

Mass Communication (MCOM)

School of Journalism and Communication
Faculty of Public Affairs and Management

MCOM 1101 [1.0 credit] (formerly 27.111)

Introduction to Mass Communication

Examines major reasons for the emergence of communication studies in the 20th century. Emphasis on history and structure of mass media, their relationship to social and cultural change, and basic issues of communication and cultural policy.

Lectures and discussion groups three hours a week.

MCOM 2001 [1.0 credit] (formerly 27.201)

Communication Research

Introduction to quantitative and qualitative methods of communication research: statistical and computer analysis, field research, policy and document analysis, historical/archival research.

Prerequisites: MCOM 1101 or JOUR 1000 and second-year standing in Mass Communication, or PAMP 1000 and registration in the Bachelor of Public Affairs and Policy Management, or permission of the School of Journalism and Communication.

Lecture two hours a week, laboratory one hour a week.

MCOM 2101 [1.0 credit] (formerly 27.211)

Communication and Modern Society

Examination of the historical development and current operations of diverse communication institutions in relation to the larger social structure, with emphasis on Canadian society.

Prerequisites: MCOM 1101 or JOURN 1000 and second-year standing in Mass Communication, or PAMP 1000 and registration in the Communication Information Technology Policy specialization of the Bachelor of Public Affairs and Policy Management, or permission of the School of Journalism and Communication.

Lectures and discussion three hours a week.

MCOM 2300 [0.5 credit] (formerly 27.230*)

Communication Policy: Theory and Foundations

Introduction to theoretical perspectives on the role of communication and cultural policy in modern society. Examination of the different approaches to the role of the State in the production and legitimation of communication and cultural policy.

Prerequisites: MCOM 1101 or JOUR 1000 and second-year standing in Mass Communication, or PAMP 1000 and registration in the Communication Information Technology Policy specialization of the Bachelor of Public Affairs and Policy Management, or permission of the School of Journalism and Communication.

Lecture three hours a week.

MCOM 2302 [0.5 credit] (formerly 27.232*)

Communication Policy: Institutions and Practices

Examination of selected policy practices in the domains of communication and culture. Policies developed in these domains are related to the institutions, agencies, actors and social interests that shape their development in Canada and elsewhere.

Prerequisites: MCOM 1101 or JOUR 1000 and second-year standing in Mass Communication, or PAMP 1000 and registration in the Communication Information Technology Policy specialization of the Bachelor of Public Affairs and Policy Management, or permission of the School of Journalism and Communication.

Lecture three hours a week.

MCOM 2501 [0.5 credit] (formerly 27.251*)

Communications Law I

A survey of laws that affect the Canadian media. Specific areas include the development of freedom of expression, the Charter of Rights and Freedoms, and statutory and common-law limitations on freedoms of the press, including

publication bans, libel and contempt of court. (Also listed as JOUR 2501.)

Precludes additional credit for 27.351* and 28.351* (last offered 1996-97).

Prerequisite: MCOM 1101 or JOUR 1000, or PAMP 1000 and registration in the Communication Information Technology Policy specialization of the Bachelor of Public Affairs and Policy Management, or permission of the School of Journalism and Communication.

Lectures and discussion three hours a week.

MCOM 2504 [0.5 credit] (formerly 27.254*)

Language and Communication

Some of the central topics in the study of language and communication as pursued by linguists and philosophers. Topics include: the nature of meaning; the connections between language, communication and cognition; language as a social activity. (Also listed as LALS 2504 and PHIL 2504.)

Precludes additional credit for LALS 2800, MCOM 2800 and PHIL 2800.

Prerequisite: second-year standing.

Lectures three hours a week.

MCOM 2900 [1.0 credit] (formerly 27.290)

Truth and Propaganda

Ancient and modern techniques of persuasion from analytical, ethical and jurisprudential perspectives. Objectivity and bias, advertising and public relations ethics, the viability of democracy in the light of pressures on and within the modern mass media. (Also listed as PHIL 2900.)

