



CURRICULUM GUIDE: OFFICIAL COURSE OUTLINE

Course Code	CMNS 230	Course Title	Cultural Industries: Canada and the World			
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>
			2	1	0	3
Course Description	<p>This course explores the meaning of "cultural industries" such as film, sound recording, publishing etc. and their influence on current Canadian and international communications experiences. Students will consider the impact of the digital world on the economic, political and social aspects of media sectors including news, film, music, and gaming. In addition, students will critically analyze different cultural industries as a product of the relations between for-profit businesses, regulatory structures, and social dynamics, as well as their role in society today.</p>					
Prerequisite(s)	ENGL 100, CMNS 110, CMNS 130 is recommended					
Initial Articulation Targets	<i>UBC</i>	<i>SFU</i>	<i>UVic</i>	<i>UNBC</i>	<i>TRU</i>	
	ARTS 1 st (3)	CMNS 230 (3)	SOSC 2XX (1.5)	ENGL 1XX (3)	CMNS 2XXX (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"> • Discuss the current impacts of cultural industries such as film, sound recording, publishing, and digital spreading • Explain how cultural industries developed in Canada and abroad • Describe the role of governments and other governance bodies in regulating these industries • Debate the different social and economic conditions for cultural productions across countries • Discuss the effects of technological changes on those industries • Analyze the impact of global producers and distributors in the digital context 					
Content	<p>Core topics – all of the following will be covered:</p> <ul style="list-style-type: none"> • Technological conditions of cultural Industries • The role of regulation and policy frameworks • Business structures, cultural workers, and media dynamics • Symbolic economy (e.g. advertising, branding) and the audience perspective • Digitalization, globalization and the new dynamics of content circulation • Key ethical challenges to cultural industries in Canada and abroad • News media and the digital arenas of debate 					



	<p>Additional topics may also be covered, at the discretion of the instructor:</p> <ul style="list-style-type: none"> • Film industry shifts in the streaming era • Music, copyrights and contradictions • Gaming industry development 		
Methods of Instruction	Lectures, class debate and discussions, audiovisual presentations, small groups working in online platforms, regular reflective submissions, individual work on academic assignments.		
Required Textbook(s)	<p>The following textbook(s) is/are required, or approved equivalent(s).</p> <p>[Author removed at request of original publisher] (2010). Understanding Media and Culture Creative Commons. Open Source Textbook. University of Minnesota Libraries Publishing. Available at: https://open.lib.umn.edu/mediaandculture/</p> <p>Hesmondhalgh, D. (2018). The cultural industries (4th ed.). Sage.</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 of media criticism using different platforms	10-15%	
	Case Study 1	10-20%	
	Midterm examination	15-25%	
	Case Study 2	10-20%	
	International Media Industry Assessment	15-25%	
Final examination	20-25%		
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)	Caio Cardoso, Ph.D., Alexander College	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	February 17, 2021
Curriculum Committee Approval Date	February 17, 2021	First Term Offered	Fall 2021
Last Review Date	February 17, 2021	Next Review Date	February 17, 2026



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Revision History

January 2, 2025 – English prerequisite increased to ENGL 100, effective Winter 2025

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