

MEMORANDUM

To..... SENATE

From..... SENATE COMMITTEE ON UNDERGRADUATE STUDIES

Subject..... DEPARTMENT OF COMMUNICATION NEW COURSE PROPOSALS - CMNS 341-4 POLITICAL COMMUNICATION; CMNS 436-4 COMMUNICATION AND RURAL DEVELOPMENT

Date..... MAY 14, 1981

DESCRIPTION CHANGES: CMNS 330-5,
CMNS 431-5

Action undertaken by SCUS, at its meeting of May 5, 1981 gives rise to the following motion.

MOTION:

"That Senate approve and recommend approval to the Board of Governors, as set forth in S.81-103, the proposed new courses:

CMNS 341-4 Political Communication;
CMNS 436-4 Communication and Rural Development;

Addition of two courses to the Item B, General Requirements List (Page 308 of the 1980-81 Calendar) -

CMNS 215-3 Advertising as Social Communication;
CMNS 253-3 Computers and Communication;

Discontinuation of -

CMNS 232-2 Urban Communication Networks;
CMNS 403-5 Communication and Community;
CMNS 424-5 Intrapersonal Processes: Cognitive Dimensions."

No action is being recommended at the present time to Senate relative to CMNS 217-3 Animal Communication I, and CMNS 317-5 Animal Communication II.

FOR INFORMATION

Acting under delegated authority, SCUS at its meeting of May 5, 1981, approved description changes for:

CMNS 330-5 - Communication and Cultural Form I;
CMNS 431-5 - Communication Media: Theory & Research II.

SCUS 81-28

SIMON FRASER UNIVERSITY

MEMORANDUM

Mr. H.M. Evans, Registrar and
Secretary to the Senate Committee
on Undergraduate Studies

From: J. Blanchet, Secretary, Faculty
of Interdisciplinary Studies
Undergraduate Curriculum Committee

Subject:

Date: 27 April, 1981

RE: NEW COURSE PROPOSALS AND REVISIONS OF CALENDAR DESCRIPTIONS
FROM THE DEPARTMENT OF COMMUNICATION.
I.S.C. 81-3

The following are new course proposals presented by the Department of Communication were considered and approved at a meeting of the Faculty of Interdisciplinary Studies Undergraduate Curriculum Committee held on Tuesday, March 24, 1981.

CMNS 341-4, Political Communication.

CMNS 436-~~4~~, Communication and Rural Development

Revised Calendar descriptions were considered and approved for the following two courses:

CMNS 330-5, Communication and Cultural Form I.

CMNS 431-5, Communication Media: Theory & Research II.

At a further meeting of the Committee held on April 21, 1981, the addition of the following two courses to the list under Item B, General Requirements (p. 308 of the 1980-81 Calendar, copy attached) was requested:

CMNS 215-3, Advertising as Social Communication, and

CMNS 253-3, Computers and Communication.

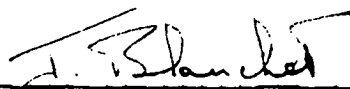
The foregoing addition was approved by the Committee.

Would you please place the foregoing items on the next agenda of the Senate Committee on Undergraduate Studies.

Please note that the following two new course proposals, which are referred to in R. Lorimer's memorandum of March 27, 1981, were also considered by the Committee, but they will not be forwarded to the Senate Committee on Undergraduate Studies until a later date.

CMNS 217-3, Animal Communication I, and

CMNS 317-5, Animal Communication II.


Janet M. Blanchet

JMB/rbb
Encl.

Students should acquaint themselves with the requirements for a degree and, in particular, the prerequisites required for the particular upper division courses they might wish to take. It is strongly recommended that Majors and Honors students in Communication consult the Departmental Advisor **before** making up a program of study.

Students will profit greatly if they select a wide range of course-work outside the Department. In selecting courses at the lower levels, students should keep in mind that:

- 1) Communication draws heavily on all the resources of knowledge a university education provides; and
- 2) many advanced courses in Communication assume a background of knowledge in several different areas.

