



## Mini-Calendar 2016 - 2017

# Department of Communication Studies

*Faculty of Liberal Arts and Professional Studies*



The Department of Communication Studies provides an interdisciplinary environment in which students develop a comprehensive, critical awareness of communication and media.

As a **program of study**, we analyze the production and circulation of ideas and values and explore their relationship to social and cultural practices.

As **faculty** we help students acquire requisite tools of reflective inquiry, as well as verbal, written, and digital skills essential to effective, creative communication, and critical civic engagement.

As **communication scholars** we are collectively committed to historically informed, socially relevant research and pedagogy that addresses social relations of power.

## DEPARTMENT OF COMMUNICATION STUDIES

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## 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 majors or minors, and navigate possible career paths, our courses are organized into three thematic areas: **(1) media, culture and society, (2) politics and policy, and (3) critical technology studies.** Other than the 3 mandatory second year courses introducing students to the three streams, the upper-level courses in the 3 streams provide a way of thinking about the field of communications and do not involve prerequisites or the requirement that a certain number of courses be taken in any stream. The streams are not mutually exclusive, as in practice the knowledge and skills learned in each overlap and complement each other.

**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.

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 in this stream have "7" as their second number; the required course to this stream is Comn2700, "Media, Culture and Society." Representative courses are Comn3700 3.0 "The Emergence of Advertising," Comn3701 3.0 "Advertising, Culture and Society," and Comn4700 "Popular Culture and Communications."

**Employment:** 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).

**Some Complementary Majors/Minors:** Anthropology, Sociology, Culture and Expression, Children’s Studies, English, Social Science, Race, Equity Studies, Gender, Sexuality and Women’s Studies, Marketing.



**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. (Courses in this stream have “2” as their second number; the required course to this stream is Comn2200, “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. Representative **courses** include: Comn3220 “Organizing Social Movements, “Comn4214 6.0 “Media, Publics and Democracy”.

**Employment:** 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).

**Some complementary Majors/Minors:** 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, Work and Labour Studies.



**Critical Technology Studies:** Courses in this area examine the relationships between cultures, societies and communication technologies. (Courses in this stream have “5” as their second number; the required course to this stream is Comn2500, “Information and Technology.”)

As both a tool and a product of social relations, technology is ever-pervasive in the “information society”. Representative **courses** include Comn3550 3.0 “Digital Media and Culture,” Comn4520 6.0 The Electronic Information Network Marketplace.”

**Employment:** Graduates within 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, teaching new media.

**Some complementary Majors/Minors:** Cognitive Science, Geography, Global Political Studies, Information Technology, International Development Studies, Law and Society, Work and Labour Studies, Science and Technology Studies, Social Science.





# Degree Programs in the Department of Communication Studies

## Our degree options include:

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

**[We do not offer a BA degree (90 credit degree, or offer a minor.)]**

## 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 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. As students progress through their Honours BA degree, they must meet the minimum overall gpa, as defined by the number of credits earned—see the chart below—or they will be de-enrolled from the BA Honours degree.

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



## Major Requirements for Honours Double Major BA\*

\*students who began earlier than 2012 are asked to consult the dept. for relevant regulations.

- **The 48 credits in Comn Studies must include:**

- 6 credits from Comn1000 6.0
- 18 credits from: Comn2500 6.0, Comn2200 6.0, Comn2700 6.0
- 12 credits at the Comn 3xxx-level
- 12 credits at the Comn 4xxx-level

Students are required to take comn1000 6.0 before other courses, but there is no requirement that you complete all comn2xxx credits before you take comn3xxx credits. We do require that you have completed 84 credits BEFORE you can enroll in comn4xxx courses. The rationale for this is that these courses are small seminars and we want to ensure that all students in these classes are prepared academically to handle the upper-level material.

**General education:** a minimum of 21 general education credits as follows\*:

(\*for students beginning in 2014/15 and onwards; students who started earlier are required to complete 24 credits)

- 6.00 credits in natural science (NATS)
- a 9.00 credit approved general education course in the social science or humanities categories
- a 6.00 credit approved general education course in the opposite category to the 9.00 credit course in social science or humanities already taken

(consult this webpage for a listing of all Gen Ed. courses:

<http://laps.yorku.ca/office-of-the-faculty-council/laps-general-education-courses/> )

### Honours **Requirements:**

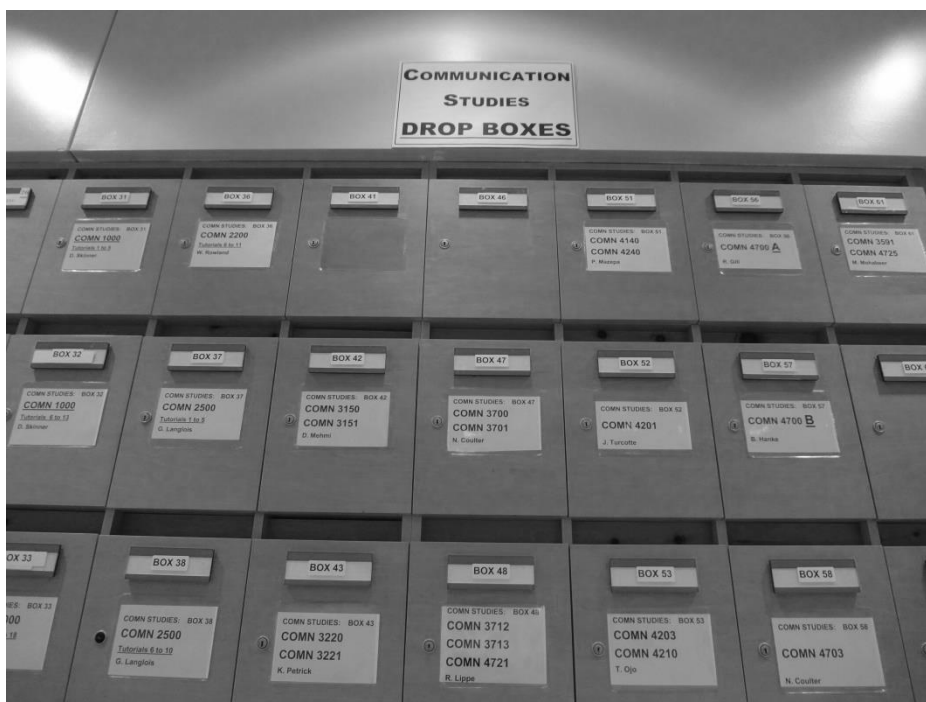
- **Upper-level credits:** at least 36 credits at the 3xxx-level or 4xxx-level, including at least 18 credits at the 4xxx-level. (These credits will have been completed within the requirements of the two majors.)
- **Credits outside the major:** Students who are completing a double major or major/minor are deemed to have fulfilled this requirement.



