

MEMORANDUM**To:** Senate**From:** Senate Committee on
Undergraduate Studies**Subject:** Department of Communication
Curriculum Revisions**Date:** October 15, 1986

Action undertaken by the Senate Committee on Undergraduate Studies at its meeting of October 14, 1986 gives rise to the following motion:

MOTION:

"That Senate approve and recommend approval to the Board of Governors, as set forth in S.86- 51, the proposed curriculum changes including:

- i) Revisions affecting course requirements for a Major and Minor in Communication
- ii) Revisions restricting entry into the Honors Program, Field Placement and Individual Study Semesters
- iii) Addition of four new courses -
 - CMNS 315-4 Cultural Dimensions in Advertising
 - CMNS 421-4 Issues Seminar
 - CMNS 471-4 Selected Topics in Publishing
 - CMNS 497-2 Honors Seminar
- iv) Deletion of five courses -
 - CMNS 330-5 Communication and Cultural Form I
 - CMNS 365-5 Communication Media: Theory and Research I
 - CMNS 465-5 Communication Media: Theory and Research II
 - CMNS 483-5 Directed Study
 - CMNS 487-5 Special Topics in Communication - B"

FOR INFORMATION:

Acting under delegated authority at its meeting of October 14, 1986 the Senate Committee on Undergraduate Studies approved

- i) Revisions to the calendar description for the Department of Communication
- ii) Minor revisions to the calendar descriptions, prerequisites, credit hours and course vectors for a number of courses
- iii) Revisions to the course content for seven courses (less than 50% of course content changed)

SIMON FRASER UNIVERSITY

SCUS 86-17

MEMORANDUM

To.....Heath, Registrar.....

From.....J. Blanchet, Secretary to the Faculty
of Applied Sciences Undergraduate
.....Studies Committee.....

Subject.....Communication Curriculum Revisions.
(ASU. 86-4).....

Date.....September 30/86.....

The Communication Curriculum Revisions were discussed at a meeting of the Faculty of Applied Sciences Undergraduate Studies Committee held on Tuesday, September 23, 1986. At that meeting members of the committee approved all motions as set forth within the document; at the meeting it was emphasized that the modifications to the curriculum represent a formalization and re-structuring of the program already in place.

Would you please place this item on the agenda of the next meeting of the Senate Committee on Undergraduate Studies.

J. Blanchet

Enclosure.

DEPARTMENT OF COMMUNICATION

CURRICULUM RATIONALIZATION

16 September 1986

The Department of Communication is submitting a number of revisions to its undergraduate curriculum. Although many such changes are proposed, no significant change is anticipated in the direction, scope and orientation of the Department's programs. These changes are of several different kinds:

1. Revisions to the calendar description (mainly of an editorial nature (Background Document #1)).
2. Revisions affecting course requirements for a Major and Minor in Communication (Background Document #2).
3. Revisions restricting entry into the Honours Program, Field Placement and Individual Study Semesters (Background Document #2).
4. The addition of four new courses, and the deletion of five courses from the course offerings in the Department of Communication (Background Document #3).
5. Minor revisions to the calendar descriptions, prerequisites, credit hours and course vectors for a number of courses (Background Document #4).
6. Revisions to the course content for seven courses (less than 50% of course content changed) (Background Document #5).

MOTIONS:

- A. Moved that the calendar description for the Department of Communication be revised.**

Rationale: The new description is simplified and provides the necessary information.

- B. Moved that the course requirements for a degree in Communication be revised.**

Rationale: The new requirements fulfill the need for breadth of coverage in communication at the lower levels, and allow for some specialization and advanced work at the upper levels. Several compulsory requirements have been added for Majors and Minors, and conditions have been placed upon the number of directed study, field placements and individual study semesters that may be taken to fulfill course requirements for a degree in Communication. The Department will provide only specialized methods courses, relying upon courses in other departments for the second "methods" course requirement to be fulfilled by the student. A Cumulative GPA standing of 2.0 has been instituted for entry into both the Major and Minor Programs. A Cumulative GPA standing of 3.0 has been instituted for the Honours Program, as well as a new procedure for entry, and an additional requirement of an honours seminar has been added.

- C. Moved that the following courses be added to the curriculum of the Department of Communication: CMNS 315-4, CMNS 421-4, CMNS 471-4, and CMNS 497-2.**

Rationale: CMNS 315-4 is a second course in the sequence on social communication in advertising. CMNS 421-4 replaces CMNS 465-5 and is an advanced level issues seminar in media studies. CMNS 471-4 is a second course in the sequence in publishing studies. CMNS 497-2 is the Honour Seminar required of all Honours students.

- D. Moved that the following courses be dropped from the Communication curriculum: CMNS 330-5, CMNS 365-5, CMNS 465-5, CMNS 483-5, and CMNS 487-5.**

Rationale: Instructional resources are not available to teach CMNS 330-5 and CMNS 365-5. CMNS 465-5 is being replaced with CMNS 421-4. Only one special topics course will be offered, CMNS 486-4. Directed Studies -- currently including CMNS 483-5 -- will carry a maximum of 4 credit hours.

- E. Moved that CMNS 470-5 be changed to CMNS 371-4.

Rationale: CMNS 371-4 becomes the first course in two-course sequence (CMNS 371-4 and CMNS 471-4).

- F. Moved that editorial changes and revisions to the course prerequisites be accepted to the following: CMNS 110-3, CMNS 130-3, CMNS 210-3, CMNS 215-3, CMNS 221-3, CMNS 240-3, CMNS 258-3, CMNS 259-3, CMNS 303-4, CMNS 310-4, CMNS 321-4, CMNS 333-4, CMNS 341-4, CMNS 358-4, CMNS 360-4, CMNS 361-4, CMNS 404-4, CMNS 430-4, CMNS 433-4, CMNS 444-4, CMNS 448-4, CMNS 453-4, CMNS 480-2, CMNS 481-3, CMNS 482-4, CMNS 486-4, CMNS 498-16, and CMNS 499-15.

Rationale: The editorial changes simplify the calendar descriptions and ensure that the description reflects the course content accurately. The revised prerequisites reflect current practice. In the case of CMNS 480-2, CMNS 481-3, CMNS 482-4, CMNS 498-16 and, CMNS 499-15, an enrollment limitation (for Majors in the Department of Communication) has been added.

- G. Moved that revisions be accepted in the course prerequisites for CMNS 310-4 and CMNS 321-4.

Rationale: Prerequisites create two-course sequences (CMNS 210-3 and CMNS 310-4; and CMNS 221-3 and CMNS 321-4).

- H. Moved that revisions be accepted to the course credit hours for the following courses: CMNS 322-4, CMNS 323-4, CMNS 333-4, CMNS 358-4, CMNS 359-4, CMNS 400-4, CMNS 404-4, CMNS 425-4, CMNS 430-4, CMNS 433-4, CMNS 444-4, CMNS 448-4, CMNS 453-4, CMNS 486-4, and CMNS 498-16.

Rationale: All upper level Communication courses will carry 4 credit hours. The Department practice as it has evolved historically (some 5 credit hours, some 3 credit hours) is being rationalized and workloads are being adjusted accordingly. The number of credit hours for all upper levels Communication courses is not changed substantially.

- I. Moved that vector changes be accepted for CMNS 221-3, CMNS 258-3, CMNS 259-3, CMNS 303-4, CMNS 371-4, and CMNS 498-16.

Rationale: Laboratories have been added for CMNS 221-3. The revision of CMNS 498-16 reflects addition of the Honours Seminar (CMNS 497-2). Other changes reflect current practice.

- J. Moved that revisions be accepted for the calendar descriptions for CMNS 253-3, CMNS 304-4, CMNS 322-4, CMNS 362-4, CMNS 400-4, CMNS 436-4 and CMNS 439-4.

Rationale:

- CMNS 253-3: overlap with Computing Science deleted.
CMNS 304-4: revisions reflect course evolution.
CMNS 322-4: revisions reflect course evolution.
CMNS 362-4: revision reflects narrowing of focus toward specialization in communication methods.
CMNS 400-4: revisions reflect course evolution.
CMNS 436-4: revisions reflect course evolution and widen focus so that several faculty can teach it.
CMNS 439-4: field placements to be offered in each of the Department's areas of specialization.

These revisions reflect a change of less than 50% (in most cases approximately 20%) of the course content as originally approved by Senate.

The supporting materials for these motions are attached.

CALENDAR DESCRIPTION

The Department of Communication offers a specialized program of studies in Communication leading to a Major or Honours degree. It also offers a Minor program and a variety of courses in Communication for students in other degree programs in the University.

Three areas of concentration are offered:

- (A) Studies in Media.
- (B) Social Studies of Communication Technologies.
- (C) Studies in Communication Policy.

Studies in these areas of concentration in the Department of Communication can be combined with studies in other Applied Sciences, with Business Administration or with Arts (see degree requirements for the Major and Minor programs in Communication).

Students who are planning to declare a Major or Minor in Communication are urged to seek advising in the Department early in their program.

Students with a degree in Communication can seek employment opportunities in:

1. Management or research connected with communication industries, such as radio, television, book publication and telecommunications (courses in media production or journalism are not offered, however).
2. Research or policy development in government or industry related to the use of media, public information, public policy formation or the introduction of communications technologies in organizations or in international development.
3. Research or development related to the field of marketing or advertising (in conjunction with a specialization in business administration) or political communications.
4. Public education, information or relations.
5. Specialized research or production in acoustic communication.

The Department of Communication provides a progression of courses in each of its three areas of concentration. Course progressions are listed for the guidance of students only. Students are encouraged to take courses from more than one area of concentration in the Department of Communication

Studies of Media:

Introductory Course (CMNS 130-3).

Area Studies:

- (a) Mass media and popular culture (CMNS 221-3, 321-4).
- (b) Acoustic and electroacoustic communication (CMNS 258-3, 358-4).
- (c) Advertising as social communication (CMNS 215-3, 315-4).
- (d) Political communication (CMNS 322-4, 341-4, 436-4).
- (e) Theory (CMNS 303-4, 304-4).

Advanced Work:

- (a) Issues in media studies (CMNS 465-4).
- (b) Directed study and field placement (CMNS 439-4, 480-2, 481-3, 482-4).

Social Studies of Communication Technologies:

Introductory Course (CMNS 110-3).

Area Studies:

- (a) History of communication (CMNS 210-3).
- (b) Political economy of communication (CMNS 240-3, 444-4).
- (c) Acoustic communication (CMNS 259-3, 359-4).
- (d) Applied communication (CMNS 253-3, 353-4).
- (e) Technology and interpersonal relations (CMNS 323-4, 425-4).

Advanced Work:

- (a) Issues in the information society (CMNS 453-4).
- (b) Directed study and field placement (CMNS 439-4, 480-2, 481-3, 482-4).

Studies of Communication Policy:

Introductory Course (CMNS 130-3).

Area Studies:

- (a) Publishing (CMNS 230-3, 371-4, 471-4).
- (b) Broadcasting (CMNS 230-3, 333-4).
- (c) Telecommunications (CMNS 240-3, 448-4).
- (d) Political economy of communications (CMNS 240-3, 444-4).

Advanced Work:

- (a) Issues in communication policy (CMNS 433-4).
- (b) Directed study and field placement (CMNS 439-4, 480-2, 481-3, 482-4).

In addition, the Department offers a number of courses in the fundamentals of communication theory and research:

Communication theory (CMNS 110-3, 310-4, 400-4, 404-4).
Communication research techniques (CMNS 360-4, 361-4, 362-4).

THE COMMUNICATION DEGREE PROGRAMS**The Communication Major:****(i) entry requirements:**

In addition to the requirements of the University (see *General Requirements in the University Calendar for details*), students must have and maintain a cumulative GPA of 2.0 to enter and maintain good standing in the Major program in the Department of Communication.

(ii) graduation requirements:

To graduate with a Major in Communication, students must meet University graduation requirements and demonstrate competence in the specialized study of Communication by:

- (a) Completion of CMNS 110-3 and CMNS 130-3.
- (b) Completion of four additional lower level courses in Communication (for a total of 18 lower level credit hours in Communication). At least one course must be chosen from each of the Department's areas of concentration.
- (c) Completion of a course in basic science or social science methods (approved course offerings in other Departments available from the Department of Communication). This course must be taken prior to CMNS 360-4, CMNS 361-4, or CMNS 362-4.
- (d) Completion of one of CMNS 360-4, 361-4 or 362-4.
- (e) Completion of five upper level (4 credit) courses in Communication, at least two of which shall be regularly scheduled 400 level offerings. Normally upper level courses may not be taken unless lower level course work has been completed. No more than five credits may be taken in Directed Study to meet the course requirements for a major in Communication.
- (f) Completion of at least one advanced level "issues" seminar in the Department of Communication.
- (g) Including these requirements, a major requires a minimum total of 28 upper level credit hours in Communication.

- (h) Completion of at least two upper level courses (plus the lower level course prerequisites for entry into the chosen upper level courses) in at least two other distinct disciplines. At least one of these disciplines must be chosen from within the Faculty of Arts.

(iii) Other Requirements Affecting Majors:

(a) Field Placement:

Students will be allowed to register for field placement only after having completed 20 credit hours in upper level Communication courses and only with the permission of the faculty member who will supervise the work. Registration in the Field Placement course will be contingent upon a cumulative GPA of 2.67. In cases where supervisory resources are limited, priority will be given to students who have achieved the higher cumulative GPA.

(b) Directed Study:

Normally students will be permitted to register for no more than four credit hours of Directed Study in Communication to meet the requirements for a Major or Minor in Communication. Registration in Directed Study is at the discretion of the faculty member who will supervise the work and generally will be contingent upon a cumulative GPA of 2.67. In cases where supervisory resources are limited, priority will be given to students with the higher cumulative GPA.

(c) Individual Study Semester:

Students seeking to register for an individual study semester must submit an application, indicating the scope of the work to be undertaken and the nature of the proposed assignments to be completed, not less than two months prior to the semester in which the work is to begin. Normally, students will not be permitted to register for both Directed Study and an Individual Study Semester to fulfill course requirements for a Major in Communication. Registration in the Individual Study Semester is at the discretion of the faculty supervisory committee (two of whom must be in the Department of Communication) and the Chairman of the Undergraduate Committee. Generally, such registration will be contingent upon the achievement of a cumulative GPA of 3.0. In cases where supervisory resources are limited, priority will be given to students with the higher cumulative GPA.

(iv) Rationale:

The following changes have been introduced with these requirements:

- A cumulative GPA requirement for entry and good standing in the Major program in Communication.
- Compulsory requirement to take both introductory Communication courses (CMNS 110-3 and 130-3) for a survey of the field.
- A requirement to take four of the seven non-specialized Communication courses offered by the Department at the lower levels, to ensure breadth of exposure in Communication and an introduction to all the areas of concentration offered at Simon Fraser. Normally, these courses must be completed by students in the Major or Honours program before upper level Communication courses are taken.
- An increase of 3 credit hours required at the lower levels for a Major in Communication.
- Introduction of a requirement for a basic science or social science methods course, to be taken in a department other than Communication and prior to the specialized Communication Methods course.
- Requirement to take one specialized Communication methods course (courses restructured to reflect specialized focus).
- Limitation on number of Directed Study courses that can be taken to fulfill degree requirements for a Major in Communication.
- Conditions placed on entry to Directed Study, Field Placement and Individual Study Semester.
- Requirement to take at least one of the issues seminars in Communication.

These increased requirements for a Major in Communication are designed to permit full specialization in Communication along with a course complement in any two of a number of other fields of study. Students might reasonably combine Communication with Computing Science, Business, Political Science, Sociology, Philosophy, Linguistics, English, or other disciplines.

Students seeking a degree in Communication are required to take courses in Arts to complement their specialization in Communication. For example, a student taking a major in Communication and a minor in Computing Science or Business, must also take at least two upper levels courses (and related lower level prerequisites) chosen from the Arts curriculum.

The Communication Minor:

(i) Entry:

Students must have achieved a cumulative GPA of 2.0 to declare and complete a Minor in Communication.

(ii) Requirements for Graduation with a Minor in Communication:

To graduate with a Minor in Communication, a student must have fulfilled the following:

(a) Completion of CMNS 110-3 and 130-3.

(b) Completion of at least four upper level courses in Communication. At least one course must be taken in each of the Department's areas of concentration. (Attention is drawn to the fact that some upper level Communication courses have lower level prerequisites.) Normally, no more than one of these upper level Communication courses may be any of Directed Study, Field Placement or Special Topics for credit towards the course requirements for a Minor in Communication.

(iii) Rationale:

These changes strengthen the specialization in Communication required for a Minor in the field by:

- Requiring students to take both of the introductory courses in the field.
- Requiring one additional upper level course for completion of a Minor program in Communication.
- Limiting the number of Directed Study (or similar courses) that will be acceptable to fulfill the course requirements for a Minor in Communication.

The Honours Program in Communication:**(i) Entry and Good Standing:**

Students seeking entry into the Honours program in Communication require the permission of the Chairman of the Undergraduate Committee and are advised to consult with the Chairman well before the semester in which the Honours work will commence. Students will be permitted to enter and maintain good standing in the Honours program in Communication only by achieving a cumulative GPA of 3.0. The Department reserves the right to limit the number of Honours students if faculty resources are not available for their supervision. In such a case, priority for registration in the Honours program will be given to students with a higher cumulative GPA.

