMN	4320 6.0	The Electronic Information Marketplace

AP/COMN	4325	6.0	Mediations of Identity
AP/COMN	4326	6.0	Visual Culture: Histories, Theories, and Politics*
AP/COMN	4327	6.0	Cultural Politics and Aesthetics
AP/COMN	4328	6.0	Sound Studies and Visual Media
AP/COMN	4329	6.0	Popular Music as Communication and Culture
AP/COMN	4330	6.0	Participative Media*
AP/SOSC	4510	6.0	African Popular Culture
AP/COMN	4801	6.0	Critical Studies of or on the Internet
AP/COMN	4802	6.0	Issues in the Political Economy of the Media
AP/COMN	4803	6.0	Approaches to Communication and Development*
AP/COMN	4804	6.0	Global Media, Local Communication*
AP/COMN	4805	6.0	Public Diplomacy as Communication
AP/COMN	4810	6.0	Honours Research Seminar*
AP/POLS	4180	6.0	Politics and the Mass Media in Canada
AP/POLS	4185	6.0	Culture and Communication
AP/SOCI	4510	6.0	Popular Culture & Social Practice In Canada
ES/ENVS	4420	3.0 (F)	Environment, Media, Culture & Communication
FA/FACS	4210	3.0 (W)	Culture and Community in the Liminal City*
FA/FACS	4934	3.0 (W)	Tactical Media: Art and Activism*
AP/HREQ	4770	6.0	Democracy, State and Freedom of Expression [summer2010]
AP/POLS	4071	3.0 (W)	The Politics of Cyberspace
AP/POLS	4180	6.0	Politics and the Mass Media in Canada
AP/POLS	4185	6.0	Culture and Communication
AP/POLS	4402	3.0 (F)	Protest Movements and Democracy
AP/POLS	4406	3.0	Politics of Work and Industry*
AP/POLS	4904	3.0 (W)	Political Organizing and Communication Capstone
AP/SOCI	4500	6.0 (F)	Social Theory, Culture and Politics
AP/SOCI	4510	6.0	Popular Culture and Social Practise in Canada*
AP/SOCI	4920	6.0	Communication and Community*

\* Probably not being offered during the Fall/Winter 2010-2011 Session

<b>COMMUNICATION STUDIES</b> <b>Course Offerings Summer 2010</b>
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**CORE COURSE – CATEGORY A**

AP/COMN 1310 9.0 Introduction to Communication Studies  
(cross-listed to: AP/SOSC 1310 9.0)

**CATEGORY C OR D COURSE**

AP/COMN 4805 6.0 Public Diplomacy as Communication: From the United States to the World

**CATEGORY D COURSE**

**1000 LEVEL COURSES**

SC/CSE 1520 3.0 Computer Use: Fundamentals

SC/CSE 1530 3.0 Computer Use: Programming

**2000 LEVEL COURSES**

AP/ANTH 2120 6.0 Visualizing Ourselves, Visualizing Others

AP/CLTR 2610 6.0 Music in Human Experience

FA/FILM 2401 6.0 Film, TV and Society  
(cross-listed to: AP/HUMA 2740 6.0)

AP/LING 2400 3.0 Language in its Social Context

SC/MATH 2560 3.0 Elementary Stats I

SC/MATH 2570 3.0 Elementary Stats II

AP/POLS 2910 6.0/ Canadian Democracy in a North American Context  
(cross-listed to: AP/PPAS 3300 6.0)

HH/PSYC 2021 3.0 Statistical Methods I

HH/PSYC 2022 3.0 Statistical Methods II

**3000 LEVEL COURSES**

AP/CLTR 3100 6.0 Culture, Meaning and Form

AP/CLTR 3230 3.0/6.0 Illness in the Popular Eye: Body, Spirit and Transformation

FA/FILM 3420G 3.0 Bollywood to Hollywood

AP/POLS 3155 3.0A Election Campaigns in Canada

**4000 LEVEL COURSES**

AP/ANTH 4340 6.0 Advocacy and Social Movements

AP/HREQ 4770 6.0 Democracy, State and Freedom of Expression

AP/SOCI 4500 6.0 Social Theory, Culture and Politics

## Selected Courses by Thematic Areas

<b>MEDIA CULTURE AND SOCIETY</b>
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AP/ANTH	2120 6.0	Visualizing Ourselves, Visualizing Others
AP/ANTH	3350B 6.0	Culture as Performance
FA/FACS	2400 6.0	Photography, Film & Popular Culture
FA/FACS	2900 6.0	Rethinking Representation
AP/HUMA	2740 6.0	Film, TV and Society
AP/HUMA	2900 9.0	Introduction to Creative Writing
AP/LING	2400 3.0	Language & its Social Context
AP/LING	2410 3.0	Language and Gender
AP/LING	2430 3.0	Language, Power and Persuasion
AP/LING	2440 3.0	Language and Societies
AP/COMN	2314 6.0/9.0	Media, Culture and Society
AP/COMN	2830 6.0	Music and Society
AP/COMN	2840 6.0	Film and Society
AP/COMN	3315 6.0	Advertising and Society
AP/COMN	3316 6.0	TV as Culture and Communication
AP/COMN	3318 6.0	Augmented Bodies
AP/COMN	3320 6.0	Communication Theory
AP/COMN	3393 6.0	Feminist Perspectives on Media & Technology
AP/COMN	3991 6.0	Research Methods in Communication
AP/SOSC	3992 6.0	Popular Trials
AP/SOCI	3220 6.0	Cultural Sociology
AP/SOCI	3840 6.0	Mass Communications
FA/FACS	3900M 3.0 (W)	Arts and Cultures: Indigenous Cultures
FA/FILM	3300 3.0A	TV/Video: Theory and Criticism I
AP/ANTH	4340 6.0	Advocacy and Social Movements
FA/FACS	4220 3.0 (W)	Feminist Cultural Theory
AP/POLS	4185 6.0	Communication and Culture
AP/SOSC	4300 6.0	Popular Culture and Communications
AP/SOSC	4304 6.0	Advanced Problems in Communication Thought
AP/SOSC	4318 6.0	Modes of Communication
AP/SOSC	4319 6.0	Theory and Practice of Effective Communication
AP/SOSC	4325 6.0	Mediations of Identity
AP/SOSC	4510 6.0	African Popular Culture
AP/SOSC	4801 6.0	Critical Studies of or on the Internet
AP/SOSC	4802 6.0	Issues in the Political Economy of the Media
AP/SOSC	4803 6.0	Approaches to Communication and Development
AP/SOCI	4500 6.0	Popular Culture and Social Practices in Canada
AP/SOCI	4920 6.0	Communication and Community

<b>INTERPERSONAL AND ORGANIZATIONAL COMMUNICATION</b>
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AP/COMN 2311 6.0	Communication in Everyday Life
AP/COMN 3311 6.0	Communication in Organizations
AP/COMN 4315 6.0	Communication and the Management of Change in Organizations
AP/COMN 4319 9.0	Theory and Practice of Effective Communication
AP/COMN 4320 6.0	The Electronic Network Marketplace
AP/COMN 4325 6.0	Mediations of Identity
AP/COMN 4330 6.0	Participative Media

<b>POLITICS AND POLICY</b>
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SC/MATH 2560 3.0	Elementary Statistics I
SC/MATH 2570 3.0	Elementary Statistics II
AP/POLS 2910 6.0	Can Democracy in N. American Context
AP/COMN 2313 6.0	Politics, Policy and the Media
AP/POLS 3100 3.0	The Politics of Communication and Culture in Canada
AP/POLS 3155 3.0	Election Campaigns in Canada
AP/COMN 3311 6.0	Communication in Organizations
AP/COMN 3350 3.0	Broadcasting Policy: A Comparative Introduction
AP/COMN 3351 3.0	Broadcasting Policy: Current Issues & Case Studies
AP/COMN 3991 6.0	Research Methods in Communication
AP/COMN 4304 6.0	Public Communication and Political Discourse
AP/POLS 4180 6.0	Politics and the Mass Media in Canada
AP/POLS 4185 6.0	Culture and Communication
AP/COMN 4310 6.0	Global Communication: Contemporary Issues
AP/COMN 4312 6.0	The Politics of Canadian Broadcasting
AP/COMN 4314 6.0	Media, Publics and Democracy
AP/COMN 4315 6.0	Communication and the Management of Change in Organizations
AP/COMN 4801 6.0	Resistance and Subversion on the Internet
AP/COMN 4802 6.0	Issues in the Political Economy of the Media
AP/COMN 4803 6.0	Approaches to Communication and Development

<b>CRITICAL TECHNOLOGY STUDIES</b>
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FA/FACS 1939 3.0	Interactive New Media Art: Introduction
FA/FACS 2500 3.0	Contemporary Arts & Technologies
FA/FACS 2930 6.0	The Electronic Landscape
AP/COMN 2312 6.0/9.0	Information and Technology (cross-listed to: AP/SOSC 2312 9.0)



AP/COMN 2319 9.0	(ESL) Information and Technology
AP/COMN 3311 6.0	Communication in Organizations
AP/COMN 3318 6.0	Augmented Bodies
AP/COMN 4301 6.0	Perspectives on Interactive Media
AP/COMN 4302 6.0	Interactive Art and Entertainment
AP/COMN 4305 6.0	Debates about Technological Development
AP/COMN 4306 3.0	Inside Technology
AP/COMN 4307 3.0	Case Studies in Communication Technologies
AP/COMN 4315 6.0	Communication and the Management of Change in Organizations
AP/COMN 4318 6.0	Modes of Communication
AP/COMN 4319 6.0	Theory and Practice of Effective Communication
AP/COMN 4320 6.0	The Electronic Information Marketplace
AP/COMN 4330 6.0	Participative Media
AP/COMN 4801 6.0	Resistance and Subversion on the Internet

## Core Course Descriptions

<p style="text-align: center;"><b>CATEGORY "A"</b> Course descriptions</p>
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(Core courses cannot be substituted)

**AP/COMN 1310 9.0 (Cross-listed to AP/SOSC1310 9.0)**  
**INTRODUCTION TO COMMUNICATIONS**

**Course Director:** Prof. David Skinner

<p><i>This course has a 9-credit value and may be taken to fulfil General Education requirements as well as the COMN major requirement. All 9 credits will count toward the 120 credits required for the Honours BA degree, but only <b>6 credits will go toward the COMN major</b> [besides its thematic content, this course partly focuses on basic university skills]</i></p>
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This course introduces students to the study of communication. It is designed to provide a critical overview - or survey - of the main themes and issues in the field of communication and mass media. It looks at communication from both the personal and social levels and considers the myriad ways in which forms and processes of communication are implicated in our knowledge and understanding of the world.

The course is structured to introduce students to the four thematic areas of the Communication Studies Program: Media and Culture, Politics and Policy, Critical Technology Studies, and Interpersonal and Organizational Communication. In the first term, we will consider the roles of language, culture and, particularly, the mass media, in the production of meaning and the construction of our social environment. In the second term, we will examine the roles of the state, civil society, institutions, organizations, and technology in the production and distribution of culture and social power.

