



CURRICULUM GUIDE: OFFICIAL COURSE OUTLINE

Course Code	CMNS 110	Course Title	Introduction to Communications Studies			
Credit Value	3	Department	Social Sciences			
No. of weeks	14	Hrs. per week	<i>Lecture</i>	<i>Tutorial</i>	<i>Laboratory</i>	<i>Total</i>
			3	0	0	3
Course Description	<p>The main goal of Communications Studies is to critically assess the images and messages of contemporary media. How do they create meaning? Do they enlarge or restrict our understanding of the world? This course introduces a range of perspectives that seek to explain why we communicate as we do, including a general overview of communications theory and its historical development. Specific fields within the area of communication will also be explored, including: the study of popular culture, media analysis, advertising, journalism, and the political economy of communication.</p>					
Prerequisite(s)	ENGL 099					
Initial Articulation Targets	<i>UBC</i>	<i>SFU</i>	<i>UVic</i>	<i>UNBC</i>	<i>TRU</i>	
	ELEV 1st (3)	CMNS 110 (3)	HUMA 1XX (1.5)	ENGL 1XX (3)	CMNS 1XXX (3) or SSEL 1XXX (3)	
	For updated information on the transferability of this course, please consult the BC Transfer Guide, www.bctransferguide.ca					
Learning Outcomes	<p>Upon successful completion of this course, the student will be able to:</p> <ul style="list-style-type: none"> Identify and summarize major theories and models in communication Critically assess the social influence of media environments and communication strategies Describe and synthesize communications-related research Demonstrate critical thinking and analysis of communications topics in written assignments Create materials, such as papers, assignments, presentations etc., that incorporate communication theory and history. 					
Content	<p>Core topics – all of the following will be covered:</p> <ul style="list-style-type: none"> Models of Communication Functions and Theories of Mass Communication Communication, Culture and Identity Persuasion and Propaganda in the media News and Journalism Media Literacy Building Literacy: Encoding/Decoding and Semiotic Analysis New Media, Social Relations, and Technology Media and Globalization 					



	Additional topics may also be covered, at the discretion of the instructor.		
Methods of Instruction	Lecture, audio visual presentations, class discussion, small group work, regular reflection on issues covered in class, individual work on assignments.		
Required Textbook(s)	<p>The following textbook(s) is/are required, or approved equivalent(s).</p> <p>Open-source textbook(s) available for download through B.C. Campus website:</p> <p>Lule, Jack. Understanding Media and Culture. Lehigh University, 2019. https://open.bccampus.ca/browse-our-collection/find-open-textbooks/?uuid=fc9c22c2-f0e7-4a89-b746-c1fbee176810&contributor=&keyword=&subject=Media</p> <p>Communication in the Real World: An Introduction to Communication Studies. University of Minnesota, 2016. https://open.lib.umn.edu/communication/</p>		
Required Equipment and Technology	<p>Students are required to have a computer with internet access.</p> <p>The following resources are provided by the College:</p> <ul style="list-style-type: none"> • Office 365 • Student email 		
Homework Hours	At minimum, students can expect one hour of homework for every hour of instructional time.		
Evaluation	<i>Component</i>	<i>% Value</i>	
	In-class activities	5-15%	
	Communication self-audit and digital detox + Peer review	10-20%	
	Midterm Examination(s)	15-25%	
	Term Paper or Annotated Bibliography	15-25%	
Final Examination	20-30%		
Completion Requirements	The minimum grade to pass this course is D (50%). Unless otherwise stated, a minimum grade of C- (55%) is required for this course to fulfil a prerequisite.		
Course Designer(s)	Daniel Ahadi, Ph.D., School of Communication, Simon Fraser University	Consultant(s), if applicable	Samantha May, Ph.D., Department Head of Social Sciences, Alexander College
Dean's Approval	Barbara Moon, Ph.D., Dean of Arts and Sciences, Alexander College	Dean's Approval Date	June 10, 2020
Curriculum Committee Approval Date	June 4, 2020	First Term Offered	Fall 2020
Last Review Date	June 10, 2020	Next Review Date	June 10, 2025



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Revision History	
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