(ii) Course Requirements:

To complete an Honours program in Communication, the student must fulfill the following requirements:

- (a) Completion of the University requirements for Honours standing.
- (b) Completion of the requirements for a Major in Communication, including 28 hours of upper level course credit in Communication and the required courses.
- (c) Completion of the Individual Study Semester (Honours) (CMNS 498-16).
- (d) Completion of the Honours Seminar (CMNS 497-2) (normally in the last semester of the Honours program) in which the student will present a colloquium on the research undertaken as part of the Honours program.

(iii) Other Requirements:

Students seeking to register for the Individual Study Semester (Honours) must apply to the Undergraduate Chair two months prior to the semester in which the Individual Study will be undertaken (normally in conjunction with the application for entry into the Honours program). The proposal must outline the scope of the research to be undertaken and the assignments to be completed. The supervisory committee for the Individual Study Semester must be made up of two faculty, one of whom must be in the Department of Communication.

(iv) Rationale:

The Department of Communication intends to strengthen its Honours program by:

- Requiring the approval of the Chairman of the Undergraduate Committee for entry into the Honours program; applications will be available from the Department and assessed by the Undergraduate Committee.
- Inclusion of an Honours seminar (CMNS 497-2) in which Honours students must present and discuss their Honours research.
- Normally requiring completion of the Individual Study Semester (Honours) (CMNS 498-16).

The number of upper level Communication course requirements for an Honours in Communication reflects the revised offerings in the Department of Communication.

Courses added:

- CMNS 315-4: second course in sequence on advertising.
- CMNS 421-4: issues seminar in one of the Department's areas of concentration.
- CMNS 471-4: second course in sequence on publishing (after 371).
- CMNS 497-2: Honours Seminar.

Courses dropped:

- CMNS 330-5: instructional resources not available.
- CMNS 365-5: instructional resources not available.
- CMNS 465-5: instructional resources not available.
- CMNS 483-5: upper level courses carry a maximum of 4 credit hours.
- CMNS 487-5: only one special topics course to remain.

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

1. Calendar Information

Department: Communication

Abbreviation Code: CMNS Course Number: 315

Credit Hours: 4 Vector: 2-0-2

Title of Course: Cultural Dimensions in Advertising

Calendar Description of Course:

An examination of the way that advertisements use messages to build an elaborate system of meaning. Some cultural dimensions to be studied include fashion, industrial design and popular culture.

Nature of Course (change from) (change to)
Lecture/Tutorial Lecture/Tutorial/Lab

Prerequisites (or special instructions):

CMNS 215.

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

2. Scheduling

How frequently will the course be offered? once per year

Semester in which the course will first be offered? Fall 1987

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

3. Objectives of the Course: This proposal is part of a commitment to concentrate on course offerings in well defined sequences. CMNS 215 has helped to create a topic specialization within the discipline of Communication that is unique to Simon Fraser, although it is now winning recognition in universities elsewhere in Canada and North America. A textbook is available for use in both CMNS 215 and 315 that was written expressly for this purpose. The continuing development of course materials, new academic publications and exceptionally high student interest present the opportunity for instituting a second course in this sequence.
4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty

Staff

Library none

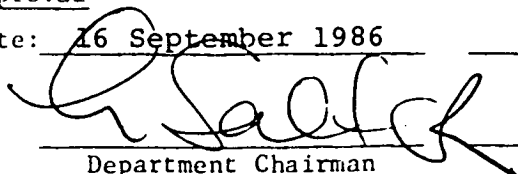
Audio Visual

Space

Equipment

5. Approval

Date: 16 September 1986



Department Chairman

Dean

Chairman, SCUS

CULTURAL DIMENSIONS IN ADVERTISING

This course is an examination of the way that advertisements use messages about products to build elaborate systems of meaning. This "construction of meaning" in advertising's discourse through and about objects is traced in the development of modern society's consumer culture and in its major institutions, especially advertising agencies. A major feature of the course is the consideration of methodological approaches needed to interpret the elaborate systems of meaning that advertisements build into messages about products. The last segment of the course deals with applications of this understanding of advertising to social policy issues (such as regulation of alcohol advertising) in this area.

This course is designed to follow CMNS 215-3, Advertising as Social Communication. CMNS 215-3 is a prerequisite.

REQUIRED TEXTS: Leiss, Kline and Jhally, Social Communication in Advertising.
Benjamin Singer, Advertising and Society.

Additional readings will be on Library Reserve, and a bibliography of recommended readings will be available.

REQUIREMENTS:	1. Quiz	non-credit
	2. Mid-term Exam (week 7)	40%
	3. 2 Seminar Presentations (10% each)	20%
	4. Term Paper	40%

The Department 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.

LECTURE SCHEDULE:

Week 1	Introduction: The Advertising Model of Persuasive Communication.
Week 2	Structure of Need-Satisfaction.
Week 3	Designs for Objects.
Week 4	Goods as Vehicles of Social Communication.
Week 5	Fashion.
Week 6	Construction of Meaning I: The Institutional Basis.
Week 7	Construction of Meaning II: The Ad Agencies.
Week 8	The Study of Advertisements I: Approaches.
Week 9	The Study of Advertisements II: Persuasive Strategies.
Week 10	The Study of Advertisements III: Codes.
Week 11	The Study of Advertisements IV: Cultural Frames for Goods.
Week 12	Regulating Advertising.
Week 13	Social Policy Issues.

- D. Aacker and J. Myers, Advertising Management (Prentice-Hall, 1975).
- M. Albion and P. Farris, The Advertising Controversy (Auburn House, 1981).
- R. Atwan, et al., Edsels, Luckies and Frigidaires (Dell, 1979).
- E. Barnouw, The Sponsor (Oxford, 1978).
- R. Barthes, Mythologies (Paladin, 1973).
- A. Courtnoy and T. Whipple, Sex Stereotyping in Advertising (Lexington Books, 1983).
- M. Douglas and B. Isherwood, The World of Goods (Penguin, 1978).
- J. Driver and G. Foxall, Advertising Policy and Practice (Holt Rinehart Winston, 1984).
- R. Fox and J. Lears, The Culture of Consumption (Pantheon, 1983).
- S. Fox, The Mirror Makers (Morrow, 1984).
- E. Goffman, Gender Advertisements (Harper & Row, 1979).
- W. Leiss, The Limits to Satisfaction (Toronto, 1976).
- V. Leymore, Hidden Myth (Heinemann, 1975).
- M. McLuhan, The Mechanical Bride (Toronto, 1951).
- V. Packard, The Hidden Persuaders (McKay, 1957).
- D. Pope, The Making of Modern Advertising (Basic Books, 1983).
- K. Rotzoll, et al., Advertising and Society (Copyright Grid, 1976).
- T. Schwartz, The Responsive Chord (Anchor, 1974).
- M. Schudson, Advertising, the Uneasy Persuasion (Basic Books, 1984).
- J. Williamson, Decoding Advertisements (M. Boyars, 1978).

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

1. Calendar Information

Department: Communication

Abbreviation Code: CMNS Course Number: 421

Credit Hours: 4 Vector: 0-4-0

Title of Course: Issues Seminar

Calendar Description of Course:

An advanced seminar on issues raised in studies of media.

Nature of Course seminar

Prerequisites (or special instructions):

At least 75 credit hours; CMNS 221 and 321 strongly recommended.

What course (courses), if any, is being dropped from the calendar if this course is approved: CMNS 465-5.

2. Scheduling

How frequently will the course be offered? once per year

Semester in which the course will first be offered? Fall 1987

Which of your present faculty would be available to make the proposed offering possible? Laba, Smythe, Melody

3. Objectives of the Course

To provide opportunity for advanced work in the form of a seminar in one of the Department's three areas of concentration.

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: 16 September 1986

Sept. 30/86

[Signature]
Department Chairman

[Signature]
Dean

[Signature]
Chairman, SCUS

Suggested Readings

- Barrett, M., P. Corrigan, A. Kuhn and J. Wolff (eds.), Ideology and Cultural Reproduction. London: Croom Helm, 1979.
- Barthes, R., Image-Music-Text. London: Fontana, 1977.
- Enzensberger, H.M., The Consciousness Industry. New York: Seabury, 1974.
- Fiske, J. and J. Hartley, Reading Television. London: Methuen, 1978.
- Gardner, C. (ed.), Media, Politics and Culture. London: Macmillan, 1979.
- Gurevitch, M., T. Bennett, J. Curran and J. Woollacott (eds.), Culture, Society and the Media. London: Methuen, 1982.
- Hall, S., D. Hobson, A. Lowe and P. Willis (eds.), Culture, Media, Language. London: Hutchinson, 1980.
- McQuail, D., Mass Communication Theory. Beverly Hills: Sage, 1983.
- Morley, D., The "Nationwide Audience". London: British Film Institute, 1980.
- Morley, D. and B. Whitaker, The Press, Radio and Television. London: Canadia, 1985.

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

1. Calendar Information

Department: Communication

Abbreviation Code: CMNS Course Number: 471

Credit Hours: 4 Vector: 0-3-1

Title of Course: Selected Topics in Publishing

Calendar Description of Course:

An in-depth analysis of selected facets of book and related publishing activities such as literary publishing, publishing for children, electronic publishing, the history of print, editing, book design, magazine publishing, etc. The course will build directly upon CMNS 371-4.

Nature of Course seminar/tutorial

Prerequisites (or special instructions):

CMNS 371-4.

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 1987

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

Lorimer plus invited members of industry.

3. Objectives of the Course

This course will create a parallel emphasis in books and publishing to that given the other media and give students a chance to gain both an overview and some depth of knowledge. It will also serve the educational program of the Canadian Centre for Studies in Publishing when it is fully established.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty none

Staff none

Library The supporting materials for CMNS 371-4 are those required for 471-4. The collection building on publishing will serve both

Audio Visual none courses.

Space none

Equipment none

5. Approval

Date: 16 September 1986

Sal
Department Chairman

Sept 30/86
A. George
Dean

Chairman, SCUS

CMNS 471-4

Course Outline

Because CMNS 471-4 will be selected topics, the course content will depend upon the topics selected for exploration and the expertise of the instructors. The course will cover three or four topics in any given semester. By way of example, content could be as follows.

I. Literary Publishing

1. The economics of literary publishing:
 - market characteristics.
 - distribution.
 - grant programs, federal and provincial.
 - other support programs, e.g., touring.
 - the role of educational institutions.
2. Publisher/author dynamics in literary publishing:
 - creativity and authorship.
 - editing and authorship.
3. Marketing literary works:
 - the role of author.
 - the role of the publisher.
 - the role of the media.
 - support programs.
 - typical sales patterns.
 - library and institutional markets.

II. Publishing for Children

1. The economics of publishing for children:
 - market characteristics.
 - distribution.
 - the international factor.
 - grant programs: federal and provincial.
 - other support programs.
 - the role of libraries and schools.
2. Authors and the audience:
 - definition of audience -- children or parents?
 - the book in a larger author/reader context.
 - persona and authorship.
3. Illustration:
 - text and illustration.
 - working relations of illustrator, author and publisher.
 - printing costs and their implications.

4. Marketing children's books:
 - the role of author and publisher.
 - media and other means of exposure.
 - support programs.
 - typical sales programs.

III. Electronic Publishing

1. What is electronic publishing?
 - input or output?
 - current state of the art.
 - dominant input systems.
 - author databases.
2. Demand patterns in Canada:
 - institutional demands.
 - individual demands.
 - copyright and copying.
3. Canadian producers/international markets:
 - Europe.
 - the Pacific Rim.
4. Access versus quality:
 - the role of the publisher as gatekeeper.
 - the value of information access.
 - science versus literature.

IV. The History of Print

1. European traditions.
2. North American traditions.
3. The modern tradition.
4. Computers, quick printers, and quality.
5. Design and print in a contemporary context.

Reading List

Those items marked with an * are key references.

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- *Association of Canadian Publishers, Cultural Sovereignty: The Case for Canadian Ownership. Toronto: ACP, 1985.
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- Fitzgerald, F.G., America Revised. Boston: Little Brown, 1979. Educational.
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- *Halpenny, F., Canadian Collections in Public Libraries. Toronto: Book and Periodical Development Council, 1985. Basic document on libraries.
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SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

1. Calendar Information

Department: Communication

Abbreviation Code: CMNS Course Number: 497

Credit Hours: 2 Vector: 0-2-0

Title of Course: Honours Seminar

Calendar Description of Course:

Presentation and discussion in a seminar format of honours student research projects and colloquia of interest. Course offered on a pass/fail basis.

Nature of Course seminar

Prerequisites (or special instructions):

Students accepted into honours program only.

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

2. Scheduling

How frequently will the course be offered? once yearly

Semester in which the course will first be offered? Fall 1987

Which of your present faculty would be available to make the proposed offering possible? Undergraduate Chairman or designate.

3. Objectives of the Course

Course is intended to support and develop the existing Honours program in the Department of Communication.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty

Staff

Library

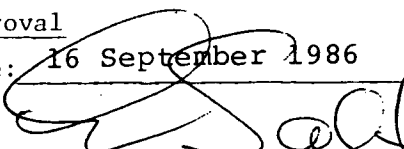
Audio Visual none

Space

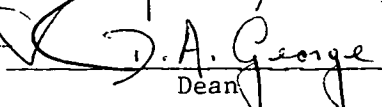
Equipment

5. Approval

Date: 16 September 1986



Department Chairman

Sept. 30/86


Dean

Chairman, SCUS

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

1. Calendar Information

Department: Communication

Abbreviation Code: CMNS Course Number: 330

Credit Hours: 5 Vector: 2-0-3

Title of Course: Communication and Cultural Form I

Calendar Description of Course:

Nature of Course lecture/tutorial

Prerequisites (or special instructions):

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

2. Scheduling

How frequently will the course be offered?

Semester in which the course will first be offered?

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

3. ~~Objectives of the Course~~

Rationale: Instructional resources not available.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty

Staff

Library

Audio Visual

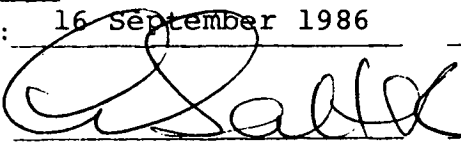
Space

Equipment

5. Approval

Date: 16 September 1986

Sept. 30/86


Department Chairman


Dean

Chairman, SCUS

COURSE BEING DROPPED
SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

1. Calendar Information

Department: Communication

Abbreviation Code: CMNS Course Number: 365

Credit Hours: 5 Vector: 2-0-3

Title of Course: Communication Media: Theory and Research I

Calendar Description of Course:

Nature of Course lecture/tutorial

Prerequisites (or special instructions):

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

2. Scheduling

How frequently will the course be offered?

Semester in which the course will first be offered?

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

3. ~~Objectives of the Course~~ Rationale:

Instructional resources not available.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty

Staff

Library

Audio Visual

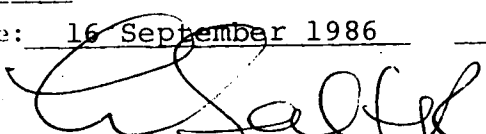
Space

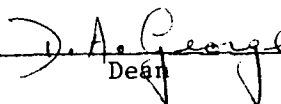
Equipment

5. Approval

Date: 16 September 1986

Sept 30/86


Department Chairman


Dean

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SCUS 73-34b: (When completing this form, for instructions see Memorandum SCUS 73-34a. attach course outline).

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

1. Calendar Information

Department: Communication

Abbreviation Code: CMNS Course Number: 465

Credit Hours: 5 Vector: 2-0-3

Title of Course: Communication Media: Theory and Research II

Calendar Description of Course:

Nature of Course lecture/tutorial

Prerequisites (or special instructions):

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

2. Scheduling

How frequently will the course be offered?

Semester in which the course will first be offered?

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

3. ~~Objectives of the Course~~ Rationale:

Instructional resources not available.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty

Staff

Library

Audio Visual

Space

Equipment

5. Approval

Date: 16 September 1986

Sept. 30/86

[Signature]
Department Chairman

[Signature]
Dean

[Signature]
Chairman, SCUS

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

1. Calendar InformationDepartment: CommunicationAbbreviation Code: CMNS Course Number: 483Credit Hours: 5 Vector: _____Title of Course: Directed Study

Calendar Description of Course:

Nature of Course

Prerequisites (or special instructions):

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

2. Scheduling

How frequently will the course be offered?

Semester in which the course will first be offered?

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

3. ~~Objectives of the course~~ Rationale:

Upper level courses carry a maximum of 4 credit hours.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty

Staff

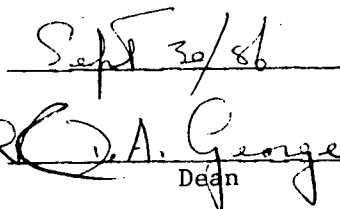
Library

Audio Visual

Space

Equipment

5. ApprovalDate: 16 September 1986Sept 30/86

Department Chairman

Dean_____
Chairman, SCUS

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

1. Calendar Information

Department: Communication

Abbreviation Code: CMNS Course Number: 487

Credit Hours: 5 Vector: 2-3-0

Title of Course: Special Topics in Communication -- B

Calendar Description of Course:

Nature of Course lecture/seminar

Prerequisites (or special instructions):

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

2. Scheduling

How frequently will the course be offered?