Prerequisite: at least 0.5 credit in Philosophy or second-year standing.

Lectures and discussion three hours a week.

MCOM 3000 [1.0 credit] (formerly 27.300)

Survey Research Applications in Public Affairs

A course which involves students in all phases of survey research as it relates to public affairs. Emphasis will be placed on methodological concerns. Students will be involved in the design and implementation of actual public affairs survey research projects or related research.

Prerequisites: MCOM 2001 or PSCI 2700, and either third year Standing in Mass Communication, or registration in the Strategic Public Opinion and Policy Analysis specialization within the Bachelor of Public Affairs and Policy Management, or permission of the School of Journalism and Communication.

Lecture three hours per week including workshops.

MCOM 3005 [0.5 credit] (formerly 27.305*)

Media in a Global Context

Examination of the flow of global communication and information and its impact on our views of the world. Attention to the relationship between Canadian media and regional and international media institutions and systems. (Also listed as JOUR 3005.)

Prerequisite: MCOM 2101 as well as Honours or B.A. standing in Mass Communication, or third- or fourth-year B.J.(Honours) standing, or PAMP 2000 and registration in the Communication Information Technology Policy specialization of the Bachelor of Public Affairs and Policy Management, or permission of the School of Journalism and Communication.

MCOM 3006 [0.5 credit] (formerly 27.306*)

Comparative Media Studies

The comparative study of one or more of media content, effects, organization, operation, and criticism, and related theoretical perspectives. (Also listed as JOUR 3006.)

Prerequisite: MCOM 2101 as well as Honours or B.A. standing in Mass Communication, or third- or fourth-year B.J.(Honours) standing, or PAMP 2000 and registration in the Communication Information Technology Policy specialization of the Bachelor of Public Affairs and Policy Management, or permission of the School of Journalism and Communication.

MCOM 3101 [1.0 credit] (formerly 27.311)

Advanced Study of the Mass Media

An examination of the philosophical and theoretical foundations of mass communication studies. The course is an analysis of the content of selected theories with a view to assessing the contributions they make to the understanding of mass communication.

Prerequisites: MCOM 2101 and Honours or B.A. standing in Mass Communication or permission of the School of Journalism and Communication.

Lecture and discussion groups three hours a week.

MCOM 3402 [0.5 credit] (formerly 27.342*)

Television

This course examines the television medium as it was formed historically, both as a social institution and as a technological form. Various methods by which television texts might be analysed are presented, and different genres are compared and discussed.

Prerequisite: MCOM 2101 and Honours or B.A. standing in Mass Communication or permission of the School of Journalism and Communication.

Lectures and discussion three hours a week.

MCOM 3403 [0.5 credit] (formerly 27.343*)

Communication Technology and Culture

An examination of the relationship between communication technology and society. The course examines the factors that contribute to changes in the collection, storage and distribution of information and their cultural implications.

Prerequisite: MCOM 2101 and Honours or B.A. standing in Mass Communication, or PAPM 2000 and registration in the Communication Information Technology Policy specialization of the Bachelor of Public Affairs and Policy Management, or permission of the School of Journalism and Communication.

Seminar three hours a week.

MCOM 3404 [0.5 credit] (formerly 27.344*)

Music Industries

An introduction to the structure and history of the music industries. (Also listed as MUSI 3403.)

Prerequisite: second-year standing.

Lectures three hours a week.

MCOM 3406 [0.5 credit] (formerly 27.346*)

Media Construction and Social Issues

Industrial-bureaucratic structures of the news media and their relevance to the reporting of social and political issues; an examination of the dominant discourses on these issues and their relevance for the organization of newswork. The issues vary from year to year.

Prerequisite: MCOM 2101 and Honours or B.A. standing in Mass Communication, or PAPM 2000 and registration in the Communication Information Technology Policy specialization of the Bachelor of Public Affairs and Policy Management, or permission of the School of Journalism and Communication.

Lectures and discussion three hours a week.