General Requirements

- I. The requirements for a degree are described in the *General Regulations*, Section 6.4 of this Calendar. To earn a degree with a Major or Honors program in Communication, students must obtain credit for the following courses:

A. at least one of:

- CMNS 120 Explorations in Interpersonal Communication
- CMNS 130 Explorations in Mass Communication

B. at least four of:

- CMNS 200 Introduction to Human Theory
- CMNS 210 History of Communication
- CMNS 220 Introduction to Interpersonal Communication
- CMNS 230 Introduction to Communication Media
- CMNS 240 The Political Economy of Communication

C. at least one of:

- CMNS 360 Fundamentals of Communication Research
- CMNS 361 Documentary Methods in Communication Research
- CMNS 362, Field Methods in Communication Research
- S.A. 355 Methods of Sociological and Anthropological Research
- POL. 415 Methodology and Field Study of Specific Problems of Politics

D. at least one of:

- HIST 408 Liberty and Authority in 19th Century Thought
- PHIL 243 Historical Studies of the Philosophy of Science
- PHIL 341 Philosophy of Science (see note below)
- S.A. 377 Sociology of Knowledge (see note below)
- S.A. 358 The Philosophy of the Social Sciences (see note below)

NOTE: Some of these courses have prerequisites. For some students, these prerequisite courses will complement their Communication program. For other students with programs that provide satisfactory preparation, the prerequisites to these courses may be waived. For questions regarding this matter, consult the Undergraduate Advisor.

NOTE: Permission may be granted by the Undergraduate Advisor for students to fulfil the requirements by taking two of CMNS 360, 310 and either CMNS 331 or 431.

II. Students must include a minimum of:

- A. 12 semester hours in courses in Group 1, including courses from at least two different Group 1 departments;
- B. 12 semester hours in courses in Group 2, including courses from at least two different Group 2 departments;
- C. two courses from Group 3 departments.

For purposes of satisfying the requirements for a degree with a Major or Honors program in Communication, the departments or programs of the University have been classified as follows:

Group 1 Departments or Programs	Group 2 Departments or Programs	Group 3 Departments or Programs
Centre for the Arts English History Languages, Literatures and Linguistics Philosophy	Archaeology Business Administration and Economics Criminology Geography Political Science Psychology Sociology & Anthropology	Biochemistry Biological Sciences Chemistry Computing Science Kinestiology Mathematics Physics

NOTE: Upon the written authorization of the Department Chairman, specific courses in General Studies, Area Studies, or the Faculty of Education may be approved toward the Group Requirements up to a maximum of 6 hours.

- III. A General degree requires a minimum of 45 upper division credit hours in courses numbered 300 and above, completion of at least 120 credit hours, and completion of a Major in Communication.

IV. Major in Communication

For a Major in Communication, at least 28 upper division credit hours must be selected from Communication or areas approved by the Department. Not more than 15 of these 28 credit hours may be in Special Topics and/or Directed Studies.

SIMON FRASER UNIVERSITY

I.S.C. 81-3(2)

MEMORANDUM

To..... C. Griffiths, Chairman, Faculty.....
..... of Interdisciplinary Studies.....
..... Undergraduate Curriculum Committee.....

Subject..... Undergraduate Curriculum Changes.....

From..... Rowland M. Lorimer, Chairman,.....
..... Undergraduate Studies Committee,.....
..... Department of Communication.....

Date..... March 27, 1981,.....

The Communication Department would like to make several changes in its undergraduate offerings. We wish to drop CMNS 232, 403 and 424; and add CMNS 341, 436, 217 and 317. We wish to revise the descriptions of CMNS 330 and 431.

These changes represent an attempt to expand offerings in areas of developing faculty expertise and to strengthen weaker parts of our program as a result of faculty attrition. 341 emphasizes the political dimension, 436 appropriate, or community based technology, while 217 and 317 bolster our interpersonal communication courses through an examination of inter-organismic communication. 330 becomes more concrete by examining contemporary Canadian cultural form rather than that of Western society. It also removes the historical dimension and leaves to 436, the examination of theory. 436 itself drops its technological orientation in favour of an emphasis on theory, or, frameworks by which technological innovation might be examined.

In addition, for academic reasons (the necessity of a requisite variety in our introductory courses in face of increased specialization in our offerings), as well as administrative reasons (shortage of available faculty to teach core courses), we wish to add two courses to enlarge the choice on calendar item B under General Requirements (for a major). The item would then read: B. at least four of: those now listed plus CMNS 215, "Advertising as Social Communication"; CMNS 253, "Computers and Communication".

R. Lorimer per lch

Rowland M. Lorimer

RML:lch

cc P. Parford

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

1. Calendar Information

Abbreviation Code: CMNS Course Number: 341

Department: Communication
Credit Hours: 4 Vector: 3-2-0

Title of Course: Political Communication

Calendar Description of Course:

An examination of the role of the public and of the media in shaping debate on public issues, particularly in inquiries, public hearings and regulatory agencies.

