

S.87-34

SIMON FRASER UNIVERSITY

MEMORANDUM

TO: Senate

FROM: J.W.G. Ivany,  
Chair, SCAP

SUBJECT: Faculty of Applied Sciences  
Department of Communication  
Reference: SCUS 87-6  
SCAP 87-55

DATE: Nov.19, 1987

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Action undertaken by the Senate Committee on Academic Planning/Senate Committee on Undergraduate Studies gives rise to the following motion:

MOTION: "That Senate approve and recommend approval to the Board of Governors, as set forth in S.87-34

New courses:

CMNS 201-3 Introduction to Human  
Communication Networks

CMNS 220-3 Understanding Television

CMNS 301-3 Communication Network Research

CMNS 302-3 Communication Network Research  
Methods

CMNS 334-4 Cultural Policy

CMNS 335-4 The Newspaper Industry and Press  
Policy in Canada

CMNS 342-4 Public Science Policy I: Risk  
Communication

CMNS 442-4 Public Science Policy II: Standards

Deletion of

CMNS 360-4 Fundamentals of Communication  
Research"

(A) GENERAL RATIONALE:

The current submission from the Department of Communication represents the second stage of the curriculum rationalization, undertaken in 1986-87. It is comprised of two elements:

- (1) Changes in the curriculum and calendar description related to the reorientation of the Department of Communication in the Faculty of Applied Sciences.
- (2) New courses in the Department's three areas of concentration -- media, technology, and policy -- as a result of the addition of new faculty.

(B) RESOURCES:

The net addition of new courses is feasible for the following reasons:

- (1) Although the Department of Communication's FTE's is higher than many departments in the university, the ongoing process of specialiation and rationalization of the curriculum has had two results:

- It has meant that the Department now offers fewer courses per faculty member than comparable departments.

- It has also meant that courses are scheduled considerably more frequently than in other departments.

The addition of new courses fills in gaps in the re-oriented curriculum and responds to student demand, and particularly heavy student enrollments. Course offering frequency can be reduced without jeopardizing the programs of Majors or Minors.

- (2) The addition of three new faculty, each of which has been given the opportunity of developing one (or at the most, two) new course(s) in conjunction with current course commitments in the curriculum.
- (3) The availability of a Canada Research Fellow in the short-term, and the return of a regular faculty to full-time teaching in the long-term. Both of these individuals can teach one of the proposed new courses cited in the proposal.

(C) FUTURE PLANS:

The proposed rationalization will leave the Department with a major faculty shortage in the "policy" area of the curriculum; one that cannot be met with current faculty resources. With the return of Bill Melody in 1988, attention will be directed to measures to address this portion of the curriculum and to rectify the problem.

COURSES ADDED:

(A) New courses in the "technology" area of concentration:

CMNS 342-4: Public Science Policy I: Risk Communication  
CMNS 442-4: Public Science Policy II: Standards

Rationale: Two course sequence drawing upon emerging area of faculty expertise.

CMNS 201-3: Introduction to Human Communication Networks.  
CMNS 301-4: Communication Network Research.

Rationale: Two course sequence drawing upon professor's research and expertise. Portions of the course material were previously covered in CMNS 253-3 and CMNS 353-4.

CMNS 346-4: International Communication

Rationale: Introductory course in two course sequence on communication and development; course material preparatory to course on The Communication of Science and the Transfer of Technology. Course uses resources of new faculty (Walls).

(B) Other new courses:

CMNS 334-4: Cultural Policy.  
CMNS 335-4: The Newspaper Industry and Press Policy.

Rationale: Courses extend offerings in "policy" area of concentration. They draw upon the resources of new faculty (Beale) and of the Research Professor (Hackett). Faculty (Lorimer) will be available to teach CMNS 335-4 when the term of Research Professor is over.

CMNS 220-3: Understanding Television:  
CMNS 422-4: Media and Ideology.

Rationale: Courses fill "gaps" in the media curriculum, and respond to student demand for new courses in this area of concentration. The resources of new faculty (Gruneau) support the introduction of these courses.

(C) Replacement course:

CMNS 302-4: Communication Network Research Methods.

Rationale: Course replaces CMNS 360-4, and its introduction is consistent with the Department's intention to offer specialized methods courses only.

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

1. Calendar Information

Department: Communication

Abbreviation Code: CMNS Course Number: 201 Credit Hours: 3 Vector: 2-1-0

Title of Course: INTRODUCTION TO HUMAN COMMUNICATION NETWORKS.

Calendar Description of Course:

An introduction to human communication/information networks. Topics include: cliques, isolates, liaisons, strong vs. weak ties; contacts and influence; societal cohesiveness; networks and power.

Nature of Course Lecture/Tutorial.

Prerequisites (or special instructions):

30 credit hours.

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 or twice per year.

Semester in which the course will first be offered? 1988-3

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

3. Objectives of the Course

To introduce the network approach to understanding communication and the role it plays in society. To familiarize students with basic theoretical and conceptual issues related to the network approach. To prepare the students for more advanced work in this area.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:


|              |   |      |
|--------------|---|------|
| Faculty      | ) |      |
| Staff        | ) |      |
| Library      | ) | NONE |
| Audio Visual | ) |      |
| Space        | ) |      |
| Equipment    | ) |      |

5. Approval

Date: Sept 16/87

  
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Department Chairman

\_\_\_\_\_  
Dean

  
\_\_\_\_\_  
Chairman, SCUS

CMNS 201-3: Introduction to Communication Networks

(a) Calendar Description:

An introduction to human communication/information networks. Topics include: cliques, isolates, liaisons, strong vs. weak ties; contacts and influence; societal cohesiveness; networks and power.

(b) Rationale:

Course has been taught using CMNS 253-3 for the last few years, reflecting shifting orientation of faculty's research and interest. The introduction of a new course rationalizes current practice, leaving in place CMNS 253-3 as it was originally intended, and as it remains an essential part of the Department's curriculum.

(c) Sample Outline: attached.

CMNS 201-3

INTRODUCTION TO HUMAN COMMUNICATION NETWORKS

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This course provides an introduction to the network approach to understanding communication in society, in organizations, or other social groups. Here the focus is on the networks of relationships that both make social action possible and provide the context for all social activities. The course begins with an examination of some of the studies that provided the starting points for the network approach. It moves on to the theory of networks, introducing and defining concepts and issues that are central to the study of social networks, and describing the more common approaches taken to the analysis of networks. Finally, attention is turned to illustrations of the uses of the network approach in a range of different situations.