Semester in which the course will first be offered?

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

3. ~~Objectives of the Course~~ Rationale:

Only one special topics course to remain.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty

Staff

Library

Audio Visual

Space

Equipment

5. Approval

Date: 16 September 1986

Sept. 30/86

[Signature]
Department Chairman

[Signature]
Dean

Chairman, SCUS

Department of Communication

MINOR AND EDITORIAL CHANGES:Course Number change:

New advanced course being added to create sequence. 470-4 becomes 371-4 in two-course sequence, 371-471.

Editorial Changes (title and/or calendar description)

CMNS	110-3	258-3	333-4	361-4	444-4
	130-3	259-3	341-4	404-4	448-4
	210-3	303-4	358-4	430-4	453-4
	221-3	310-4	360-4	433-4	486-4
	240-3	321-4			

Prerequisite Changes:

CMNS 210-3: Reflects current practice.
 CMNS 215-3: Reflects current practice.
 CMNS 221-3: Course opened to students from other departments.
 CMNS 240-3: Reflects current practice.
 CMNS 303-4: Reflects current practice.
 CMNS 310-4: Course in sequence with CMNS 210.
 CMNS 321-4: Course in sequence with CMNS 221.
 CMNS 341-4: Reflects current practice.
 CMNS 353-4: Reflects current practice.
 CMNS 360-4: Prerequisites now consistent with calendar description.
 CMNS 361-4: Course opened to students from other departments.
 CMNS 404-4: Reflects current practice.
 CMNS 444-4: Reflects current practice.
 CMNS 448-4: Reflects current practice.
 CMNS 453-4: Reflects current practice.
 CMNS 480-2: Enrollment limited to Majors in the Department.
 CMNS 481-3: Enrollment limited to Majors in the Department.
 CMNS 482-4: Enrollment limited to Majors in the Department.
 CMNS 486-4: Reflects current practice.
 CMNS 498-16: Enrollment limited to Honours in the Department.
 CMNS 499-15: Enrollment limited to Majors in the Department.

Credit Hours/Vector Changes:

CMNS 221-3: Media Analysis Lab will be used beginning Spring 1987.

CMNS 258-3: Reflects current practice.

CMNS 259-3: Reflects current practice.

CMNS 303-4: Reflects current practice.

CMNS 371-4: Reflects current practice.

CMNS 498-16: Reflects addition of new course (CMNS 497-2).

CMNS	323-4	359-4	430-4	448-4
	333-4	361-4	433-4	453-4
	341-4	404-4	444-4	486-4
	358-4	425-4		

All upper division changes will reduce 5 credit hour courses to 4 credit hours and increase 3 credit courses to 4 credit hours.

All CMNS upper division courses to carry 4 credit hours.

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

1. Calendar Information

Department: Communication

Abbreviation Code: CMNS Course Number: 110

Credit Hours: 3 Vector: 2-0-1

Title of Course: Introduction to Communication Theory

Calendar Description of Course: (change from) An examination of the process of human communication and the ways it is used to create a unique reality for each communicating individual. Communication is approached as a systemic relationship that is qualitatively different from the "properties" of the individuals involved. Basic characteristics of human communication processes and their implications are reviewed and related to major communication theories. (change to) An introduction to selected theories about human communication. This course is required for a Major or Minor in Communication.

Nature of Course lecture/tutorial

Prerequisites (or special instructions):

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

2. Scheduling

How frequently will the course be offered?

Semester in which the course will first be offered?

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

3. ~~Objectives of the Course~~

Rationale: Editorial change.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty

Staff

Library

Audio Visual

Space

Equipment

5. Approval

Date: 16 September 1986

Sept 30/86

[Signature]
Department Chairman

[Signature]
Dean

[Signature]
Chairman, SCUS

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

1. Calendar InformationDepartment: CommunicationAbbreviation Code: CMNS Course Number: 130Credit Hours: 3 Vector: 2-0-1Title of Course: Explorations in Mass Communication

Calendar Description of Course:

(change from) An introduction to the role of mass communication in society. Examination of the structure and process of mass communication, emphasizing television, radio and the press. Role of mass communication in socialization, public opinion formation and social change.

(change to) An introduction to the role of mass communication (radio, television, telecommunications and the press) in Canadian society. This course is a requirement for a Major or Minor in Communication.

Nature of Course Lecture/tutorial

Prerequisites (or special instructions):

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

2. Scheduling

How frequently will the course be offered?

Semester in which the course will first be offered?

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

3. ~~Objectives of the Course~~ Rationale: Editorial change.4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty

Staff

Library

Audio Visual

Space

Equipment

5. ApprovalDate: 16 September 1986Sept. 30/86Department ChairmanDeanChairman, SCUS

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

1. Calendar Information

Department: Communication

Abbreviation Code: CMNS Course Number: 210

Credit Hours: 3 Vector: 2-0-1

Title of Course: History of Communication

Calendar Description of Course:

SEE ATTACHED PAGE.

Nature of Course lecture/tutorial

Prerequisites (or special instructions):

(change from) CMNS 110 or 130.

(change to) CMNS 110 or introductory course in social science theory strongly recommended

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

2. Scheduling

How frequently will the course be offered?

Semester in which the course will first be offered?

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

3. ~~XXXXXXXXXXXXXXXXXXXX~~ Rationale:

calendar description change: editorial change.

prerequisite change: new prerequisite reflects current practice.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty

Staff

Library

Audio Visual

Space

Equipment

5. Approval

Date: 16 September, 1986

Sept. 30/86

[Signature]
Department Chairman

[Signature]
Dean

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CMNS 210: Calendar Description of Course

(change from) An analysis of the modes of communication that have been developed from prehistory to the present century. Using a biosocial perspective, the course will critically assess the human impact of communication-related technology in various epochs. Topics to be covered will include: the evolution of intelligence and the origin of language; the nature of oral traditions; the elaboration of various notational systems and writing; the consequences of print and literacy; the innovations of industrial and post-industrial society.

(change to) An assessment of the social implications of developments in information technology from prehistory to the beginning of the 20th century. Topics include: the origins of symbolic representation; the nature of language in preliterate society; the significance of different systems of writing and numeration; the consequences of print; and the initial changes brought about by electronic media. The general orientation will be towards exploring the relationship between technological and social change, and the cultural and psychological dimensions of literacy.

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

1. Calendar Information

Abbreviation Code: CMNS Course Number: 215

Department: Communication

Credit Hours: 3 Vector: 2-0-1

Title of Course: Advertising as Social Communication

Calendar Description of Course: (remains the same)

An interdisciplinary examination of the significance of advertising as a social message system in our consumer society. The course proposes an analytical method for appreciating the changing styles and functions of advertising in the 20th century.

Nature of Course Lecture/tutorial

Prerequisites (or special instructions):

(change from) CMNS 110 or 130.

(change to) CMNS 110 or 130 strongly recommended.

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

2. Scheduling

How frequently will the course be offered?

Semester in which the course will first be offered?

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

3. ~~XXXXXXXXXXXXXXXXXXXX~~ Rationale:

Change represents current practice.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty

Staff

Library

Audio Visual

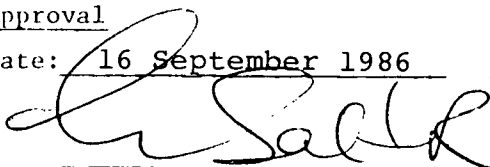
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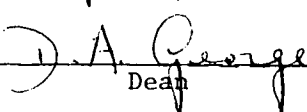
Equipment

5. Approval

Date: 16 September 1986

Sept 30/86


Department Chairman


Dean

Chairman, SCUS

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

1. Calendar Information

Department: Communication

Abbreviation Code: CMNS Course Number: 221

Credit Hours: 3 Vector: 2-0-1

Title of Course: Media and Audiences

Calendar Description of Course: (change from) An introduction to the study of popular culture and communication, with a focus on the organization and role of audience groups in the production and dissemination of media-based popular culture forms. Practices and interests of production and patterns of consumption among social groups are analyzed in terms of the relationship between industries and audiences. The interplay between media in society and cultural activity is a basic theme of the course.

(change to) An introduction to the study of popular culture and mass media, with a focus on the organization and role of audiences.

Nature of Course: (change from) lecture/tutorial (change to) lecture/laboratory

Prerequisites (or special instructions):

(change from) CMNS 110 or 130.

(change to) CMNS 110 or 130 recommended.

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

2. Scheduling

How frequently will the course be offered?

Semester in which the course will first be offered?

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

3. ~~Discontinuation of the Course~~ Rationale: Course description: editorial change.

Prerequisite change: Represents current practice.

Vector change: media analysis laboratory will be used for teaching after Spring 1987.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty

Staff

Library

Audio Visual

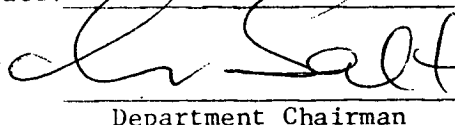
Space

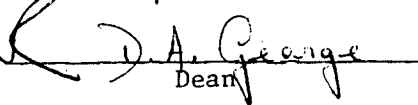
Equipment

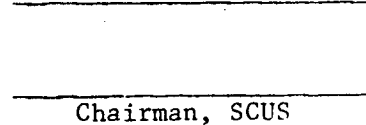
5. Approval

Date: 16 September 1986

Sept 30/86


Department Chairman


Dean


Chairman, SCUS

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM1. Calendar InformationDepartment: CommunicationAbbreviation Code: CMNS Course Number: 240Credit Hours: 3 Vector: 2-0-1Title of Course: The Political Economy of Communication

Calendar Description of Course: (change from) Analysis of the political and economic processes which have historically generated the policies and structures of mass media and telecommunication institutions and the related elements of a "consciousness industry". The role of the mass media in determining local, national, and international policy. Case studies in technological innovation in communication. (change to) Examination of the political and economic processes that have generated the policies and structures of mass media, telecommunications and related industries, and the role of the mass media in determining local, national and international policy.

Nature of Course Lecture/tutorial

Prerequisites (or special instructions):

(change from) CMNS 110 or 130. CMNS 230 strongly recommended.

(change to) CMNS 130; CMNS 230 strongly recommended.

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

2. Scheduling

How frequently will the course be offered?

Semester in which the course will first be offered?

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

3. ~~Change of Course Description~~ Rationale:Course description change: editorial change.Prerequisite change: reflects current practice.4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty

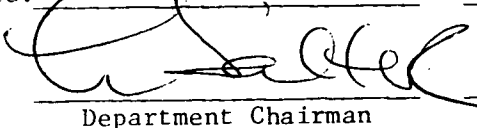
Staff

Library

Audio Visual

Space

Equipment

5. ApprovalDate: 16 September 1986Sept 30/86

Department Chairman



Dean

Chairman, SCUS

CALENDAR DESCRIPTION & VECTOR CHANGE ONLY

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

1. Calendar Information

Department: Communication (change

Abbreviation Code: CMNS Course Number: 258

Credit Hours: 3 Vector: 2-0-2 from 0-2-1)

Title of Course: Introduction to Electroacoustic Communication

Calendar Description of Course:

SEE ATTACHED PAGE.

Nature of Course (change from) Seminar/Laboratory (change to) lecture/tutorial/laboratory

Prerequisites (or special instructions):

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

2. Scheduling

How frequently will the course be offered?

Semester in which the course will first be offered?

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

3. Objectives of the Course Rationale:

Course description change: editorial change

Vector change: change reflects current practice

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty

Staff

Library

Audio Visual

Space

Equipment

5. Approval

Date: 16 September 1986

Sept 30/86

[Signature]
Department Chairman

[Signature]
Dean

[Signature]
Chairman, SCUS

CMNS 258: Calendar Description of Course

(change from) An introduction to the tape medium as a communicational tool, and to electroacoustic aspects of communication in general. Specific techniques of field recording, interviewing, editing, tape transformations, sound object manipulation, and basic studio technique will be presented, and students will use the Department's studio facilities. Applications of the tape medium to such areas as media analysis, aural history, social documentation, interpersonal communication, and tape music composition will be discussed. The role of the tape medium in the design of conventional media communication, as well as experimental sound documents will be emphasized.

(change to) An introduction to the tape medium as a communicational tool and to electroacoustic aspects of communication in general. Specific techniques of field recording, interviewing, editing, tape transformations, sound object manipulation and basic studio technique will be presented and students will use the Department's studio facilities. Application of the tape medium to such areas as media analysis, aural history, social documentation, interpersonal communication and tape music composition will be discussed.

CALENDAR DESCRIPTION & VECTOR CHANGE ONLY

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

1. Calendar Information

Department: Communication (change)

Abbreviation Code: CMNS Course Number: 259

Credit Hours: 3 Vector: 2-0-2 from 2-0-1

Title of Course: Acoustic Dimensions of Communication I

Calendar Description of Course:

SEE ATTACHED PAGE.

Nature of Course (change from) lecture/tutorial/laboratory (change to) lecture/laboratory
Prerequisites (or special instructions):

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

2. Scheduling

How frequently will the course be offered?

Semester in which the course will first be offered?

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

3. ~~Objectives of the Course~~ Rationale:

calendar description change: editorial change.
vector change: change reflects current practice.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty

Staff

Library

Audio Visual

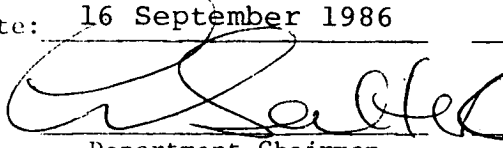
Space

Equipment

5. Approval

Date: 16 September 1986

Sept 30/86



Department Chairman



Dean

Chairman, SCUS

CMNS 259: Calendar Description of Course

(change from) A course designed to develop the student's perception and understanding of sounds and its behaviour in the interpersonal, social, environmental, media, and creative fields. The acoustic and psychoacoustic bases of sound will be introduced in their practical application to a wide variety of aspects of communication with special reference to acoustic design, the electroacoustic media, and sonic environments.

(change to) A course designed to develop the student's perception and understanding of sound and its behaviour in interpersonal, social, environmental, media and creative fields. The acoustic and psychoacoustic bases of sound will be introduced with special reference to acoustic design, the electroacoustic media and sonic environments.

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

1. Calendar Information

Department: Communication (change)

Abbreviation Code: CMNS Course Number: 303 Credit Hours: 4 Vector: 2-2-0 from
(change from) Communication as a Bio-social Process 2-0-2)
Title of Course: (change to) Communication as a Biological and Social Process
Calendar Description of Course:

SEE ATTACHED PAGE.

Nature of Course (change from) lecture/tutorial (change to) lecture/seminar

Prerequisites (or special instructions):

(change from) CMNS 110 or 130.

(change to) One upper levels course in Communication, or permission of the instructor.
May not be taken concurrently with CMNS 404.

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

2. Scheduling

How frequently will the course be offered?

Semester in which the course will first be offered?

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

3. Objectives of the course Rationale:

New title and course description reflects current course content more adequately.

Vector change: reflects current practice.

Prerequisite: reflects current practice.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty

Staff

Library

Audio Visual

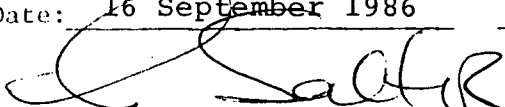
Space

Equipment

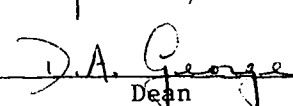
5. Approval

Date: 16 September 1986

Sept. 30/86



Department Chairman



Dean



Chairman, SCUS

OMNS 303: Calendar Description of Course

(change from) An evolutionary-historical account of the development of human communication as a crucial aspect of social organization. The perspective of this course, which is derived from the work of George Mead and John Dewey (among others) provides a viewpoint radically different from the traditional one still dominant in our society. The emphasis in this course is upon the role of theory in providing practical guidance for dealing with concrete present day problems.

(change to) Using film documentaries as a vehicle of communication and criticism, the course focusses on small group interactions in natural systems and the individual's role in social systems. The course introduces the student to a communicational approach to the study of systems.

COMMUNICATION AS A BIOLOGICAL AND SOCIAL PROCESS

Objectives: Someone once said: "Don't play a bit part in your own life." Someone else said: "Knowledge is power." But not all knowledge is equally powerful. To play an active part in our own lives we should always aim to base our decisions on the very best information we can obtain, especially scientific, economic, ecological, and strategic information. Facts as such -- important as they are -- are not enough for this. Opinions alone, unless they are well-informed, can lead us astray. What we need is the active ability to find out and explain what, where, when, why, how and who: how to recognize what we need, how to organize our information, how to open our view to unexpected novelty, how to understand the strategy of life, how to communicate our ideas to others. We need a strategy of knowing, which means a strategy of behaviour and a strategy of communication. Science tells us that this kind of knowledge is based on learning how to learn and learning after the event. Communications theory tells us that it is a matter of seeing through the frames that constrain our capacity for independent thinking. CMNS 303 is a back-to-basics introduction to nature and the relationship between nature, the individual, and society. A documentary will be evaluated each week.

Prerequisites: May be waived by permission of the instructor.

