

**SIMON FRASER UNIVERSITY**

**MEMORANDUM**

**TO:** Senate

**FROM:** Senate Committee  
on Undergraduate  
Studies

**SUBJECT:** Communication -  
New Courses

**DATE:** December 17, 1987

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Action undertaken by the Senate Committee on Undergraduate Studies at its meeting on December 21, 1987 gives rise to the following motion:

**MOTION:** "that Senate approve and recommend approval to the Board of Governors, as set forth in S.88-5

New courses:

CMNS 346-4

International Communication

CMNS 422-4

Media and Ideology"

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

NEW COURSE PROPOSAL FORM

REVISED

SUBMISSION

8 Dec. 87

1. Calendar Information

Department: COMMUNICATION

Abbreviation Code: CMNS Course Number: 346

Credit Hours: 4 Vector: 2-2-0

Title of Course: INTERNATIONAL COMMUNICATION.

Calendar Description of Course:

A survey and analysis of opportunities and constraints in the field of international communication. The course will consider perspectives from which to understand and address regional differences as well as universal patterns of communication in international relations, and particularly in development co-operation. Throughout the course, comparative and contrastive examples will be drawn from communication practices current in the Asia-Pacific region.

Nature of Course Lecture/Tutorial.

Prerequisites (or special instructions):

45 or more credit hours; at least two lower division courses in Communication. LING 260 and/or S.A. 101 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 per 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?  
Walls

3. Objectives of the Course

To develop the student's competence and sensitivity in the detection and analysis of concepts, traditions and institutions that promote or hinder international communication and development co-operation, with frequent reference to the Asia-Pacific region.

4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

Faculty NONE

Staff NONE

Library See attached reading list.

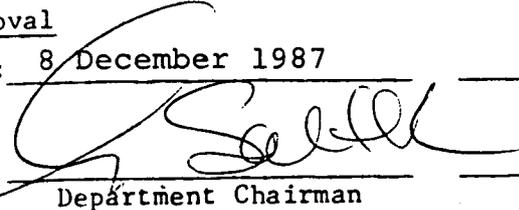
Audio Visual NONE

Space NONE

Equipment NONE

5. Approval

Date: 8 December 1987

  
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Department Chairman

\_\_\_\_\_  
Dean

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

# SIMON FRASER UNIVERSITY

## MEMORANDUM

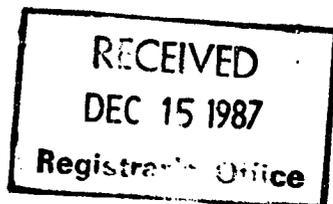
To.....	Dr. Ross Saunders	From.....	R.W. Wyllie, Chairman
.....	V.P. Academic	.....	Sociology/Anthropology
Subject.....	CMNS 346; CMNS 422	Date.....	December 7, 1987

I have received final revised versions of CMNS 346 (International Communication) and CMNS 422 (Media & Ideology) course proposals. These revisions, from my point of view, solve the problem of specific course overlaps with SA 467 and SA 327 respectively.

It is understood that SA 101 (Introduction to Anthropology) will be designated as a "strongly recommended" course for students taking CMNS 346; and that SA 327 (Sociology of Knowledge) will likewise be designated as a "strongly recommended" course for students taking CMNS 422. It is also understood that these designations will appear as part of the calendar descriptions of the two CMNS courses; and that they will also appear in the course outlines made available to students when these two CMNS courses are offered.

In light of the above, I withdraw the objections previously made regarding course overlap.

c.c. Liora Salter, Chair, Department of Communication



# SIMON FRASER UNIVERSITY

## MEMORANDUM

To.....	Ron Heath, Registrar	From.....	Liora Salter, Chair, Dept. of Communication
Subject.....	New Course Proposals: CMNS 346-4 & CMNS 422-4	Date.....	8 December 1987

The Department of Communication is submitting revisions to the new course proposals for CMNS 346-4 and CMNS 422-4. These revisions take account of the concerns raised by Sociology and Anthropology, and we understand that you will be receiving a memo from them confirming that they have now withdrawn their objections to the revised courses.

I attach copies of our correspondence related to these courses for your files. You will note that I have not responded to the specific issues in the various memos. As the issues with respect to course overlap have been resolved between the teaching faculty involved and between myself and the Chairman of Sociology and Anthropology, it is not necessary to deal with them in a point-by-point manner. Nonetheless, I reserve the right to do so if at any time in the future these same issues are raised about the courses CMNS 422-4 and CMNS 346-4.



Liora Salter

LS:lcm

Enclosures

CMNS 346-4: International Communication

(a) Calendar Description:

A survey and analysis of opportunities and constraints in the field of international communication. The course will consider perspectives from which to understand and address regional differences as well as universal patterns of communication in international relations, and particularly in development co-operation. Throughout the course, comparative and contrastive examples will be drawn from communication practices current in the Asia-Pacific region.

(b) Rationale:

The addition this year of a new faculty member has made it possible to develop departmental offerings in international communication, an area of growing importance as more Canadians interact with overseas counterparts, particularly on the Asian side of the Pacific Rim.

(c) Sample Outline: attached.

