



**COURSE OUTLINE**

**MMC 110**

**THEORIES OF COMMUNICATION**

**45 HOURS  
3 CREDITS**

PREPARED BY: \_\_\_\_\_  
Hillarie Zimmermann, Instructor

DATE: \_\_\_\_\_

APPROVED BY: \_\_\_\_\_  
Dr. Andrew Richardson, Dean

A handwritten signature in black ink, appearing to read "A. Richardson", is written over the signature line.

DATE: \_\_\_\_\_



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**APPLIED ARTS DIVISION**  
**Theories of Communication**  
**3 Credit Course**  
**Fall Semester, 2016**

## **THEORIES OF COMMUNICATION**

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**INSTRUCTOR:** Hillarie Zimmermann

**OFFICE HOURS:** Friday 11:00 to noon

**OFFICE LOCATION:** A2404

**CLASSROOM:** A2103

**E-MAIL:** hzimmermann@yukoncollege.yk.ca

**TIME:** Friday 1:00 pm - 4:00 pm

**TELEPHONE:** 668-8869

**DATES:** Sept. 9 - Dec. 2

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### **COURSE DESCRIPTION**

This is an introductory course to the theory behind mass media communication. In this course you will have a chance to explore successful communication strategies and develop the theoretical foundation needed to understand mass media communication and to conduct effective communications research in the real world. Topics covered will include: analysis and brief history of Canadian print, radio, sound recording, internet, film, television, and news media; knowing and targeting an audience; advertising; public relations; media responsibility, and the effects of mass media communication.

### **ACADEMIC CALENDAR COURSE DESCRIPTION**

This course introduces the theory behind mass media communication. Students will explore successful communication strategies and develop the theoretical foundation needed to understand mass media communication and to conduct effective communications research in the real world. Topics covered will include: the history of Canadian print, radio, sound recording, internet, film, television and news media knowing and targeting an audience advertising and public relations media responsibility and the effects of mass media communication.

### **PREREQUISITES**

None.

## **EQUIVALENCY OR TRANSFERABILITY**

AU CMNS 201 (3)

NIC MCS 1XX (3)

TWU COMM 112 (3)

UVIC WRIT 102 (1.5)

CAPU CMNS 132 (3)

SFU CMNS 110 (3) - B-Soc

UCW COMM 102 (3)

VIU MEDI 111 (3)

KPU COMM 1XXX (3)

TRU-OL CMNS 1109 (3)

UNBC SOSC 1XX (3)

## **LEARNING OUTCOMES**

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

- describe the major elements of the mass communication process, and see its effects on diverse audiences
- identify significant mass communication types and indicate their impact on people
- recognize the forms, functions and audiences relevant to each major medium, including the print, broadcast and film industries
- discuss legal and ethical concerns in mass media
- document sources used in research writing using A.P.A. format

## **DELIVERY METHODS/FORMAT:**

This is mainly a classroom-based course. The instructor will facilitate the learning of new concepts and theories using a student-centered delivery method. Student's responses to case studies will be used to facilitate discussion and ground theory in real world examples. Guest speakers will help link course concepts to the local community. Classes will aim to be interactive and varied. In order to cater to a variety of learners, lectures using video, print visuals, audio and culminating group work will be employed along with student-led seminars. You will participate in an online discussion forum that will be moderated and evaluated by the instructor.

## **COURSE REQUIREMENTS/EVALUATION:**

### **Attendance**

Success in this course depends on attendance. It is your responsibility to take notes, to obtain missed assignments, announcements or material handouts for any classes you have missed.

### **Demonstrated Student Leadership**

Demonstrated leadership assessment is more effective than a general "class participation" grade. As you perform specific course tasks, you show the instructor and the class that you are improving your understanding of the discipline.

You may earn this 10 percent of your grade if you participate regularly in class and class seminars and complete all homework on a timely basis.

## **Assignments/Test**

### *Discussion Papers*

There are three short papers due during this course. Each paper is worth 10%, for a total of 30% of your final mark. For the discussion papers, you are expected to take an issue or idea from the course material, do further reading/research, and discuss your findings in a four page paper. These papers are due at the beginning of the class for which they are assigned.

### *Forum Response*

There are five forum responses due during this course. Each is worth 2%, for a total of 10% of your final mark.