Films: It's About Time (1979); The Chorus Line 1932-1980 (1982); The Predators (1977); Rachel Carlson's Silent Spring (1980); The Red Deer of Rhum (1978); Life on a Silken Thread (1979); Animal Imposters (1982); Life: Patent Pending (1982); Living Machines (1980); Mysteries of the Mind (1981); The Pinks and the Blues (1980); The Chorus Line (repeat); A Touch of Sensitivity (1980).

Required Readings:

Jeremy Campbell, Grammatical Man: Information, Entropy, Language, and Life. New York: Simon & Schuster, 1982.
 Colette Dowling, The Cinderella Complex. Pocket Books, 1980.
 Anthony Wilden, The Rules Are No Game: The Strategy of Communication, 1984.
 Xeroxed Articles by Wilden.

Recommended Texts: (choose two or more)

Gregory Bateson, Steps to an Ecology of Mind. New York: Bantam Paperbacks.
 Marvin Harris, Cannibals and Kings: The Origins of Cultures. New York: Vintage Paperbacks, 1977.
 Barry Commoner, The Closing Circle: Nature, Man and Technology. New York: Bantam Books, 1971.
 Scientific American, Energy and Power. San Francisco: W.H. Freeman, 1973.

- Scientific American, The Biosphere. San Francisco: W.H. Freeman, 1968.
- Postman, Neil and Weingartner, Charles, Teaching as a Subversive Activity. New York: Delta/Dell, 1969.
- Alinsky, Saul, Rules for Radicals. New York: Vintage, 1971.
- Edwards, Richard C., Michael Reich and Thomas E. Weisskopf, The Capitalist System. Englewood Cliffs, NJ: Prentice-Hall, 1972.
- Wilden, Anthony, System and Structure: Essays in Communication and Exchange. London: Tavistock; New York and Toronto: Methuen, 1980.
- Taber, Robert, The War of the Flea: Guerrilla Warfare Theory and Practice. St. Albans, Herts: Granada Publishing/Paladin; Secaucus, NJ: Citadel Press, 1965.
- Sun Tzu, The Art of War, translated and with an introduction by Samuel B. Griffith. Oxford and New York: Oxford-Paperbacks, 1963.
- Warshaw, Tessa Albert, Winning by Negotiation. New York: Berkley Books, 1980.
- Rifkin, Jeremy, Entropy. New York: Bantam Books, 1980.
- Rius, Marx for Beginners, 1976. Distributed by Beatty & Church, Vancouver.
- P. Watzlawick, etc., The Pragmatics of Human Communication. New York: W.W. Norton, 1967.
- Hammer, Rhonda, The Pattern Which Connects. M.A. Thesis (SFU Communication Department, Documentation Centre, and SFU Library).

Recommended Reference Texts:

- Kidron, Michael and Segal, Ronald, The State of the World Atlas. London and Sydney: Pan Books, 1981.
- Coe, Richard M., Form and Substance: An Advanced Rhetoric. New York: John Wiley, 1981.
- Bullock, Alan and Stallybrass, Oliver, The Fontana Dictionary of Modern Thought. London: Fontana/Collins, 1977.

Recommended Text on Essay Writing:

- R.M. Coe, Form and Substance: An Advanced Rhetoric. Toronto: Wiley, 1981.

Course Requirements: Major research paper -- 100%.
Attendance and active participation is required but not graded.

TITLE, CALENDAR DESCRIPTION & PREREQUISITE CHANGE ONLY

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

1. Calendar Information

Department: Communication

Abbreviation Code: CMNS Course Number: 310

Credit Hours: 4 Vector: 2-0-2

Title of Course: (change from) Communication Thought in the Evolution of the Social Sciences I
(change to) Communication Thought in the Evolution of the Social Sciences

Calendar Description of Course:

(change from) An historical analysis of classic works in communication thought in both the 18th and 19th centuries. Figures to be examined include Rousseau, the Scottish moral philosophers, Tylor and Darwin. Special emphasis will be placed on the contribution of Marx.

(change to) An examination of discussions of human communication in the social thought of the 18th and 19th centuries, including that of Rousseau, Monboddo, Marx, Darwin and Tylor.

Nature of Course lecture/tutorial

Prerequisites (or special instructions):

(change from) At least 45 semester hours credit.

(change to) CMNS 210.

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

2. Scheduling

How frequently will the course be offered?

Semester in which the course will first be offered?

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

3. ~~Objectives of the Course~~ Rationale:

title and course description change: editorial changes.

prerequisite change: course in sequence with CMNS 210.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty

Staff

Library

Audio Visual

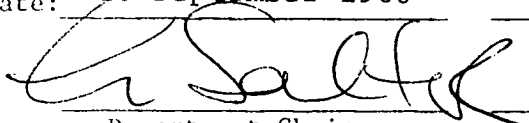
Space

Equipment

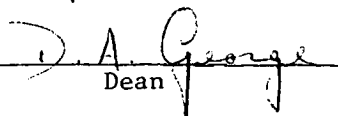
5. Approval

Date: 16 September 1986

Sept. 30/86



Department Chairman



Dean

Chairman, SCUS

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

1. Calendar Information

Department: Communication

Abbreviation Code: CMNS Course Number: 321 Credit Hours: 4 Vector: 2-2-0

Title of Course: (change from) Communication and Culture in Musical Form: The Popular Idiom
(change to) The Cultural Production of Popular Music
Calendar Description of Course:

SEE ATTACHED PAGE.

Nature of Course lecture/seminar

Prerequisites (or special instructions):

(change from) 45 or more credit hours and at least two lower division courses in Communi-
cation.

(change to) CMNS 221.

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

2. Scheduling

How frequently will the course be offered?

Semester in which the course will first be offered?

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

3. ~~Objectives of the Course~~ Rationale:

title and course description change: editorial changes.

prerequisite change: change reflects current practice: CMNS 221 and 321 form a sequence.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty

Staff

Library

Audio Visual

Space

Equipment

5. Approval

Date: 16 September 1986

[Signature]
Department Chairman

[Signature]
Dean

[Signature]
Chairman, SCUS

CMNS 321: Calendar Description of Course

(change from) An examination of the traditions, styles, forms, industries, and audiences of popular music. Emphasis will be placed on the interpretation of musical style as a system of communication in the social and cultural life of particular groups. The popular music media will be analyzed in relation to various issues including the development of taste and aesthetic in popular culture, the evolution of musical style in the commercial process, and the reciprocity between musical form and the expressive behaviour of individuals and groups in the daily face-to-face contexts of communication.

(change to) Examination of the cultural production of popular music with emphasis on the relationship between the nature and strategies of popular music production and the patterns of its audience consumption.

VECTOR & CREDIT HOURS CHANGE ONLY

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

1. Calendar Information

Department: Communication (change from 3) 4 (change from 2-0-2 to 2-0-1)
Abbreviation Code: CMNS Course Number: 323 Credit Hours: 4 Vector: 2-0-2 from 2-0-1

Title of Course: Communication Processes and Individual Behaviour

Calendar Description of Course:

The role and function of communication processes in the development of the self and human existence; social, cultural, and individual differences in verbal and non-verbal languages and the implications for human behaviour and human nature.

Nature of Course lecture/tutorial

Prerequisites (or special instructions):

45 or more credit hours; at least two lower division courses in Communication.

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

2. Scheduling

How frequently will the course be offered?

Semester in which the course will first be offered?

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

3. ~~OPTIONAL COURSE~~

Rationale: All upper level courses being given the same credit hours. Workload adjusted accordingly.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty

Staff

Library

Audio Visual

Space

Equipment

5. Approval

Date: 29 September 1986

Liona Saltin
Department Chairman

Sept 30/86
D. A. George
Dean

Chairman, SCUS

NEW COURSE PROPOSAL FORM

1. Calendar Information

Department: Communication (change from 3) (change to 4)
Abbreviation Code: CMNS Course Number: 333 Credit Hours: 4 Vector: 2-0-2 from 2-0-1
Title of Course: (change from) Communication Policy in Canada -- Past, Present and Future
(change to) Broadcasting Regulation and Policy in Canada
Calendar Description of Course:
(change from) Examination of historical, political, and socio-economic implications of regulation of the media.
(change to) Examination of the laws, policies and regulations governing the Canadian broadcasting system (including cable television and satellites).

Nature of Course lecture/tutorial

Prerequisites (or special instructions):

CMNS 230.

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

2. Scheduling

How frequently will the course be offered?

Semester in which the course will first be offered?

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

3. ~~XXXXXXXXXXXXXXXXXXXX~~ Rationale:

Title and course description change: editorial changes.

Credit Hours/Vector Change: All upper level courses being given the same credit hours.
Workload adjusted accordingly. Past practice was anomalous.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty

Staff

Library

Audio Visual

Space

Equipment

5. Approval

Date: 16 September 1986

[Signature]
Department Chairman

[Signature]
Dean

[Signature]
Chairman, SCUS

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

1. Calendar InformationDepartment: Communication (changeAbbreviation Code: CMNS Course Number: 341Credit Hours: 4 Vector: 2-0-2 from 0-4-0Title of Course: Political Communication

Calendar Description of Course:

(change from) 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.

(change to) An examination of the role of the public and the media in shaping public debate.

Nature of Course (change from) seminar (change to) lecture/tutorial

Prerequisites (or special instructions):

(change from) POL. 251 and CMNS 230 strongly recommended.

(change to) CMNS 230 strongly recommended. The Department maintains a current list

of courses in Political Science and Sociology that are recommended for students

What course (courses), if any, is being dropped from the calendar if this course is taking approved: CMNS 341-4.

2. Scheduling

How frequently will the course be offered?

Semester in which the course will first be offered?

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

3. ~~Objectives of the Course~~ Rationale:

Calendar description change: editorial change.

vector change: change reflects current practice.

prerequisite change: change reflects current practice.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty

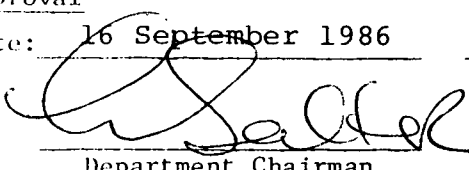
Staff

Library

Audio Visual

Space

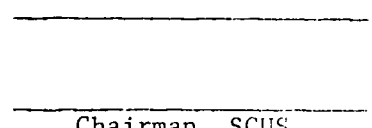
Equipment

5. ApprovalDate: 16 September 1986Sept. 30/86

Department Chairman



Dean



Chairman, SCUS

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

1. Calendar Information

Department: Communication

Abbreviation Code: CMNS Course Number: 353

Credit Hours: 4 Vector: 2-2-0

Title of Course: The Social Impact of Information Technology

Calendar Description of Course:

Examination of a particular application of information/communication technology, focussing on the technology itself and its capabilities; how it is implemented, and what social impacts it has on the people who use it. Emphasis is placed on understanding how the system works in the ongoing social context in which it is developed, installed and used. The specific application studied may vary from semester to semester.

Nature of Course lecture/seminar

Prerequisites (or special instructions):

(change from) CMNS 253; CMNS 130 is recommended.

(change to) CMNS 253 is recommended.

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

2. Scheduling

How frequently will the course be offered?

Semester in which the course will first be offered?

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

3. ~~Objectives of the Course~~

Rationale: Reflects current practice.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty

Staff

Library

Audio Visual

Space

Equipment

5. Approval

Date: 29 September 1986

Sept. 30/86

Liora Satter
Department Chairman

D. A. George
Dean

Chairman, SCUS

CALENDAR DESCRIPTION & CREDIT HOURS/VECTOR CHANGE
ONLY

SENATE COMMITTEE ON UNDERGRADUATE STUDIES
NEW COURSE PROPOSAL FORM

1. Calendar Information

Department: Communication (change from 3)
Abbreviation Code: CMNS Course Number: 358 Credit Hours: 4 Vector: 0-2-2 from 0-2-1
Title of Course: Sound Tape Recording: Theory and Uses

Calendar Description of Course:
(change from)

SEE ATTACHED PAGE.

Nature of Course seminar/laboratory

Prerequisites (or special instructions):

CMNS 258.

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

2. Scheduling

How frequently will the course be offered?

Semester in which the course will first be offered?

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

3. ~~Objectives of the Course~~ Rationale:

course description change: editorial change.

credit hours/vector change: All upper level courses being given the same credit hours.
Workload adjusted accordingly. Past practice was anomalous.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty

Staff

Library

Audio Visual

Space

Equipment

5. Approval

Date: 16 September 1986

S. F. 30/86
[Signature]
Department Chairman

[Signature]
Dean

[Signature]
Chairman, SCUS

CMNS 358: Calendar Description of Course

(change from) An intermediate level studio workshop to develop the student's skills in the tape medium and his/her understanding of the communicational implications of sound when processed in that medium. Although the emphasis is practical and experimental, all work will relate to a critical understanding of the tape medium as it is now used socially. The workshop may be thought of in the broadest sense as an experimental laboratory in acoustic design and acoustic communication.

(change to) An intermediate workshop to develop the student's skills in the tape medium and his/her understanding of the communicational implications of sound when processed in that medium.

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

1. Calendar InformationAbbreviation Code: CMNS Course Number: 359Department: Communication (change from 3)
Credit Hours: 4 Vector: 0-2-3 from 0-2-1Title of Course: Acoustic Dimensions of Communication II

Calendar Description of Course: (remains the same)

A special topics course and small class work group at an intermediate level in acoustic communication dealing intensively with specific problems in psychoacoustics, acoustic design, soundscape studies, noise in the community, acoustic aspects of social organization, the acoustic aspects, language and interpersonal communication, electronic sound production, media analysis, theories of sound cognition, and information processing.

Nature of Course seminar/laboratory

Prerequisites (or special instructions):

CMNS 259.

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

2. Scheduling

How frequently will the course be offered?

Semester in which the course will first be offered?

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

3. ~~Explanatory Notes of the Course~~ Rationale:

All upper level courses being given the same credit hours. Workload adjusted accordingly. Past practice was anomalous.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty

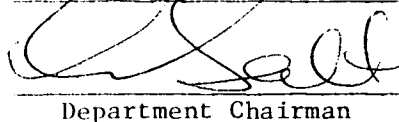
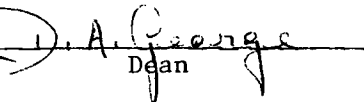
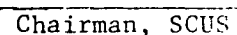
Staff

Library

Audio Visual

Space

Equipment

5. ApprovalDate: 16 September 1986Sept. 30/86
Department Chairman
Dean
Chairman, SCUS

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

1. Calendar Information

Department: Communication

Abbreviation Code: CMNS Course Number: 360

Credit Hours: 4 Vector: 2-0-2

Title of Course: Fundamentals of Communication Research

Calendar Description of Course:

SEE ATTACHED PAGE.

Nature of Course lecture/tutorial

Prerequisites (or special instructions):

SEE ATTACHED PAGE.

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

2. Scheduling

How frequently will the course be offered?

Semester in which the course will first be offered?

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

3. ~~Objectives of the Course~~ Rationale:

Calendar description is currently inconsistent with prerequisites. This inconsistency is being removed.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty

Staff

Library

Audio Visual

Space

Equipment

5. Approval

Date: 16 September 1986

Sept 30/86

[Signature]
Department Chairman

[Signature]
Dean

Chairman, SCUS

CMNS 360: Calendar Description of Course

(change from)

Introduces the fundamental principles of empirical methods as used in the study of communication; theory and hypothesis testing, experimental and nonexperimental research designs, surveys and field experiments, measurement and assessment techniques, attitude scales, interviews, observational methods, sampling, and ethical considerations. This course is intended for students who have had no previous experience with research methods or statistics. Illustrations are drawn from the field of communication to prepare students for advanced work.

(change to)

Introduces the fundamental principles of empirical methods as used in the study of communication: theory and hypothesis testing, experimental and nonexperimental designs, surveys and field experiments, measurement and assessment techniques, attitude scales, interviews, observation methods, sampling, and ethical considerations. Illustrations are drawn from the field of communication to prepare students for advanced work.

CMNS 360: Prerequisites

(change from)

45 semester hours credit; including at least two lower division courses in Communication; and PSYC 210 or MATH 101 or MATH 102.

(change to)

45 semester hours credit; including at least two lower division courses in Communication; and PSYC 210 or MATH 101 or MATH 102 or equivalent introductory statistics course.

CALENDAR DESCRIPTION, VECTOR & PREREQUISITE CHANGE
ONLY
SENATE COMMITTEE ON UNDERGRADUATE STUDIES
NEW COURSE PROPOSAL FORM

1. Calendar Information

Department: Communication (change from 0-4-0)
Abbreviation Code: CMNS Course Number: 361 Credit Hours: 4 Vector: 2-2-0
Title of Course: Documentary Research in Communication
Calendar Description of Course:
SEE ATTACHED PAGE.

Nature of Course (change from) seminar (change to) lecture/seminar

Prerequisites (or special instructions):

(change from) 45 or more credit hours and at least two lower division courses in Communication.

(change to) 45 or more credit hours.

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

2. Scheduling

How frequently will the course be offered?

Semester in which the course will first be offered?

