

# SIMON FRASER UNIVERSITY

## MEMORANDUM

S.76-177

SENATE

From SENATE COMMITTEE ON UNDERGRADUATE STUDIES

New Course Proposals - Communications  
Subject Studies

Date 10th December, 1976

Action taken by the Senate Committee on Undergraduate Studies at its meeting of December 7, 1976 gives rise to the following motion:

### MOTION

That Senate approve, and recommend approval by the Board of Governors, the following proposed new courses in the Department of Communication Studies as set forth in S.76-177.

- CMNS 300-5 Introduction to Systems Theory in Communication
- CMNS 330-5 Communications and Cultural Form I
- CMNS 430-5 Communications and Cultural Form II
- CMNS 434-5 The Political Economy of International Communications.
- CMNS 438-5 Telecommunications Regulation in North America.



Daniel R. Birch

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SIMON FRASER UNIVERSITY

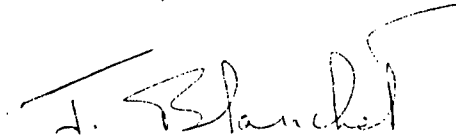
SCUS76-49

MEMORANDUM

Mr. H.M. Evans, Registrar &	From J. Blanchet, Secretary of the
Secretary of the Senate Committee on Undergraduate Studies	Faculty of Interdisciplinary Studies Undergraduate Curriculum Committee
Subject New Course Proposals, Communication Studies	Date November 26, 1976

Six New Course Proposals, Communication Studies  
I.S.C. 76-35

The Faculty of Interdisciplinary Studies Undergraduate Curriculum Committee has reviewed and approved the attached new course proposals, and I am forwarding them to you for inclusion on the agenda of the Senate Committee on Undergraduate Studies.

  
Janet Blanchet, Secretary

JB:jk  
Attach.

## SIMON FRASER UNIVERSITY

## MEMORANDUM

To Dean R. C. Brown, Faculty of  
Interdisciplinary Studies.

Subject Undergraduate Curriculum Changes

From William H. Melody, Chairman,  
Communication Studies Department.

Date November 12, 1976.

Attached are course proposals for six (6) new courses in Communication Studies. The relationships of the courses to existing courses in Communication Studies and in other departments offering related material have been examined to ensure that the courses are designed appropriately. The courses are:

CMNS 300-5: Introduction to Systems Theory in Communications - Richards/Wilden

~~CMNS 350-5: Introduction to Empirical Research Methods for Communication Studies - Richards~~

CMNS 330-5: Communications & Cultural Form I - Martin/Hindley/Smythe/Melody

CMNS 430-5: Communications & Cultural Form II - Martin/Hindley/Smythe/Melody

CMNS 434-5: The Political Economy of International Communications - Melody/Smythe

CMNS 438-5: Telecommunications Regulation in North America - Melody/Babe

CMNS 300 and ~~350~~ are Bill Richards' courses. CMNS 330 and 430 reflects an area in which Gail Martin has been doing research for some time. We expect to have a new faculty member with us in the fall in the area of critical analysis of the media who would also teach these courses. Gail Martin desires to teach at least one of the courses during the first year. CMNS 434 and 438 are provided for Bob Babe and me. I requested deferral of all other additions. These will be treated as part of our overall review of the Communication Studies program, now underway.

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

Calendar Information

Department: COMMUNICATION STUDIES

Abbreviation Code: CMNS Course Number: 300 Credit Hours: 5 Vector: 2-3-0

Title of Course: Introduction to Systems Theory in Communication

Calendar Description of Course: Introduction to and overview of modern systems theory. Emphasis will be placed on gaining an understanding of the major concepts upon which systems theory and the systems approach depends:

will be illustrated with applications in biological, psychological, and social systems.  
Nature of Course Lecture/tutorial.

Prerequisites (or special instructions):

CMNS 200. May be taken concurrently.

Students with credit for CMNS 400 taken in Fall 76-3 may not take this course for further credit.

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 a year, in the fall.

