

COURSE OUTLINE		
<b>TERM: Spring 2025</b>	<b>COURSE NO: CMNS 209</b>	
<b>INSTRUCTOR:</b>	<b>COURSE TITLE: History of Media</b>	
<b>OFFICE: LOCAL:</b> <b>E-MAIL: @capilanou.ca</b>	<b>SECTION NO(S):</b>	<b>CREDITS: 3.0</b>
<b>OFFICE HOURS:</b>		
<b>COURSE WEBSITE:</b>		

Capilano University acknowledges with respect the Liłwat7úl (Lil'wat), x<sup>w</sup>məθk<sup>w</sup>əyəm (Musqueam), shísháłh (Sechelt), Sḵw̱wú7mesh (Squamish), and Səlílwətaʔ/Selilwitulh (Tseil-Waututh) people on whose territories our campuses are located.

#### **COURSE FORMAT**

Three hours of class time, plus an additional hour delivered through on-line or other activities for a 15-week semester, which includes two weeks for final exams.

#### **COURSE PREREQUISITE**

15 credits of 100-level or higher coursework

#### **CALENDAR DESCRIPTION**

This course introduces students to media ecology as an approach to the history and analysis of media as “environments” within which particular possibilities for social life, culture, and power relations take shape. Based on this perspective, we will explore a history of social and cultural development as seen from the perspective of transformations in communication, symbol systems, and media technologies from orality to mass media. We will orient our discussions not only to an understanding of the past, but as a way of understanding our present media situation in greater depth and wider perspective.

#### **REQUIRED TEXTS AND/OR RESOURCES**

All course readings will be available as links on the course eLearn site.

#### **COURSE STUDENT LEARNING OUTCOMES**

**On successful completion of this course, students will be able to do the following:**

1. Identify the qualities and apply understandings of paradigmatic media forms – orality, literacy, print and broadcast – to analyses of historical and contemporary developments in media technologies, organizations and practices;
2. Recognize and apply strategies of historical analysis developed within media ecology, with a focus on contextual understandings of media;

3. Identify significant aspects of historical contexts of media development and apply these to an understanding of contemporary cultural, political & economic issues in the development and social impacts of media;
4. Describe and apply varying social perspectives to understandings of media history, including through a decolonizing lens;
5. Apply an understanding of historical trends in media development & social impacts to assessments of ongoing developments in media technologies, organizations and practices.

## COURSE CONTENT

Date	Topic
Week 1	<i>Introduction: histories of media</i>
Week 2	<i>media ecology and the history of media</i>
Week 3	<i>orality 1: acoustic communication &amp; “oral society”</i>
Week 4	<i>orality 2: the sociotechnical development of orality</i>
Week 5	<i>literacy 1: historical contexts &amp; development of early writing systems</i>
Week 6	<i>literacy 2: the alphabetic principle &amp; the invention of the alphabet</i>
Week 7	<i>literacy 3: the social lives of literacy</i>
Week 8	<i>print 1: the development &amp; social conditions of print</i>
Week 9	<i>print 2: the print ‘revolution’</i>
Week 10	<i>print 3: the politics of print</i>
Week 11	<i>mass media 1: photography, film &amp; visual culture</i>
Week 12	<i>mass media 2: acoustic media &amp; the record industry</i>
Week 13	<i>mass media 3: the audience as mass and the emergence of mass society</i>
Weeks 14-15	<i>Final exam period</i>

**EVALUATION PROFILE**

Assessment	% of Final Grade	Learning Outcome
In-class media-making workshops – 3 @ 5% each	15%	1, 5
Quizzes – 5 @ 2% each	10%	1-4
Short essays – 4 @ 10% each	40%	1-5, variously
Research project	25%	1-5
Participation & professionalism	10%	4
<b>Total</b>	<b>100%</b>	

**Participation and Professionalism** grades are based on the consistency, quality, and frequency of contributions to class discussions. Consistency means attending every class, maintaining a positive and respectful presence in the classroom, and actively contributing to discussions on a regular basis. Quality means demonstrating respect for peers and their contributions, listening attentively during lectures and when other students are speaking, and participating in all activities with an open and inquisitive mind.

**In-class media-making workshops** will take place 4 times through the semester, focusing on themes drawn from the 4 modules of the course. Students will learn & employ a simple pictographic writing system, learn basic techniques of book-making, and make/experiment with a *camera obscura*. These workshops are linked to short essay assignments due throughout the semester.

**Short essays** will be submitted at the end of each of the course’s main modules. They should combine a focus on themes drawn from course materials, some external research and the students’ experience in the in-class media-making workshops.

**Research assignment** students will choose a theme to track through each module of the course and develop a research project around that theme as it develops through various stages of media history and as it informs our present media situation. Projects can be conventional research papers, or be presented in another format (documentary video, podcast, oral presentation, e.g.). In addition to submitting a deliverable of some kind, students will also be asked to present their projects briefly in class.

**All written assignments** will be submitted on eLearn via the submission pages provided for each assignment under the “assignment submissions” topic heading. Assignments are returned to students via these same links – eLearn generates automatic notices of assignment returns which are delivered via students’ Capilano email accounts.