Week-by-Week Outline:

A. Origins and Background of the Network Approach

1. Introduction to the course.
2. Origins of the network approach.  
Travers and S. Millgram, *Small World Studies*, pp. 179-197.  
Elihu Katz, *The Two-Step Flow of Communication*.  
Net Work #1.
3. Patterns of communication and influence, power, effectiveness.  
A. Bavelas, *Communication Patterns in Task-Oriented Groups*.  
K. Black, *Influence through Social Communication*.  
R. McCleery, *Communication Patterns as Bases of Systems of  
of Authority and Power*.
4. Networks and society.  
I. de Sola Pool and M. Kochen, *Contacts and Influence* (pp. 5-29,  
49-51).  
Mark Granovetter's "Strength of Weak Ties".

B. Theory of Networks

5. Systems perspective.  
Net Work #2 -- systems, parts and wholes, context.  
E. Rogers and L. Kincaid, pp. 31-77
6. Network concepts.  
Net Work #3 -- relationships and links.  
R. Bernard, P. Killworth, L. Sailer *Studies*.
7. The network approach to communication studies.  
Net Work #4 -- the network approach  
L. Guimaraes, *Network Analysis*.
8. Different approaches to networks.  
Net Work #5 -- cliques, clusters, groups, blocks.
9. Network variables.  
Net Work #6 -- the meaning and use of network variables
10. Illustration of personal communication networks.  
Foster Parents Study.

C. Using the Network Approach

11. Networks in organizations.  
Net Work #7 -- organizational communication systems.  
Bernard and Killworth, "Some Formal Properties of Networks".
12. Networks in information diffusion.  
Weinberg, et al.'s, "Communication among Physicians".  
Coleman, Katz and Menzel's "The Diffusion of Information among Physicians".
13. Problems in network research.

Assignments and Grading:

There will be short (2-3 typed double-spaced pages) assignments due in weeks 3, 5, 7 and 10. Two of these assignments will be done in conjunction with tutorial sessions that will be held in the Department's micro-computer laboratory, using special programs developed specifically for this purpose. A term paper will be due on Friday of the last week of classes. Specific topics for these assignments and the term paper will be dicussed in advance in the lectures. Grades will be computed as follows:

|               |             |     |
|---------------|-------------|-----|
| Assignment #1 | due week 3  | 10% |
| Assignment #2 | due week 5  | 15% |
| Assignment #3 | due week 7  | 20% |
| Assignment #4 | due week 10 | 20% |
| Term Paper    | due week 13 | 35% |

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- Coleman, J., Katz, E., & Menzel, H. 1957 "The diffusion of an innovation among physicians" Sociometry, 20, 253-270
- Danowski, James. 1985 "Personal network integration: Infographic, Psychographic, and Demographic factors" unpublished, presented at International Communication Association, San Francisco.
- de Sola Pool, I., & Kochen, M. 1978 "Contacts and Influence" J. Social Networks, 1, 5-51
- Granovetter, Mark 1976 "Strength of Weak Ties" American Journal of Sociology, 78, 1360-1380
- McCleery, 1960 "Communication patterns and bases of systems of authority and power" Theoretical Studies in Social Organization of the Prison. Social Research Council. Pamphlet 15, 49-77
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- Katz, Elihu 1957 "The two-step flow of communication: an up-to-date report on an hypothesis" Public Opinion Quarterly, XXI, 71-78
- Travers, Jeffrey & Milgram, Stanley 1969 "Small world studies" Sociometry, 32, 425-443
- Weinberg, A., Ullian, L., Richards, W. D., & Cooper, P. 1981 "Communication among Physicians" J. Medical Education, 56, 174-180
- Richards, William 1985 "Data, models, and assumptions in network analysis" in Organizational Communication: Traditional Themes and New Directions. Mc Phee, R. D., & Tompkins, P. K. (eds) Sage Publications, Beverley Hills
- Richards, William D. 1987 "Organizational Communication Networks" in Organizational Communication 2nd ed Ferguson, S (eds) forthcoming
- Bernard, Russ, & Killworth, Peter 1975 "Some Formal Properties of Office of Naval Research Technical Report.
- Killworth, P. & Bernard, R. 1976 "Informant accuracy in social network data" Human Organization, 35, 269-286
- Guimaraes, Litton 1971 "Communication Networks" unpublished mimeo Department of Communication, Michigan State University
- Rogers, Everett & Kincaid, Lawrence 1982 Communication Networks New York Basic Books



SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

1. Calendar Information

Department: Communication

Abbreviation Code: CMNS Course Number: 220

Credit Hours: 3 Vector: 2-1-0

Title of Course: UNDERSTANDING TELEVISION.

Calendar Description of Course:

This course examines television, both as a medium of communication and as an element of culture.

Nature of Course Lecture/Tutorial.

Prerequisites (or special instructions):

CMNS 110 or 130. Students who have taken CMNS 220 prior to Fall 1988 may not claim further credit for this course.

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? Twice a year.

Semester in which the course will first be offered? Fall 1988.

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

3. Objectives of the Course

1. To complement CMNS 221-3 and 215-3.
2. To provide a close examination of television.
3. To serve as a foundation for more advanced courses in media studies, for example, CMNS 321-4 and CMNS 341-4.

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: Sept 16/87

  
Department Chairman

\_\_\_\_\_  
Dean

  
Chairman, SCUS

CMNS 220-3: Understanding Television

(a) Calendar Description:

This course examines television, both as a medium of communication and as an element of culture.

(b) Rationale:

This course draws upon the expertise of a new faculty member, and is designed to complement CMNS 221-3 (Media and Audiences), and CMNS 215-3 (Advertising as Social Communication). The material is important for the study of media generally, and specifically, for CMNS 321-4, CMNS 341-4 and CMNS 421-4.

(c) Sample Outline: attached.

(c) Sample Course Outline.

CMNS 220-3

UNDERSTANDING TELEVISION

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This course examines television, both as a medium of communication, and as an element of culture.

**Week-by-Week Outline:**

**PART ONE: HISTORY, CULTURE AND TECHNOLOGY.**

1. Manufacturing images: An historical perspective.
2. The making of the medium: Television and technology.
3. Institutions and forms: The development of television production.

**PART TWO: THEORIES AND MODELS IN THE STUDY OF TELEVISION.**

4. Critiques and defences of television.
5. Models for understanding television.
6. Theories of television and society.

**PART THREE: CODES AND CONVENTIONS.**

7. The analysis of content.
8. The analysis of effects.
9. The analysis of codes and structures.

**PART FOUR: CASE STUDIES IN TELEVISION ANALYSIS.**

- 10.- Case studies of prime-time television, sports programming,
12. news, daytime and nighttime soaps, children's programs, music video shows and others.