The basic objectives and anticipated learning outcomes of the course are: i) to provide a critical understanding of the structures and practices of communication, and particularly the mass media; ii) to develop a critical understanding of communication as a cultural form; iii) to encourage the use and appreciation of social theory in reflecting on the study of communication and mass media; iv) to build an appreciation of the social political and economic dimensions of mass-mediated communication; v) to

develop an understanding of the Canadian context of mass communication.

The lectures will be supplemented with both video materials and in-class assignments to illustrate the relationships between your personal experiences of the media and the theoretical and critical perspectives discussed in class.

**Critical Skills component:** As well as focusing on students' reading and writing skills, this course also concentrates on enhancing students "Information Literacy" skills including research searching, evaluating and organizing skills.

**Evaluation**

Participation and Attendance	10%
Tutorial Presentations	10%
Reading Summaries	10 %
Mini-Essays	10%
End of Term Exams	30%
End of Term Papers	30%

**Format:** 2-hour lecture and two-hour tutorial.

**Degree Credit Exclusions:** AS/SOSC 2310 9.0 and AK/SOSC 2410 6.0/ 9.0

**Projected Enrolment:** 500

**Reserved Spaces:** Most spaces for COMN, BUSO (Communication stream) and Digital Media majors

**AP/COMN 2311 6.0**

**COMMUNICATION IN EVERYDAY LIFE**

**Course Director:** Prof. Dalton Kehoe

**This is the recommended course for students who are intending to pursue 4000-level courses in the *Interpersonal and Organizational Communication* stream.** In addition to the broader aims outlined below, the course will also equip students with sets of key terms and concepts as well as methodological and theoretical approaches which will both build on ideas presented in the introductory course and provide the basis to enable the student to engage in more complex and sophisticated analyses undertaken in the 3000 and 4000 level courses in this stream.

In this course we examine the processes of everyday communication in order to understand how we construct ourselves, our relationships to each other and the larger world. The course will explore a variety of models to discover the fundamental connections between how we create and communicate meaning within ourselves, between ourselves and others in "face-to-face" situations, and between ourselves and many others using impersonal, mediated forms of communication.

The course has two purposes: (1) it provides students with a general understanding of how the various social sciences can help them to recognize the "taken-for-granted" aspects of their daily lives as communicators, i.e. to discover the forces that move them and the people around them to act in ways that are sometimes hard to understand at first glance; and (2) it gives students a chance to explore the nature of effective communication in their daily lives. We will analyze "what works and what doesn't" in a number of important situations in life. We will use a variety of "hands on" learning techniques to encourage students to experience concepts directly and to improve their skills as communicators. This will not only help them in their work as students but in other areas of their personal lives. Course work also includes keeping a personal journal where students can reflect upon their observations of their own and others' communication behaviour.

Please refer to the course website: <http://sosc2311.thetalkpage.com>

**Evaluation:**

First Term: 2 Quick Review Essays	10%
First Term Exam:	20%
Second Term: Short Essay	10%
Second Term: Long Essay	20%
Tutorial Participation:	15%
Final Examination:	25%

**Format:**

2-hour lecture and 1-hour tutorial

Lectures for this course will be offered on-line; regular in-class seminars will complement the lectures

**Projected Enrolment:** 180**Reserved Spaces:** Most spaces for COMN, BUSO (Communication stream) students.**AP/COMN 2312 6.0****AP/COMN 2312 9.0 (Cross-listed to AP/SOSC 2312 9.0)****AP/COMN 2319 9.0 (Cross-listed to AP/SOSC 2319 9.0 (ESL))****INFORMATION AND TECHNOLOGY****Course Director:** TBA

*Two sections of this course have a 9-credit value and may be taken to fulfil General Education requirements as well as the COMN major requirement. All 9 credits will count toward the 120 credits required for the Honours BA degree, but only **6 credits will go toward the COMN major** [besides its thematic content, this course partly focuses on basic university skills]*

**This is the recommended course for students who are intending to pursue 4000-level courses in the *Critical Technology* stream.** In addition to the broader aims outlined below, the course will also equip students with sets of key terms and concepts as well as methodological and theoretical approaches which will both build on ideas presented in the introductory course and provide the basis to enable the student to engage in more complex and sophisticated analyses undertaken in the 3000 and 4000 level courses in this stream.

This course focuses on critical stances with which to view our society's preoccupation with "information," "media" and "technology." Different models, theoretical approaches and case studies are used to understand how "information" and "technology" affect social change.

We focus on critical stances with which to view our society's preoccupation with "information," "media" and "technology." We begin with the premise that we cannot understand our current and future information societies unless we have some understanding of how information has been accumulated and disseminated in the past and how information technologies correspond with specific social and political forms. We will look at specific social science models that allow us to conceptualize how "information" and "technology" affect social change, as well as specific theories that provide perspectives on the effects of information technology. Students should be aware that while we look at specific media and technology, for example the telephone and the printing press, the course does not try to present a unified "history" of all media and technologies.

Thus, in addition to the broader aims outlined above, the course will also equip students with sets of key terms and concepts as well as methodological and theoretical approaches which will both build on ideas presented in the Communications Studies introductory course and provide the basis to enable the student to engage with more complex and sophisticated analyses undertaken in the 3000 and 4000 level courses in this stream.

**Critical Skills component:** As well as focusing on students' reading and writing skills, this course also concentrates on enhancing students "Information Literacy" skills including research searching, evaluating and organizing skills.

**Evaluation:** TBA

**Format:** 2312 6.0 - 2-hour lecture and one-hour tutorial  
 2312 9.0 - 2-hour lecture and two-hour tutorial  
 2319 9.0 - 2-hour lecture and two-hour tutorial  
 (ESL, by permission of the ESL Coordinator)

**Degree Credit Exclusions:** AS/SOSC 2080 9.0 and AS/SOSC 2089 9.0 (ESL)

**Projected enrolment:** 2312 6.0: 150; 2312 9.0: 112; 2319 9.0 ESL: 45

**Reserved spaces:** Most spaces for COMN majors

### AP/COMN 2313 6.0

#### POLITICS, POLICY AND THE MEDIA

**Course Director:** Prof. Wade Rowland

**This is the recommended course for students who are intending to pursue 4000-level courses in the *Politics and Policy* stream.** In addition to the broader aims outlined below, the course will also equip students with sets of key terms and concepts as well as methodological and theoretical approaches which will both build on ideas presented in the introductory course and provide the basis to enable the student to engage in more complex and sophisticated analyses undertaken in the 3000 and 4000 level courses in this stream.

This course analyzes the relationship between media practices, government decision-making, and social constructions of power. We examine the role of the state, market and civil society in the development of communication systems and in the production and distribution of culture with special attention to Canada.

The course engages in the theoretical perspective that communication systems and cultural practices shape – and are shaped by – the social constitution of power in all societies. Students will be introduced to a range of dominant and alternative media structures and practices; historic and current examples of Canadian government communication and cultural policy-making (on national and international levels); and various media representations of social relations (and of political processes and political parties in particular). Students will also be introduced to theories of media and democracy and discuss how democracy is articulated both in and through communication.

The basic objectives and anticipated learning outcomes of the course are to provide a critical understanding of: (i) the ways in which media are implicated in practices and processes of governance, democracy, and social constitutions of power; (ii) the public policy dimensions of media practice; (iii) the relationships between media and forms of globalization; (iv) the relationships between political and economic dimensions of mass-mediated communication and socio-cultural practices; and (v) the role of media in Canadian politics and society. The course aims to develop this understanding to provide a foundation for advanced communication courses, to enhance media literacy and research skills, and to prepare the student for active citizenship.

**Format:** 2-hour lecture and one-hour tutorial.

**Projected enrolment:** 150

**Reserved spaces:** Most spaces for COMN majors

**AP/COMN 2314 6.0**  
**AP/COMN 2314 9.0 (Cross-listed to AP/SOSC2314 9.0)**  
**MEDIA, CULTURE AND SOCIETY**

**Course Director:** Prof. Kevin Dowler

*One section of this course has a 9-credit value and may be taken to fulfil General Education requirements as well as the COMN major requirement. All 9 credits will count toward the 120 credits required for the Honours BA degree, but only **6 credits will go toward the COMN major** [besides its thematic content, this course partly focuses on basic university skills]*

**This is the recommended course for students who are intending to pursue 4000-level courses in the Media, Culture and Society stream.** In addition to the broader aims outlined below, the course will also equip students with sets of key terms and concepts as well as methodological and theoretical approaches which will both build on ideas presented in the introductory course and provide the basis to enable the student to engage in more complex and sophisticated analyses undertaken in the 3000 and 4000 level courses in this stream.

This course explores the individual and collective significance of the role of communications in culture and society. Various historical, theoretical and methodological approaches are introduced as ways to analyse the impact of communications media in everyday life.

The principal aim of the course is to allow students the opportunity to develop a critical awareness of what role media play in their lives, and to understand that media themselves, and the ways that each of us use media, are shaped by forces that are not necessarily self-evident, nor subject to our individual will. Through the discussion of various approaches for thinking about communication media, students will be in a position to move toward understanding and evaluating media in their historical, social and cultural contexts, and the ways that media shape those contexts.

The course will also equip students with sets of key terms and concepts as well as methodological and theoretical approaches which will both build on ideas presented in the introductory course and provide the basis to enable the student to engage with more complex and sophisticated analyses undertaken in the 3000 and 4000 level courses in this stream.

**Critical Skills component:** As well as focusing on students' reading and writing skills, this course also concentrates on enhancing students "Information Literacy" skills including research searching, evaluating and organizing skills.

**Evaluation:**

Precis	10%
First term essay	20%
Second term essay	15%
First term test	15%
Second term test	20%
Tutorial presentation	10%
Attendance/participation	10%

**Format:** 2-hr lecture and 1-hr tutorial for 2314.6.0  
 2-hr lecture and 2-hr tutorial for 2314 9.0

**Projected enrolment:** 2314 6.0: 175; 2314 9.0: 112

**Reserved spaces:** Most spaces for COMN majors

<b>CATEGORY “B”</b> <b>3000-level</b> <b>Core course descriptions</b>
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**(Core courses cannot be substituted)**

**AP/COMN 3311 6.0**  
**COMMUNICATION IN ORGANIZATIONS**

**Course Director:** Prof. Dalton Kehoe

The purpose of this course is to familiarize the student with the main concepts, viewpoints, and research findings and applications in the field of organizational communication. Much of what human beings accomplish alone or with others in the modern world is achieved in the context of formal organizations.

Human organizations are both the products of persistent, focused communication and the contexts within which on-going communication occurs. The fundamental aspects of human communication at the interpersonal, group and larger organizational levels will be studied. The relationships between organizational size, complexity, tasks and external environments and the nature, quality and flow patterns of intra-organizational communication will be analyzed. Finally, we will study approaches to solving communication problems and to effecting change in organizational structure and functioning in order to respond to changes in external environments.

Students should visit the course website over the summer for further information:

<http://sosc3311.thetalkpage.com>

**Evaluation:**

First term:	one short paper	10%
	term exam	15%
Second term:	one short paper	10%
	term paper	25%
	final exam	25%
Tutorial participation		15%

**Format:** 2-hour lecture and 1-hour tutorial.

Lectures for this course will be offered on-line; regular in-class seminars will complement the lectures

**Projected Enrolment:** 180

**Reserved spaces:** Most spaces for COMN majors.

**AP/COMN 3313 3.0**  
**LABOUR IN THE COMMUNICATION AND CULTURAL INDUSTRIES** [Winter 2011]

**Course Director:** TBA

This course analyzes labour in the communication and cultural industries (including journalism, broadcasting, creative labour and cyber-work) by the examination of the historical constitution, present institutions, and current practises organizing labour in these industries.