Semester in which the course will first be offered? ~~Fall 1976 (as CMNS 400)~~

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

3. Objectives of the Course

This course provides the foundations upon which more advanced courses in the systems stream build.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty	<u>None</u>
Staff	<u>None</u>
Library	<u>Books and readings will be placed on reserve. Some additional periodicals and books may be required.</u>
Audio Visual	<u>None</u>
Space	<u>None</u>
Equipment	<u>None</u>

5. Approval

Date: 11/8/76 11/26/76 Dec. 7/76

William H. Melody  
Department Chairman

RC Brown  
Dean

DR Brich  
Chairman, SCUS

## Course Outline

### CMNS 300-5: Introduction to Systems Theory in Communications

#### I. Readings and Lectures

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Week	Topic
1.	Introduction to systems theory part 1.
2.	Introduction part 2.
3.	Organization of systems
4.	Information and Information Theory
5.	Entropy and thermodynamics
6.	Cybernetics and communication
7.	Homeostasis, equilibrium, growth
8.	Self regulation and self direction I
9.	Self regulation and self direction II
10.	Self regulation and self direction III
11.	Hierarchy theory
12.	Systems and society

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Readings are drawn from the following sources:

Buckley, W. Modern Systems Research for the Behavioral Scientist  
Pattee, H. H. Hierarchy Theory  
Bateson, G. Steps to an Ecology of Mind

In addition there are several xeroxed articles from other sources. These will be placed on reserve in the library.

#### II. Problem sets

There will be weekly problem sets. They will serve to guide and direct the readings to the important ideas. They will ask the student to think about the readings and put the concepts together in new ways.

#### III. Class format

One class each week will be mainly lecture; the other will be discussion, focussed around the problem sets. At some point in the semester, students will be asked to give in-class critiques of either one of the assigned readings or some other article that seems relevant and interesting. Articles relating or applying systems theory to the student's own area of interest are especially welcome.

CNS 455-5 Special Topics: Introduction to Empirical Research Methods  
 Professor William D. Richards Fall 1976-77

S = Seltiz, et. al. B = Blalock M = McCullough and Van Atta

Week	Date	Reading	
1	Wed 8	Introduction	
	Thurs 9	Why do research?	B:ch 1, S:ch 1, M:vii-ix, lesson 1
2	Tues 14	Basic principles of research	B:pp 12-15, S:ch 2
	Wed 15	tutorial	M: lesson 2
	Thurs 16		S:ch 3
3	Tues 21	Exploratory and descriptive studies	B:ch 3, S:ch 4
	Wed 22	tutorial	M: lesson 3
	Thurs 23		
4	Tues 28	Causal relations among variables	S:ch 5
	Wed 29	tutorial	M: lesson 4
	Thurs 30		
5	Tues 5	Explanation and theory	B:ch 4
	Wed 6	tutorial	M: lesson 5
	Thurs 7		
6	Tues 12	Measurement	B: ch 5, S: ch 6
	Wed 13	tutorial	M: lesson 6
	Thurs 14		
7	Tues 19	Ethical issues	S: ch 7
	Wed 20	tutorial	M: lesson 7
	Thurs 21		
8	Tues 26	Data Collection	S: ch 8
	Wed 27	tutorial	M: lesson 8
	Thurs 28		S: ch 9
9	Tues 2	Available data	S: ch 11
	Wed 3	tutorial	M: lesson 9
	Thurs 4		
10	Tues 9	Scaling and analysis	S: ch 12
	Wed 10	tutorial	M: lesson 10
	Thurs 11		S: ch 13
11	Tues 16	Interpretation and the report	S: ch 14
	Wed 17	tutorial	M: lesson 11
	Thurs 18		S: ch 15
12	Tues 23	Sampling and questionnaires	S: Appendix a
	Wed 24	tutorial	M: lesson 12
	Thurs 25	Questionnaires	S: Appendix b
13	Tues 30	Summary	
	Wed 1	tutorial	M: lesson 13
	Thurs 2	FINAL PROBLEM SET DUE TODAY	

# SIMON FRASER UNIVERSITY

## MEMORANDUM


To Bill Melody, Chairman, Communication Studies Department.	From Gail M. Martin, Associate Professor, Communication Studies Department.
Subject	Date November 1, 1976.

I have checked that the content to be covered in the proposed new courses CMNS 330 and CMNS 430 does not duplicate the content of any existing course in the university.

There are, of course, points on which our interdisciplinary approach necessarily touches upon some aspects of the work of other departments. As would be expected, the department of Sociology and Anthropology concerns itself at length with the study of culture. It has courses in Culture and Personality (S.A. 467), Cultural Ecology (S.A. 468), Cultural Evaluation (S.A. 473) and in the Sociology of Art Forms (S.A. 416). None of these, however, has for its specific focus, the contemporary mass media as cultural forms. The communications approach borrows, as the outline indicates, from the historical sociological and anthropological theory and methodology as it does from other disciplines, to pursue its interdisciplinary approach.

