SIMON FRASER UNIVERSITY

S.81-103

MEMORANDUM

To.... SENATE

From... SENATE COMMITTEE ON UNDERGRADUATE STUDIES

Subject... DEPARTMENT OF COMMUNICATION NEW COURSE PROPOSALS - CMNS 341-4 POLITICAL COMMUNICATION; CMNS 436-4 COMMUNICATION AND RURAL DEVELOPMENT

Date. MAY 14, 1981

DESCRIPTION CHANGES: CMNS 330-5,
                        CMNS 431-5

　　　　　Action undertaken by SCUS, at its meeting of May 5, 1981 gives rise to the following motion.

MOTION:

"That Senate approve and recommend approval to the Board of Governors, as set forth in S.81-103, the proposed new courses:

CMNS 341-4 Political Communication;
CMNS 436-4 Communication and Rural Development;

Addition of two courses to the Item B, General
Requirements List (Page 308 of the 1980-81 Calendar) -

CMNS 215-3 Advertising as Social Communication;
CMNS 253-3 Computers and Communication;

Discontinuation of -

CMNS 232-2 Urban Communication Networks;
CMNS 403-5 Communication and Community;
CMNS 424-5 Intrapersonal Processes: Cognitive Dimensions."

　　　　　No action is being recommended at the present time to Senate relative to CMNS 217-3 Animal Communication I, and CMNS 317-5 Animal Communication II.

FOR INFORMATION

　　　　　Acting under delegated authority, SCUS at its meeting of May 5, 1981, approved description changes for:

CMNS 330-5 - Communication and Cultural Form I;
CMNS 431-5 - Communication Media: Theory & Research II.

SIMON FRASER UNIVERSITY

MEMORANDUM

To Mr. H.M. Evans, Registrar and Secretary to the Senate Committee on Undergraduate Studies

From J. Blanchet, Secretary, Faculty of Interdisciplinary Studies Undergraduate Curriculum Committee

Subject ....

Date 27 April, 1981

RE: NEW COURSE PROPOSALS AND REVISIONS OF CALENDAR DESCRIPTIONS FROM THE DEPARTMENT OF COMMUNICATION.
I.S.C. 81-3

The following are new course proposals presented by the Department of Communication were considered and approved at a meeting of the Faculty of Interdisciplinary Studies Undergraduate Curriculum Committee held on Tuesday, March 24, 1981.

CMNS 341-4, Political Communication.

CMNS 436-4, Communication and Rural Development

Revised Calendar discriptions were considered and approved for the following two courses:

CMNS 330-5, Communication and Cultural Form I.

CMNS 431-5, Communication Media: Theory & Research II.

At a further meeting of the Committee held on April 21, 1981, the addition of the following two courses to the list under Item B, General Requirements (p. 308 of the 1980-81 Calendar, copy attached) was requested:

CMNS 215-3, Advertising as Social Communication, and

CMNS 253-3, Computers and Communication.

The foregoing addition was approved by the Committee.

Would you please place the foregoing items on the next agenda of the Senate Committee on Undergraduate Studies.

Please note that the following two new course proposals, which are referred to in R. Lorimer's memorandum of March 27, 1981, were also considered by the Committee, but they will not be forwarded to the Senate Committee on Undergraduate Studies until a later date.

CMNS 217-3, Animal Communication I, and

CMNS 317-5, Animal Communication II.
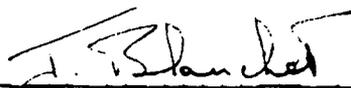
Janet M. Blanchet

JMB/rbb
Encl.

Students should acquaint themselves with the requirements for a degree and, in particular, the prerequisites requir... ... the particular upper division courses they might wish to take. It is strongly recommended that Majors and Honors students in Communication consult the Departmental Advisor before making up a program of study.

Students will profit greatly if they select a wide range of course-work outside the Department. In selecting courses at the lower levels, students should keep in mind that:

1) Communication draws heavily on all the resources of knowledge a university education provides; and

2) many advanced courses in Communication assume a background of knowledge in several different areas.