The combination of global capitalism, technological change and the purported shift to a “knowledge” or “information” economy constitutes a new labour environment that has brought into question previous conceptualizations and institutional practices of labour. As communication is at the nexus of these changes, recent publications indicate a burgeoning growth in scholarship around questions regarding what has

traditionally been thought of as work in terms of creative and “cultural” labour, technological convergence and international divisions of labour, and global and national policy (re)structuring, among many others.

The assigned readings and in-class discussions will identify how labour is understood and explained within the context of a capitalist political economy specifically in relation to the communication and cultural industries. It is a breadth course that reviews the different theoretical approaches that shape this relation as a field of inquiry and engages in questions of labour and commodification, labour organizing, and immaterial and creative labour, as well as social relations of labour and technological change. Specific topics may focus on journalism and freelance work, labour in the broadcasting and (new) media industries, work and technological change, or so-called “knowledge” or “creative” work. It is intended to advance theoretical research of labour in communication and culture as contextualized within the current working environment (in Canada and the United States in particular), and to provide the student with a broad understanding of the field of work and labour relations in these areas as preparation for graduate studies or employment.

**Evaluation:**

Essay	10%
Paper or Project Written Proposal	10%
Group Presentation of Paper/Project	20%
Class Attendance and Participation	10%
End-Term Research Paper or Project	50%

**Format:** 2-hour lecture; 1-hour seminar

**Projected Enrolment:** 75

**Reserved spaces:** Most spaces for COMN and BUSO (communication stream) majors.

**AP/COMN 3315 6.0**

**ADVERTISING & SOCIETY: THE CULTURE OF CONSUMPTION**

**Course Director:** TBA

This course examines modern advertising within the context of popular culture, the rise of the culture industry and the culture of consumption. This is not a course on marketing or how to create a more effective ad. Rather, it approaches advertising as a resource topic for the field and practice of contemporary cultural studies.

The course will review literature which situates advertising within a wide purview of cultural life; including the values, customs and relations, artistic and media practices, and changing attitudes and lifestyles of market industrial/information society. The Fall Term shall begin with an historical overview, in which advertising is examined within the context of the emergence of "modernism" and "consumerism" as major cultural themes. It will then move towards institutional of the practices, philosophies and political economy of advertising in modern consumer society. The Winter Term begins by offering semiotics as a specific methodology used to analyze and 'deconstruct' the systems of signification, or meaning, involved in the production of images. The remainder of the term shall closely examine a number of specific issues involved in the production of images. The remainder of the term shall closely examine a number of specific issues involved in the subjective and social practices of consumption: ranging from the physical and discursive spaces of the shopping mall, chain store or museum to the complex relations between advertising images, consumer cultures and social identities in which the act of consumption becomes an active production of self and society.

**Evaluation:** TBA

**Format:** 2-hour lecture and 1-hour tutorial

**Projected Enrolment:** 150

**Reserved:** All spaces for COMN, BUSO (communication stream) and Digital Media majors

**AP/COMN 3316 6.0**  
**TELEVISION AS CULTURE AND COMMUNICATION**

**Course Director:** TBA

This course examines television in relation to society, culture, and the environment from various perspectives within television studies. We begin by examining television from the perspective of 'medium theory' and the 'social shaping of technology'. We continue by examining the case of Canadian and U.S. TV. Next we will consider some contemporary critical ideas about television.

We then turn our attention to various approaches to television criticism. Finally, we take up television and the hegemonic process, the culture of newswork, local/global dynamics of transnational television, and a 'green' perspective on TV and consumer culture.

**Evaluation:** TBA  
**Format:** 2-hour lecture and 1-hour seminar  
**Enrolment:** 150

**AP/COMN3317 3.0**  
**AUGMENTED BODIES**

[NEW – offered Winter 2011]

**Course Director:** Prof. Ana Viseu

This course explores the ways in which interacting, producing and consuming technology also affects how bodies and identities are enacted, experienced, produced and theorized. Using the examples of different contemporary technologies, and drawing upon theories and writings of feminist and cultural studies as well as communication and science and technology studies, it focuses on this process of mutual shaping, with the goal of examining the assumptions about bodies and technologies that it relies upon, the understandings it reifies and transforms. It challenges students to think creatively about the ways in which science and technology are transforming how we think and talk about the body and by extension about personhood and subjectivity.

Some questions this course addresses are:

- What is a person? What does it mean to have a body?
- What kinds of persons and bodies are being imagined and emerging within contemporary technological initiatives?
- How can we theorize the mutual shaping of body and technology?
- What happens as bodies are translated and communicated in/through technology?
- How can we engage critically with technology?

This course is a seminar, that is, our main mode of learning will be through class discussion. The expectation is that, having read the assigned material, students will come prepared to share their thoughts and be active in their own learning, thereby assuming themselves as sources of knowledge. Throughout the course students will be asked to complete distinct types of written assignments namely, a first person essay, weekly questions on readings, and a review essay. Students will also have the opportunity to exercise their oral presentation skills by presenting the assigned material in class. There will also be a final exam.

There are two sets of expectations that should be addressed here: mine and yours. As stated above, the goal of this course is to help you think critically and creatively about the relationships, boundaries and intersections of bodies and technology, and the ways in which the two are mutually constitutive, rather than separate entities. Here is what I expect us to do:



- 1) We will start to recognize and identify the relationships between the body and technology and question the assumptions that (a) personhood, embodiment and identity are set in stone, and (b) technologies are neutral tools;
- 2) We will examine the boundaries between the body and technology are constantly being re-articulated, and what the implications of such re-arrangements are;
- 3) We will identify and contrast different theories about the (role of the) body and technology

**Evaluation:** Weekly questions on the readings: 5%  
 Object Centered Biography: 20%  
 Reflection and Response exercise: 10%  
 Review Essay: 15%  
 Class Presentation: 10%  
 Participation: 20%  
 Final Exam: 20%

**Format:** 3-hour seminar  
**Projected Enrolment:** 35  
**Degree Credit Exclusion:** AP/COMN3318 6.0  
**Reserved:** Most spaces for COMN majors.

**AP/COMN 3318 6.0**  
**AUGMENTED BODIES**

[Not offered in 2010-11]

**Course Director:** Prof. Ana Viseu

This course aims to challenge students to think creatively about the boundaries and intersections of bodies and technology, and the ways in which these are mutually constitutive. Students will critically examine qualitative research methods as a way to conduct such enquiries.

Can technology help create bigger, stronger, faster and more intelligent human beings? What kinds of persons and bodies are being imagined and emerging within contemporary technological initiatives? How can technology change the way in which we perceive and are perceived by those around us? Drawing on an interdisciplinary package of readings in this course we will address these questions. Our goals are to explore the sociological and ethical frameworks that are implicated in these technologies and technological imaginaries, and how these are later experienced and enacted by us, the users.

Throughout this course students will be exposed, and will be asked to critically engage with, qualitative research methods as a way to conduct their own research. Our inquiries will focus on the critical examination of a number of case studies of contemporary information and communication technologies and projects such as artificial intelligence, robotics, genetics, cell phones, PDAs, online identities, MRIs, and wearable computers, among others. Particular attention will be paid to the issue of gender and technology, though the reading of feminist writings and the analysis of reproductive and ultrasound technologies.

Assignments will include short reading responses, creative writing experiments, essays exploring problems surrounding the class underlying theme, and an interviewing research project.

**AP/COMN 3320 6.0**  
**COMMUNICATION THEORY**

**Course Director:** Prof. Larry Lyons

This course examines the various theoretical perspectives and related methodological approaches found in mass communications research. Special attention is paid to the relationship between mass culture and mass communications, the role played by political economies in the production of mass media texts, the semiotic

analysis of mass media texts, the interaction between language and media structures, as well as the effects of the mass media upon the social constitution of personal experience and knowledge.

**Evaluation:** TBA  
**Format:** 3-hour seminar  
**Projected Enrolment:** 35  
**Reserved:** Most spaces for COMN majors.

**AP/COMN 3330 3.0** [Not offered in 2010-11]  
**AN INTRODUCTION TO THE DOCUMENTARY (for non-film majors)**

This course introduces students to the documentary, a popular video and audio genre which both entertains and educates. Students will learn how to analyze different sub-genres of documentaries and to understand how (and why) they are produced and interpreted.

**AP/COMN 3340 3.0** [Not offered in 2010-11]  
**EVALUATING MEDIA HISTORY**

This course introduces students to the major investigations of media history by reviewing the theory and practice of media history and media historiography. It will allow for the examination of media history in a variety of social and cultural contexts.

**AP/COMN 3350 3.0 (FALL)** [Not offered Fall 2010]  
**BROADCASTING POLICY: A COMPARATIVE INTRODUCTION**

This course introduces students to the politics of broadcast regulation with an emphasis on the Anglo-American democracies. It pays particular attention to the role of regulatory agencies and the struggles that have emerged between the major stakeholders in broadcast regulation. It reviews and assesses the policy histories in countries such as Canada, the United States and Great Britain with particular attention to the technological, cultural, economic and political factors that influence the policy process.

**AP/COMN 3351 3.0 (WINTER)** [Not offered Winter 2011]  
**BROADCASTING POLICY: CURRENT ISSUES & CASE STUDIES**

This course examines current issues in broadcast regulation through the use of case studies. It will examine such issues as: national identity and globalization; the regulation of advertising and content; the impact of new delivery systems; the changing economics of broadcasting and telecommunications. The course is designed to chart the changing matrix of factors - technological, cultural, political and economic - that influence the policy process.

**AP/COMN 3352 3.0** [Offered Fall 2010]  
**CORPORATIONS, MEDIA, ME**

**Course Director:** Prof. Wade Rowland

Examines challenges to ethical behaviour and normative intentions posed by the institutional imperative of the modern media corporation. Explores the ethical relationships of the corporation and the professionals it employs with each other and with the communities being served.

The course explores the institutional challenges posed by corporate legal and bureaucratic structures and practices to ethical behaviour of professionals working in news and entertainment media and other fields of communication.

The course incorporates a discussion of the evolution of the modern business corporation from the 19<sup>th</sup> century to its form; its dominant role in communications media; the growth of media professions and their standards; and the ethics of artificial persons, including corporations and professionals in their dual roles as Hobbsian actors and authors.

The course has two primary learning objectives: to familiarize students with the history and ontology of the modern business corporation; and to explore the ways in which the corporate environment and the imperatives of profit impinge on the ethical behaviour of employees, consultants, and managers.

Case histories and examples from the news are used to reinforce theoretical concepts and to help students distinguish between ethics and compliance throughout the course. This material includes current business news, examples of corporate mission statements and codes of ethics, and examples of professional codes of ethics.