**PART FIVE: CONCLUSION.**

13. Towards a practice of critical viewing.

**Grading and Assignments:**

|                                    |     |
|------------------------------------|-----|
| Mid-term exam                      | 20% |
| Tutorial participation and reports | 10% |
| Final Examination                  | 30% |
| Final Term Paper                   | 40% |

**SELECTED BIBLIOGRAPHY OF GENERAL REFERENCES:**

- Barnouw, Erik. Tube of Plenty: The Evolution of American Television. London: Oxford University Press, 1977.
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- Postman, Neil. Amusing Ourselves to Death: Public Discourse in the Age of Show Business. New York: Penguin, 1985.
- Williams, Raymond. Television: Technology and Cultural Form. London: Fontana, 1974.

NEW COURSE PROPOSAL FORM

1. Calendar Information

Department: Communication

Abbreviation Code: CMNS Course Number: 301

Credit Hours: 4 Vector: 0-0-4

Title of Course: COMMUNICATION NETWORK RESEARCH

Calendar Description of Course:

Examines research in human communication/information networks. Topics include communication networks in organizations, the diffusion of innovations, social support networks, citation networks, and the relation between networks and communication technology.

Nature of Course Seminar

Prerequisites (or special instructions):

45 credit hours; CMNS 201 required; one of CMNS 302 or S.A. 355 required.

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 per year

Semester in which the course will first be offered? 1988-1

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

3. Objectives of the Course

To examine the literature in the area of applied network research. To observe the ways theory and applications come together in this research; how advances in theory and methodology result in more powerful and valuable research; and how the network perspective has been applied in a range of practical situations.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

|              |   |      |
|--------------|---|------|
| Faculty      | ) |      |
| Staff        | ) |      |
| Library      | ) | NONE |
| Audio Visual | ) |      |
| Space        | ) |      |
| Equipment    | ) |      |

5. Approval

Date: Sept 16/87

[Signature]  
Department Chairman

\_\_\_\_\_  
Dean

[Signature]  
Chairman, SCUS

CMNS 301-4: Communication Network Research

(a) Calendar Description:

Examines research in human communication/information networks. Topics include communication networks in organizations, the diffusion of innovations, social support networks, citation networks, and the relation between networks and communication technology.

(b) Rationale:

Intermediate course in network analysis; part of three course sequence.

(c) Sample Outline: attached.

(c) Sample Course Outline.

CMNS 301-4

COMMUNICATION NETWORK RESEARCH

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This seminar examines research on communication networks. A range of topics will be covered, ranging from the structure of networks, the relation between the network and the organization's environment, the people in the networks, the relations that tie the people together. It draws upon the material published in the Journal of the Acoustical Society of America, Administrative Science Quarterly, the Journal of Communication, Personnel Quarterly, and the Journal of Social Networks.

Prerequisites: CMNS 201-3 required; 45 credit hours; one of CMNS 302 or S.A. required.

Syllabus:

- Week 1      Introduction.  
                    Jablin, 1980.  
                    Tichy, Tushman & Fombrun, 1979.  
                    Richards, 1987.
- Week 2      Formal vs. Informal Networks.  
                    Wickesberg, 1968.  
                    Thompson, 1956.  
                    Danowski, 1974.  
                    Sutton & Porter, 1968.  
                    Korfhage, 1974.
- Week 3      Networks in Organizations: Vertical and Horizontal  
                    Communication.  
                    Roberts, et al., 1973.  
                    Roberts, et al., 1978.  
                    Dubin & Spray, 1964.  
                    Porter & Roberts, 1973.  
                    Meyer, 1972.  
                    Jacobson & Seashore, 1951.
- Week 4      Work Dependencies.  
                    Thomason, 1966.  
                    Rosengren, 1967.  
                    Tushman, 1979.  
                    Initiation Patterns.  
                    Webber, 1970.  
                    Davis & Leinhardt, 1972.
- Week 5      Performance.  
                    Bavelas, 1952.  
                    Zaltman, et al., 1973.  
                    Allen & Cohen, 1969.  
                    Schwab & Cummings, 1970.

- Week 6 Summary/Review of First Five Weeks.
- Week 7 People in Organizational Networks: Isolates vs. Liaisons.  
Roberts & O'Reilly, 1974.  
Jennings, 1960.  
Schwartz, 1969.  
Allen & Cohen, 1969.  
Muchinsky, 1977.
- Week 8 Managers and Coalitions.  
Albrecht, 1985.  
Thurman, 1979.
- Status.  
Klemmer & Snyder, 1972.  
Thomason, 1966.
- Week 9 Quality of Relationship.  
Eisenberg, et al., 1984.  
Albrecht, 1984.  
Lincoln & Miller, 1979.  
Richards, 1985.  
Killworth & Bernard, 1976.
- Week 10 Relations Linking Individuals.  
Foster & Horvath, 1971.  
Granovetter, 1976.  
Hallinan & Femlee, 1975.  
Bernard & Killworth, 1975.
- Week 11 The Social Context of Communication Networks.  
Dill, 1958.  
Rogers, 1987.  
Richards, 1985.
- Other Factors.  
Pugh, et al., 1968.  
Conrath, 1973.
- Week 12 Summary/Review of Weeks 7 through 11.
- Week 13 Overviews.  
Redding, 1979.  
Wiio, Goldhaber & Yates, 1980.

Grading Profile:

|   |     |
|---|-----|
| 1. Three short papers                   | 33% |
| 2. Tutorial participation               | 33% |
| 3. Term paper due last week of semester | 34% |



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- Bavelas, Alex, 1950. "Communication Patterns in Task-Oriented Groups", Journal of the Acoustical Society of America, 3, 307-312.
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- Davis, J.A. and S. Leinhardt, 1972. "The Structure of Positive Interpersonal Relations in Small Groups", in J. Berger, M.J. Zelditch and B. Anderson (eds.), Sociological Theories in Progress, Vol. 2. New York: Houghton Mifflin.
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- Eisenberg, G.E., P.R. Monge and R.J. Farace, 1984. "Co-orientation on Communication Rules in Managerial Dyads", Human Communication Research, 11:2, 261-271.
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SENATE COMMITTEE ON UNDERGRADUATE STUDIESNEW COURSE PROPOSAL FORM1. Calendar InformationDepartment: CommunicationAbbreviation Code: CMNS Course Number: 302 Credit Hours: 4 Vector: 2-0-4Title of Course: COMMUNICATION NETWORK RESEARCH METHODS

Calendar Description of Course:

This course examines the theory and methods used in communication network research.

Nature of Course            Lecture/laboratory

Prerequisites (or special instructions):

CMNS 201; an introductory Statistics course (PSYC 210, MATH 101, MATH 102, or equivalent).