**GRADING PROFILE**

A+ = 90-100	B+ = 77-79	C+ = 67-69	D = 50-59
A = 85-89	B = 73-76	C = 63-66	F = 0-49
A- = 80-84	B- = 70-72	C- = 60-62	

**Incomplete Grades**

Grades of Incomplete "I" are assigned only in exceptional circumstances when a student requests extra time to complete their coursework. Such agreements are made only at the request of the student, who is responsible to determine from the instructor the outstanding requirements of the course.

**Late Assignments**

Assignments are due at the beginning of the class on the due date listed. If you anticipate handing in an assignment late, please consult with your instructor beforehand.

**Missed Exams/Quizzes/Labs etc.**

Make-up exams, quizzes and/or tests are given at the discretion of the instructor. They are generally given only in medical emergencies or severe personal crises. Some missed labs or other activities may not be able to be accommodated. Please consult with your instructor.

\*\*\* Accommodations can be made to honour community needs and traditional practices.

**Attendance**

Students are expected to attend all classes and associated activities.

**English Usage**

Students are expected to proofread all written work for any grammatical, spelling and stylistic errors. Instructors may deduct marks for incorrect grammar and spelling in written assignments.

**Electronic Devices**

Students may use electronic devices during class for note taking only.

**On-line Communication**

Outside of the classroom, instructors will (if necessary) communicate with students using either their official Capilano University email or eLearn; please check both regularly. Official communication between Capilano University and students is delivered to students' Capilano University email addresses only.

**UNIVERSITY OPERATIONAL DETAILS****Tools for Success**

Many services are available to support student success for Capilano University students. A central navigation point for all services can be found at: <https://www.capilanou.ca/student-services/>

**Capilano University Security: download the [CapU Mobile Safety App](#)**

**Policy Statement (S2009-06)**

Capilano University has policies on Academic Appeals (including appeal of final grade), Student Conduct, Academic Integrity, Academic Probation and other educational issues. These and other policies are available on the University website.

**Academic Integrity (S2017-05)**

Any instance of academic dishonesty or breach of the standards of academic integrity is serious and students will be held accountable for their actions, whether acting alone or in a group. See policy and procedures S2017-05 Academic Integrity for more information:

<https://www.capilanou.ca/about-capu/governance/policies/>

Violations of academic integrity, including dishonesty in assignments, examinations, or other academic performances, are prohibited and will be handled in accordance with the Student Academic Integrity Procedures.

**Academic dishonesty** is any act that breaches one or more of the principles of academic integrity. Acts of academic dishonesty may include but are not limited to the following types:

**Cheating:** Using or providing unauthorized aids, assistance or materials while preparing or completing assessments, or when completing practical work (in clinical, practicum, or lab settings), including but not limited to the following:

- Copying or attempting to copy the work of another during an assessment;
- Communicating work to another student during an examination;
- Using unauthorized aids, notes, or electronic devices or means during an examination;
- Unauthorized possession of an assessment or answer key; and/or,
- Submitting of a substantially similar assessment by two or more students, except in the case where such submission is specifically authorized by the instructor.

**Fraud:** Creation or use of falsified documents.

**Misuse or misrepresentation of sources:** Presenting source material in such a way as to distort its original purpose or implication(s); misattributing words, ideas, etc. to someone other than the original source; misrepresenting or manipulating research findings or data; and/or suppressing aspects of findings or data in order to present conclusions in a light other than the research, taken as a whole, would support.

**Plagiarism:** Presenting or submitting, as one's own work, the research, words, ideas, artistic imagery, arguments, calculations, illustrations, or diagrams of another person or persons without explicit or accurate citation or credit.

**Self-Plagiarism:** Submitting one's own work for credit in more than one course without the permission of the instructors, or re-submitting work, in whole or in part, for which credit has already been granted without permission of the instructors.

**Prohibited Conduct:** The following are examples of other conduct specifically prohibited:

- Taking unauthorized possession of the work of another student (for example, intercepting and removing such work from a photocopier or printer, or collecting the graded work of another student from a stack of papers);
- Falsifying one's own and/or other students' attendance in a course;
- Impersonating or allowing the impersonation of an individual;

- Modifying a graded assessment then submitting it for re-grading; or,
- Assisting or attempting to assist another person to commit any breach of academic integrity.

### **Sexual Violence and Misconduct**

All Members of the University Community have the right to work, teach and study in an environment that is free from all forms of sexual violence and misconduct. Policy B401 defines sexual assault as follows:

Sexual assault is any form of sexual contact that occurs without ongoing and freely given consent, including the threat of sexual contact without consent. Sexual assault can be committed by a stranger, someone known to the survivor or an intimate partner.

Safety and security at the University are a priority and any form of sexual violence and misconduct will not be tolerated or condoned. The University expects all Students and Members of the University Community to abide by all laws and University policies, including B.401 Sexual Violence and Misconduct Policy and B.401.1 Sexual Violence and Misconduct Procedure (found on Policy page <https://www.capilanou.ca/about-capu/governance/policies/>)

**Emergencies:** Students are expected to familiarise themselves with the emergency policies where appropriate and the emergency procedures posted on the wall of the classroom.