**Evaluation:** Weekly reading reports: 15%  
Case study: 20%  
Annotated bibliography: 15%  
Paper proposal: 20%  
Final essay: 30%

**Format:** 2 hour lecture; 1 hour seminar

**Enrolment:** 75

**Course Credit Exclusion:** AK/CLTR 3350 3.0

**AP/COMN 3393 6.0**

[possibly offered in 2010/11]

**FEMINIST PERSPECTIVES ON MEDIA & TECHNOLOGY**

**Course Director:** TBA

This course brings various feminist perspectives to look at the ways in which contemporary technologies including the telephone, television, cinema, print-based media (such as magazines, romantic fiction, etc.), and computers are held within historical relationships of gender. When feminist critics have studied media or technology, they generally have focused on one area. This course brings these two areas of study together, and begins with the premise that gender is not simply one phenomenon that might or might not be added to a more general theory of technology and media. Once general theories of feminist perspectives, media and technology are explored, case studies will be examined in various technologies and media. But this approach will be tempered by the acknowledgement that it is frequently difficult to study media and technologies discretely since there is growing tendency of media and technologies to refer to each other, making media and technology boundaries artificial.

The readings in the bibliography are not limited solely to women writers but rather to writers pursuing a critical stance. In the same way, the class is open to all students interested in critical perspectives on media and technology.

**Evaluation:** TBA  
**Format:** 3-hour seminar  
**Projected Enrolment:** 35  
**Reserved Spaces:** most spaces for COMN majors

**AP/COMN 3991 6.0**  
**RESEARCH METHODS IN COMMUNICATION**

**Course Director:** TBA

This course introduces students to the major research paradigms and attendant methodologies in the field of mass communication. Methods to be reviewed will include: ethnographic, behavioural, discourse, survey, agenda-setting and textual analyses, and political economic and institutional research.

The objective of this course is to familiarize the student with the epistemological divisions amongst empirical and interpretive research and the consequences of these divisions.

The course begins with a discussion of the divide between empirical and interpretive perspectives in mass communications. The course then proceeds to explore the various research methods as they fall within each basic research paradigm. The course concludes with a review of the ongoing and recent debate, entitled "Ferment in the Field"; a series of essays which explore the relations amongst the various research strategies and assumptions in mass communications, and which is contained in two volumes of the Journal of Communication.

**Evaluation:** TBA  
**Format:** 3-hour seminar  
**Projected Enrolment:** 35  
**Reserved Spaces:** most spaces for COMN majors

<b>DEPARTMENT OF ANTHROPOLOGY</b>
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**AP/ANTH 3350 6.0** **[not offered in 2010-11]**  
**CULTURE AS PERFORMANCE: THE ANTHROPOLOGY OF THE ARTS**

**Course Director:** TBA

Think about world's fairs, raves, shopping malls, national dance companies, museums, national parks, the circus, mass advertising, wrestling matches, ritual performances, situationalist happenings, art galleries, tourist sites and all other means of mass cultural production. These are forms of cultural representation that enact the modern world as exhibition and spectacle. They are also forms of expressive culture that share a logic, the structure, power, and effects of which we will be examining in this course. We begin this course by investigating what it means to talk about cultural performance in the age of spectacle consumption, and then take up a series of historical and contemporary examples of popular culture, artistic expression, and entertainment in order to develop a clear understanding of the role of performance and spectacle in the making of contemporary social and cultural worlds. Throughout the course, we will be building on theoretical arguments in anthropology related to the process of cultural production, including post-structuralism, formal analysis, and materialist semiotics.

**CATEGORY “C” 4000-level  
Core Course descriptions  
Minimum of 84 credits completed prior enrolling**

**(Core courses cannot be substituted)**

**AP/COMN 4300A 6.0  
POPULAR CULTURE AND COMMUNICATION**

**Course Director:** Prof. Susan Driver

Employing a variety of theoretical and methodological perspectives, this course examines the role of communications media and information technology in the production and circulation of popular cultural artifacts and practices.

**Evaluation:** TBA  
**Format:** 3-hour seminar  
**Projected Enrolment:** 25  
**Reserved Spaces:** For 4<sup>th</sup> yr COMN studies majors only.

**AP/COMN 4301 6.0  
THEORETICAL PERSPECTIVES ON INTERACTIVE MEDIA**

**[not offered in 2010/11]**

While this seminar explores a range of interactive media such as video games, virtual worlds, social networks, machinima, blogs, and wikis, we will spend first term focusing on analyzing video games from a variety of theoretical concepts and perspectives. In second term, we will consider these theories in light of other digital interactive media forms. Throughout the course, we will be looking at interactive media as important examples of communication avenues and cultural life in the late 20<sup>th</sup> and early 21<sup>st</sup> centuries.

**AP/COMN 4302 6.0  
INTERACTIVE ART AND ENTERTAINMENT**

**Course Director:** Prof. Mary-Louise Craven

This seminar studies interactive media such as hypertext fiction, video games, interactive video, virtual reality, augmented reality, alternate reality games, performance art, and art in public spaces, from a variety of experiential and theoretical perspectives; our goal is to develop a comprehensive overview of these digital media by the end of the course. Our focus is on concepts of “interactivity.” Throughout the course, we will be looking at interactive media—particularly media defined as “art” and “entertainment”—as important examples of cultural life in the early 21<sup>st</sup> century.

The objectives of the course are:

- 1) to become familiar with the various media by interacting and playing with representative (and accessible) examples;
- 2) to create our own examples of interactive art and entertainment;
- 3) to learn something of the historical visions which motivated the creators and innovators of our current media technologies, and how they have been realized in recently available products and systems;
- 4) to gain an understanding of the vocabulary and concepts of digital media’s technological context;
- 5) to study the various theoreticians (such as Murray, Manovich, Ryan, Jenkins, etc.) who provide us with the tools to analyze the various media;
- 6) to make informed judgments about probable and possible futures for new media.

<b>Evaluation:</b>	Attendance and participation over the year (f2f and online):	10%
	First term project	10%
	Small writing assignments (for two terms: mostly done on the wiki; 8 assignments worth 5 marks for a total of 40 marks )	40%
	Second Term project	20%
	2 <sup>nd</sup> term take-home test	20%

**Format:** 3-hour seminar

**Projected Enrolment:** 25

**Reserved Spaces:** For 4<sup>th</sup> yr COMN Studies and Digital Media majors only.

**AP/COMN 4303 6.0**

[Not offered 2010-11]

**POPULAR CULTURE: CHILDREN, MEDIA, EDUCATION & CHANGE**

Two systems of education exist side by side; formal school institutions and the informal ways that children learn about our society, the world and themselves.

We examine the processes of social change and the impact of mass communication, related to gender, culture, ethnicity, families and the development of a sense of self.

We ask questions about the role of mediated technology, child development and social change. In the first term we will explore the meaning of childhood as reflected in mass media. What is the social construct of childhood over time? Has childhood disappeared? Are children valued in our society? What impact do commercials, dress, music, TV, books, and computers have on the development of self? Our explorations will be informed by the study of print media, discussions, observations, experience and technology tools.

**AP/COMN 4304 6.0**

**PUBLIC COMMUNICATION AND POLITICAL DISCOURSE**

[former title: **Advanced Problems In Communication Thought**]

**Course Director:** Prof. Larry Lyons

This course is a theoretical and philosophical study of the role of public communication in relation to democratic political theory and its function in the operation the public sphere and political discourse.

**Evaluation:** TBA

**Format:** 3-hour seminar

**Projected Enrolment:** 25

**Reserved Spaces:** For 4<sup>th</sup> yr COMN Studies majors only.

**AP/COMN 4305 6.0**

[Not offered 2010-11]

**DEBATES ABOUT TECHNOLOGICAL DEVELOPMENT**

[former title: **Communication And The Socio-Technical: Perspectives, Debates, Applications**]

This course investigates some of the texts in the burgeoning study of society and technology that have inspired its major philosophical perspectives and frameworks of research.

Six perspectives are surveyed: Institutionalism, Critical Theory, Feminism, Phenomenology, Social Constructionism, and Actor-Network Theory. The course first establishes the distinct features and characteristic problems and research questions of each perspective, and then considers them comparatively, taking up the various controversies and debates that have arisen among them.

**AP/COMN 4306 3.0**  
**INSIDE TECHNOLOGY**

[NEW: not offered 2010-11]

This course exposes students to recent work by communication scholars, sociologists, feminists, and others who provide new insights into the workings of technology, so as to facilitate different ways to think with and about information and communication technologies (ICTs). We will utilize this new body of theory to go “inside technology” and explore, with a critical lens, how the very design of the technology (the artefacts themselves, and the social and political arrangements they require and help create) may embody important social assumptions, and how these are negotiated with users.

These are not easy arguments to make—they require access and insight into specific communities of designers and users, and a familiarity both with the workings of the technologies themselves and with the larger movements of culture, politics, and society. They also require a commitment, from the scholar’s part, to go beyond the commonplace understandings of technology as being neutral, unproblematic, and inevitable. Looking inside of technology then opens the way to ask a number of questions: Is technological development shaped by society, and if so, how? What do the choices made in the design and deployment of technology reveal about the contexts in which they are produced? Can technology be understood with the same conceptual tools as developed for other areas, e.g., science or culture? Can there be alternative technologies with other assumptions embedded in them? Are technologies complicit in the maintenance of social structures of gender, race, age, and authority?

To answer these questions the course is structured in two parts: The first part is theory-driven and traces the development of different theories on the relationship between science, technology and society. Particular attention will be paid to recent work that evidences the heterogeneous character of technology, that is, the sociality of technology. The theories interrogated by the course include: theories of technological determinism and historical materialism; the social construction of technology; philosophy of technology; and actor-network theory. We will critically examine the claims, uses, implications and shortcomings of the aforementioned theories with attention to the kinds of assumptions about the character of the ‘social’ that circulate through them.

The second part is issue-driven, that is, we will focus on specific issues in technological development and how these help constitute and reify distinct subjects. Our overarching goal is to examine different ways to think with and be with technology. Here we will examine issues of technological discourse and language, users, usability and interfaces, design and engineering cultures, standards and protocols, technology and gender, as well as the production of technology in military and commercial contexts (see bibliography for more).

This course provides students with the critical skills for thinking with and about information and communication technologies, not only at the level of theory but also concrete practices for the technology producer, user and analyst.

**AP/COMN 4307 3.00**  
**CASE STUDIES IN COMMUNICATION TECHNOLOGIES**

[NEW: offered Winter 2010]

**Course Director:** Prof. Ana Viseu

This course is designed to complement the "Inside Technology" (COMN 4306 3.0 credit) course, which will be a pre-requisite, and where students are exposed to critical theories to the study of information and communication technologies (ICTs).

The present course will use a case-study framework to conduct an applied and in-depth examination of a information and communication technology which will change annually. It will draw from the fields of sociology, feminism, communications and science as well as technology studies, to expose students to

theories and methodologies that will facilitate critical engagement with technology and science, and particularly with ICTs.

Taking a technology as the topic of our inquiries we will examine it with a critical lens and ask a number of questions that will in turn guide our case study:

- Who is involved in research and development and why?
- What issues and questions drive and justify the research and development (R&D) process?
- What controversies have emerged surrounding its development/use?
- What are some of its histories/trajectories?
- What do the choices made in the design and deployment of this technology reveal about the contexts in which they are produced?
- For whom is this technology being developed? For whom is it not, or who is made invisible?
- What are the mainstream and alternative actual uses?
- Who are the actual users?
- What kinds of issues arise from its development/implementation?
- Who benefits from its development/implementation?
- What is gained/lost due to its use?
- What are some of its socio, economic and political implications?
- What is its likely/possible future evolution? And, conversely,
- How could it have developed differently?

