

DIVISION OF APPLIED SCIENCE AND MANAGEMENT

MMC 110

Credit Course

Fall, 2019



COURSE OUTLINE

MMC 110

Theories of Communication

45 HOURS

3 CREDITS

PREPARED BY: Hillarie Zimmermann, Instructor

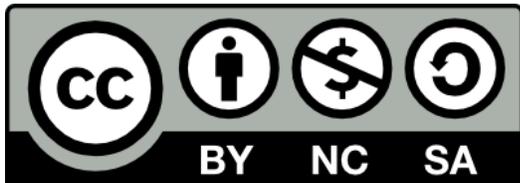
APPROVED BY: Margaret Dumkee, Dean

DATE: June 13, 2019

DATE: July 16, 2019

APPROVED BY ACADEMIC COUNCIL: *Click or tap to enter a date*

RENEWED BY ACADEMIC COUNCIL:



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Theories of Communication

INSTRUCTOR: Hillarie Zimmermann

E-MAIL: hzimmermann@yukoncollege.yk.ca

TELEPHONE: (867) 668-8869

OFFICE HOURS: Tuesday from 9:00 to 11:00 a.m.

OFFICE LOCATION: A2431/Learning Commons

CLASSROOM: ONLINE

TIME:

DATES: Sept. 4 - Dec. 6

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.

PREREQUISITES

None.

RELATED COURSE REQUIREMENTS

None.

EQUIVALENCY OR TRANSFERABILITY

AU CMNS 201 (3)
NIC MCS 1XX (3)

CAPU CMNS 132 (3)
SFU CMNS 110 (3) - B-Soc

KPU COMM 1XXX (3)
TRU-OL CMNS 1109 (3)

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TWU COMM 112 (3)

UCW COMM 102 (3)

UNBC SOSC 1XX (3)

UVIC WRIT 102 (1.5)

VIU MEDI 111 (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

COURSE FORMAT:

This is an online asynchronous course. There are no regular, scheduled class meetings. All students will complete the same week of work at the same time; however, they may log-in and complete the work at any time during the week.

Email and frequent internet access are an important part of this course. The instructor will communicate through email and Moodle.

ASSESSMENTS

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 online discussion forums and actively contribute to the course.

Assignments

Weekly "Check your understanding" assignments

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There are ten weekly exercises due during this course. Each exercise will ask you to discuss and apply concepts and ideas from the course material. Each exercise is worth 3%, for a total of 30% of your final mark.

Weekly Discussion Forum Responses

There are ten forum responses due during this course. Each is worth 3%, for a total of 30% of your final mark.

Essay and Presentation

An essay and presentation make up the final 30% of the course (essay 20%, presentation 10%). For the final essay, you are expected to take an issue or idea from the course material, do further reading/research, and discuss your findings in 1500 word essay.

NOTES: 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 AND MATERIALS

The textbook is an Open Educational Resource (OER). A link to the text will be provided on the first day of class. The online textbook is free; however, students may choose to download and print the text and pay for the cost of printing.

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

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Plagiarism is a serious academic offence. Plagiarism occurs when a student submits work for credit that includes the words, ideas, or data of others, without citing the source from which the material is taken. Plagiarism can be the deliberate use of a whole piece of work, but more frequently it occurs when students fail to acknowledge and document sources from which they have taken material according to an accepted manuscript style (e.g., APA, CSE, MLA, etc.). Students may use sources which are public domain or licensed under Creative Commons; however, academic documentation standards must still be followed. Except with explicit permission of the instructor, resubmitting work 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.

ACADEMIC ACCOMMODATION

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): lac@yukoncollege.yk.ca**.

TOPIC OUTLINE

Date	Topic
Week 1 Sep 4-7	Introduction and Orientation
Week 2 Sep 8-14	Media in Society
Week 3 Sep 15-21	Mass Media Literacy
Week 4 Sep 22-28	Media in Canada
Week 5 Sep 29 - Oct 5	Media around the world
Week 6 Oct 6-12	Media effects
Week 7 Oct 13-19	Ethics of Mass Media
Week 8 Oct 20-26	Print media
Week 9 Oct 27 - Nov 2	Radio
Week 10 Nov 3-9	Television and movies
Week 11 Nov 10-16	The internet and social media
Week 12 Nov 17-23	Media and government
Week 13 Nov 24-30	Economics of mass media
Week 14 Dec 1-6	The future of mass media