MCOM 3408 [0.5 credit] (formerly 27.348*)

Advertising: A Critical Perspective

Critical analysis of some of the major constructs and basic mechanisms of the advertising system, including an examination of the social, political-economic and cultural implications of advertising.

Prerequisite: MCOM 2101 and Honours or B.A. standing in Mass Communication or permission of the School of Journalism and Communication.

Lecture three hours a week.

MCOM 3502 [0.5 credit] (formerly 27.352*)

Telecommunications Regulation

The law regulating Canadian broadcasting and communications industries. Focus on the Canadian Radio-Television and Telecommunications Commission. Topics may include: administrative formulation of policy, ownership rules, program content and quality, access to the media, cablevision licensing and control, alternative sanctions. (Also

listed as JOUR 3502 and LAWS 3502.)

Prerequisite: one of LAWS 2003, LAWS 2004 or LAWS 2005, or a 2000-level Journalism or Mass Communication credit.

Lectures and discussion three hours a week.

MCOM 3504 [0.5 credit] (formerly 27.354*)

Pragmatics

The theoretical study of language use as pursued by linguists and philosophers. Topics include: conversational implicature; deixis; the semantics-pragmatics boundary; speaker's reference; speech acts. (Also listed as LALS 3504 and PHIL 3504.)

Precludes additional credit for MCOM 2800, LALS 2800 and PHIL 2800.

Prerequisite: second-year standing or at least 0.5 credits in Philosophy or Linguistics and Applied Language Studies.

Lectures and discussion three hours a week.

MCOM 3505 [0.5 credit] (formerly 27.355*)

Media and Gender

The role of mass media in shaping our conceptions of gender roles. Evaluation of the social, political and cultural consequences of such conceptions.

Prerequisite: MCOM 2101 and Honours or B.A. standing in Mass Communication or permission of the School of Journalism and Communication.

Lectures and discussion three hours a week.

MCOM 3507 [0.5 credit] (formerly 27.357*)

Special Topic

An examination of a special topic in mass communication not covered in depth in other courses. The topic varies from year to year. Possible topics include: communications policy analysis; the political economy of the mass media; and the social impact of new communications technology.

Prerequisite: MCOM 2101 and Honours or B.A. standing in Mass Communication, or permission of the School of Journalism and Communication.

MCOM 4000 [0.5 credit] (formerly 27.400*)

Advanced Communication Research: Quantitative Methods

Methodological issues and statistical techniques for investigating theoretical questions concerning mass communication and society. Content varies yearly, but focus is on advanced statistical methods.

Precludes additional credit for MCOM 4001.

Prerequisites: MCOM 2001 and MCOM 3101 and fourth-year Honours standing in Mass Communication, or MCOM 3000 and registration in the Strategic Public Opinion and Policy Analysis specialization of the Bachelor of Public Affairs and Policy Management, or permission of the School of Journalism and Communication.

MCOM 4002 [0.5 credit] (formerly 27.402*)

Advanced Communication Research: Qualitative Methods

Methodological issues appropriate for investigating theoretical questions of mass communications and society. Seminar content varies yearly as selection of appropriate methodologies and models may depend on questions investigated. Topics may include field research methods, policy/document analysis, historical research.

Precludes additional credit for MCOM 4001.

Prerequisites: MCOM 2001 and MCOM 3101 and fourth-year Honours standing in Mass Communication, or MCOM 3000 and registration in the Strategic Public Opinion and Policy Analysis specialization of the Bachelor of Public Affairs and Policy Management, or permission of the School of Journalism and Communication.

MCOM 4100 [0.5 credit] (formerly 27.410*)

Selected Topics in Mass Communication Analysis

Precludes additional credit for MCOM 4101.

Prerequisite: MCOM 3101 and fourth-year Honours standing in Mass Communication or permission of the School of Journalism and Communication.

Seminar three hours a week.

MCOM 4102 [0.5 credit] (formerly 27.412*)

Selected Topics in Mass Communication Analysis

Precludes additional credit for MCOM 4101.