Potential case study topics include but are not limited to:

- The politics of nanotechnology research and development
- The library and encyclopedia: Antecedents of Google and Wikipedia
- Orality and literacies
- From mainframe to personal belonging: The history of the computer
- Mobilities and the cell phone
- User-information interfaces

<b>Evaluation:</b>	TBA
<b>Format:</b>	3-hour seminar
<b>Projected Enrolment:</b>	25
<b>Reserved Spaces:</b>	For 4 <sup>th</sup> yr COMN Studies majors only
<b>Prerequisites:</b>	AP/COMN 4306 3.00 or AP/COMN 4305 6.0

### **AP/COMN 4310 6.0**

#### **GLOBAL COMMUNICATION: CONTEMPORARY ISSUES**

**Course Director:** TBA

This course will examine various aspects of international communication and the globalization of culture. Topics to be examined include the history of international communication; technology and international communication today; new transnational media systems; and national and personal identity in a more globalized cultural environment. The course focuses on both theoretical and contemporary policy issues.

<b>Evaluation:</b>	1st and 2nd term class presentations	2 x 10% = 20%
	1st and 2nd term exams	2 x 15% = 30%
	Paper proposal	10%
	Final paper	30%
	Participation	10%

<b>Format:</b>	3-hour seminar
<b>Degree Credit Exclusions:</b>	AS/SOSC 4310 3.0 and AS/SOSC 4311 3.0
<b>Projected Enrolment:</b>	25
<b>Reserved Spaces:</b>	For 4 <sup>th</sup> yr COMN Studies majors only.



**AP/COMN 4312 6.0**  
**THE POLITICS OF CANADIAN BROADCASTING**

[not offered 2010-11]

**Course Director:** TBA

This seminar course examines the arrangements made by Canadian society to organize telecasting. It is designed to acquaint students with current problems confronting public and the private sector telecasting. The discussions will usually be conducted with the help of invited experts.

**Evaluation:** TBA  
**Format:** 3-hour seminar  
**Projected Enrolment:** 25  
**Reserved Spaces:** For 4<sup>th</sup> yr COMN Studies majors only.

**AP/COMN 4314 6.0**  
**MEDIA, PUBLICS AND DEMOCRACY**

[not offered in 2010-11]

**Course Director:** Prof. Patricia Mazepa

This seminar critically examines the relationship between media practices and the democratic process. Among the areas examined are theories concerning media as a public sphere, various conceptualizations of “the public,” and concepts such as hegemony and ideology as central to understandings and practices of democracy. Focusing primarily on alternative media in North America and Great Britain, the first half of the course analyzes progressive theories and media practices which aim(ed) to alleviate or eliminate social relations of oppression and domination, while the second half explores the more repressive theories and practices which facilitate and entrench such relations. Students will explore various forms of populism, anarchism, socialism, liberalism, conservatism and fascism, as explanations and articulations of social relations of class, gender, race and ethnicity through analyses of historical and current communication practices.

The aim is that students will complete the course with a better understanding of the heterogeneous nature of the active public and the variety of media productions as implicated in issues and policies such as human rights and censorship, and thus be able to critically engage with both the theoretical and practical aspects of democracy whether they are applied to media or the larger social whole, particularly in Canada.

**AP/COMN 4315 6.0**  
**COMMUNICATION AND THE MANAGEMENT OF CHANGE IN ORGANIZATIONS**

**Course Director:** TBA

The intention of this course is to study and critically analyze the techniques and programs used in the management of organizational change. We review the fundamental models of organization that have developed in Western industrial

societies and then outline a number of the social, political, economic and technological forces for change that are impacting organizations in every sector of contemporary society. The focus then shifts to a review of the wide variety of approaches to managed organizational change that have been developed throughout the twentieth century. We critically analyze the assumptions about problem definition, organizational structure and process and human nature embedded within these approaches as well as the opportunities they provide and barriers to implementation they encounter within different types of organizations. Critical analysis of case studies of successful and failed change efforts are used to integrate key concepts and models from a variety of disciplines. Finally we analyze a number of ideal types of change-responsive organizations that are currently developing.

<b>Evaluation:</b>	First term essay assignment	25%
	class presentation	20%
	final essay assignment	40%
	participation	15%

**Format:** 3-hour seminar

**Prerequisite:** AS/SOSC 3311 6.0 or AP/COMN3311 6.0 or written permission of the CD.

**Projected enrolment:** 25

**Reserved spaces:** 4th year COMN and BUSO (Communication stream)

### **AP/COMN 4319 6.0**

#### **THEORY AND PRACTICE OF EFFECTIVE COMMUNICATION**

**Course Director:** Prof. Mary-Louise Craven

This course provides students with various models and theories about what constitutes effective communication across a number of media, and then asks them to practice what they have learned through numerous writing and designing tasks. While we begin with an examination of rhetorical techniques developed over 2000 years ago, the course focuses on developments in the production of texts in the twentieth century and into the twenty-first century. The concept of “text” is very broad to include print-based, video, electronic texts, and wikis.

Along with the theories and models studied, students are required to practice what they have learned through numerous writing and designing tasks. Students will be asked to write (where appropriate) samples of these various styles of writing, and they will be expected to work on collaborative web pages. (Previous skills are not required; workshops will be provided). Students need to be aware that this will involve weekly assignments and that a significant part of the course mark is based on this work.

In short, this course attempts to combine theory with practice in the critical appreciation and production of effective communication across different types of texts.

**Evaluation:**

Attendance and participation over the year (f2f and online):	10%
Small writing / oral assignments (over the two terms: each worth 5 marks X 11):	55%
group project – 2 <sup>nd</sup> term (wiki-based)	20%
1 <sup>st</sup> term take-home essay-based test	15%

**Format:** 3-hour seminar

**Prerequisite:** none

**Projected enrolment:** 25

**Reserved spaces:** 4th year COMN Studies majors

### **AP/COMN 4320 6.0**

#### **THE ELECTRONIC INFORMATION MARKETPLACE**

**Course Director:** TBA

The course focuses on the concept of the “electronic commons” where, in principle, members of any digital community can exercise their rights to freedom of expression and communication, without permission from third parties. It functions much like the marketplaces of old, as a space for the exchange of goods and ideas. Today, the electronic commons embraces everything from modest listservs to the vast resources of the World Wide Web, comprising some 50 million sites. Despite the importance of ideals such as the

unfettered right to communicate, the growing concentration of media ownership and similar developments have made the public interest benefits of the electronic commons far from assured.

In a highly participatory setting, the course will look at digital networks and other media from several inter-related perspectives: technology, business models, regulation and consumer welfare. Class discussions will assume a willingness to tackle some fairly technical issues in public policy, computing and other fields, as part of our examination of the balance of power between media gatekeepers and end-users. A “current events” segment of the course is intended to place attention on issues of the day as they affect our understanding of more general concepts and long-term trends.

**Evaluation:**

Weekly current events (“headlines”) projects	15%
Participation in class discussions	10%
Two formal seminar presentations	30%
Mid-term essay	20%
Final exam	25%

**Format:** 3-hour seminar

**Projected Enrolment:** 25

**Reserved Spaces:** For 4<sup>th</sup> yr COMN Studies majors only

**AP/COMN 4325 6.0**

**MEDIATIONS OF IDENTITY**

**Course Director:** Prof. Susan Driver

This course is framed around questions of identity, identity formation and transformation. It surveys the various theoretical approaches to identity enactment both as a political act and a socio-cultural statement. How do media representations of the individual, group, and social categories impact upon conceptions of the self and the other? How are the resources of public and private communication - which both mediate and are informed by the cultural and political landscape – implicated in ideological reproductions in our society? To respond to these questions the course examines the relations of media practices and representations of race, gender, sexuality, ethnicity, nation, and class. In considering the mediation of identities within popular culture, we shall closely examine current and ‘classical’ theories on the social construction of identities.

These theoretical frames of reference will then be applied in the analysis of various media forms and genres (including print, television, film, and the Internet). As well as providing a historical context to theoretical debates on the mediation of identity, this course is intended to enhance students’ analytical understanding of how concepts and categories of difference operate within culture.

**Evaluation:** TBA

**Format:** 3-hour seminar

**Projected Enrolment:** 25

**Reserved Spaces:** for 4<sup>th</sup> yr COMN Studies majors only.

**AP/COMN 4326 6.0**

**[not offered in 2010-11]**

**VISUAL CULTURE: HISTORIES, THEORIES, AND POLITICS**

This course develops critical perspectives on the field of visual culture. Visual culture includes the study of a broad range of media and forms of expression, from photography and film to graffiti, considering them as part of a broader culture of visibility. The course begins from the perspective that vision itself is not simply natural or universal, but that modes of seeing, being seen, and invisibility need to be understood in concrete historical, social, political and cultural contexts. We consider key theories in the field, critical analyses of modes of visual perception, and studies of specific media as examples of visual cultural production. The

course makes extensive use of visual cultural sources in exploring different approaches to the field.

Topics include: historical perspectives on different media; critical analyses of the visual culture of the body and subjectivity, including questions of race, gender, sexuality and ability; visual culture and capitalism; visual culture, colonialism and globalization; alternative practices of visual culture; the politics of surveillance; critical perspectives on new media.

**AP/COMN 4327 6.00**

**[NEW 2010-11]**

**CULTURAL POLITICS AND AESTHETICS**

**Course Director:** TBA

Through an examination of key theoretical texts and case studies, both historical and contemporary, this course will develop a framework for understanding the relationships between culture, communication, aesthetics and politics. Through assignments and a major project students will learn to analyze theoretical approaches and apply them to specific case studies.

**Evaluation:**

Seminar attendance and participation	15%
First semester short essay	15%
Midterm take-home exam	20%
Presentation	15%
Research/case study proposal	5%
Major paper	30%

**Format:** 3-hour seminar

**Projected Enrolment:** 25

**Reserved Spaces:** For 4<sup>th</sup> yr COMN Studies majors only

**AP/COMN 4328 6.00**

**[NEW 2010-11]**

**SOUND STUDIES AND VISUAL MEDIA**

**Course Director:** TBA

This course explores the central role of sound with respect to many of the media traditionally explored in communication studies, such as film, video, television, visual art and new media. It demonstrates the integral relationship of sound to these media forms, media forms which are typically analysed from perspectives that stress their visuality. Rather than assume their visual primacy, it engages these media forms through the analysis of sonic practices first and foremost, considering how their visuality is organized and supported by aural techniques such as music, voice, architecture and sound effects, as well as how developments in sound technologies have influenced the overall development of these media forms.

Historically speaking, communication studies has been somewhat deaf, if you will, to the analysis of sound. With the possible exception of popular music, communication studies has tended to focus on media forms that are looked at. In either case, however, the general interest has often been one of analyzing content. But what happens when we eschew the analysis of content in favour of the cultural study of sensory form? This is one of the key questions this course hopes to answer.