As also might be expected, courses in Fine and Performing Arts occasionally concern themselves with mass media. Two or three lectures in the new FPA 116 - The Arts in Context: North American Styles, and FPA 382 - Aesthetics of Performance, for example, deal with the study of film. This is, however, a minor part of courses in which the main interest is obviously in the broad field of traditional art forms and/or art history.

Our proposed new courses complement these existing offerings and I should think students in any one of the departments would profit greatly from exposure to the different approaches and to the study of culture and/or mass media exemplified in the other two.

  
Gail M. Martin

GMM:lgc

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

Calendar Information

Department: COMMUNICATION STUDIES

Abbreviation Code: CMNS Course Number: 330 Credit Hours: 5 Vector: ~~2-6-3~~

Title of Course: Communications & Cultural Form I

2-3-0

Calendar Description of Course:

Historical review of approaches to the study of mass media and cultural form. Emphasis will be on the interrelationship of culture and communications in western society in the media products of the thirties, forties and fifties.

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? annually

Semester in which the course will first be offered? Fall 1977

Which of your present faculty would be available to make the proposed offering possible? MARTIN, HINDLEY, SMYTHE, MELODY

3. Objectives of the Course

To acquaint students with the relationships between mass media and popular culture.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty

Staff

Library = some additional sources

Audio Visual

Space

Equipment

5. Approval

Date: 11/8/76 11/26/76 Dec. 7/76

William H. Melody  
Department Chairman

R. Cowan  
Dean

Dr. Birch  
Chairman, SCUS



DEPARTMENT OF COMMUNICATION STUDIES

CMNS 330-5

MEDIA AND CULTURAL FORM I

Course Outline

Weeks 1-6

Historical examination of concepts of "culture and mass media" leading to a communications analysis of the role of media in shaping/reflecting cultural form.

Weeks 7-13

Historical review of methods used in the study of media and cultural form in the North American and Western Europe tradition.

A. Content analysis: character stereotypes and situational patterning in film and television drama; portrayal of violence and aggression;

B. cultural indicators: attempts to uncover the effects of film and television on attitudes, ideals and expectations of the young;

C. popular culture analysts: images of media as purely cultural artifacts divorced from social and economic parameters;

D. sociological analysis: production and consumption of media by audiences as a function of education and socio-economic status;

E. economic analysis: interdependence of production decisions in media with marketing strategies -- films and household utensils; the television and women's fashions; record albums and T-shirts.

## BIBLIOGRAPHY

CMNS 330-5

Readings will be assigned from texts such as the following:

- ADORNO, T.W.  
1957 "Television and Patterns of Mass Culture" in Rosenberg & White, 1957.
- ARNOLD, Matthew  
1869 Culture and Anarchy.
- BURKE, Raymond  
1953 Culture and Communications Through the Ages.
- Canada. Royal Commission on National Development in the Arts, Letters and Sciences. (Massey Commission).  
1951 Report.  
1951 Background Papers.
- FRYE, Northrop  
1967 The Modern Century.  
1971 The Critical Path .
- GANS, Herbert J.  
1975 Popular Culture and High Culture.
- HALL, Stuart  
Popular Arts.
- HOGGART, Richard  
1957 The Uses of Literacy.
- JACOBS, Norman (ed.)  
1959 Culture for the Millions - Mass Media in Modern Society.
- MCLUHAN, Marshall  
The Mechanical Bride  
Understanding Media
- MCQUAIL, Dennis  
1972 Sociology of Mass Communications.
- MORIN, Edgar  
1968 New Trends in the Study of Mass Communications. Centre for Contemporary Cultural Studies, University of Birmingham.

- MYERSON, Rolf  
1969 Sociology and Cultural Studies: Some Problems. Centre for Contemporary Cultural Studies, University of Birmingham.
- ORTEGA Y Gasset  
1932 The Revolt of the Masses.
- PACKARD, Vance  
The Hidden Persuaders.
- ROSENBERG, Bernard and WHITE, David Manning  
1957 Mass Culture: The Popular Arts in America.  
1971 Mass Culture Revisited.
- THOMPSON, Denys (ed.)  
1964 Discrimination and Popular Culture. London: Penguin Press.
- WILLIAMS, Raymond  
Culture and Society .  
The Long Revolution .  
Television and Cultural Form.
- LARRABEE, Eric and MEYERSON, Rolf  
1958 Mass Leisure.
- BERELSON, Bernard and JANOWITZ, Morris  
1950 Public Opinion and Communication.