What course (courses), if any, is being dropped from the calendar if this course is approved:    CMNS 360-4.

2. Scheduling

How frequently will the course be offered?    once per year.

Semester in which the course will first be offered?    Spring 1989.

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

Richards

3. Objectives of the Course

To provide the necessary background for students to be able to carry out specialized research in the study of communication networks.

4. Budgetary and Space Requirements (for information only)

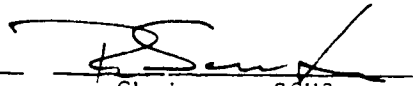
What additional resources will be required in the following areas:

Faculty    NONE

Staff        NONE (Microcomputer lab will require some support).

Library    NONE

Audio Visual NONE

Space        ) Currently this course shares lab with others; eventually a  
Equipment    ) separate facility will be required.5. ApprovalDate: Sept 16/87  
Department Chairman  
Dean  
Chairman, SCUS

CMNS 302-4: Communication Network Research Methods

(a) Calendar Description:

This course examines the theory and methods used in communication research.

(b) Rationale:

Course content is presently being covered in CMNS 360-4. New course represents curriculum rationalization, creating a specialized communications methods course to replace a general methods course.

(c) Sample Outline: attached.

(c) Sample Course Outline.

CMNS 302-4

COMMUNICATION NETWORK RESEARCH METHODS

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Network research is the study of the patterns of relationships, usually among people in organizations, communities, social groups or professions. It is used, for example, in large organizations to identify problems with the flow of information and to promote effective communication, but it can also be used to facilitate the transmission of information about new technologies or other matters between communities or from one group to another.

This course is designed to complement CMNS 201-3, and CMNS 301-4, and is a prerequisite for CMNS 401-4. It is designed to acquaint students with the methods of network research.

Prerequisite: CMNS 201-3; an introductory Statistics course (PSYC 210, MATH 101, MATH 102, or equivalent).

| <u>Week</u>                              | <u>Topics</u>   | <u>Readings</u><br>(B=Babbie) |
|--|---|-------------------------------|
| SECTION A. THE LOGIC OF NETWORK RESEARCH |   |                               |
| 1  | Introduction to Network Research                            | B pp. 1-47, 449-462, 472-477. |
| 2  | Causation and Correlation                                   | B pp., 49-66                  |
| 3-4                                      | Research Design: Network Studies                            | B pp. 70-09; WDR #1           |
| SECTION B. MEASUREMENT                   |   |                               |
| 5  | Conceptualization and Operationalization in Network Studies | B.pp. 101-138                 |
| 6  | Network Measurement   | WDR #2                        |
| 7  | Sampling  | B pp. 140-180                 |
| 8  | Survey Research   | B pp. 208-242                 |
| 9  | Examples of Network Analysis Studies                        |                               |
| SECTION C. ANALYSIS OF DATA              |   |                               |
| 10                                       | Quantifying Data about Networks                             | B pp. 328-359, 478-483.       |
| 11                                       | Useful Statistics for Network Analysis                      | B pp. 406-327, WDR #3         |
| 12                                       | Analysis and Interpretation of Results                      | WDR #4                        |
| 13                                       | Summary and Final Presentations and Review                  |                               |

REQUIRED READINGS

Richards, W.D. "Network Analysis: Research Design"

\_\_\_\_\_, "Measurement in network research"

\_\_\_\_\_, "Useful statistics for network analysis"

\_\_\_\_\_, "Issues of Interpretation"

Babbie, Earl, The Practice of Social Research (4th ed.) Belmont, California: Wadsworth, 1986

Grading:

|                                 |     |
|---------------------------------|-----|
| Section quizzes                 | 30% |
| Final Examination               | 25% |
| Research Project: presentations | 15% |
| Research Project; Final report  | 30% |



SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

1. Calendar Information

Department: Communication

Abbreviation Code: CMNS Course Number: 334

Credit Hours: 4 Vector: 2-2-0

Title of Course: CULTURAL POLICY.

Calendar Description of Course:

An analysis of the various facets of the cultural arts -- film, video, art including photography, theatre and dance -- concentrating primarily on the policies and laws affecting them.

Nature of Course Lecture/Tutorial.

Prerequisites (or special instructions):

CMNS 230 or permission of the instructor.

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 per year.

Semester in which the course will first be offered? Fall 1988 or Spring 1989

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

3. Objectives of the Course

The proposed course parallels existing courses on broadcasting policy, telecommunications regulation and book publishing. It focusses on the various arts and upon federal and provincial policies with respect to them, providing both a useful basis for comparison of different areas of communication and a complement to courses about the arts.

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: Sept 16/87

[Signature]  
Department Chairman

\_\_\_\_\_  
Dean

[Signature]  
Chairman, SCUS

CMNS 334-4: Cultural Policy

(a) Calendar Description:

An analysis of the various facets of the cultural arts -- film, video, art including photography, theatre and dance -- concentrating primarily on the policies and laws affecting them.

(b) Rationale:

This course supplements and complements offerings in Communication policy, and provides an opportunity to explore the various definitions of "culture" that are used by institutions and governments and in discussions of cultural issues when dealing with the arts.

(c) Sample Outline: attached.

(c) Sample Course Outline.

CMNS 334-4

**CULTURAL POLICY**

-----  
The Canadian Conference of the Arts publication A Little Applebert (1983), posed one of the key questions that this course will address: How far is it reasonable to expect government to deal with culture in terms of its own values, cultural values, rather than as an instrument for other ends? This question expresses a basic dilemma of Canadian cultural policy, which has to contend with priorities that are, as often as not, established outside the domain of cultural production itself. This course will look at specific policies developed with regard to various aspects of cultural production.

Unfortunately, broadcasting is often conceived as the only way of intervening in Canadian culture. The arts, video and film included, are more often seen as fitting into one of two complementary policy areas: the multicultural heritage or the fine arts "high" cultural tradition. In both cases, their marginality is usually taken for granted. They are seen as necessary but potentially less effective in creating a sense of a common culture than broadcasting. This view is increasingly being challenged, particularly by the cultural producers who feel that distribution (and policies promoting it) is as serious a problem as creating arts.

At the present time, given the free-trade debate, the constitutional accord and the lobbying campaigns launched by cultural producers, it is particularly important to examine the ways in which cultural goods are produced, disseminated and regulated.

**Week-by-Week Outline:**

**PART ONE: INTRODUCTION.**

1. Introduction to cultural policies in Canada.
2. Federal, provincial and local institutions affecting cultural policy, some historical perspectives, questions of consultation and accountability.
3. Cultural funding: Sources and priorities.

