

SCHOOL OF COMMUNICATION
CMNS 386-4

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Burnaby Day

SPECIAL TOPICS:
AUDIO MEDIA ANALYSIS: SOUND DESIGN FOR MEDIA

Prerequisites: CMNS 258-3 or CMNS 226-3 or permission of an Instructor (please contact them via email address above).

Overview:

This course provides an intensive analysis of the design and function of audio in all forms of electroacoustic media, including both historical analog and contemporary digital forms of communication. Specific attention will be given to sound design in advertising and other types of soundtracks, the structure of broadcast media considered as a surrogate listening environment, the sound recording as a document, patterns and functions of electroacoustic media usage in daily life, and alternative uses of audio media.

The format of the course will be seminar/lab in order to cover both the theoretical and applied aspects of media analysis. Student work will consist of: (1) a media use audit of aspects of the student's media consumption patterns; (2) an essay based on course texts and other literature; and (3) an applied analysis project with a choice of written, audio or video documentary formats. Students wishing to use audio/video format for project 3 need to already have the required studio skills, as basic technical instruction will not be available.

Required Texts:

B. Truax, *Acoustic Communication*, 2nd ed., Ablex 2001. (QC 225.15 T78)

Recommended Texts:

A variety of books and articles will be available on Library reserve or as .pdf files

Grading:

Your grade will be based solely on the projects you complete. These will consist of:

Media Use Audit	20%
Research Essay	40%
Applied Analysis Project	40%

The School expects that the grades awarded in this course will bear some reasonable relation to established university-wide practices with respect to both levels and distribution of grades. In addition, the School will follow Policy T10.02 with respect to "Intellectual Honesty" and "Academic Discipline" (see the current Calendar, General Regulations section).