## Students in the Double Major Program can combine their major with:

- Any other program or department in the Faculty of Liberal Arts & Professional Studies: Visit them online at: <http://laps.yorku.ca/about/academic-departments-schools-colleges/>
- Film Studies in the Faculty of Arts, Media, Performance and Design (formerly Fine Arts Faculty )
- Kinesiology or Psychology in the Faculty of Health.

**NB:** Courses taken to meet Comn Studies requirements cannot also be used to meet the requirements of the other major.



## Major Requirements for Honours Major BA (Stand-Alone)\*

(\*students who began earlier than 2012 are asked to consult the dept. for relevant regulations.)

- **The 48 credits in Comn Studies must include:**
  - 6 credits from Comn1000 6.0
  - 18 credits from: Comn2500 6.0, Comn2200 6.0, Comn2700 6.0
  - 12 credits at the Comn3xxx level
  - 12 credits at the Comn4xxx level

Students are required to take comn1000 6.0 before other courses, but there is no requirement that you complete all comn2xxx credits before you take comn3xxx credits. We do require that you have completed 84 credits BEFORE you can enroll in comn4xxx courses. The rationale for this is that these courses are small seminars and we want to ensure that all students in these classes are prepared academically to handle the upper-level material.

**General education:** a minimum of 21 general education credits as follows\*:

(\*for students beginning in 2014/15, 15/16 and 16/17; students who started earlier are required to complete 24 credits)

- 6.00 credits in natural science (NATS)
- a 9.00 credit approved general education course in the social science or humanities categories
- a 6.00 credit approved general education course in the opposite category to the 9.00 credit course in social science or humanities already taken

\*consult this webpage for listing of all Gen Ed courses:

<http://laps.yorku.ca/office-of-the-faculty-council/laps-general-education-courses/>

### Honours Requirements:

- **Upper-level credits:** at least 36 credits at the 3xxx-level or 4xxx-level, including at least 18 credits at the 4xxx-level (24 of these credits will have been completed within the comn studies major; the other 12 credits can be taken inside or outside of the major).
- **Credits outside the major:** at least 18 credits.

## Honours Major/Minor BA Program (from Stand Alone)

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.

### Honours Requirements:

- **Upper-level credits:** at least 36 credits at the 3xxx-level or 4xxx-level, including at least 18 credits at the 4xxx-level. (These credits normally will be completed within the requirements of the major and the minor.)
- **Credits outside the major:** Students who are completing a double major or major/minor are deemed to have fulfilled this requirement.



## The International BA (iBA) Degree

Students may take all of the above degree options in the International Honours BA (iBA) Program: they can do a Double-Major iBA, or a stand-alone major iBA, or a major/minor iBA.

The major requirements are the same for the various degree options listed above PLUS they must fulfil the following requirements:

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

If a iBA student is fluent in a language, he/she will undergo an examination to test language proficiency by the Department of Languages, Literatures and Linguistics. **Students exempted from one or more of the language courses required for the degree must complete cultural courses related to that language.**

→**Internationally-Oriented Credits:** (e.g., courses with “global”, “globalization,” “international” or another country as its title). A sample list of internationally-oriented courses was developed by the Office of the Dean, LA&PS and can be accessed through this website:

<http://comn.laps.yorku.ca/files/2015/10/APINTLOrientedCourses.pdf>

*(This is not meant to be an exhaustive list, but as a sample list to support IBA enrolment.)*

At least 12 credits outside the student’s IBA major (if enrolled as of 2014-15 and prior)

OR

At least 9 credits outside the student’s IBA major (2015-16 onwards);

**Required Course:** ANTH 2300 3.0 Intercultural Training Skills (to be completed before the term abroad).

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

### Honours Requirements:

- **Upper-level credits:** at least 36 credits in the 3xxx-level or 4xxx-level, including at least 18 credits at the 4xxx 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.

An advising session with the department is strongly recommended for any students thinking of, or enrolled in, this degree option.

## Calling all Comn Studies majors: here's some important course-related information you need to know!

### 1. Grading Standards: what does a gpa of 5 mean?

At York we use 3 evaluation methods: a letter grade, a point value and a percentage. Students will get a letter grade on a piece of course work (which represents a numerical range). Please see the grading matrix below. In calculating the overall gpa, course grades are converted to a point value and then depending on the course credit (3, 6, or 9), an average is computed from all course credits. Students can use the GPA calculator to see what your marks will be if you are curious about the effects different marks would have on their gpa. (<http://laps.yorku.ca/student-resources/gpa-calculator/>)

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. How much feedback on grades will you get before the drop date(s)?**

Your Course Director is required to give feedback to you in a timely fashion so that you can make decisions about whether to drop a course before the drop date. For 2016-2017 dates go to: <http://www.registrar.yorku.ca/enrol/dates/fw16>

Normally, 30% of the mark should be available for a full-year course, and 15% for a semester course by the respective drop-dates. Beginning in F/W 2016/17, if you failed to withdraw and have legitimate grounds, there is another option to withdraw from a course. Students can submit a "Late Withdrawal Detailed Petition. Information on this is found at <http://laps.yorku.ca/office-of-the-faculty-council/undergraduate-academic-petitions/>

## **3. What can you do if you receive a low or failure FINAL mark and it's pulling down your gpa?**

You have a number of options depending on circumstances.

- If you think you've been unfairly evaluated, you can ask for a grade reappraisal (see #4. below)
- You can petition. If the mark or marks are the result of circumstances over which you have not had any control (sickness, family matters, accident, etc.), you can petition to have the mark or marks removed from your transcript. There is a petition package that must be filled in and supporting evidence to support your claim must be attached.
- You can retake the course. The second grade will become the Grade of Record, and the first mark—while it stays on your transcript—is NOT averaged into your gpa.
- You can work VERY hard the next session to bring up your average.

## **4. How do you get work reappraised?**

### **4.1 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 cannot change the mark.

### **4.2. 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 from the Department office or from our website:

[http://comn.laps.yorku.ca/files/2015/10/LAPS\\_Grade\\_Reappraisal\\_Form.pdf](http://comn.laps.yorku.ca/files/2015/10/LAPS_Grade_Reappraisal_Form.pdf)



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 cannot 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 full-time teaching 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 - . [http://www.yorku.ca/tutorial/academic\\_integrity/polpoints.html](http://www.yorku.ca/tutorial/academic_integrity/polpoints.html) . Appeals must be submitted within 21 calendar days of receiving the Department's letter.

### **5. What If I can't finish my work during the term? Seek a Deferred Standing from your Course Director**

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 online <http://www.registrar.yorku.ca/exams/deferred/>). 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 link below) within 48 hours of the Department's deadline: <http://laps.yorku.ca/office-of-the-faculty-council/undergraduate-academic-petitions/deferred-standingextension-of-deferred-standing/>

### **6. How do you take a course at another university for credit? Obtain a Letter of Permission**

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 (available online <http://www.registrar.yorku.ca/enrol/lop/>) 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.