Nature of Course

Prerequisites (or special instructions):

POL. 251 & CMNS 230 strongly recommended

What course (courses), if any, is being dropped from the calendar if this course is approved:

Replaces some of course content previously covered in former courses:

2. Scheduling Communication and Community Advocacy and Media and the Balance of Power

How frequently will the course be offered? Once a year

Semester in which the course will first be offered? Fall, 1982

Which of your present faculty would be available to make the proposed offering possible? Liora Salter

3. Objectives of the Course

1. To explore factors shaping public discussion of public issues.
2. the ~~ex~~amine current literature on the role of the media in shaping political debate
3. to compare the role of the media with that of other forums through which political debate emerges, emphasizing the way issues are articulated in each.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty None

Staff

Library

Audio Visual

Space

Equipment

5. Approval

Date: 24 March 1981

[Signature]

Department Chairman

27 March 81

[Signature]

Dean

MAY 5 '81

[Signature]
for Chairman, SCUS

COURSE DESCRIPTION

Political Communication
CMNS 341

The subject of how issues emerge and are defined in the press and on television has long been a subject of research. This research concern has generally focussed on the role of the media in election campaigns but some work has also been done at a more general level on the integration of media coverage and developing political participation.

Increasingly, media are not the only forums through which public issues emerge for public discussion. Public inquiries, the increasing number of environmental assessment hearings and the expanding public role of the regulatory hearing all provide opportunities for the public to participate in shaping public issues. Each has a different impact on how those issues are articulated and debated of course. And the role of the media is intertwined with the role of the public hearing in shaping public perception of issues and public participation.

The purpose of this course is to examine new literature in the field of political communication. In part, the emphasis will remain on media studies examining the role of media in shaping public issues and public discussion. In part, the emphasis will extend to the variety of new forums for discussion of public issues: inquiries, assessment hearings and regulatory hearings.

The approach will be on the communication processes involved rather than the institutional structure of agencies, inquiries or even the media. The decisions made as a result of media coverage, inquiry recommendations or regulatory decision making will be of less interest than the practices in each of these institutions that engage the public in a debate on political questions and the ways in which public issues are articulated, defined and expressed through these different forums. Literature on public participation will supplement materials on the role of media in political life, the nature of the inquiry and the regulatory agency and the discussion of procedures through which the public is encouraged to participate in public debate.

Course Outline

- Week 1: Introduction: definition of terms: public interest, policy process, assessment and policy debate.
- Week 2: Overview: media, hearings, technological assessment, public inquiries, hearings and regulation -- instruments of public debate in the policy process.
- Week 3: The role of the media in political campaigns.
- Week 4: The role of media in shaping issues in public debate.
- Week 5: The nature of the inquiry process.
- Week 6: The role of the public in an inquiry.
- Week 7: Technology Assessment -- the problem of risk.
- Week 8: Shaping public issues and the role of the public in technology assessment.
- Week 9: The regulatory process.
- Week 10: The impact of regulation on political issues and debate.
- Week 11: The role of the public in a regulatory process.
- Week 12: Putting it together: the role of the media in public hearings, inquiries, technology assessment and regulation.

As approved
by SCUS

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

1. Calendar Information

Department: Communication

Abbreviation Code: CMNS Course Number: 436

Credit Hours: 4 Vector: 3-2-0

Title of Course: Communication and Rural Development

Calendar Description of Course:

The course will explore problems in rural areas associated with the spread of advanced communications technologies. At the same time, contemporary theories of rural and community development and social change will be analyzed in an effort to determine their implications for the choice and design of communications technologies appropriate to rural development tasks.

Nature of Course Lecture/seminar

Prerequisites (or special instructions):

CMNS 230-3; at least 60 credit hours.

What course (courses), if any, is being dropped from the calendar if this course is approved: none

2. Scheduling

How frequently will the course be offered? Once per year

Semester in which the course will first be offered? Fall 1982

Which of your present faculty would be available to make the proposed offering possible?

M. Patricia Hindley, Gail Martin

3. Objectives of the Course

- (1) To familiarize students with problems in rural development communications arising from rapid spread of advanced communications technologies.
- (2) To analyze implications of contemporary social development theories for appraising appropriateness of available communications development strategies.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty

Staff

Library

Audio Visual none

Space

Equipment

5. Approval

Date: 24 March 1981

27 March 81

MAY 5 81

[Signature]

Department Chairman

[Signature]

Dean

[Signature]
Chairman, SCUS

COMMUNICATION AND RURAL DEVELOPMENT

The course content will be approached by first looking at the development of communications capabilities and practices here in Canada. On the one hand, we have the most technologically advanced domestic communications systems of any country in the world; on the other, we have expended much effort and money in alternative communications systems for minority groups and rural areas.