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

Calendar Information

Department: Communication Studies

Abbreviation Code: CMNS Course Number: 430 Credit Hours: 5 Vector: 2/0/3  
2-3-0

Title of Course: Communications & Cultural Form II

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? annually

Semester in which the course will first be offered? Spring or Summer 1978

Which of your present faculty would be available to make the proposed offering possible? MARTIN, HINDLEY, SMYTHE, MELODY

Objectives of the Course

To equip students to apply methods learned in Cmns 330 and to examine the relationship between symbols, images and codes used in media productions and the attitudes, values and goals of the culture: focus on North American and Western Europe societies.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty -

Staff -

Library -

Audio Visual - Rental of films or videotapes for <sup>tutorial</sup> analysis purposes.

Space -

Equipment -

5. Approval

Date: 11/8/76 11/26/76 Dec. 7/76

William H. Melody  
Department Chairman

RC Brown  
Dean

OR Birch  
Chairman, SCUS

DEPARTMENT OF COMMUNICATION STUDIES

CMNS 430-5

MEDIA AND CULTURAL FORM II

Course Outline

Contemporary methods of analysis of cultural products -- images, stereotypes, impact, etc. Emphasis in this course will be on applying the methods studied in Cmns 330 to specific films, radio or television programs, or other contemporary media products.

- Weeks 1-3      Review of definition of culture, historical survey of methods.
- Weeks 4-9      Detailed study of application of methods of media analysis in specific areas:
- A. content analysis
  - B. cultural indicators
  - C. popular culture analysis
  - D. sociological analysis
  - E. economic analysis
- Weeks 10-13      Application of methodology to a contemporary cultural product.

BIBLIOGRAPHY

CMNS 430-5

Readings will be assigned from texts such as the following:

- BERGER, John  
Ways of Seeing
- BIGSBY, C.W.E.  
1976 Superculture, American Popular Culture and Europe.
- BROWNE, Ray B.  
1976 The Popular Culture Explosion: Experiencing Mass Media.
- CHESEBRO, James W. and HAMSHER, Caroline D.  
"Communication, Values and Popular Television Series."  
J. Popular Culture, VIII:3, pp.589-603.
- CREAN, S.M.  
Who's Afraid of Canadian Culture?
- FISHWICK, Marshall  
Parameters of Popular Culture.
- GOLDMAN, Albert  
1971 Freakshow: The Rocksoulbluejazzsickjewblackhumorsexpoppsych  
Gig and Other Scenes from the Counter-Culture.
- JOWETT, Garth S.  
1976 Film: The Democratic Art, Toronto, Little, Brown & Co.
- RISSEVER, Frederic and BIRCH, David C.  
1971 Mass Media and the Popular Arts.
- SCHILLER, Herbert  
1976 The Mind Managers.  
Communications and Cultural Domination.
- STOCK, Brian  
1973 "English Canada: The Visible and Invisible Culture". Canadian  
Forum, March 1973.
- VIDMAR, Neil and ROKEACH, Milton  
1974 "Archie Bunker's Bigotry: A Study in Selective Perception and  
Exposure," J. of Communication, 24 (Winter of 1974) 38.

WELLS, Alan (ed.)

1972 Mass Media and Society.

WOOD, Michael

America in the Movies.

DENISOFF, R.Serge

1975 Solid Gold: The Popular Record Industry.

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

Calendar Information

Department: Communication Studies

Abbreviation Code: CMNS Course Number: 434 Credit Hours: 5 Vector: 2-3-0

Title of Course: The Political Economy of International Communications

Calendar Description of Course:

Various national systems of mass media and telecommunications institutions analyzed 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.

Nature of Course  
Lecture-tutorial

Prerequisites (or special instructions):

CMNS 230 or 234.