The first part of this course will introduce students to the study of sound. It takes as its starting point the nascent field of sound studies and the idea of intermediality to rationalize the focus on questions of sound and to contextualize the following discussions on the relationship between sound and the visual. Of key importance are persistent questions in the study of sound such as distinctions between noise and music and the social, cultural and political stakes at the heart of this debate. The latter question is examined in a concrete way through considering the role of sound in 20th Century art practices.

Having established our theoretical foundations and rationales in the first section, as well as an introduction to the consideration of sound and culture through the analysis of 20th Century art practice, the second part of the course involves the examination of sound through the discussion of the popular media forms of film, television, and theater. These three cultural forms are primarily studied as visual forms, yet as will see sound is fundamental to their complete experience. The visual content of film and television has long been the focus of much communications scholarship, a focus which has been strongly challenged by the scholars such as Michel Chion and Rick Altman. The study of theater as well often ignores the sonic in favour of the textual, a bias that, as we shall explore, tends to downplay much of the history of this particular cultural form.

The third section of the course examines the relationship between sound and space. As we shall see, space itself is often perceived primarily in visual terms. Yet its complete experience nevertheless depends upon an awareness of the aural as much as the perception of visual. The study of sound and space begins with the question of architecture, another cultural form whose analysis is often informed by an implicit visual bias. Architectural practices are fully implicated in much of what we hear, from the musical form of J. S. Bach's fugues to the sounds of the modern orchestral music to live rock and roll. Spaces of consumption, such as the modern shopping mall, are organized as much through sonic practices as architectural ones. The city itself is something we hear as much as see.

**Evaluation:**

two 4-page media (e.g. film, TV, theater, architecture, etc.) reviews, focusing on the sonic or acoustic elements of the work and its exhibition/presentation	20%
major research paper	30%
seminar presentation	15%
fall term take home exam	15%
winter term take home exam	15%
participation	10%

<b>Format:</b>	3-hour seminar
<b>Projected Enrolment:</b>	25
<b>Reserved Spaces:</b>	For 4 <sup>th</sup> yr COMN Studies majors only

**AP/COMN 4329 6.00**  
**POPULAR MUSIC AS COMMUNICATION AND CULTURE**

[NEW 2010-11]

**Course Director:** TBA

This course explores the intersections of popular music, communication and culture, and social issues. It begins with an introduction to musical concepts and vocabulary, and with an interrogation of what music is, as well as its variety of mediations in human experience. It investigates pre-World War II forms of North American popular music, from parlor song and minstrelsy to the blues ballad, gospel, and Anglo-American folk and country music; and post-World War II forms like rhythm and blues and reggae to rock and roll and its various offshoots, including psychedelic rock, progressive rock, punk, new wave, hip hop and rap music. We will also explore the topic of non-Western popular music.

The course will consider key theoretical debates concerning musical communication, and use these debates to explore historical and contemporary cultural practices. It will also survey various methodological approaches to popular music study, including ethnography and oral history, hermeneutics, discourse analysis, philosophy, media ecology, and music cognition among others.

We will investigate popular music's connections with a number of past and contemporary social issues, including racism, poverty, trade, technology, acoustic ecology, globalisation, war, and its use as American propaganda. The course will conclude with the examination of a number of case study examples of popular music artists in relation to various topics of social interest. Among those to be included are U2 and

globalisation; Radiohead and technology; Led Zeppelin, religion, and 'orientalism'; and Pink Floyd and contemporary war. The majority of these remaining topics will be chosen, according to students' tastes and interests, from a perpetually increasing list of academic sources on various popular music artists and styles. Students will contribute to this list's expansion, and these readings will tend to correspond with either a musical or social topic that students are interested in addressing in their final paper.

<b>Evaluation:</b>	Seminar attendance and participation	15%
	First semester reading response essay	15%
	Midterm take-home exam	20%
	Presentation	15%
	Research/case study proposal	10%
	Major paper	35%
<b>Format:</b>	3-hour seminar	
<b>Projected Enrolment:</b>	25	
<b>Reserved Spaces:</b>	For 4 <sup>th</sup> yr COMN Studies majors only	

**AP/COMN 4330 6.0**

[not offered in 2010-11]

**PARTICIPATIVE MEDIA**

[Former title: Machine-Mediated Human Communication]

This course examines the social impacts of participative media from a hands-on perspective. Participative media are web services that empower people to contribute to developing, collaborating on and distributing Internet content and customizing Internet applications. In the 1st term students create a game in a new programming language, explore a virtual world, and create a video blog on a new communication technology. In the 2nd term student teams design and create a project using participative media. The result may be a website, extended video podcast, a site on Second Life or a serious game.

**AP/COMN 4801 6.0**

[possibly offered in 2010-11]

**CRITICAL STUDIES OF OR ON THE INTERNET**

This course explores the ways in which social justice seeking groups have engaged with the Internet for social change through an examination of the Internet's origin stories, software, hardware, regulation, use and access.

**AP/COMN 4802 6.0**

[possibly offered in 2010-11]

**ISSUES IN THE POLITICAL ECONOMY OF THE MEDIA**

This course examines the ways in which information, communication, and media are linked to the production and maintenance of wealth and social power. It considers how political, economic and cultural institutions and forces - like the state, the market, technology, and social values and ideals - provide the form and texture to the production, distribution, and consumption of the social resources that comprise media and communication systems in our society. It is particularly concerned with the ways in which symbolic resources are allocated within these systems, and the ways in which, in turn, these systems support particular patterns of wealth and social power.

**AP/COMN 4804 6.0**

[Not offered in 2010-11]

**GLOBAL MEDIA, LOCAL COMMUNICATION**

This course examines the theories and practices of the global media—telecommunications, news, film, television, and new media—in local communication and cultural contexts. The interaction between the global media and local communication and culture is explored with regard to development challenges, past and present.

The course is divided into two parts: the first part of the course traces the history of different theories of globalization, media development, and local communication. The theories interrogated by the course include: the modernization as development paradigm of the 1950s and 1960s; the participatory-based media projects of the late 1960s and early 1970s; the media and cultural imperialism paradigm of the late 1970s and 1980s; celebratory accounts of media and cultural globalization in the 1990s; and, current studies of the “new media imperialism”. We evaluate the claims, uses, and effects of the aforementioned theories with attention to the imperatives of the institutions that produce and circulate them. Most importantly, we probe how these theories have shaped the local communication priorities, cultural meanings, and development initiatives of peoples and states residing in both the global North and South since 1945.

The second part of the course explores how contemporary globalization is facilitated by the industries, policies, practices, and texts of an emerging global media system. We also evaluate the impacts, uses and cultural meanings of the global media in local communication contexts. Through a number of case studies, we will attempt to answer the following questions: What is “global” about the global media? Do genuinely global media policies exist? Does “media imperialism” continue or have regional media firms, hybridized entertainment genres, contra-flows, and independent media actors made this concept irrelevant? Is the local effect of the global media cultural homogenization or is localized, regionalized, indigenous and co-produced media and local reception practices, deepening global cultural differences? Has the global media strengthened nationalist media policy imperatives to consolidate “imagined national communities” or, is it producing trans-nationalist media diasporas and post-national cosmopolitanisms that force a rethinking of territorialized cultural boundaries? How do the global media both hinder and foster diverse representations of identity? What is the global media’s role in international relations? Does the Internet facilitate a “global public sphere” or does the “the digital divide” debunk metropolitan fantasies of globality?

The course equips students with a critical understanding of the theories and concrete practices of the global media as they relate to local, regional, and national communication conditions and ongoing debates about international development.

**AP/COMN 4805 6.00**  
**PUBLIC DIPLOMACY AS COMMUNICATION:**  
**FROM THE UNITED STATES TO THE WORLD**

**[New: Summer 2010 ]**

**Course Director: TBA**

From the telegraph to the Internet, governments have employed a range of media to communicate a particular set of ideas and values to external publics with the purported goal of promoting international relations and intercultural dialogue. Called “public diplomacy” it is generally considered to be a form of international public relations increasingly exercised by all states. However, it is also understood as an exercise of “soft power” - a way of influencing and convincing foreign publics of the validity and reliability of a particular state’s view – of which the United States is exemplary as both originator of the term and its practices. From the Spanish-American War of 1898 to the present-day “Global War on Terrorism,” U.S. public diplomacy has facilitated and legitimized its global economic, geopolitical and cultural expansion. It has employed a variety of communication and cultural genres, from newsreels to comic books, paintings to video games, as well as drama and poetry to promote and facilitate this expansion.

This course thus explores the general origins of public diplomacy, why it exists, the power relations it reflects and supports, and the channels and media through which it is disseminated. It will equip students with the methodological and theoretical tools for understanding, researching, and analyzing public diplomacy. It encourages students to think critically about public diplomacy to formulate their own answers to the following questions: What is public diplomacy? Who practices public diplomacy and why? What are the channels and media of public diplomacy? What are the tactics and strategies that have been employed? How has public diplomacy changed in tandem with developments in communication technology? It also asks the students to engage with contemporary debates on public diplomacy as to similarities and differences between public diplomacy and propaganda, and questions as to the extent of intercultural

communication and cultural dialogue enabled. It asks questions like: Is public diplomacy effective and for whom? Why is public diplomacy often resisted by the publics it addresses? What is the relationship between foreign public diplomacy and domestic propaganda? And, lastly, (how) has the global media's blurring of distinctions between "domestic" and "foreign" complicated public diplomacy?

To address these questions and others as they arise in currency, the course is divided into two sections. The first begins by reviewing the historical practice and theoretical basis of U.S. foreign policy in international relations (such as imperialism, realism and liberal internationalism); in this section, the course undertakes a twentieth century historical study of public diplomacy as it has been practiced by the United States with some comparison with Great Britain and Canada. The second part of the course reviews contemporary case studies of public diplomacy in the post-9/11 context (2001-2009) and considers future prescriptions. Students will read scholarly books and articles about public diplomacy, review public diplomacy policy documents, and analyze popular diplomatic media which includes the range of media used by governments from press to the Internet.

Furthermore, this course will be useful for students seeking to pursue careers in global media policy networks, global media firms, governmental organizations, and non-governmental organizations (NGOs). It will also be useful for students that wish to pursue graduate programs dealing with global communication and/or global politics/international relations.

**Evaluation:**

Comparative Analysis of Two Articles	10%
Seminar Presentation	10%
Short Essay	15%
In Class Quiz	15%
Seminar Presentation 2	10%
Research Proposal	5%
Final Research Paper	20%
In Class Quiz	15%

<b>Format:</b>	3-hour seminar
<b>Projected Enrolment:</b>	25
<b>Reserved Spaces:</b>	For 4 <sup>th</sup> yr COMN Studies majors only

**AP/COMN 4810 6.0**

**[Not offered in 2010/11]**

**SPECIALIZED HONOURS RESEARCH SEMINAR**

This course is designed to equip students with the skills to plan the formulation of a research project and its implementation in the field of communication studies.

Students will be introduced to the various logics of research in the field, through scholarly works, seminar discussions, faculty and librarian presentations and, where feasible, through direct experience working with faculty on professional research projects.

Contingent on topic areas of interest to students in a given class, in-depth analysis of current issues in different domains of the field will be explored in detail. Students will be expected to both read and discuss contemporary literature on given problems in class, as well as prepare seminar presentations and reports summarizing debates and claims in the scholarly literature.

