



CURRICULUM GUIDE: OFFICIAL COURSE OUTLINE

Course Code	CMNS 130	Course Title	Communication and Social Change			
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>How have the internet and social media influenced Canadian society? To what extent have historical and contemporary developments in communications technology changed the way we do business, discuss politics, and become global citizens, and what issues have resulted? This course critically examines the role of communication in social change in the forms and institutions through which we communicate. In particular, we will discuss theoretical perspectives on the relationship between communication and the major political, economic and regulatory shifts that characterize Canadian and transnational media systems. Different eras of mass communication and leading approaches to its evolution will also be introduced.</p>					
Prerequisite(s)	ENGL 098, CMNS 110 is recommended					
Initial Articulation Targets	<i>UBC</i>	<i>SFU</i>	<i>UVic</i>	<i>UNBC</i>	<i>TRU</i>	
	ELEV 1st (3)	CMNS 130 (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"> Describe the role played by communication in global social change within a Canadian context Identify and demonstrate an understanding of key concepts, theoretical approaches and political perspectives used in the study of communication Critically assess the development of the contemporary media environment and its impact on individuals and Canadian society Critically discuss and propose solutions to the problems arising from changing communications environments Debate and defend diverse perspectives in media related-controversies 					
Content	<p>Core topics – all of the following will be covered:</p> <ul style="list-style-type: none"> The role of communication in social change in Canada and abroad Critical media studies Critical theory and the rise of the cultural industries Political economy and media ownership Historical overview of the influence of media Mass media, politics, social control and change in the public sphere Alternative media and communities 					



	<ul style="list-style-type: none"> • Media Production: Working in the network society • Perspectives on the internet, web 2.0+ and the surveillance society <p>Additional topics may also be covered, at the discretion of the instructor.</p>		
Methods of Instruction	Lecture, class discussion and debate, audio visual presentations, small group work, regular reflective submissions, individual work on assignments.		
Required Textbook(s)	<p>The following textbook(s) is/are required, or approved equivalent(s).</p> <p>Open-source textbook available for download through B.C. Campus website:</p> <p>Pearson, Erika, et al. Media Studies 101. Media Texthack Team, 2019. https://open.bccampus.ca/browse-our-collection/find-open-textbooks/?uuid=e700f1ca-aadb-481c-a30f-180cbf2eb80c&contributor=&keyword=&subject=Media</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 and Debates	5-15%	
	Weekly Journal and Peer Review	10-15%	
	Article Analysis	10-20%	
	Midterm Examination	15-25%	
	Position Paper	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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