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? Normally once a year

Semester in which the course will first be offered? Fall 1977

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

3. Objectives of the Course

To address the interaction of the international transfer of communications technology and products, national autonomy, and international organizations and their policies.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty

Staff

No extra resources beyond basic library holdings

Library

Audio Visual

Space

Equipment

5. Approval

Date: 11/8/76 11/26/76 Dec. 7/76

William W. Melody  
Department Chairman

RC Brown  
Dean

DR Birch  
Chairman, SCUS



Communication Studies 434

The Political Economy of International Communications

Dr. D.W. Smythe

- Week 1: Analysis of the international exchange of mass communications media products (including international wire services and film distribution agencies).  
Required reading: Nordenstreng and Varis, Television Traffic: A One Way Street? (Unesco).  
Guback, T.H., The International Film Industry  
Boyd-Barrett, Oliver, "The World Wide News Agencies: Strengths and Limitations". (1974).
- 2 & 3: The institutional basis of the traffic: Multinational corporations and State agencies.  
Required reading: Schiller, H.I., Mass Communications and American Empire. p.79-146.  
Dizard, W., Television: A World View.  
Guback, T.N., "A Sketch of Some Economic and Political Aspects of the American Film Industry" (1974).
- 4: Politico-economic analysis of the British system of mass communications.
- 5: Politico-economic analysis of the Chinese system of mass communications.  
Required reading: Smythe, D.W., "Mass Communications and Cultural Revolution: The Experience of China", Gerbner, et al, Communications Technology and Social Policy, 1973, p.441-65.
- 6: Politico-economic analysis of the Yugoslavian system of mass communication.  
Required reading: Smythe, D.W., Peyton Place in the Balkans: Culture and Communications in Yugoslavia.
- 7: Politico-economic analysis of an African system of mass communications.
- 8: Politico-economic analysis of the Lebanese system of mass communications.  
Required reading: Dajani, Nabil H., "Free Press or Freedom of the Press and the Dilema of Developing Nations".
- 9: Politico-economic analysis of the Chilean system of mass communications.  
Required reading: Schiller and Smuthe, "An End of Cultural Colonialism?"  
Mattelart, Armand, "Mass Media and the Socialism Revolution: The Experience of Chile in Gerbner op.cit., p.425-39.
- 10,11 & 12: Structure and policy of international organizations for mass communications: International Telecommunications Union, Universal Postal Union, The United Nations and its Committee on Peaceful Uses of Outer Space, World Bank, Comsat, Intersputnik, Eurovision and Intervision.

over...

Week 13: Review

Basic course requirements:

1. A mid-term examination in the seventh week, and a take-home final examination.
2. A term paper or project.
3. Approximate weights for final grade: One fourth for each examination, the term project, and class participation.

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

Calendar Information

Department: Communication Studies

Abbreviation Code: CMNS Course Number: 438 Credit Hours: 5 Vector: 2-3-0

Title of Course: Telecommunications Regulation in ~~North America~~ Canada and the U.S.

Calendar Description of Course:

Development of the theory and practice of regulation of the telecommunications industry in Canada and the U.S. 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 communications. Regulation of entry, competition and monopoly, interconnection, investment policy, profits and prices.

Nature of Course

Lecture/tutorial

Prerequisites (or special instructions):

CMNS 230-3 or CMNS 234-3

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? Normally once a year

Semester in which the course will first be offered? Fall 1977

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

Objectives of the Course

To develop an understanding of the theory and practice of telecommunication regulation as a basis for a critical examination of the regulatory process and an assessment of performance by regulatory institutions.

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

No extra resources

5. Approval

Date: 11/12/76 11/26/76 Dec 7/76

William H. Melody  
Department Chairman

R. Brown  
Dean

Dr. Brich  
Chairman, SCUS

Communication Studies 438-5

Telecommunications Regulation in North America

Text Materials

Babe, R.E. Cable Television and Telecommunications in Canada (Michigan State University, 1975)

English, H.E., Ed. Telecommunications for Canada: An Interface of Business and Government (Toronto, 1973)

Trebing, H.M., and Melody, W.H. An Evaluation of Domestic Communication Pricing Practices and Policies (Springfield, Virginia: GPO, 1969)

Selected Readings

Trebing, H.M. "Government Regulation of Modern Capitalism," Journal of Economic Issues, March, 1969

Wilcox, C. Public Policies Toward Business (Irwin, 1966)

Phillips, C.F. The Economics of Regulation (Irwin, 1969)

Kaahn, A.E. The Economics of Regulation (Wiley, 1971)

Trebing, H.M., ed. Performance Under Regulation (Michigan State University, 1968)

Trebing, H.M., ed. Essays of Public Utility Pricing and Regulation (Michigan State University, 1971)

Gerbner, Gross, and Melody. Communications Technology and Social Policy (Wiley, 1973)

Melody, W.H., "Technological Determinism and Monopoly Power in Communications," (New Orleans: AEA, 1971)

Melody, W.H., "Relations Between Public Policy Issues and Economies of Scale," IEEE Transactions on Systems, Man and Cybernetics, January, 1975.