**PART TWO: SECTOR BY SECTOR EXAMINATION OF VARIOUS ARTS IN TERMS OF POLICIES, FUNDING FOR CREATION, CONSERVATION AND DISTRIBUTION.**

4. Fine (plastic) arts, including photography.
5. Publishing.
6. Theatre and Dance.
7. Cinema.
8. Music (performance).
9. Music (recordings)

**PART THREE: ISSUES IN CULTURAL POLICY IN CANADA AND INTERNATIONALLY.**

10. National policies.
11. International issues.
12. Copyright and the Changing technologies of cultural reproduction.
13. Summary.

|                 |                                 |     |
|-----------------|---------------------------------|-----|
| <b>Grading:</b> | Midterm exam                    | 30% |
|                 | Final paper: report in tutorial | 20% |
|                 | Final paper                     | 50% |

**Readings:**

Due to time constraints this is only a short bibliography of some recent Canadian policy publications. It does not include many non-government publications or represent the literature on regional, local, or international cultural issues to be found in official documents. Neither does it represent the many cultural and academic publications devoted to these questions.

- Biggs, Karen. Public Inquiries on Broadcasting and Cultural Policy in Canada 1928-1982, M.A. Thesis, McGill University, 1984.
- Canada. Task Force on Broadcasting Policy. Ottawa, Ministry of Supply and Services, 1986.
- Canada. Department of Communications. Culture and Communications: Key elements of Canada's Economic Future, 1983.
- Canada. Department of Communications. Report of The Federal Cultural Policy Review Committee, 1982.
- Canada. Department of Communications, Research and Statistics Directorate, Arts and Culture Sector. A Guide to Arts and Culture Studies and Reports, 1981
- Globerman, Steven. Cultural Regulation in Canada, Institute for Research on Public Policy, Montreal, 1983.
- Roberts, Lance W. and R.A. Clifton. "Exploring the Ideology of Canadian Multiculturalism", Canadian Public Policy, 8 (Winter 1982), 88-94.
- Wallin, D. The Arts in Canada Today and Tomorrow, (papers of the 45th Couchiching Conference), Toronto: Yorkminster Publishing, 1976.
- Whalley, John and Roderick Hill, (eds) Canada-U.S. Free-Trade, The Collected Studies of the Royal Commission on Economic Union and Development Prospects for Canada. Toronto, University of Toronto Press, 1982.

SENATE COMMITTEE ON UNDERGRADUATE STUDIESNEW COURSE PROPOSAL FORM1. Calendar InformationDepartment: CommunicationAbbreviation Code: CMNS Course Number: 335 Credit Hours: 4 Vector: 2-2-0Title of Course: THE NEWSPAPER INDUSTRY AND PRESS POLICY IN CANADA.

## Calendar Description of Course:

An analysis of the various facets of the Canadian newspaper industry, and of policies and laws that affect the press.

Nature of Course Lecture/Tutorial.

Prerequisites (or special instructions):

CMNS 230 recommended.

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

NONE

2. SchedulingHow frequently will the course be offered? Once per year.Semester in which the course will first be offered? Fall 1988 or Spring 1989.

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

Hackett; Lorimer.3. Objectives of the Course

The proposed course parallels existing communication courses on broadcasting policy, telecommunications regulation, and book publishing in Canada. By focussing on a media industry which is non-regulated and falls outside the purview of federal cultural policy, it provides a useful basis for comparison. Also, it aims to provide students with an overview of one of the oldest and most important of the media industries, as well as State policy affecting it.

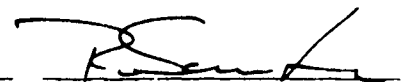
4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty NONEStaff NONELibrary A few photocopies of several journal articles and/or conference papers.Audio Visual NONESpace NONEEquipment NONE5. ApprovalDate: Sept 16/87

  
Department Chairman

\_\_\_\_\_  
Dean

  
Chairman, SCUS

CMNS 335-4: The Newspaper Industry and Press Policy in Canada

(a) Calendar Description:

An analysis of the various facets of the Canadian newspaper industry, and of policies and laws that affect the press.

(b) Rationale:

Course extends offerings in "policy" stream by providing material on a critical medium and policies related to it.

(c) Sample Outline: attached.

(c) Sample Course Outline.

CMNS 335-4

**THE NEWSPAPER INDUSTRY AND PRESS POLICY IN CANADA**

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**Course Objectives:**

By the end of the course, students should have acquired a greater appreciation of the following themes:

1. The historically evolving roles of the newspaper industry in Canadian society and politics.
2. The interaction between the economic structure (including ownership) of newspapers as an industry, on the one hand, and the editorial quality and performance of newspapers as a political institution (the "press") on the other hand.
3. The range of State laws and policies which affect the economic and editorial functioning of the press, as well as some of the factors which shape those laws and policies.
4. Possible policy alternatives and/or structural reforms for the newspaper industry.

Students who have taken other courses on communications policy and media industries will find it useful to compare newspapers, as a (relatively) non-regulated industry, with broadcasting and telecommunications as regulated industries. Similarly, they will be able to raise questions about why book publishing, for example, falls within the purview of federal cultural policy, whereas newspapers do not.

**Assignments and Grading:**

- 10% Tutorial attendance and participation.
- 25% Tutorial presentation and paper (approximate length, 1500 words) on a topic to be chosen from a list distributed in class.
- 40% Term paper, on a topic to be selected by the student and approved by the instructor. Suggested length: 3000 words.
- 25% Final course paper, on one of several questions assigned by the instructor, and intended to demonstrate a general knowledge of the required readings and lectures. Approximate length, 1500 words.

Course Readings:

Two basic texts will be ordered by the SFU Bookstore and placed on Library Reserve:

Royal Commission on Newspapers (Kent Commission), Report (Ottawa, 1981).

Arthur Siegel, Politics and the Media in Canada (Toronto: McGraw-Hill Ryerson, 1983).

In addition to them, some other selections are required reading and will be placed on Library Reserve, along with other materials which will be useful for course assignments. A list of supplementary readings will be distributed in class.

Lecture Topics and Reading List:

Week 1 Introduction to the course.

Week 2 Historical Development of Canada's Press System.

Readings:

Siegel, Ch. 5, pp. 84-97.

Paul Rutherford, The Making of the Canadian Media (Toronto: McGraw-Hill Ryerson, 1978), Ch. 1-2, pp. 1-76.

Week 3 Society, politics and the press.

Readings:

Siegel, Ch. 2, pp. 13-36.

Kent Commission, Ch. 2 and 8, pp. 21-40, 135-146.