Prerequisite: MCOM 3101 and fourth-year Honours standing in Mass Communication or permission of the School of Journalism and Communication.
Seminar three hours a week.

MCOM 4103 [0.5 credit]

Selected Topics in Mass Communication Analysis

Precludes additional credit for MCOM 4101.

Prerequisite: MCOM 3101 and fourth-year Honours standing in Mass Communication or permission of the School of Journalism and Communication.

MCOM 4104 [0.5 credit]

Selected Topics in Mass Communication Analysis

Precludes additional credit for MCOM 4101.

Prerequisite: MCOM 3101 and fourth-year Honours standing in Mass Communication or permission of the School of Journalism and Communication.

MCOM 4105 [0.5 credit]

Selected Topics in Mass Communication Analysis

Precludes additional credit for MCOM 4101.

Prerequisite: MCOM 3101 and fourth-year Honours standing in Mass Communication or permission of the School of Journalism and Communication.

MCOM 4106 [0.5 credit]

Selected Topics in Mass Communication Analysis

Precludes additional credit for MCOM 4101.

Prerequisite: MCOM 3101 and fourth-year Honours standing in Mass Communication or permission of the School of Journalism and Communication.

MCOM 4107 [0.5 credit]

Selected Topics in Mass Communication Analysis

Precludes additional credit for MCOM 4101.

Prerequisite: MCOM 3101 and fourth-year Honours standing in Mass Communication or permission of the School of Journalism and Communication.

MCOM 4108 [0.5 credit]

Selected Topics in Mass Communication Analysis

Precludes additional credit for MCOM 4101.

Prerequisite: MCOM 3101 and fourth year Honours standing in Mass Communication or permission of the School of Journalism and Communication.

MCOM 4109 [0.5 credit]

Selected Topics in Mass Communication Analysis

Precludes additional credit for MCOM 4101.

Prerequisite: MCOM 3101 and fourth year Honours standing in Mass Communication or permission of the School of Journalism and Communication.

MCOM 4200 [0.5 credit] (formerly 27.420*)

Children, Youth and Media

Children and youth as they relate to mass media and popular culture. Historical and theoretical analysis of the emergence of childhood as a category in the media.

Precludes additional credit for MCOM 4102 (if taken in 95-96, 96-97, 97-98).

Prerequisite: MCOM 3101 and fourth-year Honours standing in Mass Communication or permission of the School of Journalism and Communication.
Seminar three hours a week.

MCOM 4305 [0.5 credit] (formerly 27.435*)

New Media, New Policies

Major policy issues arising from media convergence, increased competition within the communication industries, new technologies, and globalization. The rationale, structure, nature and goals of regulation and communication policy for 'new media' are considered.

Prerequisites: MCOM 3101 and fourth-year Honours standing in Mass Communication, or PAPM 3000 and registration in the Communication Information Technology

Policy specialization of the Bachelor of Public Affairs and Policy Management, or permission of the School of Journalism and Communication.

MCOM 4500 [0.5 credit] (formerly 27.450*)

Mass Media and Capitalist Democracy I

Examination of major interpretive frameworks for understanding the general historical development of mass communication in capitalist democracies such as Canada, Britain, and the United States.

Prerequisites: MCOM 3101 and fourth-year Honours standing in Mass Communication or permission of the School of Journalism and Communication.

MCOM 4501 [0.5 credit] (formerly 27.451*)

Mass Media and Capitalist Democracy II

Consideration of issues related to the history of mass communication in order to assess current theoretical perspectives on media and culture.

Prerequisite: MCOM 3101 and fourth-year Honours standing in Mass Communication or permission of the School of Journalism and Communication.

MCOM 4907 [1.0 credit] (formerly 27.497)

Honours Essay

B+ standing in Mass Communication is expected. The Honours Essay, which is a major research essay, is carried out under the direction of a faculty supervisor. The Honours Essay is evaluated by both the supervisor and an appointed reader.

Prerequisite: fourth-year Honours standing in Mass Communication and permission of the School of Journalism and Communication.