## **7. How Seriously should you take Academic Honesty? Seriously!**

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:

<http://secretariat-policies.info.yorku.ca/policies/academic-honesty-senate-policy-on/>

## **8. Where do I go for specific academic help with my major?**

**(Call 416-736-5057 for an advising session with either the Program Assistant or the Undergraduate Program Director. We are here to help!)**

## **Enrich your Undergraduate Experience by Participating in a York International Exchange**

We encourage students with an overall GPA of B (or 6) at the end of their first year (24+ credits) to consider studying for a semester at a university abroad. You would need to attend workshops and information sessions provided by York International in your second year in order to ensure that you are able to go away in your third year. Please consult <http://international.yorku.ca> for full details. There are excellent Communication Studies programs around the world affiliated with York, and many of them allow you to study in English. Come in for an advising session with the Undergraduate Program Director if you need to chart out your communication studies major courses before you leave.

We also encourage students to look into taking the iBA degree which requires one semester abroad as well as language courses and internationally-oriented courses beyond the requirements for the major.

## 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 networking galas, 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 visit <https://yorku.collegiatelink.net/organization/CSSA> or visit their office in TEL 3036



## Student Awards

These awards are only available to Comn Studies majors. Please note, students only apply directly for the last two awards (the Orlicky and Siegel awards). Recipients of the awards will be notified in the fall and honoured at a November reception held jointly with the Department of Social Science.

As well, there are there are a number of York University undergraduate awards and scholarships available at <http://sfs.yorku.ca/scholarships>

### **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 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 passed away in 2009. This award is given to the student in the second-year “Information and Technology” course who has a high GPA in the course, 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, and is a continuing on into third year as a major in the Department of Communications Studies.

### **Reva Orlicky Memorial and Founding Friends Award**

This monetary award (approximately \$400) has been established by York University alumni and friends to provide a bursary to a deserving York University upper-year Communication Studies student (now in 3rd or 4th year), 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 conditions for radio / public broadcasting in Canada, who have a high GPA, and are in financial need.

Students need to write a short letter explaining how they meet the criteria.

Applications must be submitted to the Undergraduate Program Director, via email ([mlc@yorku.ca](mailto:mlc@yorku.ca)) by October 14, 2016.

### **Arthur Siegel Award**

This award honours Arthur Siegel, who over his 34-year career at York, was an inspiration to thousands of students, was instrumental in shaping York's Communication Studies Program and served as Chair of the Department of Social Science, among many other achievements. Prof. Siegel made unique and important scholarly contributions to the fields of politics and media communications policy in Canada, particularly on press freedoms, censorship, propaganda and referenda. Prior to York, Arthur was a prolific journalist in Canada and the US, and an instrumental force at Radio Canada international.

The award is given to a student who is a double-major in Communication Studies and a Social Science program, who has completed at least 60 credits, and who holds the highest cumulative grade point average among the qualified candidates. If there are no eligible double-majors then the recipient will be a Communications major. The recipient must be Canadian citizen, permanent resident or protected person, and an Ontario resident who demonstrates financial need.

To be considered for this award, submit the Student Financial Profile available at <http://sfs.yorku.ca/aid/sfp/>



## SUMMER 2016 COURSE OFFERINGS

AP	COMN	2700	Cr=6.00	Media, Culture and Society
AP	COMN	3213	Cr=3.00	Labour in Communication & Cultural Industries
AP	COMN	3220	Cr=3.00	Organizing Social Movements
AP	COMN	3221	Cr=3.00	Communicating Social Movements
AP	COMN	3510	Cr=3.00	Future Directions of Communications
AP	COMN	3511	Cr=3.00	Future Directions of Communications
AP**	COMN	4505	Cr=6.00	Debates about Technological Development
AP**	COMN	4520	Cr=6.00	Electronic Info Network Marketplace
AP**	COMN	4700	Cr=6.00	Popular Culture and Communications





## Core Course Descriptions

FALL/WINTER 2016/2017

### AP/COMN 1000 6.0 - INTRODUCTION TO COMMUNICATION STUDIES

**Course Director: Prof. David Skinner**

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 three thematic areas of the Communication Studies Program: Media and Culture, Politics and Policy and Critical Technology Studies. 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.

Format:	2-hour lecture and 1-hour tutorial
Projected Enrolment:	450
Reserved Spaces:	Most spaces for COMN majors.
Exclusions:	AP/COMN 1310 9.0

## **AP/COMN 2200 6.0 - POLITICS, POLICY AND THE MEDIA**

**(NB: this is a REQUIRED COMN2000 level course for new COMN studies majors as of F/W 2012/2013)**

**Course Director: Prof. Wade Rowland**

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:	250
Reserved spaces:	Most spaces for COMN majors
Exclusion:	COMN 2313 6.0 or 9.0

## **AP/COMN 2500 - INFORMATION AND TECHNOLOGY**

**(NB: this is a REQUIRED COMN2000 level course for new COMN studies majors as of 1 July 2012 and F/W 2012/2013.)**

**Course Director: Prof. Ganaele Langlois**

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 3xxx and 4xxx 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.

Format:	2-hour lecture and one-hour tutorial
Projected enrolment:	250
Reserved spaces:	Most spaces for COMN majors
Exclusion:	COMN 2312 6.0 or 9.0

## **AP/COMN 2700 - MEDIA, CULTURE AND SOCIETY**

**(NB: this is a REQUIRED COMN2000 level course for new COMN studies majors as of F/W 2012/2013.)**

**Course Director: Prof. Kevin Dowler**

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 analyze 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 3xxx and 4xxx level courses in this stream.

Format:	2-hr lecture and 1-hr tutorial
Projected enrolment:	250
Reserved spaces:	Most spaces for COMN majors
Exclusion:	COMN 2314 6.0 or 9.0

**COMN 2000 - Level Course:        NOT FOR MAJOR CREDIT**

**AP/COMN 2111 6.0 - COMMUNICATION IN EVERYDAY LIFE**

**(NB: this is NOT a required COMN2000 level course for new COMN Studies majors as of Fall 2012/13.)**

**Course Director:    Prof. Dalton Kehoe**

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.

Format:	Lectures for this course will be offered on-line; regular 1-hour in-class seminars will complement the lectures
Projected Enrolment:	150
Reserved Spaces:	COMN majors & open to AP yr 2, 3 and 4
Exclusion:	COMN 2311 6.0

## **3000 - Level courses**

**Offered in 2016/17**

### **AP/COMN 3100 3.0 (Fall) - FOUNDATIONAL COMMUNICATION THEORY**

**Course Director: TBA**

This course provides an overview of the foundations and theoretical approaches in communication theory. Special attention will be paid to mass communication theory, medium theory, audience research, semiotics, and the political economy of media.