Frederick Elkin, "Communications Media and Identity Formation in Canada", in Benjamin D. Singer (ed.), Communications in Canadian Society (Toronto: Copp Clark, 1975), pp. 229-243.

Weeks 4-6 The structure and performance of the newspaper industry.

- ownership.
- circulation, advertising and profitability.
- the organization of news production.
- editorial quality and performance.
- weeklies, special interest, and alternative press.

Readings:

Paul Audley, Canada's Cultural Industries (Toronto: Lorimer, 1983), Ch. 1, pp. 7-53.

Kent Commission, Ch. 1, 4-10, pp. 1-20, 63-180.

Siegel, Ch. 6, pp. 98-134.



- Week 7 New technology and the newspaper industry.
- computers in the newsroom.
  - computers and satellite communications.
  - videotex.

Readings:

Kent Commission, Ch. 11-12, pp. 181-214.

- Weeks 8-9 Press policy? Relevant laws and policies.
- an overview of public policy process and institutions in Canada.
  - laws/policies affecting economic structure and ownership.
  - laws/policies affecting editorial content (libel, etc.).
  - Press councils: a model for self-regulation?

Readings:

Kent Commission, Ch. 3, pp. 41-62.

Siegel, Ch. 3-4, pp. 37-83.

S. Cunningham, "Press Councils in Canada", paper presented to the Canadian Communication Association, Montreal, 1987.

D. Clift, "Press Councils and Ombudsmen", in Kent Commission Research Study, Vol. 2, The Journalists, pp. 137-161.

- Week 10 How is policy made? The Kent Report as a case study in press (non-)policy.

Readings:

Kent Commission, Foreword, Ch. 13-14, Appendix II, pp. xi-xii, 215-255, 259-260.

Siegel, Ch. 7, pp. 135-150.

R. Samarajiwa and K. Kopinak, reviews of Kent Report in Studies in Political Economy, 12 (Fall 1983), pp. 125-134, 143-152.

Tim Creery, "Kent Proposes: Ottawa Disposes", paper presented to the Canadian Communication Association, Ottawa, 1982.

Tim Creery, "Out of Commission", Ryerson Review of Journalism (Spring 1984), pp. 7-8.

Tom Kent, "The Commission Revisited", Content (Sept./ Oct. 1984), pp. 2-3.

Keith Davey, "Newspapers Jolted into Hysteria", Globe and Mail, 16 September 1981.

Week 11 The international context: global news agencies and the "New World Information Order" debate.

Readings:

Gertrude J. Robinson, News Agencies and World News (Switzerland: University of Fribourg Press, 1981), Part III: "The Canadian Press Agency and World News".

Week 12 Alternative policies? An comparative overview of press policies in other liberal-democracies.

Readings:

P. Edgar and S. Rahim (eds.), Communication Policy in Developed Countries (London: Kegan Paul International, 1983), selected excerpts.

Week 13 Summary and review.

Supplementary Readings: A Preliminary List

Bagdikian, Ben H., The Media Monopoly (Boston: Beacon, 1983).

Black, Edwin R., Politics and the News (Toronto: Butterworths, 1982).

Boyce, George, et al. (eds.), Newspaper History: From the 17th Century to the Present Day (London: Constable, 1978).

Bruner, Arnold, "Freedom and the Electronic Newspaper", In Search, Vol. 8, No. 2 (Winter 1981), pp. 4-10, 26.

Canada, Royal Commission on Newspapers (Kent Commission), Research Studies on the Newspaper Industry, esp. Vol. 3, W. Tarnopolsky, et al., Newspapers and the Law; Vol. 4, E. Hallman, et al., The Newspaper as a Business; Vol. 6, C. Cumming, et al., Canadian News Services; Vol. 7, F. Fletcher, The Newspaper and Public Affairs; Vol. 8, P. Desbarats, Newspapers and Computers: An Industry in Transition.

Canada, Special Senate Committee on Mass Media (Davey Committee), Report, Vol. 1, Part III, pp. 81-133; Vol. 2, Part I, "Concentration", and Part II, esp. section on "The Print Industry"; Vol. 3, pp. 187-207.

Clement, Wallace, The Canadian Corporate Elite (Toronto: McClelland and Stewart, 1975), Ch. 7-9.

- Curran, James (ed.), The British Press: A Manifesto (London: Macmillan, 1978).
- Kesterton, Wildred H., A History of Journalism in Canada (Toronto: McClelland and Stewart, 1967).
- Kesterton, Wilfred H., The Law and the Press in Canada (Toronto: McClelland and Stewart, 1976).
- McPhail, T.L., The Future of the Daily Newspaper (IRPP, Working Paper, 1980).
- Righter, Rosemary, Whose News? Politics, the Press and the Third World (London: Burnett Books, 1978).
- Smith, Anthony, Goodbye Gutenberg: The Newspaper Revolution of the 1980s (Oxford University Press, 1980).
- Stewart, Walter (ed.), Canadian Newspapers: The Inside Story (Edmonton: Hurtig, 1980).
- Turow, Joseph, Media Industries: The Production of News and Entertainment (New York: Longman, 1984).
- Zwicker, Barry and Dick MacDonald (eds.), The News: Inside the Canadian Media (Ottawa: Deneau, 1981).

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

1. Calendar Information

Department: COMMUNICATION

Abbreviation Code: CMNS Course Number: 342

Credit Hours: 4 Vector: 2-0-2

Title of Course: Public Science Policy I: Risk Communication

Calendar Description of Course:

The course examines communication in the relation between science (technology) and public policy, and more particularly, in the evaluation of risk.

Nature of Course Lecture/Seminar

Prerequisites (or special instructions):

CMNS 361 strongly recommended.

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 yearly.

Semester in which the course will first be offered? Fall 1988.

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

Leiss; Salter.

3. Objectives of the Course

1. To draw upon a major research component of the Department and provide students with opportunities related to it.
2. To provide an examination of a major aspect of the relation between science (and technology) and public policy.
3. To draw upon SFU's unique expertise in a new and growing field.

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: Sept 16/87



Department Chairman

\_\_\_\_\_

Dean



Chairman, SCUS

CMNS 342-4: Public Science Policy I: Risk Communication

(a) Calendar Description:

The course examines communication in the relation between science (technology) and public policy, and more particularly, in the evaluation of risk.

(b) Rationale:

The course draws upon an area of the Department's expertise, and a growing public, governmental and industry interest in how information from experts, government and public interest groups can be brought together in the design of public policies. The focus is on the communication among these groups and the uses of information to inform, persuade and analyze problems in the setting of public policy. Although the field of risk communication is a new one, there is now a journal in the field and a substantial literature. Students taking this course gain knowledge related to public information activities connected with scientific and technical decision-making in government, industry and public interest groups.