Irwin, M.R. The Telecommunications Industry: Integration vs. Competition (New York: Praeger, 1971)

Melody, W.H., "Certificate Conditions in a Dynamic Economic Environment," (Springfield, Virginia: GPO, 1970)

- Posner, R.A., "Natural Monopoly and its Regulation," Stanford Law Review, February, 1969.
- President's Task Force on Communications Policy, Final Report (Springfield, Virginia: GPO, 1968)
- Gabel, R., "The Early Competitive Era in Telephone Communication, 1893-1920," Law and Contemporary Problems, Spring, 1969.
- de Butts, J., "An Unusual Obligation," address to NARUC, September, 1973.
- Averch, H., and Johnson, L. "Behavior of the Firm under Regulatory Constraint," American Economic Review, 1962.
- Gainer, Walter, "The Canadian Telecommunications Industry: Structure and Regulation," Telecommunications Study 2(a) (Ottawa: Information Canada, 1971)
- Smythe, D., "The Relevance of United States Legislative-Regulatory Experience to the Canadian Telecommunications Situation," Telecommunications Study 1(e). (Ottawa: Information Canada, 1971)
- Melody, W.H., "Telecommunications Regulation: The US Experience as a Guide to Canadian Problems," (Conference of Federal and Provincial Regulatory Bodies, 1973)
- Trebing, H.M., "Common Carrier Regulation - The Silent Crisis," Law and Contemporary Problems, Spring 1969.
- S. Winkler, ed., Computer Communications: Impacts and Implications (New York: IEEE, 1972)
- Branching Out, Report of the Canadian Computer/Communications Task Force, May, 1972.
- Irwin, M.R., "The Computer Utility: Competition or Regulation," Yale Law Review, June 1967.
- Dalfen, Charles, "The Telesat Canada Domestic Communications Satellite System," Canadian Communications Law Review, 1969.
- Melody, W.H., "Economics and Regulation of Domestic Satellites Systems," (New York: IEEE, 1971)
- Babe, R.E. "Public and Private Regulation of Cable Television: A Case Study of Technological Change and Relative Power," Canadian Public Administration, Summer 1974.
- Melody, W.H., "The Structures Available to States in the Development of Cable Communications," in Cable Communications and the States (New York: 1974)
- Webbink, D.W., "Should Cable TV be Regulated as a Public Utility?," Public Utilities Fortnightly, June, 1972.
- Comanor, W.S., and Mitchell, B.M., "Cable Television and the Impact of Regulation," Bell Journal of Economics, Spring, 1972.

Communication Studies 438-5

Topic Outline

- Week 1: Legal, economic, and social foundations for telecommunications regulation - the common carrier concept.
- 2: Natural monopoly, economies of scale and technological determinism - static vs. dynamic considerations.
- 3: Governmental Structures of Regulation - federal, provincial (state), local; public and private ownership.
- 4: Characteristics of Monopoly Regulation - entry; efficiency; profit controls; pricing policy; social objectives.
- 5: Revenue Requirement Regulation - effects of the standard and its methodology on incentives and economic behavior.
- 6: Prices and Price Structures - uniform pricing; price discrimination; monopoly pricing; social pricing; relation to costs and cost allocations; role of cost, demand and other factors in determining price policy.
- 7: Role of Competition in Telecommunications Regulation - past, present, future. New technology and competition policy. Domestic and international competition.
- 8: Interconnection and Computer/Communications - impacts on industrial and governmental structures; the boundaries of regulation.
- 9: Satellites and Cable Television - impacts on industrial and governmental structures; the boundaries of regulation.
- 10: Differentiating Communications Facilities and Services - the boundaries of regulation.
- 11: Regulation and Policy Planning - conflicting or complementary functions.
- 12: Comparative Analysis - Canada and U.S.

Basic Course Requirements

1. Mid-term exam in seventh week
2. Term Paper
3. Final Exam - optional, at discretion of instructor