1. What Role Do the Canadian Media Play? Pg. 9
2. Has Hollywood Institutionalized Racism? Pg. 46
3. Media People: Bonnie Fuller. Pg. 60
4. Television as Babysitter. Pg. 118
5. Media Agenda-Setting. Pg. 250

### *Student-Led Seminar*

One of the best ways to learn is to teach other. Select a date to lead a 15- minute seminar and facilitate class discussion on a type of mass media (including history and current trends) and any issues related to this form of media. You will bring into class a "real-world" example from your own reading (e.g. news story) to illustrate your points. This project is worth 10% of your final mark.

### *Test*

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

## **Essay and Presentation**

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

**NOTES:** Written assignments are due at the beginning of the class for which they are assigned. Late assignments will have 1% deducted for every day they are late. Assignments will not be accepted more than 1 week after the due date. Please type and double-space all assignments. Document all sources used with accurate citations; use A.P.A. style.

All assignments must be proofed and held to professional writing standards.

Please see the rubric for each assignment for a detailed description of specific

marking criteria.

## Evaluation

Deliverables	% of Final Mark
Assignments	60%
Essay and Presentation	30%
Demonstrated Leadership	10%

## REQUIRED TEXTBOOKS/MATERIALS:

Vivian, J. (2012). The media of mass communication, eleventh Canadian edition. Toronto, Ontario: Pearson.

## OPTIONAL SUPPLIES

Computers are available for use at the college labs; it is not required that you own a computer. However, it would be helpful if you purchase a USB flash drive to transfer files between computers and to and from home.

## ACADEMIC AND STUDENT CONDUCT

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

## PLAGIARISM

Plagiarism is a serious academic offence. Plagiarism occurs when students present the words of someone else as their own. Plagiarism can be the deliberate use of a whole piece of another person's writing, but more frequently it occurs when students fail to acknowledge and document sources from which they have taken material. Whenever the words, research or ideas of others are directly quoted or paraphrased, they must be documented according to an accepted manuscript style (e.g., APA, CSE, MLA, etc.). Resubmitting a paper which has previously received credit is also considered plagiarism. Students who plagiarize material for assignments will receive a mark of zero (F) on the assignment and may fail the course. Plagiarism may also result in dismissal from a program of study or the College.

## YUKON FIRST NATIONS CORE COMPETENCY

Yukon College recognizes that a greater understanding and awareness of Yukon First Nations history, culture and journey towards self-determination will help to build positive relationships among all Yukon citizens. As a result, to graduate

from ANY Yukon College program, you will be required to achieve core competency in knowledge of Yukon First Nations. For details, please see [www.yukoncollege.yk.ca/yfnccr](http://www.yukoncollege.yk.ca/yfnccr).

### **ACADEMIC ACCOMODATION**

Reasonable accommodations are available for students requiring an academic accommodation to fully participate in this class. These accommodations are available for students with a documented disability, chronic condition or any other grounds specified in section 8.0 of the Yukon College Academic Regulations (available on the Yukon College website). It is the student's responsibility to seek these accommodations. If a student requires an academic accommodation, he/she should contact the Learning Assistance Centre (LAC) at (867) 668-8785 or [lassist@yukoncollege.yk.ca](mailto:lassist@yukoncollege.yk.ca).

### **THE LORENE ROBERTSON WRITING CENTRE**

All students are encouraged to make the Lorene Robertson Writing Centre a regular part of the writing process for coursework. Located in C2231 (adjacent the College Library), the Lorene Robertson Writing Centre offers half-hour writing coaching sessions to students of all writing abilities. Coaching sessions are available in person and through distance technologies (e.g., email plus Skype or phone). For further information or to book an appointment, visit the Centre's website: [www.yukoncollege.yk.ca/student\\_info/pages/writing\\_centre](http://www.yukoncollege.yk.ca/student_info/pages/writing_centre).

**SYLLABUS:**

Date	Topic	Deliverables	Student-led seminar (choose a week)
Week 1	Introduction to Communications & Mass Media Literacy	Practice forum activity	
Week 2	Print	Forum response #1	
Week 3	Library Session		
Week 4	Radio, Film and Television	Discussion Paper #1	
Week 5	The Internet	Forum response #2	
Week 6	News, Law and Ethics		
Week 7	Media Effects	Discussion Paper #2	
Week 8	Global Mass Media and Governance	Forum response #3	
Week 9	Research	Discussion Paper #3  Final Essay Proposal	
Week 10	Holiday (Remembrance Day)		
Week 11	Public Relations, Branding and Advertising	Forum response #4	
Week 12	In-class test	Test Forum response #5	
Week 13	Student Presentations and Peer Review, Course Evaluation	Final Essay & Presentation	