The former (high technology) development, particularly through broadcast communications have enmeshed us in some of the problems that are presently besetting the developing countries; questions of maintenance of valued cultural difference, national identity if not sovereignty, articulation of distinguishing societal values in the face of a massive technologically-mediated cultural invasion. The latter developments (low or intermediate technology) have on the other hand, given Canadian communications developments, limited though they are, a different thrust from that imposed by the "dominant paradigm" of the United States communications and development theorists and practitioners.

The community development tradition has informed Canadian explorations with alternative communications systems. The Radio Forum model developed in Saskatchewan operates in Togo, West Africa, for example. What are the assumptions and theories that have guided the development of Challenge for Change, community radio, neighbourhood cablecasting, two-way rural radio? Have they guided the thinking of Canadians about rural development abroad? Why did those working in this Canadian tradition reject the dominant paradigm more than a decade before it was acceptable to do so?

Seeking answers to those questions will involve us in analyzing psychological theories about how people acquire new learning, and political philosophies about the rights of people to self-determination. Ultimately, we will be involved in moral questions about the values people may hold that are other than those of the dominant technological society. The experts point out that inevitably some traditional values give way in the face of "modernization". But which ones? By which methods? Indoctrination and persuasion? Or increasing

awareness of alternatives and of all the foreseeable consequences? And finally, who is to decide? Foreign "experts"? The ruling elite? The people themselves? Could the latter be accomplished? How?

The project on the development of a community development network in the Southern Sudan and other field projects past and present will serve as an empirical focus for examining the applicability of these approaches to contemporary problems.

This course will nicely complement CMNS 336, Social Change and Community Media.

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

PROPOSAL FORM

1. Calendar Information

Department: Communication

Abbreviation Code: CMNS Course Number: 330

Credit Hours: 5 Vector: 3-2-0

Title of Course: Communication and Cultural Form I

Calendar Description of Course: An examination of the interrelationship of culture and communication in Canadian society. Such major dimensions of Canadian society as regionalism, Canada-United States relations, public-private ownership will be analyzed within the context of the formative factors on the information society. FORMERLY: Historical review of approaches to the study of mass media and cultural form. Emphasis will be on the interrelationship of culture and communication in Western society in the media products of the thirties, forties and fifties.

Nature of Course Lecture/seminar

Prerequisites (or special instructions):

CMNS 230-3

What course (courses), if any, is being dropped from the calendar if this course is approved:

Not a new course

2. Scheduling

How frequently will the course be offered? Once per year

Semester in which the course will first be offered? Spring 1981

Which of your present faculty would be available to make the proposed offering possible? Rowland Lorimer, Gail Martin

3. Rationale for Change

With the development of a greater number of courses, the Department wishes to increase the depth and specificity of the content in a number of its offerings such as 330. This new focus will allow students to probe issues they have been exposed to in overview in CMNS 130 and 230.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty

Staff

Library

Audio Visual none

Space

Equipment

5. Approval

Date: 24 March 1981

27 March 81

24 5 81

[Signature]
Department Chairman

[Signature]
Dean

[Signature]
for Chairman, SCUS

SENATE COMMITTEE ON UNDERGRADUATE STUDIESPROPOSAL FORM1. Calendar InformationDepartment: CommunicationAbbreviation Code: CMNS Course Number: 431Credit Hours: 5 Vector: 3-2-0Title of Course: Communication Media: Theory and Research II

Calendar Description of Course:

Analysis of the way in which communication theory, research and practice reflect wider issues in contemporary science and social science.

FORMERLY: An examination of contemporary social organizations associated with changes in communication technology; evolution of electronic neighbourhoods and narrowcast formats.

Nature of Course Lecture/seminar

Prerequisites (or special instructions):

CMNS 331-5

What course (courses), if any, is being dropped from the calendar if this course is approved: Not a new course

2. SchedulingHow frequently will the course be offered? Once per year

Semester in which the course will first be offered?

Which of your present faculty would be available to make the proposed offering possible? Gail Martin, William Leiss, Liora Salter

3. Rationale for Change

As now defined, the course is more suited to its title. It moves beyond the analysis of specific effects and the roots of those effects in technology to a more abstract analysis grounded first in theory and secondly in technological and/or social manifestations.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty

Staff

Library

Audio Visual none

Space

Equipment

5. ApprovalDate: 24 March 198127 March 81

MAY 5 '81

[Signature]

Department Chairman

[Signature]

Dean

[Signature]
for Chairman, SCUS