(c) Sample Outline: attached.

(c) Sample Course Outline.

CMNS 342-4

Public Science Policy I: Risk Communication

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This course examines the public discourse about the assessment and management of environmental risks, which is one of the key domains in which the concerns of science and public policy are merged in contemporary society. It focusses on the "dialogue" between the technical assessment of hazards by scientific and other experts, on the one hand, and on the other, the perception of risks by the public and the management of those risks by decision makers who are ultimately answerable to the public. It identifies three distinct sectors -- industry, government, and general-interest participants such as the media -- whose interactions set up the communicative patterns in the discourse on risk which will be examined in detail.

List of Topics

1. Overview of the Risk Area
2. Elements of Risk Communication Processes
3. The "Expert Sphere"
4. The "Public Sphere"
5. Risk Communication Patterns: Industry Sector
6. Patterns: Government Sector
7. Patterns: General-Interest Sector
8. Risk Information: Source Problems
9. Risk Information: Channel Problems
10. Risk Information: Receiver Problems
11. Risk Information: Message Problems
12. Improving Risk Communication in Canada

General Approach

Key readings will be analyzed in lecture and seminar sessions; these will include both academic research studies and policy documents. This is a policy-oriented course, however, and each student will be expected to choose a current risk communication problem for intensive documentary research.

EVALUATION:

|                              |     |
|------------------------------|-----|
| Mid-term Examination         | 50% |
| Documentary Research Project | 50% |

REQUIRED READINGS:

- Brickman, R., et al., Controlling Chemicals. Cornell Univ. Press, 1985.  
Douglas, M. and A. Wildavsky, Risk and Culture. Univ. of California Press, 1982.  
Salter, L., Mandated Science. D. Reidel, 1987.

LIST OF REFERENCES

- BARAM, MICHAEL S. "Chemical Industry Accidents, Liability, and Community Right to Know," American Journal of Public Health, vol. 76, no. 5 (May 1986), pp. 568-572. [1986a]
- BARAM, MICHAEL S. "The Right to Know and the Duty to Disclose Hazard Information," American Journal of Public Health, vol. 74, no. 4 (April 1984), pp. 385-390.
- BARAM, MICHAEL S. "Risk Communication and the Law for Chronic Health and Environmental Hazards," The Environmental Professional, vol. 8 (1986), pp. 165-178. [1986b]
- BRICKMAN, RONALD, Sheila Jasanoff and Thomas Ilgen. Controlling Chemicals: The Politics of Regulation in Europe and the United States (Ithaca, N.Y.: Cornell University Press, 1985).
- COVELLO, VINCENT, Detlof von Winterfeldt, and Paul Slovic. "Risk Communication: An Assessment of the Literature on Communicating Information about Health, Safety and Environmental Risks," Draft Preliminary Report to the Environmental Protection Agency. Los Angeles: Institute of Safety and Systems Management, 31pp., January 11, 1986.
- FISCHOFF, BARUCH, Paul Slovic and Sarah Lichtenstein. "'The Public' vs. 'The Experts': Perceived vs. Actual Disagreements about Risks." In: The Analysis of Actual versus Perceived Risks, ed. Vincent Covello et. al. (New York: Plenum Press, 1983), pp. 235-249.
- GRIMA, A.P., P. Timmerman, C. D. Fowle and P. Byer. "Risk Management and EIA: Research Needs and Opportunities," Canadian Environmental Assessment Research Council, Ottawa, 1986.
- HEALTH AND WELFARE CANADA. Bureau of Chemical Hazards, Environmental Health Directorate, Health Protection Branch: "Risk Assessment/ Risk Management: A Handbook for use within the Bureau of Chemical Hazards" (compiled by Patricia Birkwood), 17pp., July 1986.
- KENNEDY, KAREN, "Position Paper on Public Participation," Health Protection Branch, Health and Welfare Canada, 15pp., February 1984.
- KREWSKI, DANIEL and Patricia Birkwood. "Risk Assessment and Risk Management," Risk Abstracts, forthcoming 1987.

List of References

- LEISS, WILLIAM. "The Risk Management Process," Working Paper, Pesticides Directorate, Agriculture Canada, Ottawa, 1985.
- LEVY, EDWIN. "The Swedish Studies of Pesticide Exposure and Cancer: A Case-Study on the Two Fronts of Disciplinary and Mandated Science," unpublished paper, 64 pp., 1987.
- MAZUR, ALLAN. "The Journalists and Technology: Reporting about Love Canal and Three Mile Island," Minerva, vol. 22 (1984), pp. 45-66.
- MCGEE, ANN B. AND EDWIN LEVY. "Herbicide Use in Forestry: Communication and Information Gaps," unpublished paper, 32pp., 1987.
- O'HARE, MICHAEL. "Improving the Use of Information in Environmental Decision Making," Environmental Impact Assessment Review, vol. 1, no. 3 (1980), pp. 229-250.
- SALTER, LIORA. Mandated Science: Science and Scientists in the Making of Public Policy. Amsterdam: D. Reidel, forthcoming 1987.
- SALTER, LIORA. "Observations on the Politics of Risk Assessment: The Captan Case," Canadian Public Policy, vol. XI, no. 1 (1985), pp. 64-76.
- SALTER, LIORA. "Standards and Peer Review in Canada," Science, Technology and Human Values, vol. 10, no. 4 (1985), pp. 37-46.
- SHANNON, CLAUDE E. AND WARREN WEAVER. The Mathematical Theory of Communication. Urbana: University of Illinois Press, 1949.
- SOCIETY FOR RISK ANALYSIS. Committee on Definitions, "Draft Paper on Risk Definitions" and "Draft Glossary," June 1986.
- VERTINSKY, ILAN and Patricia Vertinsky. "Communicating Environmental Health Risk Assessment and Other Risk Information: Analysis of Strategies," in: H. Kunruther (ed.), Risk: A Seminar Series (Luxemburg: IIASA, 1982), pp. 421-482.
- VARIOUS. Symposium on Public Policy towards Risk. Policy Studies Review, vol. 1, no. 4 (May 1982), pp. 651-747.



CMNS 342-4, page #4

List of References

VARIOUS. National Conference on Risk Communication, Washington, D.C.,  
January 1986.

NOTE: THERE IS AN EXTENSIVE LITERATURE ON "PERCEIVED RISK" OR "RISK PERCEPTION AND ACCEPTANCE," THE CONTENTS OF WHICH ARE DIRECTLY RELEVANT TO THE CONCEPT OF RISK COMMUNICATION. ONE TITLE IS LISTED BELOW FOR ILLUSTRATIVE PURPOSES.