Students will also be exposed to contemporary research practice through faculty-led seminars, where models of existing practice will be introduced. In addition to research assignments and presentations, students will also focus on the specific skills necessary to build a comprehensive research proposal, and an understanding of the constitutive components of a scholarly research paper.

The first term will be devoted to the formulation of a topic and the completion and presentation of the research proposal. The second term will be focussed on the development and execution of the research paper, with ongoing presentations of progress and group discussion.



**AP/ANTH 4340 6.0  
ADVOCACY AND SOCIAL MOVEMENTS**

**Course Director:** TBA

This is a course on modern forms of social advocacy, and the link between public interest advocacy and the "new" social movements. Most of the new social movements, like the environmental movement, contest dominant interests through transformation of cultural or cosmological values. Thus the advocacy process becomes a central part of the social construction of knowledge in modern society. This course will examine various forms of social advocacy, from the advocacy of anthropologists on behalf of indigenous societies (applied anthropology), to advocacy for human rights, the organization of advocacy in the public sphere, the interrelationship of advocacy with mass media and propaganda, and the move for inclusion of advocacy organizations in global governance (e.g. in the fields of environment and human rights). The course brings together a range of topics that would otherwise be treated in separate university departments – anthropology; mass communication; environmental studies.

A key part of this course will be the undertaking of a small fieldwork project on a selected advocacy group in the Metro Toronto area. Much of the discussion in the first term will be aimed at providing the necessary background, both practical and theoretical, for undertaking of such a project. The projects will investigate the way in which the advocacy groups are organized, how they maintain relations with the mass media, and the way in which they undertake social construction of knowledge. The project will require students to keep a diary of contacts made with their advocacy group; project findings can - are encouraged - to be used in the final examination.

**Evaluation:** to be announced in the first week of classes.  
**Format:** 3-hour seminar  
**Projected Enrolment:** 25  
**Reserved Spaces:** 3<sup>rd</sup> and 4<sup>th</sup> year students only

<b>DEPARTMENT OF POLITICAL SCIENCE</b>
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**AP/POLS 4180 6.0  
POLITICS AND THE MASS MEDIA IN CANADA**

**Course Director:** TBA

An examination of the political functions of the mass media, with attention to normative, empirical and critical theories of the media and their application in Canada. Discussion will focus on the role of the media in public policy discourse and in election campaigns.

**Prerequisite:** AS/POLS 2910 6.0 or AS/POLS 2610 6.0 or  
AS/SOSC 2310.06 or permission of the course director.

**Projected Enrolment:** 25  
**Reserved Spaces:** 4th year majors in POLS, PPA, COMN

**AP/POLS 4185 6.0  
CULTURE AND COMMUNICATION**

**Course Director:** TBA

Since at least the mid 19th century, the growth of modern mass media industries has transformed the culture of advanced capitalism. This course will introduce some of the theories of culture and society, particularly in the critical Marxist tradition, which have responded to the social, economic, aesthetic and, most vehemently, political dimensions of this process. The influence of feminism, semiotics, psychoanalysis and pluralism on contemporary approaches will be considered. We will emphasize the kinds of analysis which come from broader theories as well as issues of political practice - state policy, propaganda and "effects", oppositional media, relationship to social movements and political parties. Among the themes for close discussion: women and media, advertising and class, race and gender, media in elections and wars, state and culture in Canada, aesthetics of particular media, the media picture of the world and imperialism, corporate organization and control, the particular features of Canadian media. We will emphasize film, television and print media.

**Prerequisite:** AS/POLS 2910 6.0 or AS/POLS 2610 6.0 or AS/SOSC 2310 6.0  
or permission of the course director.

**Projected Enrolment:** 25

**Reserved Spaces:** 4th year majors in POLS, PPA, COMN.

### DEPARTMENT OF SOCIOLOGY

**AP/SOCI 4510 6.0 A**  
**POPULAR CULTURE & SOCIAL PRACTICE IN CANADA**

**Course Director:** TBA

An examination of attempts by sociologists and critical theorists to come to terms with cultural processes and forms, paying particular attention to contemporary popular culture in Canada.

### DEPARTMENT OF SOCIAL SCIENCE

**AP/SOSC 4510 6.0**  
**AFRICAN POPULAR CULTURE**

**Course Director:** Pablo Idahosa

This course investigates the multiple dimensions of African popular culture through looking at forms of cultural productivity: music, film, literature, theatre, cartoons, sport, leisure and aspects of material culture. It also explores ways in which cultural productivity is linked to various social relations, ethnic identities and the politics that have characterized nationalist and post-independence politics in Africa.

**Evaluation:** TBA  
**Format:** 3-hour seminar  
**Degree Credit Exclusion:** none  
**Projected Enrolment:** 25

### CATEGORY "D"

<b>Course descriptions</b>
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**AP/SOSC 2830 9.0**

[Not offered 2010-11]

**MUSIC AND SOCIETY: SOCIAL PROCESS AND POPULAR MUSIC**

This course examines the social implications of continuously emerging musical styles in North America. No previous musical knowledge is required but students will be expected to master some basics of musical analysis (meter, structure, form, instrumentalization, etc.). The course covers the historical development of style while making use of theoretical discussions around technology, mass media, videos, political economy, corporate control, class, race/ethnicity, gender and region. Students can expect coverage of major musical North American traditions including African-American (Blues especially), Anglo Celtic (Country), Pre-World War II Pop (Tin Pan Alley, big Bands) and Rock & Roll in its variant forms (Elvis, Beatles, Stones, Motown, Stax, Psychedelic, Punk, Disco, New Wave, Rap and so on).

**AP/COMN 2840 9.0 (Cross-listed to AP/SOSC 2840 9.0)****FILM AND SOCIETY****Course Director:** TBA

This course is an introduction to thinking about film as a social phenomenon. Entertainment is not the only social function of films; they are multiple-functioned. They are a product that is distributed, exhibited and consumed by an audience. They are a social and political force. The conventional approach is to study them as art. Because the United States has a rich national tradition of film, the products of which have been exported throughout the world, it will be the focus of our discussion. Selected movies will be shown over the two terms. Particular emphasis will be given to the presentation of the Cold War on film.

N.B. Those who enrol in the course should be willing to read widely beyond the set books for the research paper and the tutorial presentations.

<b>Evaluation:</b>	1st term: short paper or test	10%
	Mid-term exam	20%
	2nd term: research paper	30%
	Final exam	25%
	Tutorial participation	15%

**Format:** 2-hour lecture or screening and 2-hour tutorial.**Projected Enrolment:** 200**Reserved Spaces:** Most spaces are reserved for COMN and Fine Arts majors.**AP/SOSC 3992 6.0****POPULAR TRIALS****Course Director:** TBA

This course focuses on popular trials - or judicial proceedings that engage the interest of a general audience usually sustained by some form of mass communication. Such trials - whether or not they result in establishing new legal norms - are public events that can serve as cultural reference points for beliefs that unite or divide the community.

The first part of the course introduces the conceptual tools and theoretical orientations that will later be applied to specific popular trials. We will draw upon works in cultural studies and interpretive sociology to look at trials as social enactments that make use of ritual and dramaturgy to achieve their effects. Popular trials will also be approached from the vantage point of communication studies and critical semiotics to

show how these events filter experience and how they generate representations of social reality that in turn become the focus of intense public debate and discussion.

Each of the specific trials that we consider will be looked at in historical context and in relation to the legal culture of the period. Second, we will look at the meanings that contemporaries assigned to the trials and, where applicable, the meaning that these events have been given by later generations. Third, we will analyze each trial in terms of its social representation, its use of ritual and dramaturgy, its narratives, and its competing discourses. Finally, we will search for features that invite comparisons with other trials.

**Evaluation:** TBA  
**Format:** 3-hour seminar  
**Projected Enrolment:** 35  
**Reserved Spaces:** Most spaces are reserved for Law & Society Honours and COMN majors.

### **AP/COMN 4340 6.0**

#### **COMMUNICATIONS FIELD EXPERIENCE: CORPORATE AND CULTURAL INDUSTRIES**

**Course Director:** TBA

The course involves students assigned to work for an organization engaged in some aspect of communications policy development, information systems or administration. Students commit one day a week (or equivalent amount of time) to projects defined by a public or private agency in or near Metropolitan Toronto. Each student's work is supervised by a staff member of the agency and monitored by the course director. This project should yield a product that both meets the agency's requirements and represents a suitable output for academic credit. Details of each student's responsibilities will be worked out at the beginning of the academic year among the three parties involved: the student, agency supervisor and course director.

<b>Evaluation:</b>	class presentation	20%
	journal	15%
	essay proposal	5%
	major paper	40%
	placement supervisor's evaluation	20% (subject to change)

**Format:** One day per week at sponsor agency and bi-weekly seminars.

**Prerequisites:** SOSC 1310 9.0 or 2310 6.0 or 9.0 or AK/2410 6.0/9.0 and one of the "B" group 3000-level courses listed in the calendar.

**Projected Enrolment:** 25

**Students who wish to enrol must fill out an application form which is available from the Program Office in the TEL Bldg or online [www.yorku.ca/laps/comm](http://www.yorku.ca/laps/comm). All applications must be submitted to the Program Office by April 26 2010.** Applicants will be advised of their admission (on non-admission) by regular mail by July 15, 2010. All spaces are reserved for COMN majors only.

### **AP/COMN 4341 6.0**

**[Not offered in 2010-11]**

#### **COMMUNICATIONS FIELD EXPERIENCE: NON-PROFIT ORGANIZATIONS**

In this course, students learn to apply communication theories and methodologies through field experience in a non-profit (NPO) or non-government organization (NGO). Field placements will provide students with an opportunity to assess key theoretical frameworks and interdisciplinary approaches used in communication studies including organizational communication, politics and policy, and critical technology studies. Through engagement with a range of community, non-profit and non-government

organizations, students will build on their area of academic specialty and apply their education to practical

issues in the community.

Practical application will consist of conducting a “communication audit” of the organization’s practices (methods of internal communication, media relations and technology use), and its policies (external communication with other NPOs, NGOs, governments and the public) as contextualized within the Canadian political economy. Specifically, the audit identifies the organization’s means and methods of communication, it compares these to the organization’s general goals and objectives, and it evaluates the effectiveness of the communication according to its capacities and in relation to theories (of democratic communication, of social movements, of civil society). Students will have the option of participating in specific areas of focus as identified by the course director in consultation with the organizations, in projects developed specifically for the class by community-based organizations, or by designing their own placement projects in collaboration with community groups.

In the first part of the term, students will meet on a regular basis to review and discuss assigned readings on communication theory and NPO/NGOs towards developing an “audit and learning plan” for their field placements. Students will then work in collaborative teams of three (or four maximum) to conduct their audits as supplemented by assigned readings and in-class meetings to review field notes and complete the audit for the organization. In the latter part of the term, students will present their audits in class and critically and reflexively evaluate their work through an individual end-term paper that reviews and assesses the theoretical frameworks, methodology employed and their experiences.

This course prepares the student for understanding organizational communication, media and technology practices and decision-making around them with a view to working within and contributing to civil society, or the so-called “third sector”. Additionally, and depending on the organizations selected, specific topics may include communication for political activism, democratic media activism, feminist organizational communication, and participatory communication.