General Requirements

1. The requirements for a degree are described in the *General Regulations*, Section 6.4 of this Calendar. To earn a degree with a Major or Honors program in Communication, students must obtain credit for the following courses:

A. at least one of:

CMNS 120   Explorations in Interpersonal Communication
CMNS 130   Explorations in Mass Communication

B. at least four of:

CMNS 200   Introduction to Human Theory
CMNS 210   History of Communication
CMNS 220   Introduction to Interpersonal Communication
CMNS 230   Introduction to Communication Media
CMNS 240   The Political Economy of Communication

C. at least one of:

CMNS 360   Fundamentals of Communication Research
CMNS 361   Documentary Methods in Communication Research
CMNS 362   Field Methods in Communication Research
S.A. 355   Methods of Sociological and Anthropological Research
POL 415   Methodology and Field Study of Specific Problems of Politics

D. at least one of:

HIST 408   Liberty and Authority in 19th Century Thought
PHIL 243   Historical Studies of the Philosophy of Science
PHIL 341   Philosophy of Science (see note below)
S.A. 327   Sociology of Knowledge (see note below)
S.A. 358   The Philosophy of the Social Sciences (see note below)

NOTE: Some of these courses have prerequisites. For some students, these prerequisite courses will complement their Communication program. For other students with programs that provide satisfactory preparation, the prerequisites to these courses may be waived. For questions regarding this matter, consult the Undergraduate Advisor.

NOTE: Permission may be granted by the Undergraduate Advisor for students to fulfil the requirements by taking two of CMNS 307, 310 **and either CMNS 331 or 431.**

II. Students must include a minimum of:

A. 12 semester hours in courses in Group 1, including courses from at least two different Group 1 departments;

B. 12 semester hours in courses in Group 2, including courses from at least two different Group 2 departments;

C. two courses from Group 3 departments.

For purposes of satisfying the requirements for a degree with a Major or Honors program in Communication, the departments or programs of the University have been classified as follows:

Group 1 Departments or Programs	Group 2 Departments or Programs	Group 3 Departments or Programs
Centre for the Arts	Archaeology	Biochemistry
English	Business Administration and Economics	Biological Sciences
History	Criminology	Chemistry
Languages, Literatures and Linguistics	Geography	Computing Science
Philosophy	Political Science	Kinesiology
	Psychology	Mathematics
	Sociology & Anthropology	Physics

NOTE: Upon the written authorization of the Department Chairman, specific courses in General Studies, Area Studies, or the Faculty of Education may be approved toward the Group Requirements up to a maximum of 6 hours.

III. A General degree requires a minimum of 45 upper division credit hours in courses numbered 300 and above, completion of at least 120 credit hours, and completion of a Major in Communication.

IV. Major in Communication
For a Major in Communication, at least 28 upper division credit hours must be selected from Communication or areas approved by the Department. Not more than 15 of these 28 credit hours may be in Special Topics and/or Directed Studies.

SIMON FRASER UNIVERSITY

I.S.C. 81-3 (a)

MEMORANDUM

To.... C. Griffiths, Chairman, Faculty of Interdisciplinary Studies Undergraduate Curriculum Committee

From.. Rowland M. Lorimer, Chairman, Undergraduate Studies Committee, Department of Communication

Subject. Undergraduate Curriculum Changes

Date.. March 27, 1981

The Communication Department would like to make several changes in its undergraduate offerings. We wish to drop CMNS 232, 403 and 424; and add CMNS 341, 436, 217 and 317. We wish to revise the descriptions of CMNS 330 and 431.

These changes represent an attempt to expand offerings in areas of developing faculty expertise and to strengthen weaker parts of our program as a result of faculty attrition. 341 emphasizes the political dimension, 436 appropriate, or community based technology, while 217 and 317 bolster our interpersonal communication courses through an examination of inter-organismic communication. 330 becomes more concrete by examining contemporary Canadian cultural form rather than that of Western society. It also removes the historical dimension and leaves to 436, the examination of theory. 436 itself drops its technological orientation in favour of an emphasis on theory, or, frameworks by which technological innovation might be examined.

In addition, for academic reasons (the necessity of a requisite variety in our introductory courses in face of increased specialization in our offerings), as well as administrative reasons (shortage of available faculty to teach core courses), we wish to add two courses to enlarge the choice on calendar item B under General Requirements (for a major). The item would then read: B. at least four of: those now listed plus CMNS 215, "Advertising as Social Communication"; CMNS 253, "Computers and Communication".

Rowland M. Lorimer

RML:lch

cc P. Parford

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

1. Calendar Information   Department: Communication

   Abbreviation Code: CMNS Course Number: 341   Credit Hours: 4 Vector: 3-2-0

   Title of Course: Political Communication

   Calendar Description of Course:

   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.