VINCENT COVELLO ET. AL. (eds.), The Analysis of Actual versus Perceived Risks (New York: Plenum Press, 1983).

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

1. Calendar Information

Department: Communication

Abbreviation Code: CMNS Course Number: 442

Credit Hours: 4 Vector: 2-0-2

Title of Course: Public Science Policy II: Standards

Calendar Description of Course:

To examine the origination, implementation and enforcement of standards. Standards to be examined include: communication standards, standards used in risk evaluation of environmental and occupational hazards and standards used in technology assessment.

Nature of Course Lecture/Seminar.

Prerequisites (or special instructions):

CMNS 361. CMNS 342 strongly recommended.

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? Initially every two years.

Semester in which the course will first be offered? Fall 1989.

Which of your present faculty would be available to make the proposed offering possible? Salter (Leiss or alternate).

3. Objectives of the Course

To take advantage of the research expertise in the Department of Communication, especially since this expertise is unique to SFU. To provide an opportunity to extend the study of science and public policy by the use of a particular case. To add to the resources for students studying communication policy.

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: Sept 16/87



Department Chairman

\_\_\_\_\_

Dean



Chairman, SCUS

CMNS 442-4: Public Science Policy II: Standards

(a) Calendar Description:

To examine the origination, implementation and enforcement of standards. Standards to be examined include: communication standards, standards used in risk evaluation of environmental and occupational hazards and standards used in technology assessment.

(b) Rationale:

The course is designed to take advantage of an area of the Department's expertise, unique to Simon Fraser, and to bring the Department closer to an emphasis on technology and applied sciences. Students interested in Communication policy will gain an understanding of a phenomenon, standards, critical to policy decisions but often neglected in the analysis of policy issues. Students interested in the relationship between science (technology) and public policy, from the Department of Communication or any other, will find the study of standards an important and useful case study of this relationship.

(c) Sample Outline: attached.

### STANDARDS AND STANDARD SETTING

This course examines standards -- the numbers used for determining acceptable performance of technologies. It includes a study of the origination of standards at the local, provincial, national and international levels. It also includes an examination of the implementation and enforcement of standards.

The case studies to be discussed in class are: broadcasting standards, communication standards, occupational health and safety standards and environmental standards. Legal, policy, economic and social aspects of standards will be discussed in each case study.

Questions of standards are highly controversial at this time. Should regulatory standards be used, or should governments depend upon voluntary codes and self-regulation? How should national and economic interests in standard setting be balanced against public (i.e., health) and consumer interests? How do standards affect industrial development and trade? These questions will be addressed through discussions in the seminars accompanying the lectures.

#### Outline:

- Week 1: What are standards?
- Week 2: The standards organizations.
- Week 3: Broadcasting standards.
- Week 4: Broadcasting standards.
- Week 5: Communication standards.
- Week 6: Communication standards.
- Week 7: Communication standards.
- Week 8: Occupational health and safety standards.
- Week 9: Occupational health and safety standards.
- Week 10: Environmental standards.
- Week 11: Environmental standards.
- Week 12: Environmental standards.
- Week 13: Regulation and deregulation.

#### Grading and Assignments:

Students will be expected to choose a case study of their own and to conduct primary document research. Often this will involve correspondence with standards organizations and an inter-library search for material not likely to be found in the SFU Library. For this reason, CMNS 361-4 is a prerequisite.

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|-----------------|---|-----|
| <u>Grading:</u> | Preparation of Case Study   | 60% |
|                 | Short Seminar Paper (5-7 pages) on<br>issues related to standards | 15% |
|                 | Take-home Exam  | 25% |

Required Readings:

Salter, L., Mandated Science: The Role of Science and Scientists in the Creation of Standards. D. Reidel, 1987.

Recommended Readings:

Brock, Gerald, "Competition, Standards and Self-Regulation in the Computer Industry", in R. Caves and M. Roberts (eds.), Regulating the Product. Cambridge, Mass.: Ballinger Publishing Co., 1975.

The Canadian Computer/Communications Task Force, Standards. Ottawa: Information Canada, 1974. Background Paper No. 13, prepared by the CCC/TF, Ottawa, August 1972.

Codding, Jr., George A. and Anthony M. Rutkowski, The International Telecommunications Union in a Changing World. Dedham, Mass.: Artech House, 1982.

Dordis, Rachel, "Cost Benefit Analysis of Consumer Product Safety Standards", The Journal of Consumer Affairs, Summer 1977.

Hemenway, David, Industrywide Voluntary Products Standards. Cambridge: Ballinger Publishing Co., 1975.

International Labour Organization, International Labour Standards: A Workers' Education Manual. Geneva: International Labour Office, 1982.

Kaidanovsky, Samuel P., Consumer Standards. Washington: United States Government Publishing Office, 1941. Monograph No. 24 of a study made under the auspices of the Dept. of Agriculture for the Temporary National Economic Committee, 76th Congress, 3rd Session, with respect to the concentration of economic power in, and financial control over, production and distribution of goods and services.

Lecraw, D.J., Voluntary Standards as a Regulatory Device. Ottawa: Economic Council of Canada, July 1981. Working Paper No. 23.

Legget, S.M., Standards in Canada. Ottawa: Information Canada, December 1970.

- Leland, Hayne, "Minimum Quality Standards and Licensing in Markets with Asymmetric Information", in S. Rottenberg (ed.), Occupational Licensure and Regulation. Washington: American Enterprise Institute, 1979.
- Nelson, Phillip, "Information and Consumer Behavior", Journal of Political Economy, April 1970.
- Parkinson, Thomas, "The Role of Seals and Certifications of Approval in Consumer Decision-Making", Journal of Consumer Affairs, Summer 1975.
- Peiser, H. Stephen and John A. Birch, Standardization in Support of Development. Washington: US Government Publishing Office, 1978.
- Salter, Liora, et al., Mandated Science. Dordrecht: D. Reidel Publishing Company, 1987.
- United Nations, Dept. of Economic and Social Affairs, Industrial Standardization in Developing Countries. New York: United Nations, 1964.
- United Nations, The Promotion of Industrial Standardization in Developing Countries. New York: United Nations, 1966.
- United Nations Industrial Development Organization, Standardization. New York: United Nations, 1969. Monograph No. 12 of the UNIDO monographs on Industrial Development.
- Verman, Lal C., Standardization: A New Discipline. Hamden, Connecticut: Archon Books, 1973.
- Viscusi, W. Kipp and Richard J. Zeckhauser, "Optimal Standards with Incomplete Enforcement", Public Policy, Fall 1979.