## **Full-Time Faculty Directory**

*Amin Alhassan*  
*MA, University of Tampere*  
*PhD, Concordia University*

*Associate Professor*  
*Dept. of Communication Studies*  
*3029 TEL Bldg*  
*736-2100 x77872*  
*amalhass@yorku.ca*

*On sabbatical 2010/2011*

Prof. Amin Alhassan teaches in both the undergraduate Department of Communication Studies and the graduate program in Communication and Culture. His research interest intersects with Development Communication Theory, Global Media Studies, Postcolonial Theory and Cultural Studies. He is the principal investigator of a SSHRC funded study on African policy discourse on information and communication technologies in national development with a focus on Uganda and Ghana. He is the author of *Development Communication Policy and Economic Fundamentalism in Ghana* (Tampere University Press, 2004) and several book chapters and articles in peer reviewed journals such as *Media, Culture & Society*; *Canadian Journal of Communication*; *Media Development*; and *West Africa Review*. More about his research and teaching can be found at: <http://www.arts.yorku.ca/sosc/amalhass>

*Mary-Louise Craven*

*Associate Professor*

**BA, University of Western Ontario**  
**MA, York University**  
**MA, University of Toronto**  
**PhD, University of Toronto**

**Dept. of Communication Studies**  
**3021 TEL Bldg**  
**736-2100 x70559**  
**mlc@yorku.ca**

Following from Mary-Louise Craven's dissertation which was an analysis of various genres of hypertext as they existed in the early 1990's, she continues to be interested in exploring (on both theoretical and pedagogical levels) the evolving genres of hypertext/hypermedia now found almost entirely on the Internet. She is also interested in comparing and contrasting issues in print-based and computer-based literacies. She has extended her work on genre and rhetoric to include work on other forms of electronic documents, for example blogs and wikis. She is particularly interested in exploring the constraints placed on users by the set up of software, for example, PowerPoint. She is currently working on analysing a digitized collection of approximately 1500 Edwardian era postcards from a single-family collection to study the distribution and consumption of this form of communication.

**Barbara Crow**  
**BA, York University**  
**MA, York University**  
**PhD, York University**

**Associate Professor**  
**Dept. of Communication Studies**  
  
**bacrow@yorku.ca**

***On Administrative leave 2010/11***

Professor Crow is the Associate Dean of Research for the Faculty of Liberal Arts and Professional Studies. Her research interests are in the social, cultural, political and economic implications of digital technologies. She has edited collections on mobile technologies, US radical feminism, and Canadian Women's Studies. She currently works on a number of large-scale interdisciplinary grants with engineers, designers, artists and communication scholars to produce technical and cultural content for mobile experiences, (MDCN, 2004-2007 and CWIRP, 2006-2008). She is one of the co-founders of the Mobile Media Lab and co-founding editor of *wi: a journal of mobile media*, and was the president of the Canadian Women's Studies Association (2002-2004).

**Kevin Dowler**  
**BFA, University of Ottawa**  
**MA, Concordia University**  
**PhD, Concordia University**

**Associate Professor**  
**Dept. of Communication Studies**  
**3020 TEL Bldg**  
**416-736-2100 x77871**  
**kdowler@yorku.ca**

Professor Dowler teaches courses on culture and media, policy and theory, as well as teaching and supervising in the Graduate Program in Communication and Culture, the Graduate Program in Sociology, and Interdisciplinary Studies. He is currently pursuing SSHRC funded research on cultural policy and governance in municipalities in Europe and North America, as well as CIHR sponsored research on representations of health and medical practices in the media.

**Susan Driver**

**Associate Professor**

*BA, University of Toronto  
MA, York University  
PhD, York University*

*Dept. of Communication Studies  
3016 TEL Building  
416-736-2100 x20125  
sdriver@yorku.ca*

Susan Driver's teaching and research focuses on feminist and queer theories as critical frameworks for understanding cultural mediations of social relations, identities and embodiments. She has published several essays in books and journals on queer maternal representations. Her recent work engages with youth oriented media and she has written a book titled *Queer Girls and Popular Culture* (Peter Lang, 2007) and edited a collection *Queer Youth Cultures* (SUNY, 2008).

*Larry Lyons  
BA, Trent University  
MA, York University  
PhD, York University*

*Assistant Professor  
Dept. of Communication Studies  
3040 TEL Building  
416-736-2100 x77176  
llyons@yorku.ca*

Professor Lyons is currently the Undergraduate Program Director in the Division of Social Science; once his secondment to the Division of Social Science is finished in 2010, he will teach full-time in the Department of Communication Studies. His research interests are discourse analysis and communication theory; media systems and political discourse; political economy and political theory; psychoanalytic theory; and social philosophy and critical theory. His most recent research project is on "Writing and the Theory of the Letter in Psychoanalysis and Communication Theory." His teaching fields include political theory, social theory, communication studies, and language and society.

*Anne MacLennan  
BA, McGill University  
MA, McGill University  
PhD, Concordia University*

*Assistant Professor  
Dept. of Communication Studies  
3025 TEL Bldg  
416-736-2100 x33857  
amaclenn@yorku.ca*

*On sabbatical 2010/11*

Professor MacLennan teaches in the Department of Communication Studies and the graduate program in Communication and Culture. Her major research interest is early Canadian radio broadcasting. She is completing work on a study of programming during the 1930s and moving on to a study of the radio audience and memory. Her research interests more generally include all media history, but specifically "presentism" in television dramas with historical content, collective memory, research methods, teaching, and the role of communication in the development of unions. Her work is published in the *Journal of Radio Studies*, *Relations Industrielles/Industrial Relations*, *Journal of Labor Research*, *The Urban History Review*, and a collection on methodology. She was awarded the University-Wide Teaching Award at York University in 2006.

*Patricia Mazepa  
BA, University of Ottawa  
BSocSci, University of Ottawa  
MA, Carleton University  
PhD, Carleton University  
On sabbatical 2010/11*

*Associate Professor  
Dept. of Communication Studies  
3030 TEL Bldg  
416-736-2100 x30164  
pamazepa@yorku.ca*

Professor Mazepa teaches courses in the Politics and Policy stream at the undergraduate and graduate level. In 2009/10, she is the Course Director for COMN 4314: Media, Publics and Democracy and is appointed as the Undergraduate Program Director for the Department of Communication Studies. Her research interests

are based on the political economy of communication and are currently focused on the politics and policy of alternative media in Canada and the communication strategies of the Canadian and U.S. governments.

**Wade Rowland**  
**MA, Trent University**  
**PhD, York University**

**Assistant Professor**  
**Dept. of Communication Studies**  
**3018 TEL Building**  
**416-736-2100 x 20468**  
**wade@waderowland.com**

Professor Rowland teaches undergraduate and graduate courses in communication studies. His research interests include philosophy of science and technology, particularly as it relates to communication; communication ethics and the foundations of moral values; critical realism and the Frankfurt School of social theory; consumer capitalism and its roots in rationalism and scientism; political economy of public broadcasting; the modern business corporation and its moral identity. Recent books include: *Greed, Inc.: Why Corporations Rule Our World*; *Galileo's Mistake: the Archaeology of a Myth*; *Spirit of the Web: the Age of Information from Telegraph to Internet*; *Ockham's Razor: a Search for Values*. His work is also published in the *Journal of Business Ethics*, *Social Epistemology* and *International Journal of Media and Cultural Politics*. He has had a long professional career in print journalism and as producer and senior manager in network television news.

**Myles Ruggles**  
**MA, Simon Fraser University**  
**PhD, Simon Fraser University**

**Associate Professor**  
**Dept. of Communication Studies**  
**3008 TEL Bldg**  
**416-736-2100 x33873**  
**ruggles@yorku.ca**

Professor Ruggles teaches technology and society courses in the Department of Communication Studies, and in the York/Ryerson Graduate Program in Communication and Culture. His most recent book, *Automating Interaction*, (2005) critically examines the emergence and role of knowledge and information as variables in mainstream economic thought, demonstrating how paradigmatic features of the theoretical discourse of economics systematically degrade both the public domain of knowledge, and individual control of identity and relationship, generating urgent and global issues of accountability in the design of sociotechnical systems. He is currently working on a comparative study, "The Social Life of Seed," that investigates the knowledge regimes respectively characterizing indigenous maize culture and the laboratory science of bioengineered maize.

**David Skinner**  
**BA, Simon Fraser University**  
**MA, Concordia University**  
**PhD, Simon Fraser University**

**Associate Professor**  
**Dept. of Communication Studies**  
**3019 TEL Bldg**  
**416-736-2100 x33853**  
**skinnerd@yorku.ca**

Professor Skinner is the current Chair of the Dept. of Communication Studies. He teaches "Introduction to Communications." He is particularly interested in media and communications policy, media democracy, alternative and community media, and the political economy of communication. He has published numerous articles on media, media reform, and media policy in Canada and is co-author of *Mass Communications in Canada*, 6<sup>th</sup> ed. (Oxford, 2008) and co-editor of *Converging Media, Diverging Politics: A Political Economy of News in the United States and Canada* (Lexington Books, 2005). He is currently researching media reform in Canada and modes of sustaining independent and alternative media.



**Ana Viseu**  
**BA, Universidade Nova de Lisboa**  
**MA, Universitat Autònoma de Barcelona**  
**PhD, University of Toronto**  
**Postdoc, Cornell University**  
**On partial leave 2010/11**

**Assistant Professor**  
**Dept. of Communication Studies**  
**3017 TEL Bldg**  
**416-736-2100 x20329**  
**aviseu@yorku.ca**

Professor Ana Viseu teaches courses on bodies, technology and society at both undergraduate and graduate levels. Her research examines the practices of development and use of emergent (and contested) technologies, from both theoretical and material perspectives. She specializes in the critical examination of technologies, such as nanotechnology, wearable computing and robotics that posit the body as the interface between biology and information, with the goal of understanding how these interactions are reifying and reformulating notions of identity, embodiment, agency and privacy. Prof. Viseu has published in a number of venues, including the journals of *Ethics & Information Technology*, and *Information, Communication and Society*. She is currently working on two forthcoming publications on wearable computing which will be submitted to *Science* and *Social Studies of Science*. She is also affiliated with the Center for Social Studies of the Universidade de Coimbra, Portugal. More about her research and teaching can be found at [www.yorku.ca/av](http://www.yorku.ca/av)

### **Retired Faculty Directory**

**Dalton Kehoe**  
**BA, University of Toledo**  
**MA, Cincinnati University**  
**PhD, York University**

**Associate Professor, Retired**  
**Dept. of Communication Studies**  
**3027 TEL Bldg**  
**416-736-5755**  
**dkehoe@yorku.ca**

Professor Kehoe teaches courses on interpersonal and organizational communication and organizational change in the Communication Studies Program. He also leads seminars on leadership communication in the Executive Development Division of the Schulich School of Business. He has won both the OCUFA Award as one of the top teachers in the province and the York University-Wide Teaching Award. He was also recently named as one of the top 30 professors in the province by TVO. His research focuses on two areas (1) the effective use of technology in teaching, and on (2) the impact of leadership behavior on the health and emotional wellness of employees.

Professor Kehoe carries out his organizational research as an organizational development consultant and is a senior partner in Heart of the Matter Consulting, a firm that has helped a wide variety of organizations to radically improve both their organizational health and the quality of service they provide to their clients/customers.