Students are encouraged to take COMN 3100 3.0 if they want to take COMN 3101 3.0, but there is no prerequisite.

Format: 3-hour seminar  
Projected Enrolment: 35  
Reserved: Most spaces for COMN majors.  
Exclusion: COMN 3320 6.0

### **AP/COMN 3101 3.0 (Winter) - CONTEMPORARY COMMUNICATION THEORY**

**Course Director: TBA**

This course examines the various perspectives of contemporary communication theory. It explores current theoretical approaches with an emphasis on contemporary debates and issues in communication studies.

Students are encouraged to take COMN 3100 3.0 if they want to take COMN 3101 3.0, but there is no prerequisite.

Format: 3-hour seminar  
Projected Enrolment: 35  
Reserved: Most spaces for COMN majors.  
Exclusion: COMN 3320 6.0

### **AP/COMN 3111 3.0 (Fall) - ORGANIZATIONAL COMMUNICATION**

**Course Director: TBA**

The purpose of this course (part one) 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. For more information please refer to the course

Students are encouraged to take COMN 3111 3.0 if they want to take COMN 3112 3.0, but there is no prerequisite.

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

Projected Enrolment: 125

Reserved spaces: Most spaces for COMN majors, and AP yr 2, 3 & 4

Exclusion: COMN 3311 6.0

### **AP/COMN 3112 3.0 (Winter) - PROBLEMATIC COMMUNICATION IN ORGANIZATIONS**

**Course Director: Prof. Dalton Kehoe**

The purpose of this course (part two) is to continue to familiarize the student with the main concepts, viewpoints, and research findings and applications in the field of organizational communication. 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. For more information please refer to the

Students are encouraged to take COMN 3111 3.0 if they want to take COMN 3112 3.0, but there is no prerequisite.

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

Projected Enrolment: 125

Reserved spaces: Most spaces for COMN majors, and AP yr 2, 3 & 4

Exclusion: COMN 3311 6.0

**AP/COMN 3150 3.0 (Fall)**  
**INTRODUCTION TO RESEARCH METHODS IN COMMUNICATION STUDIES**

**Course Director: TBA**

This course introduces students to the major research paradigms and attendant methodologies in the field of communication studies.

Students are encouraged to take COMN 3150 3.0 if they want to take COMN 3151 3.0, but there is no prerequisite.

Format: 3-hour seminar  
Projected Enrolment: 35  
Reserved Spaces: Most spaces for COMN majors  
Exclusion: COMN 3391 6.0

**AP/COMN 3151 3.0 (Winter) - RESEARCH METHODS SEMINAR**

**Course Director: TBA**

This course allows students to work with communication studies methodologies. Methods to be reviewed include survey, audience, ethnographic, political economic, feminist, content, discourse and textual analyses.

Students are encouraged to take COMN 3150 3.0 if they want to take COMN 3151 3.0, but there is no prerequisite.

Format: 3-hour seminar  
Projected Enrolment: 35  
Reserved Spaces: Most spaces for COMN majors  
Exclusion: COMN 3391 6.0

**AP/COMN 3204 3.0 (Fall) – PUBLIC DIPLOMACY AS COMMUNICATION**

**Course Director: TBA**

This course examines "public diplomacy" as communication and cultural strategies used by states to promote "national interests" and foreign policy goals through understanding, interacting with, informing and influencing publics worldwide. Case studies of various

states will be examined including the history, theory, organization, policies and practices of public diplomacy with a particular focus on the United States.

Format: 3-hour seminar  
Projected Enrolment: 35  
Reserved Spaces: Most spaces for COMN majors  
Exclusion: AP/COMN 4805 6.00 (prior to Fall 2012)

### **AP/COMN 3210 3.0 (Winter) – GLOBAL MEDIA, LOCAL COMMUNICATION**

#### **Course Director: TBA**

This course examines the theories and practices of the global media - telecommunications, news, film, television, and the new media - in the contexts of local communication and culture. The interactions between the global media and local communication and culture are explored.

Format: 3-hour seminar  
Projected Enrolment: 35  
Reserved Spaces: Most spaces for COMN majors  
Exclusion: AP/COMN 4804 6.00 (prior to Fall 2012).

### **AP/COMN 3220 3.0 (Fall) - ORGANIZING SOCIAL MOVEMENTS**

#### **Course Director: TBA**

The course analyzes themes in three areas: social movements; social justice as currently articulated by social movements; communication and organization strategies used by movements. The course introduces themes related to organizational communication in the social movement context, specifically in a communications-dedicated class; it also gives students the tools to apply communications theories to the social movement environment

Students are encouraged to take COMN 3220 3.0 if they want to take COMN 3221 3.0, but there is no prerequisite.

Format: 3-hour seminar  
Projected Enrolment: 35  
Reserved Spaces: Most spaces for COMN majors

## **AP/COMN 3221 3.0 (Winter) - COMMUNICATING SOCIAL MOVEMENTS**

**Course Director: TBA**

The course examines the literature on major developments in the history of Canadian social and protest movements, social entrepreneurialism, and pressure group behaviour. The larger historical questions of current movements' relationships to past patterns of protest are investigated, as is the question of how social justice agendas are managed by governments. To better situate this concern, the course examines major themes of technology, society, regulation and the political-cultural impact of social and protest movements.

Students are encouraged to take COMN 3220 3.0 if they want to take COMN 3221 3.0, but there is no prerequisite.

Format: 3-hour seminar  
Projected Enrolment: 35  
Reserved Spaces: Most spaces for COMN majors

## **AP/COMN 3250 3.0 (Fall) - COMMUNICATION POLICY I: A COMPARATIVE INTRODUCTION**

**Course Director: Derek Hrnysyn**

This Course introduces students to the politics of policy making across communication, including press, broadcasting and telecommunication, with an emphasis on the Anglo-American democracies.

Students are encouraged to take COMN 3250 3.0 if they want to take COMN 3251 3.0, but there is no prerequisite.

Format: 3-hour seminar  
Projected Enrolment: 35  
Reserved Spaces: Most spaces for COMN majors  
Exclusion: AP/COMN 3350 3.00

**AP/COMN 3251 3.0 (Winter) -  
COMMUNICATION POLICY II: CURRENT ISSUES AND CASE STUDIES**

**Course Director: Derek Hrnyslyn**

This course examines current issues in communication policy in Canada through the use of case studies. It considers such topical issues as: national identity and globalization, convergence and fragmentation, as well as intellectual property, privacy, and global media regulation, among others.

Students are encouraged to take COMN 3250 3.0 if they want to take COMN 3251 3.0, but there is no prerequisite.