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

3. ~~XXXXXXXXXXXXXXXXXXXX~~ Rationale:

calendar description change: editorial change.

prerequisite change: change reflects current practice.

vector change: change reflects current practice.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty

Staff

Library

Audio Visual

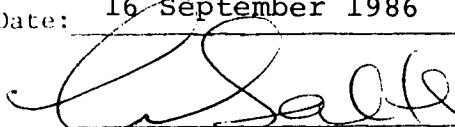
Space

Equipment

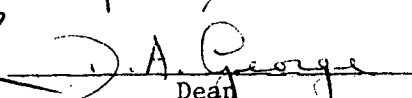
5. Approval

Date: 16 September 1986

Sept. 30/86



Department Chairman



Dean

Chairman, SCUS

CMNS 361: Calendar Description of Course

(change from) The course will focus on methodological questions arising from access to and interpretation of both historical and primary documents, and government and corporate source material. The special problems of reliability and validation, of the identification of bias and ideological content will be discussed. The current status of what is commonly called "Access and Information Policy" will be covered, as will specific techniques (using archival data, intercorporate analysis, evaluation of institutional records) used in the identification and evaluation of documentary source material. These techniques will be examined particularly for their uses in communication research.

(change to) Media and communication policy research often involves study of historical, governmental and corporate data. The course introduces the techniques necessary for analysis of the primary source documents.

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

1. Calendar Information (change from 470) Department: Communication (change from 0-4-0)
 Abbreviation Code: CMNS Course Number: 371 Credit Hours: 4 Vector: 2-0-2
 Title of Course: Book Publishing in Canada

Calendar Description of Course:

An analysis of the various facets of the book publishing industry in Canada including ownership patterns, legal foundations, criteria for book selection and marketing. Includes examination of both commercial and educational publishing. The industry will be analyzed within the framework of Canadian cultural and other government policies affecting the industry.

Nature of Course (change from) seminar (change to) lecture/tutorial

Prerequisites (or special instructions):

CMNS 230; at least 75 credit hours.

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

2. Scheduling

How frequently will the course be offered?

Semester in which the course will first be offered?

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

3. Objectives of the Course Rationale:

~~Number change:~~

Course is now the first in two-course sequence on publishing.
 CMNS 471-4 being added.

Vector change: Reflects current practice.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty

Staff

Library

Audio Visual

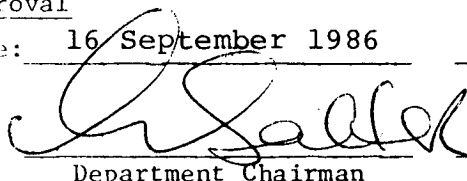
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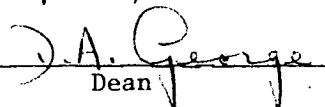
Equipment

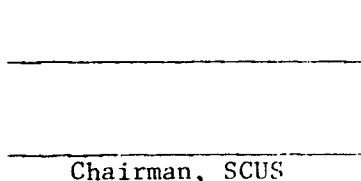
5. Approval

Date: 16 September 1986

Sept 30/86


 Department Chairman


 Dean


 Chairman, SCUS

BOOK PUBLISHING IN CANADA

This course provides an intensive examination of the major aspects of book publishing in Canada in a contemporary context. The course is designed to be a seminar course with a great deal of contribution being made by the student in terms of class presentations and discussion. Students are reminded that the topic is not one which is commonly studied. Consequently, materials basic to the course are not easily available. Many of the materials are industry and government reports; two copies of which are available in the Documentation Centre. The basic text is the Ontario Royal Commission Report, which is out of print! Only a few books on aspects of the topic are actually published.

As a result of these factors the course is most successful when there are no more than twenty students enrolled and when students identify specialties early in the course and are responsible for those specialties in course discussion.

The requirements of the course are heavy. Each student should be familiar with the contents of the Reading List which is available from the Instructor or the Department and will be handed out in class.

Course Requirements:

- | | |
|--|-----|
| 1. mid-term paper | 25% |
| 2. final paper | 40% |
| 3. final exam | 20% |
| 4. one or more short class presentations | 15% |

The Department 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.

Text: Lorimer, R., The Nation in the Schools. Toronto: OISE Press, 1984.

Topics to be Covered:

1. Introduction and Overview: Publishing as a Cultural Industry.
2. From Manuscript to Publication.
3. Legal Foundations: Intellectual Property and Copyright.
4. The Issue of Ownership.
5. Canadian Publishing in an International Context.
6. Educational Publishing.
7. Mass Paperback Publishing.
8. Bookselling, Marketing and Distribution.
9. Libraries and Books.
10. The Role of Government.
11. Books and Culture.
12. Book Publishing and New Technologies.

TITLE, CALENDAR DESCRIPTION, CREDIT HOURS, VECTOR &
SENATE COMMITTEE ON UNDERGRADUATE STUDIES
PREREQUISITE CHANGE

NEW COURSE PROPOSAL FORM

1. Calendar Information

Department: Communication (change from 5)
Abbreviation Code: CMNS Course Number: 404 Credit Hours: 4 Vector: 0-4-0 (change from 2-0-3)
(change from) Communication: Ecosystems

Title of Course: (change to) The Ecology of Communication

Calendar Description of Course: (change from) Analysis of social, psychological, and economic interactions as communicational processes within the social ecosystem. Emphasis on a systems, cybernetic, and semiotic viewpoint on the system-environment relations involved within and between society and nature.

(change to) Using media documentaries to focus discussion, the course examines the communicational aspects of large-scale ecosystems, drawing mainly upon context theory.

Nature of Course (change from) lecture/tutorial (change to) seminar

Prerequisites (or special instructions):

(change from) CMNS 304.

(change to) Either CMNS 303, 304 or 400, or permission of instructor. Not to be taken concurrently with CMNS 303.

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

2. Scheduling

How frequently will the course be offered?

Semester in which the course will first be offered?

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

3. ~~Objectives of the Course~~ Rationale: title and course description change: New title and description makes course sequence (CMNS 304-404) clear. No change in course content, except inasmuch as instructor's research interests have evolved since the course was first introduced.
credit hours & vector change: new course requirements consistent with all department offerings; workload adjusted.
prerequisite: reflects current practice.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty

Staff

Library

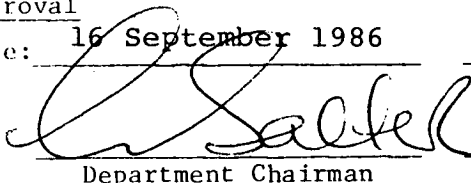
Audio Visual

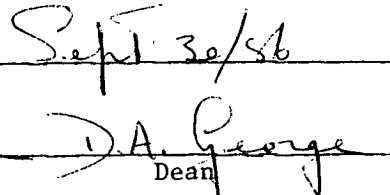
Space

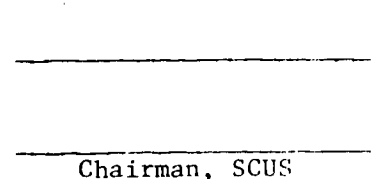
Equipment

5. Approval

Date: 16 September 1986


Department Chairman

Sept 30/86

Dean


Chairman, SCUS

THE ECOLOGY OF COMMUNICATION

Objectives: The course is an ecological introduction to the understanding of modern society in the light of traditional societies and the characteristics of large-scale ecosystems. It analyzes social, psychological, and economic interactions as communicational processes within the social ecosystems. The emphasis is on acquiring a systems, cybernetic, scientific, and humanistic viewpoint on society, nature, the individual, and societies unlike our own (so-called "primitive societies"). The course also serves as an introduction to the elements of the strategy of life. It covers code/message relations; co-operation and competition; myth and kinship; production and reproduction; adaptivity and counteradaptivity; long and short-range survival; co-evolution with nature; the relations of class, race, and sex; and the evolution of society including the origins of war. A documentary or other film will be evaluated each week.

Prerequisites: May be waived by permission of the Instructor.

Films: Chosen from: We are Mehinaku (1981); Caribou: The Incredible Journey (1980); Mysterious Castles of Clay (1980); The Incas (1980); BaMiki BaNdula: Children of the Forest (1975); The Pinks and the Blues (1980); Masai Women (1980); Bali (1983); On Company Business (1980); The Chorus Line (repeat); Paul Jacob's and the Nuclear Gang (1979); It's About Time (1981); Soldier Girls (1981); Anyone's Son Will Do (1982).

Required Readings:

Jeremy Campbell, Grammatical Man: Information, Entropy, Language, and Life. New York: Simon & Schuster, 1982.
Colette Dowling, The Cinderella Complex. Pocket Books, 1981.
Tony Wilden, The Imaginary Canadian. Vancouver: Pulp Press, 1980.
Xeroxed articles.

Recommended Readings: (Choose 3 or more)

Gregory Bateson, Steps to an Ecology of Mind. New York: Bantam paperbacks.
Marvin Harris, Cannibals and Kings: The Origins of Cultures. New York: Vintage Paperbacks, 1977.
Barry Commoner, The Closing Circle: Nature, Man and Technology. New York: Bantam Books, 1971.
Sun Tzu, The Art of War, tr. Samuel B. Griffith, 1963. Oxford and New York: Oxford Paperback, 1981.
Tony Wilden, The Rules are No Game: The Strategy of Communication, 1984.
Scientific American, Energy and Power. San Francisco: W.H. Freeman, 1973.

- Scientific American, The Biosphere. San Francisco: W.H. Freeman, 1968.
- Postman, Neil and Charles Weingartner, Teaching as a Subversive Activity. New York: Delta/Dell, 1969.
- Alinsky, Saul, Rules for Radicals. New York: Vintage, 1971.
- Edwards, Richard C., Michael Reich, and Thomas E. Weisskopf, The Capitalist System. Englewood Cliffs, NJ: Prentice-Hall, 1972.
- Wilden, Anthony, System and Structure: Essays in Communication and Exchange. London: Tavistock; New York and Toronto: Methuen, 1980.
- Taber, Robert, The War of the Flea: Guerilla Warfare Theory and Practice. St. Albans, Herts: Granada Publishing/Paladin; Secaucus, NJ: Citadel Press, 1965.
- Warshaw, Tessa Albert, Winning by Negotiation. New York: Berkley Books, 1980.
- Rifkin, Jeremy, Entropy. New York: Bantam Books, 1980.
- Rius, Marx for Beginners, 1976. Distributed by Beatty & Church, Vancouver.
- P. Watxlawick, et al., The Pragmatics of Human Communication. New York: W.W. Norton, 1967.
- Hammer, Rhonda, The Pattern Which Connects. M.A. Thesis (SFU Communication Department, Documentation Centre; and SFU Library).

Recommended Reference Texts:

- Kidron, Michael and Segal, Ronald, The State of the World Atlas. London and Sydney: Pahn Books, 1981.
- Coe, Richard M., Form and Substance: An Advanced Rhetoric. New York: John Wiley, 1981.
- Bullock, Alan and Stallybrass, Oliver, The Fontana Dictionary of Modern Thought. London: Fontana/Collins, 1977.

Recommended Text on Essay Writing:

- R.M. Coe, Form and Substance: An Advanced Rhetoric. Toronto: Wiley, 1981.

- Course Requirements: Major research paper -- 100%.
Attendanced and active participation is required but not graded.

CREDIT HOURS & VECTOR CHANGE ONLY

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

1. Calendar Information

Abbreviation Code: CMNS Course Number: 425

Department: Communication (change from 5)
Credit Hours: 4 Vector: 0-4-0 from 0-5-0

Title of Course: Seminar in Communication Processes

Calendar Description of Course: (remains the same)

This seminar will be devoted to a detailed study of selected areas in communication processes.

Nature of Course seminar

Prerequisites (or special instructions):

Permission of Department.

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

2. Scheduling

How frequently will the course be offered?

Semester in which the course will first be offered?

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

3. Objectives of the Course Rationale:

All upper level courses being given the same credit hours. Workload adjusted accordingly.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty

Staff

Library

Audio Visual

Space

Equipment

5. Approval

Date: 16 September 1986

[Signature] [Signature] [Signature]
Department Chairman Déan Chairman, SCUS

TITLE, CREDIT HOURS & VECTOR CHANGE ONLY

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

1. Calendar Information

Department: Communication
Abbreviation Code: CMNS Course Number: 430 (change from 5) (change
Credit Hours: 4 Vector: 2-0-2 from
Title of Course: (change from) Communication and Cultural Form II 2-0-3)
(change to) Communication and Cultural Form
Calendar Description of Course: (remains the same)
An analysis of the interrelationship between contemporary mass media productions and western cultural values and patterns, the imagery and symbolism of the media, e.g., the cult of the superhero, the normalization of violence will be examined.

Nature of Course lecture/tutorial

Prerequisites (or special instructions):
CMNS 330.

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

2. Scheduling

How frequently will the course be offered?

Semester in which the course will first be offered?

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

3. Objectives of the Course Rationale:

Title change: first course in sequence being dropped.

Credit hours/vector change: all upper level courses being given the same credit hours; workload adjusted accordingly.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty

Staff

Library

Audio Visual

Space

Equipment

5. Approval

Date: 16 September 1986

[Signature]
Department Chairman

[Signature]
Dean

[Signature]
Chairman, SCUS

TITLE, CALENDAR DESCRIPTION & CREDIT HOURS/VECTOR
CHANGE ONLY
SENATE COMMITTEE ON UNDERGRADUATE STUDIES
NEW COURSE PROPOSAL FORM

1. Calendar Information

Department: Communication (change from 5)
Abbreviation Code: CMNS Course Number: 433 Credit Hours: 4 Vector: 0-4-0 (change from 0-5-0)
Title of Course: (change from) Seminar in Communication Policy
(change to) Issues in Communication Policy
Calendar Description of Course:
(change from) In-depth analysis of selected current issues in communication policy. Policy alternatives and the political/economic structure of the policy-making process are examined. Specific topics to be investigated will be announced prior to each offering.
(change to) Advanced seminar on current issues in communication policy.

Nature of Course seminar

Prerequisites (or special instructions):

CMNS 333 required. CMNS 361 strongly recommended.

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

2. Scheduling

How frequently will the course be offered?

Semester in which the course will first be offered?

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

3. ~~XXXXXXXXXXXXXXXXXXXX~~ Rationale:

title and course description change: editorial changes.

credit hours & vector change: course requirements made consistent with other department offerings; workload adjusted.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty

Staff

Library

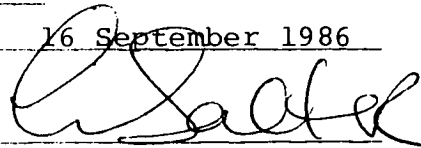
Audio Visual

Space

Equipment

5. Approval

Date: 16 September 1986


Department Chairman

Sept 30/86

Dean

Chairman, SCUS

CALENDAR DESCRIPTION, PREREQUISITE, CREDIT HOURS &
SENATE COMMITTEE ON UNDERGRADUATE STUDIES VECTOR CHANGE ONLY

NEW COURSE PROPOSAL FORM

1. Calendar Information

Department: Communication (change from 5) (change
Abbreviation Code: CMNS Course Number: 444 Credit Hours: 4 Vector: 2-0-2 from 3-0-2)

Title of Course: Political Economy of International Communication

Calendar Description of Course:

(change from) Various national systems of mass media and telecommunication institutions analysed in terms of their domestic power processes and international transfer of mass media and telecommunications technology and products. Differential impact of the free flow of such technology and products and the differing needs of developed and developing countries will be studied. (change to) An examination of the domestic and international implications of the development of mass media and telecommunications and the differential impact of the free flow of technology and information.

Nature of Course lecture/tutorial

Prerequisites (or special instructions):

(change from) CMNS 240; at least 75 credit hours.

(change to) CMNS 240 or permission of the instructor; at least 75 credit hours.

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

2. Scheduling

How frequently will the course be offered?

Semester in which the course will first be offered?

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

3. Objectives of the Course Rationale:

course description change: editorial change

prerequisite change: change reflects current practice.

credit hours/vector change: course requirements made consistent with other department offerings; workload adjusted.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty

Staff

Library

Audio Visual

Space

Equipment

5. Approval

Date: 16 September 1986

[Signature]
Department Chairman

Sept. 30/86
[Signature]
Dean

Chairman, SCUS

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

1. Calendar Information

Department: Communication (change from 5) (change from 3-0-2)
Abbreviation Code: CMNS Course Number: 448 Credit Hours: 4 Vector: 2-2-0

Title of Course: Telecommunication Regulation in North America

Calendar Description of Course:

SEE ATTACHED PAGE.

Nature of Course (change from) lecture/tutorial (change to) lecture/seminar

Prerequisites (or special instructions):

(change from) CMNS 240, 333; at least 75 credit hours.

(change to) At least 75 credit hours; CMNS 230, 240 and 333 strongly recommended.

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

2. Scheduling

How frequently will the course be offered?

Semester in which the course will first be offered?

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

3. ~~Objectives of the Course~~ Rationale:

course description change: editorial change

prerequisite change: reflects current practice

credit hours/vector change: course requirements being made consistent with other department offerings; workload adjusted

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty

Staff

Library

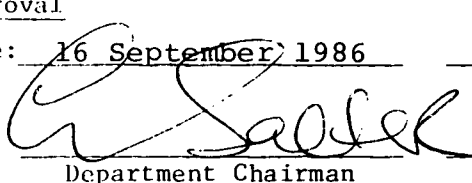
Audio Visual

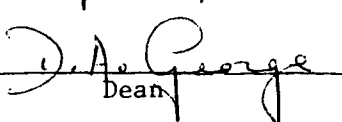
Space

Equipment

5. Approval

Date: 16 September 1986


Department Chairman

Sept. 30/86

Dean

Chairman, SCUS

CMNS 448: Calendar Description of Course

(change from) Development of the theory and practice of regulation of the telecommunications industry in Canada and the U.S.A. at federal (CRTC, FCC), provincial, and local levels. Legal and economic basis of common carrier regulation and its application to telephone companies, satellite carriers, CATV firms, and computer communication. Regulations of entry, competition and monopoly, interconnection, investment policy, profits, and prices.

