

COURSE OUTLINE		
TERM: Fall 2018	COURSE NO: CMNS 236	
INSTRUCTOR:	COURSE TITLE: Understanding Television	
OFFICE: LOCAL: E-MAIL: @capilanou.ca	SECTION NO(S):	CREDITS: 3.0
OFFICE HOURS:		
COURSE WEBSITE:		

Capilano University acknowledges with respect the Lil'wat, Musqueam, Squamish, Sechelt, and Tsleil-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 PREREQUISITES

CMNS 112 and CMNS 132

CALENDAR DESCRIPTION

This course examines the historical development and the political-economic and cultural dynamics of television as one of the key media of the past 100 years. Using frameworks derived from cultural studies and television studies, the course will explore the world that television created and the ways in which this medium continues to shape contemporary culture.

COURSE NOTE

CMNS 236 is an approved Culture and Creative Expression course for Cap Core requirements

REQUIRED TEXTS AND/OR RESOURCES

Voucher will be purchased at the bookstore and all readings will be delivered in class.

COURSE STUDENT LEARNING OUTCOMES

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

1.	Identify and articulate the origins and development of television as a mass medium;
2.	Articulate the basic debates and critical frameworks that structure television studies;
3.	Write and speak about ideology and representation as it relates to television and its content.
4.	Analyze television content using textual/discourse analysis techniques

Students who complete this Creative and Cultural Expression course will be able to do the following:

1.	Engage in creative processes including conception, investigation, execution, and ongoing critical analysis
2.	Identify, analyze, and critique the elements of a form of expression using its specific vocabulary
6.	Explain or demonstrate the connection between various events, ideas, traditions, and belief systems and the modes in which they are artistically or culturally expressed
7.	Interpret diverse forms of creative expression from different perspectives (e.g. artistic, historical, Indigenous, literary, scientific, philosophical)

COURSE CONTENT

Week	Topic
Week 1	Introduction
Week 2	Overview of the Study of TV theories
Week 3	Genres and history of TV Research
Week 4	Media Effects Models and History of Advertising
Week 5	Focused look at theorists
Week 6	TV Audience Research
Week 7	New TV Audience Research
Week 8	TV and World Events
Week 9	Ratings System and TV industry Examination
Week 10	TV and Representation

Week	Topic
Week 11	TV and Kid Culture
Week 12	New TV technologies
Week 13	Review
Week 14	Final Exam Period
Week 15	Final Exam Period

EVALUATION PROFILE

Assignment	Value
Reading summaries	15%
Group assignments	5%
In-class assignments	10%
TV analysis paper	25%
Midterm examination	15%
Final examination	20%
Professionalism	10%
TOTAL	100%

Reading summaries 15%

The purpose of this is to learn how to summarize readings from course material. At various times during the term you'll be asked to complete the reading summary template on moodle.

These assignments will assess your knowledge of Cap Core Learning Outcome #1

Group assignments 5%

Each class a group will present a connection to the course material at the beginning of class. This is not a review of class reading, but a connection to current TV discourse, events, and debates to help contextualize the reading material.

These assignments will assess your knowledge of Cap Core Learning Outcomes # 1, 2, 6, 7

In-class assignments 10%

To promote a depth of learning there will be small in-class assignments to help you move from theory to practice.

These assignments will assess your knowledge of Cap Core Learning Outcomes #1, 2, 6, 7

TV Analysis Paper 25%

The purpose of this essay is to look carefully at a TV show, of your choice, and focus in one particular point of analysis; race, class, gender, etc. Using academic texts to back up your analysis, this paper deconstructs the text while also recognizing its link to historical, socioeconomic and political events. This assignment will assess your knowledge of Cap Core Learning Outcomes #1, 2, 6 & 7

Midterm 15%

The purpose will be to assess your understanding of class material thus far. The midterm will assess your knowledge of Cap Core Learning Outcomes #1 & 2

Final exam 20%

The final exam will primary focus on you and your position as a TV viewer. Using an auto-ethnographic approach the final exam asks you to fully examine all the texts, theories, theorist, debates and issues within the course and tie these with an awareness of your TV viewing environment, stance, habits and taste culture. Focusing, as always, on the wider socio/political/economic factors that come into play with our engagement with media. This assignment will assess your knowledge of Cap Core Learning Outcomes #1, 2, 6 & 7

Professionalism 10%

This is based on your conduct in class. Since much of the class will be workshop-based you'll be marked on your ability to work with others in the class, work in a professional, respectful manner, remain off screens when the instructor or peer requires attention and hand in work in a timely and thoughtful manner.

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 on moodle on the due date and time listed. If you have exceptional circumstances please email instructor and exceptions will be made for late assignments. Exception will be made for students with a documented disability and or supported by the Accessibility Services.

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. Exception will be made for students with a documented disability and or supported by the Accessibly Services.

Attendance

Students are expected to attend all classes and associated activities. If classes are missed you will not be allowed to make up any of the in-class assignments unless you have extenuating circumstances, documents from accessibly services or other documents. Assignments marks for that day plus professionalism mark will be deducted. Please consult with your instructor for clarification. Exception will be made for students with a documented disability and or supported by the Accessibly Services.

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. Instructor will also deduct for lack of or poor APA formatting.

Electronic Devices

Students may only use electronic devices during class for workshops or specific class activities or unless otherwise instructed. During presentations or lectures no laptops will be allowed to be used. Exception will be made for students with a documented disability and or supported by the Accessibly Services.

On-line Communication

Outside of the classroom, instructors will communicate with students using either their official Capilano University email or Moodle; please check both regularly. Official communication between Capilano University and students is delivered to students' Capilano University email addresses only; do not use moodle.

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: <http://www.capilanou.ca/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, Cheating and Plagiarism, 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 S2017-05 for more information: <http://www.capilanou.ca/about/governance/policies/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.

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