Format: 3-hour seminar  
Projected Enrolment: 35  
Reserved Spaces: Most spaces for COMN majors  
Exclusion: AP/COMN 3351 3.00

**AP/COMN 3252 3.0 (Winter) - Ethics and the Media**

**Course Director: Prof. Wade Rowland**

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

Format: 3-hour seminar  
Projected Enrolment: 35  
Reserved Spaces: Most spaces for COMN majors  
Exclusion: COMN 3352 3.0, CLTR 3530 3.0.

**AP/COMN 3510 3.0 (Fall) - CONSIDERATIONS IN TELECOMMUNICATIONS**

**Course Director: TBA**

This course explores the future direction of communications in Canadian society. The technological, social, and political influences shaping Canada's communication system are examined.

Students are encouraged to take COMN 3510 3.0 if they want to take COMN 3511 3.0, but there is no prerequisite.

Format: 3-hour seminar  
Projected Enrolment: 30  
Reserved Spaces: Most spaces for COMN majors  
Exclusion: COMN 3310 6.0

### **AP/COMN 3511 3.0 (Winter) - TECHNOLOGICAL ADVANCES IN TELECOMMUNICATION**

**Course Director: TBA**

This course examines the social and political issues pertaining to Canadian communication policy makers. Technological advances in information delivery networks, including communication satellites, electronic fund transfers and electronic mail, are examined and applied to Canada's communication system.

Students are encouraged to take COMN 3510 3.0 if they want to take COMN 3511 3.0, but there is no prerequisite.

Format: 3-hour seminar  
Projected Enrolment: 30  
Reserved Spaces: Most spaces for COMN majors  
Exclusion: COMN 3310 6.0

### **AP/COMN 3550 3.0 (Fall) - DIGITAL MEDIA AND CULTURE**

**Course Director: TBA**

This course examines the origins and development of forms of digital media and culture with particular emphasis on how they differ from pre-digital or "analog" cultural forms. Upon establishing our theoretical foundations for considering new media as technology and culture, we investigate the historical development of digital technology and some of the transformative effects it has had, and continues to have, on previous forms of communication. Seminar discussions address themes such as identity, privacy, hardware/software, education, journalism, news, and interactivity, in relation to topics such as hypermedia, cyberspace, satellites, digital telephony, digital radio/music, digital

photography/video, and digital literacy. Students are encouraged to take COMN 3550 3.0 if they want to take COMN 3551 3.0, but there is no prerequisite.

Format: 3-hour seminar  
Projected Enrolment: 35  
Reserved Spaces: Most spaces for COMN majors

**AP/COMN 3551 3.0 (Winter) -  
ADVANCED ISSUES: DIGITAL MEDIA AND CULTURE**

**Course Director: TBA**

This course investigates some of the transformative effects of digital communications technologies within realms of culture as diverse as politics, romance and mating, industry, medical and pharmaceutical practice, commerce, finance, the arts, scientific enquiry, and contemporary warfare. Relevant to class discussions are phenomena such as world order transformation, cybernetics and automation, interoperability, databases, computer modelling, information overload, artificial intelligence, virtuality, networks, social networking, biometrics, and the global positioning system. The course concludes by addressing questions regarding what constitutes the good digital life. Students are encouraged to take COMN 3550 3.0 if they want to take COMN 3551 3.0, but there is no prerequisite.

Format: 3-hour seminar  
Projected Enrolment: 35  
Reserved Spaces: Most spaces for COMN majors

**AP/COMN 3590 3.0 (Fall) - FEMINIST PERSPECTIVES ON MEDIA**

**Course Director: Stacy Denton**

This course examines gender in relation to various media. Diverse media including film, television, magazines, and romantic fiction are analyzed through a feminist perspective and held within historical relationships of gender.

Students are encouraged to take COMN 3590 3.0 if they want to take COMN 3591 3.0, but there is no prerequisite.



Format: 3 hour seminar  
Projected Enrolment: 35  
Reserved Spaces: Most spaces for COMN majors  
Exclusion: COMN 3393 6.0

**AP/COMN 3700 3.0 (Fall) -**

**ADVERTISING: THE GROWTH OF A TWENTIETH CENTURY BELIEF SYSTEM**

**Course Director: Prof. Natalie Coulter**

This course reviews the historical development of advertising. Careful attention is placed on the economic shift from production to consumption, the culture of consumption and other contributing factors.

Students are encouraged to take COMN 3700 3.0 if they want to take COMN 3701 3.0, but there is no prerequisite.

Format: 2-hour lecture, 1-hour seminar  
Projected Enrolment: 150  
Reserved Spaces: Most spaces for COMN majors  
Exclusion: COMN 3315 6.0

**AP/COMN 3701 3.0 (Winter) - ADVERTISING, CULTURE & SOCIETY**

**Course Director: Prof. Natalie Coulter**

This course examines the place of advertising within culture and society. It will focus on the analysis of advertising; the cultural triumph of the image; the democratization of luxury; the aesthetics of mass culture and the place of advertising within contemporary culture and society.

Students are encouraged to take COMN 3700 3.0 if they want to take COMN 3701 3.0, but there is no prerequisite.

Format: 2-hour lecture, 1-hour seminar  
Projected Enrolment: 150  
Reserved Spaces: Most spaces for COMN majors  
Exclusion: COMN 3315 6.0

## **AP/COMN 3712 3.0 (Fall) - THE RISE OF THE CLASSICAL HOLLYWOOD CINEMA**

**Course Director: Richard Lippe**

This course concentrates on the Hollywood cinema from 1929 to 1945, a period that deals with the concept of 'the studio system' which functioned to cut production cost while mass producing films. We will investigate fictional narrative film and its relation to entertainment, art, ideology and political discourse. Emphasis will be placed on the significance of talent and creativity to the studio product. The period covered includes the impact the Great Depression and World War II made on America and the Hollywood cinema. Students are encouraged to take COMN 3712 3.0 if they want to take COMN 3713 3.0, but there is no prerequisite.

Format:	3 hour seminar
Projected Enrolment:	35
Reserved Spaces:	Most spaces for COMN majors
Exclusion:	COMN 2840 9.0

## **AP/COMN 3713 3.0 (Winter) - THE DECLINE OF THE CLASSICAL HOLLYWOOD CINEMA**

**Course Director: Richard Lippe**

This course concentrates on the Hollywood cinema from 1946 to 1964. The aftermath of WWII produced political, social and cultural changes that affected the mainstream cinema. Politically, the Cold War led the government to publicly investigate the film industry and its connections to leftist ideals; socially, WWII brought to the forefront concerns about inequality home and abroad; culturally, WWII led to the public interest in 'realist' filmmaking, a challenge to the studio system and its meaning of production. In addition, corporate America saw the film industry as a means to encourage a consumerist lifestyle. Students are encouraged to take COMN 3712 3.0 if they want to take COMN 3713 3.0, but there is no prerequisite.