(change to) Development of the theory and practice of regulation of the telecommunications industry in Canada and the USA.

TITLE, CALENDAR DESCRIPTION, PREREQUISITE, CREDIT HOURS &
SENATE COMMITTEE ON UNDERGRADUATE STUDIES VECTOR CHANGE ONLY
NEW COURSE PROPOSAL FORM

1. Calendar Information

Department: Communication (change from 5)
Abbreviation Code: CMNS Course Number: 453 Credit Hours: 4 Vector: 2-2-0 from 2-3-0
Title of Course: (change from) The Information Society
(change to) Issues in the Information Society
Calendar Description of Course:

SEE ATTACHED PAGE.

Nature of Course lecture/seminar

Prerequisites (or special instructions):

(change from) CMNS 253 and 353, or permission of instructor.

(change to) CMNS 253 and at least 75 credit hours; prerequisite of CMNS 253 may be waived by permission of instructor.

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

2. Scheduling

How frequently will the course be offered?

Semester in which the course will first be offered?

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

3. ~~Objectives of the Course~~ Rationale:

title & calendar description change: editorial changes

prerequisite change: reflects current practice

credit hours/vector change: course requirements being made consistent with other department offerings; workload adjusted.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty

Staff

Library

Audio Visual

Space

Equipment

5. Approval

Date: 16 September 1986

[Signature]
Department Chairman

[Signature]
Dean

[Signature]
Chairman, SCUS

CMNS 453: Calendar Description of Course

(change from) Assesses the interplay between contemporary society and the new computer/communications technologies, at the level of comprehensive theories of society, on the one hand, and major public policy documents on the other. Central concepts reviewed include: post-industrial society, technological rationality, the information economy, social impacts of new technologies, and technocracy.

(change to) Advanced seminar to discuss issues in the interplay between contemporary society and new computer/communication technologies, at the level of comprehensive theories of society, on one hand, and major public policy, on the other.

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

1. Calendar Information

Department: Communication

Abbreviation Code: CMNS Course Number: 480

Credit Hours: 2 Vector:

Title of Course: Directed Study

Calendar Description of Course:

Nature of Course

Prerequisites (or special instructions):

(change from) Two upper division CMNS courses and consent of instructor. No more than 10 hours of Directed Study may be taken.

(change to) See requirements for Communication Major program.

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

2. Scheduling

How frequently will the course be offered?

Semester in which the course will first be offered?

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

3. ~~Objectives of the Course~~ Rationale:

Enrollment in directed study courses will be limited to majors in the Department. Faculty workload necessitates this change.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty

Staff

Library

Audio Visual

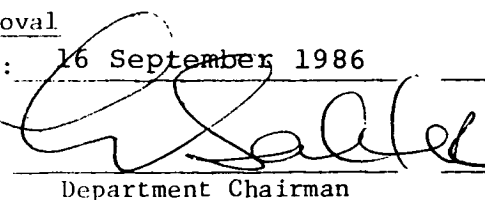
Space

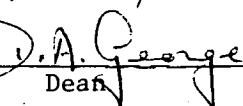
Equipment

5. Approval

Date: 16 September 1986

Sept. 30/86


Department Chairman


Dean

Chairman, SCUS

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

1. Calendar InformationAbbreviation Code: CMNS Course Number: 481Department: CommunicationCredit Hours: 3 Vector: _____Title of Course: Directed Study

Calendar Description of Course:

Nature of Course

Prerequisites (or special instructions):

(change from) Two upper division CMNS courses and consent of instructor. No more than 10 hours of Directed Study may be taken.

(change to) See requirements for Communication Major program.

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

2. Scheduling

How frequently will the course be offered?

Semester in which the course will first be offered?

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

3. ~~Objectives of the Course~~ Rationale:

Enrollment in directed study courses will be limited to majors in the Department. Faculty workload necessitates this change.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty

Staff

Library

Audio Visual

Space

Equipment

5. ApprovalDate: 16 September 1986Sept. 30/86
Department Chairman
Dean_____
Chairman, SCUS

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

1. Calendar InformationDepartment: CommunicationAbbreviation Code: CMNS Course Number: 482Credit Hours: 4 Vector: Title of Course: Directed Study

Calendar Description of Course:

Nature of Course

Prerequisites (or special instructions):

(change from) Two upper division CMNS courses and consent of instructor. No more than 10 hours of Directed Study may be taken.

(change to) See requirements for Communication Major program.

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

2. Scheduling

How frequently will the course be offered?

Semester in which the course will first be offered?

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

3. ~~Objectives of the Course~~ Rationale:Enrollment in directed study courses will be limited to majors in the Department.
Faculty workload necessitates this change.4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty

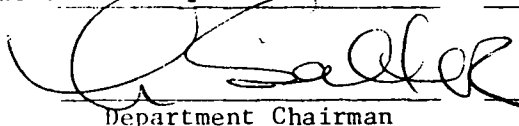
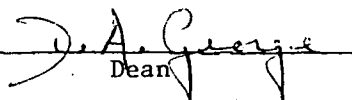
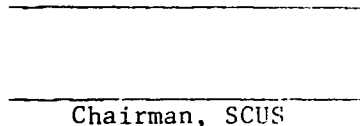
Staff

Library

Audio Visual

Space

Equipment

5. ApprovalDate: 16 September 1986Sept 30/86
Department Chairman
Dean
Chairman, SCUS

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

1. Calendar Information

Department: Communication (change from 3) (change from 3)
Abbreviation Code: CMNS Course Number: 486 Credit Hours: 4 Vector: 0-4-0 from 0-3-0)
Title of Course: (change from) Special Topics in Communication -- A
(change to) Special Topics in Communication
Calendar Description of Course:
Intensive analysis of a particular topic in the general area of communication and/or attention to the work of a particular writer or school of thought.

Nature of Course seminar

Prerequisites (or special instructions): (change from) Two upper division courses in CMNS.
This course may not be taken more than twice. No more than 10 hours of Special Topics may be taken.

(change to) Permission of the instructor.

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

2. Scheduling

How frequently will the course be offered?

Semester in which the course will first be offered?

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

3. ~~Objectives of the Course~~ Rationale:

Only one Special Topics course to be included. All upper levels courses carry 4 credit hours.

Prerequisite change: reflects current practice.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty

Staff

Library

Audio Visual

Space

Equipment

5. Approval

Date: 16 September 1986

Sept. 30/86

[Signature]

Department Chairman

[Signature]

Dean

Chairman, SCUS

CREDIT HOURS & PREREQUISITE CHANGE ONLY

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

1. Calendar Information

Department: Communication
(change from 18)
Abbreviation Code: CMNS Course Number: 498 Credit Hours: 16 Vector: _____

Title of Course: Individual Study Semester (Honours)

Calendar Description of Course:

Intensive work in a particular topic in the general field of communication. Involves either group or individual research project under the direct supervision of a faculty member who will provide guidance and critical feedback as necessary.

Nature of Course

Prerequisites (or special instructions):

SEE ATTACHED PAGE.

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

2. Scheduling

How frequently will the course be offered?

Semester in which the course will first be offered?

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

3. ~~XXXXXXXXXXXXXXXXXXXX~~ Rationale:

Enrollment being made contingent upon and concurrent with acceptance into revised Honours program.

Credit Hours change: credits changed so that Honours Seminar can be incorporated in the Honours Program, which includes CMNS 498-16.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty

Staff

Library

Audio Visual

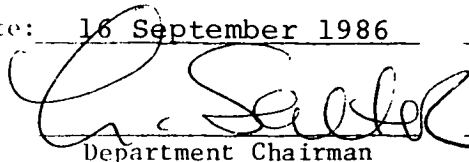
Space

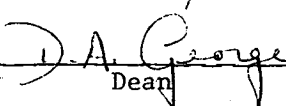
Equipment

5. Approval

Date: 16 September 1986

Sept. 30/86


Department Chairman


Dean

Chairman, SCUS

CMNS 498: Prerequisites

(change from)

Honours students only;

- a) completion of 90 credit hours of undergraduate work;
- b) completion of at least two upper division courses in Communication;
- c) the signatures of at least three faculty members who are willing to provide supervision and other support necessary for the completion of the project.
At least one of the supporting faculty must be from the Department of Communication;

- d) Students must apply to the Chairman of the Department at least two months in advance of the beginning of the semester in which they wish to enrol.

This course may not be taken more than once.

Students may not take both CMNS 498 and 499.

(change to)

Students seeking an Honours in Communication and registering for the Individual Study Semester must apply to the Chair of the Undergraduate Committee two months prior to the semester in which the Individual Study Semester will be undertaken (normally in conjunction with the application for entry into the Honours program). The proposal must outline the scope of the research to be undertaken and the assignments to be completed. The supervisory committee for the Individual Study Semester must be made up of three faculty, two of whom must be in the Department of Communication.

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

1. Calendar Information

Department: Communication
Abbreviation Code: CMNS Course Number: 499 Credit Hours: 15 Vector: _____
Title of Course: Individual Study Semester

Calendar Description of Course:

Intensive work in a particular topic in the general field of communication. Involves either a group or individual research project under the direct supervision of a faculty member who will provide guidance and critical feedback as necessary.

Nature of Course

Prerequisites (or special instructions):

SEE ATTACHED PAGE.

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

2. Scheduling

How frequently will the course be offered?

Semester in which the course will first be offered?

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

3. ~~Objectives of the Course~~ Rationale:

Enrollment in individual study semester will be limited to majors in the Department. Faculty workload necessitates this change. Enrollment made subject to undergraduate committee approval.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty

Staff

Library

Audio Visual

Space

Equipment

5. Approval

Date: 16 September 1986

[Signature] Sept. 30/86 _____
Department Chairman Dean Chairman, SCUS

CMNS 499: Prerequisites

(change from)

- a) completion of 90 credit hours of undergraduate work;
 - b) completion of at least two upper division courses in Communication;
 - c) the signatures of at least three faculty members who are willing to provide supervision and other support necessary for the completion of the project. At least one of the supporting faculty must be from the Department of Communication.
 - d) Students must apply to the Chairman of the Department at least two months in advance of the beginning of the semester in which they wish to enrol.
- This course may not be taken more than once.
Students may not take both CMNS 498 and 499.

(change to)

Students seeking to register for an Individual Study Semester must submit an application to the Chairman of the Undergraduate Committee, indicating the scope of the work to be undertaken and the nature of the proposed assignments to be completed, not less than two months prior to the semester in which the work is to begin. Normally, students will not be permitted to register for both Directed Study and an Individual Study Semester to fulfill course requirements for a Major in Communication. Registration in the Individual Study Semester is at the discretion of the faculty supervisory committee (one of whom must be in the Department of Communication) and the Chairman of the Undergraduate Committee. Generally, such registration will be contingent upon the achievement of a cumulative GPA of 3.0. In cases where supervisory resources are limited, priority will be given to students with the higher cumulative GPA.

Course Revisions:

- CMNS 253-3: overlap with computing science eliminated.
- CMNS 304-4: revised course content reflects current course, as it has evolved.
- CMNS 322-4: revised course reflects evolution of course and of instructor's research.
- CMNS 362-4: course focus narrowed to reflect specialized methods in communication.
- CMNS 400-4: revised course reflects developments in the literature since course was introduced.
- CMNS 436-4: revised course broadened to incorporate other research in the field and the research of faculty teaching in the area.
- CMNS 439-4: course broadened to include field placements related to any one of Department's areas of concentration.

COURSE REVISION: TITLE AND CALENDAR DESCRIPTION CHANGE

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

1. Calendar Information

Department: Communication

Abbreviation Code: CMNS Course Number: 253

Credit Hours: 3 Vector: 2-0-1

Title of Course: (change from) Introduction to Information Technologies

(change to) Introduction to Information Technology: The New Media

Calendar Description of Course:

SEE ATTACHED PAGE.

Nature of Course

Prerequisites (or special instructions):

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

2. Scheduling

How frequently will the course be offered?

Semester in which the course will first be offered?

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

3. ~~Objectives of the Course~~ Rationale:

Course no longer includes material more properly taught in introductory computing science courses. The focus is now an examination of the technological systems as new media of communication, with primary emphasis on the relevant social issues.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty

Staff

Library

Audio Visual

Space

Equipment

5. Approval

Date: 16 September 1986

Sgt 3e/86

[Signature]

Department Chairman

D.A. George

Dean

Chairman, SCUS

OMNS 253: Calendar Description of Course

(change from)

An introduction to computer/communication systems. Topics include: trends in computer and communication technology; both industrial and governmental activity; brief survey of existing systems. Communication technologies. Terminals for man-machine communication. The computer as a component in communication systems. Telidon and other videotex systems, trans-border data flow, automated office systems, etc., future systems, universal information access and processing -- the wired society.

(change to)

An introduction to new communication/information technologies, seen as new media of communication: the technologies, their uses, and the social issues arising from them.

INTRODUCTION TO INFORMATION TECHNOLOGY: THE NEW MEDIA

This course provides an introduction to the network approach to understanding communication in society, in organizations, or other social groups. Here the focus is on the networks of relationships that both make social action possible and provide the context for all social activities. The course begins with an examination of some of the studies that provided the starting points for the network approach. It moves on to the theory of networks, introducing and defining concepts and issues that are central to the study of social networks, and describing the more common approaches taken to the analysis of networks. Finally, attention is turned to illustrations of the uses of the network approach in a range of different situations.

Assignments and Grading:

There will be short (2-3 typed double-spaced pages) assignments due in weeks 3, 5, 7 and 10. A short (7-9 pages) term paper will be due on Friday of the last week of classes. Specific topics for these assignments and the term paper will be discussed in advance in the lectures. Grades will be computed as follows:

Assignment #1	due week 3	10%
Assignment #2	due week 5	15%
Assignment #3	due week 7	20%
Assignment #4	due week 10	20%
Term Paper	due week 13	35%

Students should expect to do some library research in preparation for their term paper. All assignments are to be typed. It is possible to submit assignments late, but there will be a penalty of 10% per day, unless medical certificates are produced.

The Department 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.

CMNS 253: Introduction to Information Technology: the New Media

<u>week</u>	<u>reading</u>	
1-2	new media technology: development, growth, integration	NM:7-54 NR:1-42
3-4	research on the new media: theories and approaches	NM:55-100 NR:68-86
5-6	individual and group media: electronic news and mediated conferencing systems	NM:101-154 NR:87-114
7-8	office applications: word processing to office automation: productivity, morale, job structures	NM:155-216 NOT:19-67
9-10	teleconferencing and telecommuting: the remote worksite	NM:217-248 NR:159-178
11	new media in libraries: the new libraries	NM:250-268
12	the new media and children	NM:269-286 NR:179-192
13	Problems: the New media in Old environments	NM:287-304 NOT:102-168

Readings:

- NM The New Media: Communication, Research, and Technology
 Ronald E. Rice & Associates, Sage, 1984.
- NR The Network Revolution
 Jacques Vallee, And/Or Press, 1982
- NOT New Office Technology
 Harry J. Otway & Malcolm Peltu (eds), Ablex, 1983

COURSE REVISION: CALENDAR DESCRIPTION, VECTOR & PREREQUISITE
SENATE COMMITTEE ON UNDERGRADUATE STUDIES CHANGE

NEW COURSE PROPOSAL FORM

1. Calendar Information

Department: Communication (change from 2-2-0 to 2-0-2)
Credit Hours: 4 Vector: 2-2-0 from 2-0-2)

Abbreviation Code: CMNS Course Number: 304

Title of Course: Communication and the Language of Everyday Life

Calendar Description of Course:

SEE ATTACHED PAGE.

Nature of Course (change from) lecture/tutorial (change to) lecture/seminar

Prerequisites (or special instructions):

(change from) CMNS 110 or 130.

(change to) One upper level course in Communication, or permission of the instructor.
May not be taken concurrently with CMNS 400.

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

2. Scheduling

How frequently will the course be offered?

Semester in which the course will first be offered?

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

3. ~~Objectives of the Course~~ Rationale:

New course description reflects current course content more adequately.

Prerequisite change: reflects current practice.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty

Staff

Library

Audio Visual

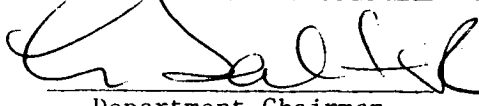
Space

Equipment

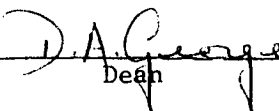
5. Approval

Date: 16 September 1986

Sept 30/86



Department Chairman



Dean

Chairman, SCUS

CMNS 304: Calendar Description of Course

(change from) Examines communication, communication theory, and everyday language in relation to the social and economic context of society. Also considered are differing contemporary and historical perspectives on the bio-social system. The concepts of co-operation, competition, mediation, and the code-message relationship are analyzed in some detail. Introduction to the socio-ecological theory of communication.