   Nature of Course

   Prerequisites (or special instructions):

POL. 251 & CMNS 230 strongly recommended

   What course (courses), if any, is being dropped from the calendar if this course is
   approved:
   Replaces some of course content previously covered in former courses:
2. Scheduling   Communication and Community Advocacy and Media and the Balance of Power

   How frequently will the course be offered?   Once a year

   Semester in which the course will first be offered? Fall, 1982

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

3. Objectives of the Course

   1. To explore factors shaping public discussion of public issues.
   2. the examine current literature on the role of the media in shaping political
      debate
   3. to compare the role of the media with that of other forums through
      which political debate emerges, emphasizing the way issues are articulated
4. Budgetary and Space Requirements (for information only)   in each.

   What additional resources will be required in the following areas:

   Faculty   None

   Staff

   Library

   Audio Visual

   Space

   Equipment

5. Approval
   Date: 24 March 1981   27 March 81   MAY 5 '81

   _____   _____   _____
   Department Chairman   Dean   for Chairman, SCUS

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

COURSE DESCRIPTION

Political Communication
CMNS 341

The subject of how issues emerge and are defined in the press
and on television has long been a subject of research. This research
concern has generally focussed on the role of the media in election campaigns
but some work has also been done at a more general level on the integration
of media coverage and developing political participation.

Increasingly, media are not the only forums through which public issues
emerge for public discussion. Public inquiries, the increasing number of
environmental assessment hearings and the expanding public role of the
regulatory hearing all provide opportunities for the public to participate
in shaping public issues. Each has a different impact on how those
issues are articulated and debated of course. And the role of the media
is intertwined with the role of the public hearing in shaping public
perception of issues and public participation.

The purpose of this course is to examine new literature in the
field of political communication. In part, the emphasis will remain on
media studies examining the role of media in shaping public issues and
public discussion. In part, the emphasis will extend to the variety
of new forums for discussion of public issues: inquiries, assessment
hearings and regulatory hearings.

The approach will be on the communication processes involved rather
than the institutional structure of agencies, inquiries or even the media.
The decisions made as a result of media coverage, inquiry recommendations
or regulatory decision making will be of less interest than the practices
in each of these institutions that engage the public in a debate on political
questions and the ways in which public issues are articulated, defined
and expressed through these different forums. Literature on public
participation will supplement materials on the role of media in political
life, the nature of the inquiry and the regulatory agency and the
discussion of procedures through which the public is encuraged to
participate in public debate.

Course Outline

Week 1:   Introduction: definition of terms: public interest, policy process, assessment and policy debate.

Week 2:   Overview: media, hearings, technological assessment, public inquiries, hearings and regulation -- instruments of public debate in the policy process.

Week 3:   The role of the media in political campaigns.

Week 4:   The role of media in shaping issues in public debate.

Week 5:   The nature of the inquiry process.

Week 6:   The role of the public in an inquiry.

Week 7:   Technology Assessment -- the problem of risk.

Week 8:   Shaping public issues and the role of the public in technology assessment.

Week 9:   The regulatory process.

Week 10:   The impact of regulation on political issues and debate.

Week 11:   The role of the public in a regulatory process.

Week 12:   Putting it together: the role of the media in public hearings, inquiries, technology assessment and regulation.

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

1. <u>Calendar Information</u>   Department: Communication

Abbreviation Code: <u>CMNS</u>   Course Number: <u>436</u>   Credit Hours: <u>4</u> Vector: <u>3-2-0</u>

Title of Course: Communication and Rural Development :

Calendar Description of Course:
The course will explore problems in rural areas associated with the spread of
advanced communications technologies. At the same time, 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.

Nature of Course   Lecture/seminar

Prerequisites (or special instructions):
    CMNS 230-3; at least 60 credit hours.

What course (courses), if any, is being dropped from the calendar if this course is
approved: none

2. <u>Scheduling</u>

How frequently will the course be offered?   Once per year

Semester in which the course will first be offered?   Fall 1982

Which of your present faculty would be available to make the proposed offering
possible?
        M. Patricia Hindley, Gail Martin

3. <u>Objectives of the Course</u>

    (1) To familiarize students with problems in rural development communications
         arising from rapid spread of advanced communications technologies.
    (2) To analyze implications of contemporary social development theories for
         appraising appropriateness of available communications development
         strategies.

4. <u>Budgetary and Space Requirements</u> (for information only)

What additional resources will be required in the following areas:

Faculty

Staff

Library

Audio Visual   none

Space

Equipment

5. <u>Approval</u>

Date: 24 March 1981   27 March 81   MAY 5 81

Department Chairman   Dean   for Chairman, SCUS

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

COMMUNICATION. AND RURAL DEVELOPMENT

The course content will be approached by first looking at the development of communications capabilities and practices here in Canada. On the one hand, we have the most technologically advanced domestic communications systems of any country in the world; on the other, we have expended much effort and money in alternative communications systems for minority groups and rural areas.