Format:	3 hour seminar
Projected Enrolment:	35
Reserved Spaces:	Most spaces for COMN majors
Exclusion:	COMN 2840 9.0

## **AP/COMN 3725 3.0 (Fall) – YOUNG PEOPLE’S MEDIA IN CANADA**

**Course Director: TBA**

This course explores the production of media for young people here in Canada. Canada has a long history of producing media texts for children and youth.

Our children's television, film, music, magazine and videogame industries are rich and diverse, and are exported around the world. Yet, despite this richness and depth, the story of Canadian children's and youth media industries has not been told.

The purpose of this course is to overcome this deficit by undertaking an in depth political economic analysis of the history of young people's media industries in Canada.

Format: 3 hour seminar  
Projected Enrolment: 35  
Reserved Spaces: Most spaces for COMN majors

## **AP/COMN 3730 3.0 (Fall) - AN INTRODUCTION TO THE DOCUMENTARY (for non-film majors)**

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

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

Format: 3 hour seminar  
Projected Enrolment: 30  
Reserved Spaces: Most spaces for COMN majors

## **AP/COMN 3751 3.0 (Winter) - TELEVISION AS CULTURE**

**Course Director: Prof. Kevin Dowler**

This course examines the interaction between television and culture by exploring the local and global impact of television, its structures, the medium and its effects. The place of television within the larger structure of society and culture will be examined. Audience response and other variables will be considered.

Students are encouraged to take COMN 3750 3.0 if they want to take COMN 3751 3.0, but there is no prerequisite.

Format: 2-hour lecture and 1-hour seminar  
Enrolment: 150  
Reserved spaces: Most spaces for COMN majors  
Exclusion: COMN 3316 6.0

### **AP/COMN 3770 3.0 (Winter) – GLOBAL YOUTH CULTURES**

#### **Course Director: TBA**

The aim of this course is to provide students with an overview of the critical debates and issues surrounding youth media culture in a transnational context. This course will trace the impact of the transnational mobility and ubiquity of media such as film, television, music, mobile technologies, video games and the internet, on the proliferation of global youth cultures. The course will explore the emergence of complex forms of hybrid cultures and identities that increasingly occur amongst young people throughout the world. At the basis of the course will be a critical analysis of the construction of youth including the multiple, diverse constructions across a range of cultures.

Format: 3-hour seminar  
Enrolment: 35  
Reserved spaces: Most spaces for COMN majors

## **4000 - Level courses**

**Offered in 2015-16**

**(Need a Minimum of 84 credits completed prior to enrolling)**

### **AP/COMN 4000 6.0 - HONOURS THESIS**

If a supervisor in the Department of Communication Studies can be arranged, students registered in Communication Studies may undertake a major thesis credit after the completion of 84 credits and with the permission of the department. Honours Thesis courses require a signed agreement between the student and faculty member, as well as the approval of the Undergraduate Program Director.

Evaluation:	TBA
Format:	N/A
Projected Enrolment:	N/A
Reserved Spaces:	For 4th year COMN Studies majors only

### **AP/COMN 4119 3.0 (Fall) - THEORY AND PRACTICE OF EFFECTIVE COMMUNICATION**

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

This course explores various models and theories about what constitutes effective communication across a number of media, and involves putting these models and theories into practice through numerous writing and designing tasks.

Format:	3-hour seminar
Projected Enrolment:	25
Reserved Spaces:	For 4th year COMN Studies majors only
Exclusion:	AP/COMN 4119 6.00, AP/COMN 4319 6.00

### **AP/COMN 4140 6.0 (Fall/Winter) - COMMUNICATIONS FIELD EXPERIENCE: CORPORATE AND CULTURAL INDUSTRIES**

**Course Director: Prof. Patricia Mazepa**

Students earn course credit by working on a project for an organization involved in communication policy development, information services or administration. Details of

each student's responsibilities are worked out in consultation with the supervisor, the course director and the student.

Students must submit application forms by June 5, 2016. This is an online application form available on the Communication Studies web page:

<http://comn.apps01.yorku.ca/machform/view.php?id=26>

Format: 3-hour seminar and workplace hours  
Projected Enrolment: 25  
Reserved Spaces: For 4th year COMN Studies majors only  
Exclusion: COMN 4340 6.0, COMN 4150 6.0

### **AP/COMN 4201 6.0 (Fall/Winter) - CRITICAL STUDIES OF OR ON INTERNET**

**Course Director: Prof. Jonathan Obar**

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.

Format: 3-hour seminar  
Projected Enrolment: 25  
Reserved Spaces: For 4th year COMN Studies majors only  
Exclusion: COMN 4801 6.0

### **AP/COMN 4202 6.0 (Fall/Winter) - ISSUES IN THE POLITICAL ECONOMY OF MEDIA**

**Course Director: Prof. Patricia Mazepa**

This course examines the ways that information, communication, and media are linked to the production and maintenance of wealth and social power, and the ways in which symbolic resources are allocated within political economic systems and cultural institutions.

Format: 3-hour seminar  
Projected Enrolment: 25  
Reserved Spaces: For 4th year COMN Studies majors only  
Exclusion: COMN 4802 6.0

**AP/COMN 4203 6.0 (Fall/Winter) -  
APPROACHES TO COMMUNICATION AND DEVELOPMENT**

**Course Director: Prof. Tokunbo Ojo**

This course interrogates approaches to communication in national and international development, examining the historical construction of development discourse and the mobilization of communication resources in the modernization of developing countries.

Format: 3-hour seminar  
Projected enrolment: 25  
Reserved spaces: For 4th year COMN Studies majors only  
Exclusion: COMN 4803 6.0

**AP/COMN 4204 3.0 (Fall/Winter) -  
PUBLIC COMMUNICATION AND POLITICAL DISCOURSE**

**Course Director: Prof. Jonathan Obar**

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.

Format: 3-hour seminar  
Projected enrolment: 25  
Reserved spaces: For 4th year COMN Studies majors only  
Exclusion: AP/COMN 4304 6.00 (prior to Fall 2012).

**AP/COMN 4210 6.0 (Fall/Winter) -  
GLOBAL COMMUNICATION: CONTEMPORARY ISSUES**

**Course Director: Prof. Tokunbo Ojo**

This course examines various aspect of communication in the global marketplace. Areas of focus include the increasingly transnational nature of media ownership, production and regulation; the emergence of worldwide audiences; and the globalization (and re-localization) of everyday life.

Format: 3-hour seminar  
Projected Enrolment: 25



Reserved Spaces: For 4th year COMN Studies majors only  
Exclusion: COMN 4310 6.0

### **AP/COMN 4212 3.0 (Fall) - THE GROWTH OF CANADIAN BROADCASTING**

**Course Director: Prof. Wade Rowland**

This course examines the historical, political, economic and cultural considerations that affect the arrangements made by Canadian society to organize broadcasting. The focus is on current issues of public debate which are explored from a historical perspective.