(change to) An introduction to context theory and media literacy. Films and documentaries are used as texts for the study of communication and popular culture.

COMMUNICATION AND THE LANGUAGE OF EVERYDAY LIFE

Literacy is the kind of strategic knowledge that puts one in command of the details of an art, craft, organization, means of communication, or form of behaviour. Literacy is power, power to make a difference, power to be a person, power to be real. But in media this power to command communication is readily abused, and the audience can be trained to take this abuse for granted and call it entertainment. This course seeks to expose the stereotyped but subtle ways in which movies and popular culture have depicted the most important of all relations -- relations between people in everyday life -- over the past 50 years, leaving an ever more violent legacy of attitudes and values that many people come unconsciously to accept as natural, or normal, or even to be desired. Taking as an axiom that all behaviour is communication, intended or understood or not, the course exposes the unstated codes of communication that constrain our sense of identity and personal opinions without our conscious awareness or consent.

Prerequisites: May be waived by permission of the instructor.

Films: Heyday Fever (1975); Women in Production: The Chorus Line, 1932-1980 (1982); METROPOLIS in 30 Minutes (1981); Blonde Venus (1932); Oliver Twist (1948); The Pinks and the Blues (1980); Mr. Smith Goes to Washington (1939); Network (1976); Citizen Kane (1941); The Seven Samurai (1954); Harlan County, USA (1977); The Battle of Algiers (1966); The Naked Civil Servant (1975); Burn! (1969).

Required Readings:

Philip Knightley, The First Casualty: The War Correspondent as Hero, Propagandist, and Mythmaker, 1975.
 Colette Dowling, The Cinderella Complex, 1981.
 Susan Brownmiller, Against Our Will: Men, Women and Rape, 1975.
 Anthony Wilden, The Imaginary Canadian, 1980.
 Anthony Wilden, "The 20th Century War", "Thinking Strategy", "In the Penal Colony", and other xeroxed items.
 Jean-Paul Sartre, Anti-Semite and Jew, 1946.
 Casey Miller and Kate Swift, The Handbook of Non-Sexist Writing.

Recommended Reading:

Sylvia Hewlett, A Lesser Life, 1986.

Course Requirements: Major research paper -- 100%.
 Attendance and active participation is required but not graded.

COURSE REVISION: TITLE, CALENDAR DESCRIPTION, CREDIT HOURS & VECTOR CHANGE

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

Communication

1. Calendar Information

Abbreviation Code: CMNS Course Number: 322 Department: (change from 3) Communication (change from 2-0-1 to 2-0-2)
Title of Course: (change from) Communication and Cultural Context Credit Hours: 4 Vector: 2-0-2
(change to) Communication in Conflict and Intervention
Calendar Description of Course:

SEE ATTACHED PAGE.

(change from) (change to)
Nature of Course lecture/tutorial lecture/tutorial/lab

Prerequisites (or special instructions):

45 or more credit hours; at least two lower division courses in Communication.

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

2. Scheduling

How frequently will the course be offered?

Semester in which the course will first be offered?

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

3. ~~Objectives of the course~~ Rationale: title and course description: change reflects evolution of the course in the last few years (new emphasis currently makes up over 50% of course content) and current direction of instructor's research.
credit hours/vector change: course requirements made consistent with other department offerings; workload adjusted.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty

Staff

Library

Audio Visual

Space

Equipment

5. Approval

Date: 16 September 1986

Department Chairman

Dean

Chairman, SCUS

CMNS 322: Calendar Description of Course

(change from)

The mode, meaning, and method of communication within and between cultural and national groups. The course will develop a perspective in which to explore and interpret both cultural differences and universal patterns of verbal and non-verbal behaviour. Most of the examples will be drawn from non-western and third world situations.

(change to)

The role of communication, and in particular the mass media, in various types of conflict and the uses of communication-based strategies in the intervention, arbitration and mediation of those conflicts.

COMMUNICATION IN CONFLICT AND INTERVENTION

This course examines the role of communication in various types of conflict. The types of communication that are of interest include: the media, news coverage, and a phenomenon often referred to as "the breakdown of communication". The types of conflict to be studied include: family conflicts, conflicts about resource development, ethnic conflicts, union-management conflicts and national conflicts. Emphasis will be placed on identifying the dynamics of communication in each type of conflict, and also on the different types of intervention -- e.g., mediation, arbitration, the Ombudsman, etc. -- that might be employed in conflict resolution.

Although conflicts differ, a common framework, drawn from cultural theory and political economy, will be used in this course. Students will choose and work on a project that applies this conceptual framework to specific situations. For example, students might choose to study the media's role in strike negotiations or to examine the relationships between local conflicts and international communication.

Course Requirements:

1.	Mid-term Test	10%
2.	Final Test	40%
3.	Project	40%
4.	Participation	10%

The Department 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.

The following courses provide a useful complement to this one: S.A. 303, S.A. 304, POL. 414, CRIM 412.

Weekly Schedule:

1. Framework of analysis.
2. Practical tips for studying conflict from a communication perspective.
3. Individual communication in family conflicts.
4. The media and ethnic conflict.
5. Public inquiries and resource conflict in B.C.
6. Mid-term test.
7. Patterns of communication intervention and cultural differences.
8. Union-management conflicts and media intervention.
9. International institutions and local conflict.
10. Communication and bureaucracy.
11. Mediation and the Ombudsman.
12. Conclusions.

Guidelines for CMNS 322 Projects: Case Studies of Conflicts

1. To describe and analyze a specific conflict or a sequence of related conflicts.
2. To be presented in final form suitable for a case study bank in Department of Communication's Documentation Centre.
3. To be based on library or archival material, published or unpublished primary documents, or direct personal research -- and any combination of these.
4. Once discussed, defined and approved, cases are to be entered with your name in a list to prevent duplication.
5. Final reports to be about 15 pages, preferably typed. Title should refer to the type of conflict studied.
6. Factors to be addressed:
 - the roles of communication in the conflict.
 - the actor's conceptions of the origin of conflict.
 - the problem in which the conflict arose.
 - the kinds of intervention in the conflict made by outsiders, if any, and consequences.
 - the outcomes of the conflict.
 - the role of expert-representations in the conflict, if any.
 - the literature generated by this particular conflict.
 - the usefulness of the literature on this type of conflict.
 - recommendation for further research in communication.
7. To apply the framework of this course where it is relevant.

List of Readings: (available on Library Reserve)

Required:

Paul Wehr, Conflict Regulation. Boulder, CO: Westview Press, 1979.

Andrew Arno, "Structural Communication and Control Communication: An Interactionist Perspective on Legal and Customary Procedures for Conflict Management", American Anthropologist, 87, 1985.

Georg Simmel, "On Conflict", in Talcott Parsons, et al. (eds.), Theories of Society. New York: Academic Press, 1961, pp. 1324-1325.

Heribert Adam, "A Visit to Beirut", Canadian Forum, May 1985, pp. 39-42.

Deborah Tannen, Perspective on Silence. Norwood, NJ: Ablex, 1985.

N.J. Demrath and R.A. Peterson, System, Change and Conflict. New York: The Free Press, ch. 12, 13, 14, 15.

Roger Fisher, International Conflict and Behavioral Science. New York: Basic Books, 1964.

Deborah Kolb, The Mediators. Cambridge: MIT Press, 1983.

Andrew Arno (ed.), News Media in National and International Conflict.

Recommended:

Niall Fraser and Keith Hipel, Conflict Analysis: Models and Resolutions. New York: North Holland, 1984.

Joel Brockner and J.Z. Rubin, Entrapment in Escalating Conflicts. New York: Springer-Verlag, 1985, ch. 10 and 11.

Arthur S. Lall, Multilateral Negotiation and Mediation: Instruments and Methods. New York: Pergamon and International Peace Academy.

Ellis S. Krauss, Conflict in Japan. Thomas Rohlen et al., Honolulu: University of Hawaii Press, 1984.

Saadia Touvaal and William Zartman, International Mediation in Theory and Practice. Boulder, CO: Westview Press, 1985.

Christopher W. Moore, The Mediation Process: Practical Strategies for Resolving Conflict. San Francisco: Jossey-Bass, 1986.

Lawrence Susskind and M. Elliot, Paternalism, Conflict and Coproduction. New York: Plenum Press, 1983, ch. 1 and case studies.

Joshua Meyrowitz, No Sense of Place. New York: Oxford University Press, 1985.

Todd Gitlin, The Whole World is Watching. Berkeley: University of California Press, 1980.

Louise Tilly and Charles Tilly, Class Conflict and Collective Action. Beverly Hills: Sage, 1981.

Elise Boulding, "The Study of Conflict and Community in the International System: Summary and Challenges to Research", Journal of Social Issues (in microfilm), January 1967, pp. 145-157.

Karl Deutsch, "Changing Images of International Conflict", Journal of Social Issues (in microfilm), January 1967, pp. 91-107.

Students should also read widely in the following journals:

- Canadian Journal of Communication
- Journal of Communication
- Communication and the Law
- Communication Research
- Communication
- Conflict Quarterly
- Conflict Studies
- Conflict Management and Peace Science
- Journal of Conflict Resolution
- B.C. Studies
- Canadian Journal of History
- Labour History
- Comparative Studies in Society and History
- Armed Forces and Society

Plus journals in:

- Sociology
- Political Science
- Anthropology
- International Affairs
- Family and Law

COURSE REVISION: TITLE AND CALENDAR DESCRIPTION CHANGE

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

1. Calendar Information

Department: Communication

Abbreviation Code: CMNS Course Number: 362

Credit Hours: 4 Vector: 2-0-2

Title of Course: (change from) Field Methods in Communication Research

(change to) Evaluation Methods for Applied Communication Research

Calendar Description of Course: (change from) Participant observation, unobtrusive measures, interviewing, content analysis, inter-organizational networks of influence and communication, problems of access and ethics, and research design in communication field research.

(change to) Evaluative techniques and research design for use in assessing the uses and consequences of the introduction of new media or technologies, technology transfer and new communication policies.

Nature of Course lecture/tutorial

Prerequisites (or special instructions): (change to)

45 or more credit hours and at least two lower division courses in Communication.
S.A. 356-4 is strongly recommended.

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

2. Scheduling

How frequently will the course be offered?

Semester in which the course will first be offered?

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

3. ~~Objectives of the Course~~ Rationale: An increasing proportion of research in Communication is connected with the evaluation of new media, public policies or technologies. The narrowing of this course focus permits students to study techniques for such evaluation research in some detail. As revised, the course supports skill development in an area directly related to job placement in Communication.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty

Staff

Library

Audio Visual

Space

Equipment

5. Approval

Date: 16 September 1986

[Signature]
Department Chairman

Dean

Chairman, SCUS

EVALUATION METHODS IN APPLIED COMMUNICATION RESEARCH

Objectives: Evaluative techniques and research design for use in assessing the uses and consequences of the introduction of new media or technologies, technology transfer, new communication policies or other forms of intervention. The course will address the following questions:

- What methods are necessary for applied communication research in new media, public policies, or technologies?
- What are the limitations on these methods?
- What are the ethical problems which arise when obtaining access to information, institutions and individuals in the field?
- What is the relation between the desire to design communication research and the realization that applied research is an unpredictable process of discovery?

Students will be introduced to practical methods, such as interviewing, and to the problems raised by each method. They will apply them to a specific communication problem, such as "the failure of an advertising campaign", "computers and communication in an office", or "radio policies and rural development effects".

Organization: Each method of evaluative research will be discussed with case examples and background reading, and each will be practiced in a workshop tutorial each week. One major research project will be carried out with the instructor's guidance. More importance will be placed on knowing the consequence of evaluative research methods than on obtaining "firm results" in projects. Projects will be presented in conference setting.

Course Requirements:

- | | |
|--------------------------------|----------|
| 1. First mid-term | 20 marks |
| 2. Project using three methods | 50 marks |
| 3. Second mid-term | 20 marks |
| 4. Class participation | 10 marks |

The Department 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.

Weekly Schedule:

1. Problems and Methods in Communication Research.
2. Point of View and Participant Observation (start interview).
3. Interviewing -- Words and Deeds.
4. Unobtrusive Measures and Quantification (proposals due).
5. Surveys, Polls, and Questionnaires (first mid-term test).
6. Gender in Communication Research (discussion of test).
7. Ethical Dilemmas.

8. Field Experiments.
9. Studying Conflict through Communication.
10. Research for Policy Applications.
11. Class Conference (project evaluation).
12. Class Conference (second mid-term test completed).
13. (projects due).

RESEARCH METHODS BIBLIOGRAPHY
Programmatic Advice and Models

- Anderson, Robert S., "The Necessity of Field Methods in the Study of Scientific Research", in E. Mendelsohn and Yehuda Elkana (eds.), Sciences and Cultures (Sociology of the Sciences, Yearbook, 1981). Dordrecht, Holland: D. Reidel Publishing, 1981, pp. 213-244.
- Barnes, J.A., Who Should Know What? Social Science, Privacy and Ethics. Cambridge University Press, 1979.
- Bogdan, Robert and Steven Taylor, Introduction to Qualitative Research Methods: A Phenomenological Approach to the Social Sciences. New York: John Wiley, 1975. (Emphasis on participant observation, and difficulties of writing up research.)
- Cairns, Robert (ed.), The Analysis of Social Interaction. Hillsdale, NJ: Lawrence Erlbaum Associates, 1979. ("Behaviour sequences", coercive family interaction, design.)
- Cassell, Joan, "Ethical Principles for Conducting Fieldwork", American Anthropologist, March 1980. (Good bibliography.)
- Dexter, Lewis A. (ed.), Elite and Specialized Interviewing. Evanston: Northwestern University Press, 1970. (On the difficulty of knowing if/when powerful people are telling the truth.)
- Druckman, Daniel, et al., Non-Verbal Communication. Beverly Hills: Sage Publications, 1982.
- Geertz, Clifford, "From the Native's Point of View", in Basso, K. and H. Selby (eds.), Meaning in Anthropology. University of New Mexico Press, 1976.
- Glaser, Barney and Anselm Strauss, The Discovery of Grounded Theory. Chicago: Aldine, 1967. (See "Generating Theory".)
- Goffman, Erving, "Communication Out of Character", Chapter 7 from his Presentation of Self in Everyday Life. New York: Anchor Books, 1959.
- Goffman, Erving, Frame Analysis: An Essay on the Organization of Experience. Harvard University Press, 1974. (See "The Theatrical Frame".)

Habenstein, Robert (ed.), Pathways to Data: Field Methods for Studying Ongoing Social Organizations. Chicago: Aldine, 1970. (Field work on crime, military, business, universities, etc.)

Heider, Karl G., Ethnographic Film. Austin: University of Texas Press, 1976.

Institute for Social Research, Interviewers Manual. Ann Arbor: University of Michigan Press, 1976.

Johnson, John M., Doing Field Research. New York: Free Press, 1975. (Entry, trust, thinking and feeling, objectivity.)

Kallen, D.B.P., Social Science Research and Public Policy, 1982.

Lofland, John, Analyzing Social Settings: A Guide to Qualitative Observation and Analysis. Belmont, CA: Wadsworth, 1971. (A practical yet ethnomethodological approach.)

Myrdal, Gunnar, Objectivity in Social Research. New York: Pantheon, 1969. (Hidden valuation and terminological escapism.)

Pelto, P.J. and G.H. Pelto, Anthropological Research: The Structure of Enquiry. Cambridge: Cambridge University Press, 1978. (See "Units of Observation: Emic and Etic Approaches" and "Art and Science in Field Work".)

Platt, Jennifer, "On Interviewing One's Peers", British Journal of Sociology, March 1981. (Good bibliography.)

Raffel, Stanley, Matters of Fact: A Sociological Enquiry. London: Routledge & Kegan Paul, 1979. (Research on medical documents in a NYC hospital.)

Riley, Matilda White and Edward Nelson (eds.), Sociological Observation: A Strategy for New Sociological Knowledge. New York: Basic Books, 1974. (Data-gathering, control, interpretation, measurement and analysis, sampling. sp. see "Tearoom Trade".)

Rosenberg, Morris, The Logic of Survey Analysis. New York: Basic Books, 1965. (The meaning of relationships, extraneous and component variables, intervening and antecedant variables, suppressor and distorter variables, conditional relationships, etc.)

Saunders, William B., The Sociologist as Detective. Praeger.

Saville-Troike, Muriel, The Ethnography of Communication. Oxford: Basil Blackwell, 1982.

- Schatzman, Leonard and Anselm Strauss, Field Research: Strategies for a Natural Sociology. Englewood Cliffs, NJ: Prentice-Hall, 1973. (sp. see "The Logic and Social Psychology of Field Research".)
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- Webb, Eugene J., et al., Unobtrusive Measures: Non-reactive Research in the Social Sciences. Chicago: Rand McNally, 1966.