The former (high technology) development, particularly through broadcast communications have enmeshed us in some of the problems that are presently besetting the developing countries; questions of maintenance of valued cultural difference, national identity if not sovereignty, articulation of distinguishing societal values in the face of a massive technologically-mediated cultural invasion. The latter developments (low or intermediate technology) have on the other hand, given Canadian communications developments, limited though they are, a different thrust from that imposed by the "dominant paradigm" of the United States communications and development theorists and practitioners.

The community development tradition has informed Canadian explorations with alternative communications systems. The Radio Forum model developed in Saskatchewan operates in Togo, West Africa, for example. What are the assumptions and theories that have guided the development of Challenge for Change, community radio, neighbourhood cablecasting, two-way rural radio? Have they guided the thinking of Canadians about rural development abroad? Why did those working in this Canadian tradition reject the dominant paradigm more than a decade before it was acceptable to do so?

Seeking answers to those questions will involve us in analyzing psychological theories about how people acquire new learning, and political philosophies about the rights of people to self-determination. Ultimately, we will be involved in moral questions about the values people may hold that are other than those of the dominant technological society. The experts point out that inevitably some traditional values give way in the face of "modernization". But which ones? By which methods? Indoctrination and persuasion? Or increasing

awareness of alternatives and of all the foreseeable consequences? And finally, who is to decide? Foreign "experts"? The ruling elite? The people themselves? Could the latter be accomplished? How?

The project on the development of a community development network in the Southern Sudan and other field projects past and present will serve as an empirical focus for examining the applicability of these approaches to contemporary problems.

This course will nicely complement CMNS 336, Social Change and Community Media.

1. Calendar Information   Department: Communication

   Abbreviation Code: CMNS   Course Number: 330   Credit Hours: 5 Vector: 3-2-0

   Title of Course: Communication and Cultural Form I

   Calendar Description of Course: An examination of the interrelationship of culture
   and communication in Canadian society. Such major dimensions of Canadian society as
   regionalism, Canada-United States relations, public-private ownership will be analyzed
   within the context of the formative factors on the information society. FORMERLY:
   Historical review of approaches to the study of mass media and cultural form. Emphasis
   will be on the interrelationship of culture and communication in Western society in the
   media products of the thirties, forties and fifties.

   Nature of Course Lecture/seminar

   Prerequisites (or special instructions):
   CMNS 230-3

   What course (courses), if any, is being dropped from the calendar if this course is
   approved:
                 Not a new course

2. Scheduling

   How frequently will the course be offered?   Once per year

   Semester in which the course will first be offered?   Spring 1981

   Which of your present faculty would be available to make the proposed offering
   possible?   Rowland Lorimer, Gail Martin

3. Rationale for Change

   With the development of a greater number of courses, the Department wishes to
   increase the depth and specificity of the content in a number of its offerings
   such as 330. This new focus will allow students to probe issues they have been
   exposed to in overview in CMNS 130 and 230.

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: ___24 March 1981___   ___27 March 81___   ___·: 5 '81___

   _____   _____   _____
   Department Chairman   Dean   for Chairman, SCUS

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

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

ᵣ PROPOSAL FORM

1. **Calendar Information**   Department: Communication

   Abbreviation Code: CMNS   Course Number: 431   Credit Hours: 5 Vector: 3-2-0

   Title of Course: Communication Media: Theory and Research II

   Calendar Description of Course:
   Analysis of the way in which communication theory, research and practice reflect
   wider issues in contemporary science and social science.
   FORMERLY: An examination of contemporary social organizations associated with
   changes in communication technology; evolution of electronic neighbourhoods and
   narrowcast formats.

   Nature of Course   Lecture/seminar

   Prerequisites (or special instructions):

   CMNS 331-5

   What course (courses), if any, is being dropped from the calendar if this course is
   approved: Not a new course

2. **Scheduling**

   How frequently will the course be offered?   Once per year

   Semester in which the course will first be offered?

   Which of your present faculty would be available to make the proposed offering
   possible? Gail Martin, William Leiss, Liora Salter

3. **Rationale for Change**

   As now defined, the course is more suited to its title. It moves beyond the analysis
   of specific effects and the roots of those effects in technology to a more abstract
   analysis grounded first in theory and secondly in technological and/or social
   manifestations.

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: 24 March 1981   27 March 81   MAY 5 '81

   _____   _____   _____
   Department Chairman   Dean   Chairman, SCUS

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