Format: 3-hour seminar  
Projected Enrolment: 25  
Reserved Spaces: For 4th year COMN Studies majors only  
Exclusion: COMN 4212 6.0

### **AP/COMN 4213 3.0 (Winter) - POLITICS OF CANADIAN MEDIA**

**Course Director: Prof. Wade Rowland**

The course will examine the evolution of the concept of public service in mass media from social and regulatory perspectives, focusing on the different approaches to public service taken by corporate media (i.e. "private" broadcasters), and public service media such as CBC/Radio-Canada. It will also examine "hybrid" media, such as CBC television and the American PBS model, and will cover both traditional radio and television broadcasting, and newer, web-based technologies.

Format: 3-hour seminar  
Projected Enrolment: 25  
Reserved Spaces: For 4th year COMN Studies majors only  
Exclusion: COMN 4212 6.0

### **AP/COMN 4214 6.0 (Fall/Winter) - MEDIA, PUBLICS AND DEMOCRACY**

**Course Director: TBA**

The course explores the relationship between contemporary forms of mediated communication and democratic public life. It examines issues such as freedom of

expression and the regulation of communication and culture in the context of both dominant and alternative media practices.

Format: 3-hour seminar  
Projected Enrolment: 25  
Reserved Spaces: For 4th year COMN Studies majors only  
Exclusion: COMN 4314 6.0

**AP/COMN 4520 6.0 (Fall/Winter) -  
ELECTRONIC INFORMATION NETWORK MARKETPLACE**

**Course Director: TBA**

This course examines the social, economic, political and technological forces in Canada and other nations that are creating an electronic information network marketplace. The main purpose is to identify the opportunities and barriers to a new kind of information-rich civilization, to test its implications and to suggest strategies for managing it.

Format: 3-hour seminar  
Projected Enrolment: 25  
Reserved Spaces: For 4th year COMN Studies majors only  
Exclusions: COMN 4320 6.0

**AP/COMN 4700 A 6.0 (Fall/Winter) –  
POPULAR CULTURE IN COMMUNICATIONS**

**Course Director: TBA**

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.

Format: 3-hour seminar  
Projected Enrolment: 25  
Reserved Spaces: For 4th year COMN Studies majors only  
Exclusion: COMN 4300 6.0

## **AP/COMN 4708 6.0 (Fall/Winter) - YOUTH CULTURES AND MEDIA PRACTICES**

**Course Director: TBA**

This course analyzes contemporary youth cultures with an emphasis on the ways in which youth engage with diverse and converging media texts and practices. The course develops a contextual understanding of media literacy, identities, embodiments, subcultures, social networks and civic engagements within the lives of youth, analyzing media institutions and policies, consumer cultures, technologies as well as local participatory and transnational practices. Youth are understood in terms of their media uses and productions as learners, consumers, producers and artists across complex relations of power, discursive frameworks and dynamic experiences. Oriented toward conceptualizing "youth," "culture" and "media practices" in relational, historically nuanced and culturally situated ways, we will examine and undertake qualitative youth media research with critical and reflexive theoretical and methodological tools. Our goal is to balance an understanding of hegemonic forces of commodification controlled by corporate media with emerging and changing relations in which youth collectively transform the conditions, forms and directions of their media participation.

Format:	3-hour seminar
Projected Enrolment:	25
Reserved Spaces:	For 4th year COMN Studies majors only
Exclusion:	HUMA 4141 6.0

## **AP/COMN 4721 3.0 (Fall)**

### **THE CITY IN FILM: IDENTITY AND PLACE**

**Course Director: TBA**

The cinema, arguably the most significant cultural medium of mass communication of the 20th century, reflects and interprets urban experience, contributing to perceptions of the real city through the popular imagination. The theoretical underpinnings of the course are located in Benjamin's and Baudrillard's ideas regarding the significance of the cinema in relation to urban life; selected films illustrate their contentions. The focus of the course will be on how the cinema utilizes space and location to communicate the collective concerns addressed in narrative entertainment, considering genre, iconic meaning, and authorship. The purpose of the course is to illustrate how the cinema, the most significant cultural medium of mass communication of the 20th century, reflects

and interprets urban experience, contributing to perceptions of the real through the popular imagination.

Format: 3-hour seminar  
Projected Enrolment: 25  
Reserved Spaces: For 4th year COMN Studies majors only  
Exclusion: COMN 4321 3.0

### **AP/COMN 4722 3.0 (Winter) - MEDIASPACE AND THE MODERN CITY**

**Course Director: TBA**

Mediaspace defines and encompasses the kinds of spaces created by media, as well as the effects that existing spatial arrangements have on media forms as they materialize in everyday life. Analyzes both historical and contemporary case studies from Canadian and global cities, employing theories and methodologies from Cultural Studies, Communications, and Geography.

Format: 3-hour seminar  
Projected Enrolment: 25  
Reserved Spaces: For 4th year COMN Studies majors only  
Exclusion: COMN 4322 3.0

### **AP/COMN 4725 6.0 (Fall/Winter) - MEDIATIONS OF IDENTITY**

**Course Director: Michelle Mohabeer**

This course examines processes and practices at work in media representations of race, sexuality, gender, class, ethnicity and nation within Western society. Key theoretical approaches to power, knowledge, ideology, subjectivity and signification are applied to current and historical representations of social identities.

Format: 3-hour seminar  
Projected Enrolment: 25  
Reserved Spaces: For 4th year COMN Studies majors only  
Exclusion: COMN 4325 6.0

**AP/COMN 4726 6.0 (Fall/Winter) -  
VISUAL CULTURE: HISTORIES, THEORIES, AND POLITICS**

**Course Director: TBA**

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.

Format:	3-hour seminar
Projected Enrolment:	25
Reserved Spaces:	For 4th year COMN Studies majors only
Exclusion:	COMN 4326 6.0

**AP/COMN 4740 3.0 (Fall) – SURVEILLANCE, MEDIA AND SOCIETY**

**Course Director: Rob Heynen**

This course provides an overview of key theories, concepts, and approaches in the field of surveillance studies. Responding to the growing ubiquity of surveillance practices, the course traces the emergence of systematic surveillance in earlier periods and in relation to media like photography, and explores the implications of the embedding of surveillance in media infrastructures in the digital age. The focus will be not only on large-scale surveillance systems, whether governmental or corporate, but also on the ways in which surveillance impacts our everyday lives and shapes who we are, especially in terms of reinforcing social inequality based on class, race, gender, sexuality, or disability. Themes may include: the panoptic model and its critics; privacy and surveillance; surveillance and security; social media, datamining, and dataveillance;

subjectivity, embodiment, and surveillance; democracy and mass surveillance; new media, protest, and surveillance.

