

SIMON FRASER UNIVERSITY

S. 83-50

MEMORANDUM

To..... SENATE

From..... SENATE COMMITTEE ON UNDERGRADUATE STUDIES

.....
COMMUNICATIONS - NEW COURSE
Subject..... CMNS 439-4 - MEDIA PRODUCTION AND..
ANALYSIS

.....
Date.. MAY 18, 1983.....

Action undertaken by the Senate Committee on Undergraduate Studies at its meeting of May 3, 1983 gives rise to the following motion:-

MOTION:

"That Senate approve and recommend approval to the Board of Governors, as set forth in S.83-~~40~~, the proposed

New course CMNS 439-4 - Media Production and Analysis."

Subject to approval of the course by Senate and the Board, the Senate Committee on Undergraduate Studies approved waiver of the two semester time lag requirement in order that the course may first be offered for Fall, 1983.

Note: The Calendar description of this course is to be editorialized.

SIMON FRASER UNIVERSITY

MEMORANDUM

SCUS 83-20
Updated to
May 12, 1983.

To..... Mr. H.M. Evans, Registrar and
Secretary to the Senate
..... Committee on Undergraduate?
Studies
Subject..... NEW COURSE PROPOSAL.....
CMNS 439-4, Media Production

From..... Thomas W. Calvert.....
Dean,
..... Faculty of I.D.S.....

Date..... May 12, 1983.....

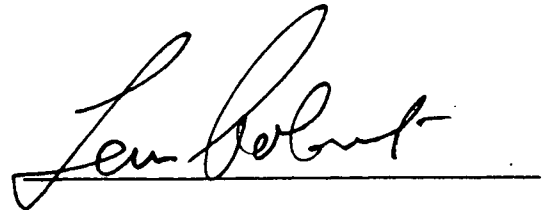
and Analysis ISC 83-8 (revised)
SCUS 83-20

The Faculty of Interdisciplinary Studies Undergraduate Curriculum Committee held a meeting on Tuesday, May 10 1983, at which further revisions to the above-noted course were approved, specifically, a more explicit course outline. In addition examples of bibliographies from which the Department of Communication would expect the students to draw information in their analyses of particular case studies are attached.

The representative from the Centre for the Arts expressed particular interest in making CMNS 439-4 available to students enrolled in programs in the Centre as an optional course.

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

JB/rj



(ISC 83-8)

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

1. Calendar Information

Department: Communication

Abbreviation Code: CMNS Course Number: 439

Credit Hours: 4 Vector: 0-0-8

Title of Course: Media Production and Analysis

Calendar Description of Course:

This course offers students who have introductory-level production skills the opportunity to work in a field placement in media under faculty supervision. Its purpose is to develop the critical abilities of students in analyzing the media in the context of actual production. Students are required to arrange their own field placements and faculty supervision. The course is open to enrollment in any semester, depending upon the availability of faculty resources.

Nature of Course
Production skills experience and analysis of media.
Prerequisites (or special instructions):

79 credit hours and permission of the Department.

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

CMNS 336, 257 and 357 (dropped as of 82-3).

2. Scheduling

How frequently will the course be offered? every semester.

Semester in which the course will first be offered? Fall 1983

Which of your present faculty would be available to make the proposed offering possible? Professors Laba, Salter, Truax, Lorimer, and Anderson.

3. Objectives of the Course

1. To provide experience in media production beyond the introductory level.
2. To provide the opportunity for analysis of media production.
3. To promote interchange between learning in critical analysis of media courses and production work.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty None

Staff None

Library None

Audio Visual screening of productions by supervisory faculty: none.

Space None

Equipment None

5. Approval

Date: 15 March 1983 6 April 83

[Signature] [Signature] [Signature]
 Department Chairman Dean Chairman, SCUS

CMNS 439-4
MEDIA PRODUCTION AND ANALYSIS

Course Outline

The proposed course (CMNS 439-4, Media Production and Analysis) focusses upon the analysis of media from the perspective of both policy and practice using a case study methodology. The course will be undertaken as a directed study in one of a variety of areas, e.g., book publishing, newspaper publishing, television production, radio production, and so forth.

On the policy and analytical side, students will write a number of short papers or one major paper which will:

1. Define company and/or project status and structure with which they are working, e.g., ownership, regulatory status, eligibility for subsidization, etc.
2. Summarize present market structures and conditions which directly influence the company and/or project.
3. Describe government policy which directly affects the operations of the company and/or project.

On the production side, students will:

1. Keep a field diary.
2. Describe production processes in which they were involved.
3. Submit facsimiles of production work.

As a method for integration of both sides of their work students will submit a case study evaluation of production techniques, company structure and government policy in the context of the focus of their production work.

The reasons we wish to have a specific course listed with this title are both to provide recognition to students who undertake such work and to encourage students with a production background to develop a critical perspective in a production context.

REGISTRAR'S NOTE:

The original submission of this course proposal contained the following lists:

- Canadian Books on Publishers and Publishing
- Trade Periodicals

These are available for perusal by Senators in Secretariat Services.