RESEARCH METHODS BIBLIOGRAPHY
Personal Experience

- Armer, Michael and Allen Grimshaw (eds.), Comparative Social Research: Methodological Problems and Strategies. New York: John Wiley, 1973. (Personal accounts of field work in India, South Africa, etc.).
- Bell, Colin and Howard Newby (eds.), Doing Sociological Research. London: George Allen & Unwin, 1977. (See sp. "Talking about Prison Blues".)
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- Beteille, Andre and T.N. Madan, Encounter and Experience: Personal Accounts of Field Work. Delhi: Vikas Publishing, 1975.
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- Fletcher, Coliin, Beneath the Surface: An Account of Three Styles of Sociological Research. London: Routledge & Kegan Paul, 1974. (Quantitative, qualitative, and social criticism: he prefers the latter.)
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- Golde, Peggy (ed.), Women in the Field. Chicago: Aldine Publishing, 1970.
- Jacobs, Glenn, The Participant Observer. New York: George Braziller, 1970.
- Kearl, Bryant, Field Data Collection in the Social Sciences: Experiences in Africa and the Middle East. New York: Agricultural Development Council, 1976.
- Rabinow, Paul, Interpretative Social Science. Berkeley: University of California Press, 1979.
- Shaffir, W.B., et al. (eds.), Fieldwork Experience, 1980.

- Srinivas, M.N., et al. (eds.), The Fieldworker and the Field.
Delhi: Oxford University Press, 1979. (Women and men
report on personal field work experiences.)
- Vidich, Arthur, et al. (eds.), Reflections on Community Studies.
New York: Harper Torchbooks, 1971. (Personal accounts
of field work in mental hospitals, slums, villages in
Nigeria, etc.)
- Wallman, Sandra, et al., "Ethnography by Proxy: Strategies for
Research in the Inner City", Ethnos (Stockholm),
1980:1-2, pp. 5-38. (Interviewing, constructing
networks, interpreting evidence, experience of a
research team.)
- Wax, Rosalie, Doing Field Work: Warnings and Advice. Chicago:
University of Chicago Press, 1971. (An account of
three field work experiences, sp. among Japanese-
Americans and Indians.)

COURSE REVISION: TITLE, CALENDAR DESCRIPTION, CREDIT HOURS, VECTOR &
PREREQUISITE CHANGE

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

1. Calendar Information

Department: Communication (change from 5)
Abbreviation Code: CMNS Course Number: 400 Credit Hours: 4 Vector: 2-2-0 from 2-0-3
Title of Course: (change from) Communication Theory: Systemic Formulations
(change to) Context Theory
Calendar Description of Course:

SEE ATTACHED PAGE.

Nature of Course (change from) lecture/tutorial (change to) lecture/seminar
Prerequisites (or special instructions):

SEE ATTACHED PAGE.

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

2. Scheduling

How frequently will the course be offered?

Semester in which the course will first be offered?

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

3. ~~XXXXXXXXXXXXXXXXXXXX~~ Rationale: Title and Course Description change: The term "context theory" is descriptive of the approach taken by the instructor in this course since it was introduced. The course has been taught with an emphasis on academic and social media for some time. The course, as now described, follows in sequence from CMNS 304.
Prerequisite change: Reflects current practice.
Credit hours & vector change: new requirements consistent with other department offerings; workload adjusted.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty

Staff

Library

Audio Visual

Space

Equipment

5. Approval

Date: 16 September 1986

[Signature]
Department Chairman

Sept 30/86
[Signature]
Dean

Chairman, SCUS

CMNS 400: Calendar Description of Course

(change from) Current systems approaches to the study of selected topics in communication. Each offering of the course will concentrate on a specific area and application of the systems perspective. The topics selected will include, amongst others: information theory, cybernetics, structuralism, network theory, semiotics, hierarchy theory, and code-message relationships in their various contexts.

(change to) Context theory is examined as a critical perspective that emphasizes the system and structure of academic and social media.

CMNS 400: Prerequisites

(change from)

CMNS 304. Students who have taken the course once and wish to pursue the current topic may join the course as a Directed Studies if they obtain the consent of the instructor.

(change to)

CMNS 303 or 304 or permission of the instructor. Not to be taken concurrently with CMNS 304.

CONTEXT THEORY

The course uses the films of the 1930s and 1940s as the basis to set out the systemic and ecological theory of human communication that has emerged with the scientific revolution of the past fifty years. The course deals with variety, information, noise, diversity, and redundancy; with hierarchies of logic, communication, and reality; with goal-seeking, constraints, and the system-environment relation; with analogue, iconic, and digital information; with the relationships between system, structure, rules, and content; with relations between use-value, exchange-value, and survival-value; with the role of coding and mediation in human affairs; the elements of strategy; and the role of class, race, and sex in our perceptions and actions in daily life.

Prerequisites: may be waived by permission of the instructor.

Films: The Chorus Line, 1932-1980 (1982); METROPOLIS in 30 Minutes (1981); Busby Berkeley and the Mechanical Bride (1984); Triumph of the Will (1935), excerpt (1935); Dishonored (1931); The Thin Man (1939); The Pinks and the Blues (1980); Spellbound (1945); The Big Sleep (1946); Double Indemnity (1944); Adam's Rib (1941); The Women (1939); Rashomon (1951); His Girl Friday (1939).

Required Readings:

(a) Major Texts:

A. Wilden, The Rules Are No Game: The Strategy of Communication, 1986 (xerox).
Raymond Williams, Keywords, 1984.
Casey Miller and Kate Swift, The Handbook of Non-Sexist Writing.

(b) All students should have read the following books:

Philip Knightley, The First Casualty: The War Correspondent as Hero, Propagandist, and Mythmaker, 1975.
S. Brownmiller, Against Our Will: Men, Women and Rape, 1975.
Colette Dowling, The Cinderella Complex, 1981.
Tony Wilden, The Imaginary Canadian, 1980.

Recommended Readings:

Jean-Paul Sartre, Anti-Semite and Jew, 1946.
Sylvia Hewlett, A Lesser Life, 1986.

Course Requirements: Major research paper -- 100%.
Attendance and active participation is required but not graded.

COURSE REVISION: TITLE, CALENDAR DESCRIPTION & PREREQUISITE CHANGE
SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

1. Calendar Information

Department: Communication

Abbreviation Code: CMNS Course Number: 436

Credit Hours: 4 Vector: 2-2-0

(change from) Communication and Rural Development

Title of Course: (change to) The Communication of Science and the Transfer of Technology

Calendar Description of Course:

SEE ATTACHED PAGE.

Nature of Course lecture/seminar

Prerequisites (or special instructions):

(change from) CMNS 230; at least 75 credit hours.

(change to) At least 75 credit hours; CMNS 362 strongly recommended.

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

2. Scheduling

How frequently will the course be offered?

Semester in which the course will first be offered?

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

3. ~~Directions of the Course~~ Rationale: Title and description: The focus on rural development in this course will be maintained, but the course, as now described, will allow for the study of the communication of science and transfer of technology in a variety of settings. Several instructors are available to teach the course with the change in its emphasis. Prerequisite change: New prerequisite reflects course content.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty

Staff

Library

Audio Visual

Space

Equipment

5. Approval

Date: 16 September 1986

Sept 30/86


Department Chairman


Dean


Chairman, SCUS

CMNS 436: Calendar Description of Course

(change from)

Problems in rural areas associated with the spread of advanced communication technologies. 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.

(change to)

Evaluation of the communication of scientific knowledge and the transfer of technology, both within industrialized settings and to non-industrialized settings. Specific reference to the communication of values related to the use of technologies and the role of science and technology in international development.

THE COMMUNICATION OF SCIENCE AND THE TRANSFER OF TECHNOLOGY

Evaluation of the communication of scientific knowledge and the transfer of technology particularly but not exclusively from industrialized to non-industrialized settings. Special reference to the communication of values related to the use of technologies, and the role of science and technology in international development. The introduction of new communication technologies in rural development strategies will be examined on a case-by-case basis.

This course will be conducted as a seminar in which students present the results of their research and analyze each other's findings. Topics will be decided upon by student and instructor. It will also test knowledge of theoretical and policy approaches to the communication of science and the transfer of technology. The instructor, and visitors, will discuss research in progress.

The following courses provide a useful complement to this one: S.A. 362, S.A. 363, POL. 343, POL. 345, HIST 361, HIST 406, W.S. 204, ECON 355.

Course Requirements:

Seminar Presentation and Research Paper	60%
Final Exam	30%
Participation	10%

The Department 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.

Weekly Schedule:

1. Objectives of course and definition of terms.
2. Contrasting theories of science and technology transfer.
3. Colour TV in Latin America.
4. Plantation forestry in Central India.
5. The historic context: European transformation and expansion.
6. Historic relations of science and technology: ships and mines.
7. Mid-term Test.
8. Famine and communication systems in India.
9. Science in South Asia and the transfer of nuclear power.
10. The Green Revolution as an international strategy.
11. An atlas of Canadian institutional capabilities.
12. Evaluating communication technologies.

Bibliography -- Books

Robert S. Anderson and Walter Huber, The Hour of the Fox: Conflict between Tribal People and Development of Industrial Forestry in Central India (forthcoming).

Ferment in the Field, Journal of Communication (special issue), Summer 1983, Vol. 33, No. 3.

Denis Goulet, The Uncertain Promise: Value Conflicts in Technology Transfer. New York: IDDC and Overseas Development Council, 1977.

Alan Hancock (ed.), Technology Transfer and Communication. Paris: UNESCO, 1984.

F.A. Long and A. Olsen (eds.), Appropriate Technology and Social Values. Cambridge: Ballinger, 1980.

J.R. McIntyre and D.S. Papp (eds.), The Political Economy of International Technology Transfer. New York: Quorum Books, 1986.

D.J.C. Phillipson, International Scientific Liaison and the National Research Council of Canada. Ottawa: National Research Council, 1985.

Shiv Visvanathan, Organizing for Science. Delhi: Oxford University Press, 1984.

With Our Own Hands: Research for Third World Development. Ottawa: IDRC, 1986.

- Robert Anderson, "Cultivating Science as a Cultural Policy", in Pacific Affairs, Spring 1983.
- Harvey Brooks, "A Critique of the Concept of Appropriate Technology", in F.A. Long and A. Olsen (eds.), Appropriate Technology and Social Values. Cambridge: Ballinger, 1980.
- Dawn Chatty, "The Pastoral Family and the Truck", in Philip Salzman (ed.), When Nomads Settle. New York: Praeger, 1980.
- Harry Cleaver, "Technology as Political Weaponry", in Robert S. Anderson, et al. (eds.), Science, Politics and the Agricultural Revolution in Asia. Boulder: Westview Press, 1982.
- Daniel R. Headrick, "The Tools of Imperialism: Technology and the Expansion of European Colonial Empires in the Nineteenth Century", J. of Modern History, June 1979.
- Robert Hornick, "Communication as Complement in Development", J. of Communication, Spring 1980.
- William Leiss, "Technology and Degeneration: The Sublime Machine".
- Edwin Levy, "The Responsibility of the Scientific and Technological Enterprise in Technology Transfers", in Robert S. Anderson, et al. (eds.), Science, Politics and the Agricultural Revolution in Asia. Boulder: Westview Press, 1982.
- John Mayo, et al., "The Transfer of Sesame Street to Latin America", in Alan Hancock (ed.), Technology Transfer and Communication. Paris: UNESCO, 1984.
- Emile McAnany, "Does Information Really Work?", J. of Communication, 28(1), 1978.
- Lewis Mumford, "Technics and the Future", in L. Mumford, Interpretations and Forecasts. New York: Harcourt, Brace, Jovanovich, 1979.
- John Nef, "An Early Energy Crisis and its Consequences", Scientific American, November 1977.
- William Read, "Global TV Flow: Another Look", J. of Communication, Summer 1976.
- Raquel Salinas Bascur, "Technology Choice and the Andean Countries", in Alan Hancock (ed.), Technology Transfer and Communication. Paris: UNESCO, 1984.
- Frederick Turner, "Escape from Modernism: Technology and the Future of the Imagination", Harpers, November 1984.
- Langdon Winner, "Building the Better Mousetrap: Appropriate Technology as a Social Movement", in F.A. Long and A. Olsen (eds.), Appropriate Technology and Social Values. Cambridge: Ballinger, 1980.
- Langdon Winner, "Do Artifacts have Politics?", Daedalus, Winter 1980.

COURSE REVISION: TITLE & CALENDAR DESCRIPTION CHANGE
SENATE COMMITTEE ON UNDERGRADUATE STUDIES
NEW COURSE PROPOSAL FORM

1. Calendar Information

Department: Communication

Abbreviation Code: CMNS Course Number: 439

Credit Hours: 4 Vector: _____

Title of Course: (change from) Media Production and Analysis
(change to) Field Placement

Calendar Description of Course:

SEE ATTACHED PAGE.

Nature of Course

Prerequisites (or special instructions):

75 credit hours and permission of the Department.

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

2. Scheduling

How frequently will the course be offered?

Semester in which the course will first be offered?

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

3. ~~Objectives of the Course~~ Rationale:

Field placements can be made in a variety of settings. New description and title reflect this.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty

Staff

Library

Audio Visual

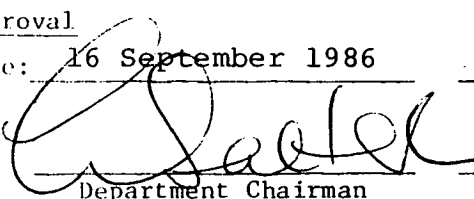
Space

Equipment

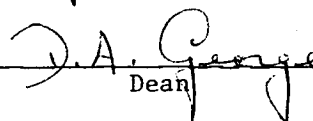
5. Approval

Date: 16 September 1986

Sept. 30/86



Department Chairman



Dean

Chairman, SCUS

CMNS 439: Calendar Description of Course

(change from) For students who have introductory-level production skills this course offers the opportunity to work under faculty supervision in a field placement situation. Arrangements for field placement and faculty supervision are the responsibility of the student, and enrollment will depend on the availability of faculty resources in any semester.

(change to) For students who have at least 24 upper levels credit hours in Communication, this course offers the opportunity to work under faculty supervision in a field placement situation related to one of the areas of concentration in Communication. Arrangements for field placement and faculty supervision are the responsibility of the student and enrollment will depend upon the availability of faculty resources in any semester.

FIELD PLACEMENT

This course is designed to provide students with the opportunity to learn through practical work in the field of communication. Students are responsible for finding their own placements with media, government, public interest groups, and in the case of media placements, are responsible for arranging access to equipment. The work will consist of both the practical experience and of one or more short papers, analyzing the experience as a case study in communication. For example:

- (1) Media Production: Students will work with a radio, cable or film production or broadcasting facility, in whatever capacity can be arranged that will complement the student's area of studies. In addition to the practical work, the student will:
 - i. keep a field diary.
 - ii. describe the production processes in which they are involved.
 - iii. submit facsimiles of production work, or a short paper describing the experience as a case study in media.
- (2) Communication Policy: Students will work with a company, governmental department or a public interest group engaged in public policy analysis and the preparation of policy documents. In addition to the practical work, the student will:
 - i. prepare and submit a short descriptive paper on the organization, department or company in which the work is being conducted dealing with how policy and regulatory issues influence the work being conducted.
 - ii. submit a short paper describing either a policy issue in some detail or the factors that influence policy decisions with respect to that issue.
 - iii. submit a copy of any reports or written materials prepared as part of the work, or a second paper analyzing the practical work.
- (3) Social Studies of Communication Technologies: Students will work with a company, governmental department or public interest group in a situation in which new communications technologies are being developed or used. In addition to the practical work, the student will:

- i. keep a field diary related to the use of communication technologies in the field situation being studied.
- ii. submit a paper analyzing the work experience and related to the development and use of communication technologies.

Students are responsible for arranging their own faculty supervisor. The faculty supervisor will determine an appropriate schedule of assignments in each case.

Students are advised that resources for supervision in a particular field setting may not be available in every semester, and are advised to consult the advisors in the Department of Communication before making arrangements to conduct the work and at least three weeks before the semester in which the work will be conducted. A departmental form must be filled out before registering. Forms are available from the Department of Communication.

SIMON FRASER UNIVERSITY

MEMORANDUM

To...Liora...Salter, Chair.....	From.....Sharon Thomas, Head.....
...Dept...of Communications.....	Collections Management.....
Subject....New Course Proposals.....	Date.....October 8, 1986.....

CMNS 315-4 Cultural Dimensions in Advertising

As an extension of CMNS 215-3 this proposal presents few challenges to the Library. Our holdings include at least one copy of virtually everything on the reading list and we will continue to add to the collection as required.

CMNS 421-4 Issues Seminar

Although requirements for this course are somewhat difficult to predict, the sample reading list offered no problems.

CMNS 497 Honours Seminar

No specific library requirements.

CMNS Selected Topics in Publishing

Since specific topics will vary it is difficult to assess possible costs but as we appear to support CMNS 371-4 adequately there will probably be no difficulty with CMNS 471.

ST/dab

Sharon Thomas

SIMON FRASER UNIVERSITY

MEMORANDUM

To.....	Prof. Arlene McLaren,	From.....	Liora Salter, Chair,
	Dept. of Sociology		Dept. of Communication
Subject.....	Curriculum Review 1986	Date.....	15 September 1986

I have attached course outlines for the following new/revised course(s) to be offered in the Department of Communication. Please contact me if you identify any potential overlap or problems.



Liora Salter

LS:lcm

Attachments:

CMNS 315-4 Cultural Dimensions in Advertising
CMNS 322-4 Communication in Conflict and Intervention
CMNS 362-4 Evaluation Methods for Applied Communication Research
CMNS 436-4 The Communication of Science and the Transfer of Technology