Format: 3-hour seminar  
Projected Enrolment: 25  
Reserved Spaces: For 4th year COMN Studies majors only

## **AP/COMN 4741 3.0 (Winter) – SURVEILLANCE, MEDIA AND SOCIETY**

**Course Director: Rob Heynen**

This course explores the emergence of a "surveillance society," with particular attention to the role of surveillance in the contemporary media landscape. Ubiquitous surveillance is transforming many aspects of media and society, although the implications of these changes are far from clear. Through the in-depth study of a limited number of cases, and through a consideration of both theoretical and empirical research, this course will delve into the debates over the nature and impact of the growth of surveillance. Topics may include: the implications of biometric surveillance; gender, race, and surveillance; dataveillance and social media; art, media, and surveillance; surveillance cinema and representations of surveillance in popular culture; biopolitics and the politics of the body; new media, dataveillance, and the "quantified self"; borders and surveillance.

Format: 3-hour seminar  
Projected Enrolment: 25  
Reserved Spaces: For 4th year COMN Studies majors only



## Faculty Directory: Full-time and Retired

### **Mary-Louise Craven**

*BA (Western), MA (York, Toronto), PhD (Toronto)*  
Associate Professor, UPD 16/17 3021 Victor Phillip Dahdaleh Bldg (formerly TEL)  
E-mail: [mlc@yorku.ca](mailto: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 online communication and information-sharing platforms. She is particularly interested in exploring the constraints placed on users by the set-up of software, for example, PowerPoint (see, "The uneasy co-existence of a 'culture of ease' and a 'culture of Dummies' in The Computer Culture Reader). She is currently analyzing 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; she has presented her findings at a wide range of conferences.

### **Natalie Coulter**

*BA (Trent), MA (Guelph), PhD (Simon Fraser)*  
Assistant Professor 3042 Victor Phillip Dahdaleh Bldg (formerly TEL)  
E-mail: [ncoulter@yorku.ca](mailto:ncoulter@yorku.ca)

Natalie Coulter's teaching and research interests are in girls' studies, critical advertising studies, and the media of children and young people. Her book "Tweening the Girl: The Crystallization of the Tween Market" has been published by Peter Lang's Mediated Youth series (2014). She has published in the Canadian Journal of Communication, Jeunesse, and Popular Communication. She is a founding member of ARCYP (Association for Research on the Cultures of Young People). She is presently has two research projects underway, one of the history of children's cultural industries in Canada, and another on the embodied tween, living girlhood in global and digital spaces.

### **Barbara Crow**

*BA, MA, PhD (York)*  
Professor York Lanes, 230M  
E-mail: [bacrow@yorku.ca](mailto:bacrow@yorku.ca) *On Administrative Leave*

Professor Crow's 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).



**Susan Driver***BA (Toronto), MA, PhD (York)*

Associate Professor

3016 Victor Phillip Dahdaleh Bldg (formerly TEL)

E-mail: [sdriver@yorku.ca](mailto: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, affects, 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).

**Kevin Dowler***BFA (Ottawa), MA, PhD (Concordia)*

Associate Professor

3020 Victor Phillip Dahdaleh Bldg (formerly TEL)

E-mail: [kdowler@yorku.ca](mailto: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.

**Mark Hayward***BA (Toronto), MA (McGill), PhD (UNC-Chapel Hill)*

Associate Professor

3029 Victor Phillip Dahdaleh Bldg (formerly TEL)

E-mail: [mhayward@yorku.ca](mailto:mhayward@yorku.ca)

Mark Hayward's teaching and research focuses on three areas: identity and media, the philosophy of technology and representations of the economy in popular culture. He has published a number of essays on these subjects and is the editor of two collections: *Cultural Studies and Financial Capitalism* (2012) and *Communication and Economy* (2013). He is currently researching the evolution of multicultural media in Canada since 1970.

**Ganaele Langlois***BA (Sorbonne), MA, PhD (York)*

Assistant Professor

3017 Victor Phillip Dahdaleh Bldg (formerly TEL)

E-mail: [gana@yorku.ca](mailto:gana@yorku.ca)

Professor Langlois's research interests include new media, software studies, and critical theory. She has co-written a book on new media and politics entitled *The Permanent Campaign: New Media, New Politics* (Peter Lang). Her single author book, *Meaning in the Age of Social Media* (Palgrave) was released June 2014.

**Anne MacLennan***BA, MA (McGill), PhD (Concordia)*

Associate Professor

3025 Victor Phillip Dahdaleh Bldg (formerly TEL)

E-mail: [amaclenn@yorku.ca](mailto:amaclenn@yorku.ca)

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, BSocSci (Ottawa), MA, PhD (Carleton)*

Associate Professor

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Professor Mazepa teaches undergraduate and graduate courses in the Politics and Policy stream (since 2004). Her teaching goal is to invigorate critical thinking and maximize student potential. Her research interests are based on the political economy of communication, and has published books on *Alternative Media in Canada* (2012) UBC Press, and *Communication and New Media* (2014) Oxford Press.

**Jonathan Obar***BA (York), MA (Syracuse), PhD (Pennsylvania State)*

Assistant Professor

Jonathan Obar's teaching and research focus on the impact that digital media have on civil liberties, civic engagement and the inclusiveness of public culture. Recent academic publications address Big Data and privacy, internet routing and NSA surveillance and network neutrality. Dr. Obar is also co-editor of a forthcoming volume entitled *Strategies for Media Reform: International Perspectives*. He is currently researching emerging technologies for digital data resistance.

**Tokunbo Ojo***BA, MA (Concordia), MSc (USIP), PhD (Queensland)*

Assistant Professor

3027 Victor Phillip Dahdaleh Bldg (formerly TEL)

E-mail: [tojo@yorku.ca](mailto:tojo@yorku.ca)

Tokunbo Ojo joins the Department of Communication Studies in July 2013. His teaching and research interests are in global media studies, development communication, journalism studies and political communication. His works have appeared in peer-reviewed journals such as *Journalism: Theory, Practice & Criticism*; *Journal of Communication for Development and Social*

*Change; Journal of Information Technology Impact; Information Development, and International Journal of Education and Development using ICT (IJEDICT).*

**Wade Rowland**

*MA (Trent), PhD (York)*

Associate Professor

3018 Victor Phillip Dahdaleh Bldg (formerly TEL)

E-mail: [wade@waderowland.com](mailto:wade@waderowland.com)

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*. He has had a long professional career in print journalism and as producer and senior manager in network television news.

**David Skinner**

*MA (Concordia), BA, PhD (Simon Fraser)*

Associate Professor

3020 Victor Phillip Dahdaleh Bldg (formerly TEL)

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Professor Skinner 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.

**Dalton Kehoe**

*BA (Toronto), MA (Cincinnati), PhD (York)*

Emeritus Professor

2011 Victor Phillip Dahdaleh Bldg (formerly TEL)

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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 named as one of the top 30 professors in the province by TVO.