CMNS 346-4

INTERNATIONAL COMMUNICATION

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Effective communication depends upon a shared understanding of verbal and non-verbal signs, but Canadians engaged in international activity find themselves increasingly having to communicate with non-Western counterparts whose approach to interaction and sign interpretation differs significantly from our own. In this seminar we will survey, analyse and interpret universals and variations in sign interpretation encountered in international communication. We will consider perspectives from which to understand and address regional differences as well as universal patterns of sign interpretation and communication in international relations, and particularly in development co-operation, economic and trade relations. Throughout the course, comparative and contrastive examples will be drawn from sign systems and communication practices current in the Asia-Pacific region.

PREREQUISITES: 45 or more credit hours; at least two lower division courses in Communication. LING 260 and/or S.A. 101 strongly recommended.

REQUIRED TEXTS:

Gudykunst, William, and Young Yun Kim. Communicating With Strangers. Don Mills: Addison-Wesley Publishing Co., 1983.  
Doi, Takeo. The Anatomy of Dependence. New York: Kodansha International Ltd., 1981.  
Hsu, Francis L.K. Americans & Chinese: Passage to Differences (Third Ed.). Honolulu: University Press of Hawaii, 1981.

ADDITIONAL READINGS:

Doi, Takeo. The Anatomy of Self: The Individual Versus Society. New York: Kodansha International, Ltd., 1985.  
Hall, Edward T. The Silent Language. Garden City, N.Y.: Doubleday & Co., 1973.  
Hall, Edward T. Beyond Culture. Garden City, N.Y.: Doubleday & Co., 1976.  
Nakane, Chie. Japanese Society. Berkeley: University of California Press, 1970.  
Postman, Neil. Crazy Talk, Stupid Talk. New York: Dell Publishing Co., 1976.  
Terrill, Ross, ed. The China Difference. New York: Harper & Row, 1979.  
Watzlawick, Paul, Janet B. Bavelas, and Don D. Jackson. Pragmatics of Human Communication. New York: Norton & Co., 1967.

LECTURE OUTLINE:

1. Communication, Sign Systems and International Co-operation  
Gudykunst, Intro, 1, 2; Hsu, "Foreword," "Preface,"  
"Prologue"
2. East/West Communication: Cultural & Sociocultural Influences  
Gudykunst, Chapt 3, 4; Doi, "Foreword," Chapt 1
3. E/W Communication: Psychocultural & Environmental Influences  
Gudykunst, Chapt 5, 6; Hsu, Chapt 1, 2
4. Universals & Variations in Sign Interpretation  
Gudykunst, Chapt 7, 19; Hsu, Chapt 3, 4
5. Variations in Verbal & Non-verbal Signs, East & West  
Gudykunst, Chapt 8, 9; Doi, Chapt 2
6. Situation, Sign & International Communication in China  
Hsu, Chapt 5, 6, 7, 8

-- Mid-term Exam Will Cover the Above Topics --

7. Situation, Sign and International Communication in Japan  
Doi, Chapt 3
8. Translating, Interpreting, & International Communication  
Doi, Chapt 4; Hsu, Chapt 9, 10
9. Diplomatic Communication, East and West  
Doi, Chapt 5; Hsu, Chapt 11, 12
10. Communication in International Development: China  
Hsu, Chapt 13, 14
11. Business and International Communication: Japan  
Doi, Chapt 5
12. Interpersonal Relationships in International Communication  
Hsu, Chapt 15, 16
13. Intercultural Adaptation and International Communication  
Gudykunst, Chapt 13, 14; Hsu, "Epilogue"

REQUIREMENTS:

- |    |   |     |
|----|---|-----|
| 1. | Three oral presentations in tutorial, using any print, audio or video medium to analyse examples of universality and international difference in sign interpretation.   | 30% |
| 2. | Mid-term exam   | 30% |
| 3. | Final paper (15-20 page double-spaced typewritten) in the form of a critical review of works by one writer, publisher, critic, dramatist, film director, etc., identifying and analysing recurrent attitudes and themes in the Lecture Outline above. | 40% |

SENATE COMMITTEE ON UNDERGRADUATE STUDIES

REVISED 7 Dec. 87

NEW COURSE PROPOSAL FORMSUBMISSION1. Calendar InformationDepartment: COMMUNICATIONAbbreviation Code: CMNS Course Number: 422Credit Hours: 4 Vector: 0-0-4Title of Course: MEDIA AND IDEOLOGY.

Calendar Description of Course:

An advanced seminar in media studies focussing upon theoretical debates about the allegedly ideological character of mass media and mass culture.

Nature of Course Seminar

Prerequisites (or special instructions):

At least 75 credit hours; including CMNS 221. CMNS 240, CMNS 315, CMNS 321, and S.A. 327 are strongly 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? Spring 1989.

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

Gruneau3. Objectives of the Course

Debates about the allegedly ideological or political nature of the media and mass culture are touched upon frequently in the Department's undergraduate courses, but there is no in-depth examination of the theories of ideology and cultural production that have influenced past and present research on mass media. CMNS 422-4 is designed to fill this gap.

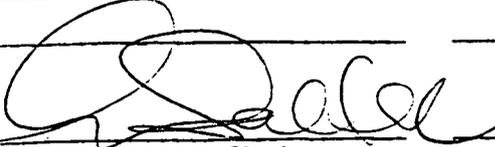
4. Budgetary and Space Requirements (for information only)

What additional resources will be required in the following areas:

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

5. Approval

Date: \_\_\_\_\_

  
 Department Chairman

Dean

Chairman, SCUS

REVISED

7 Dec. 87

CMNS 422-4: Media and Ideology

(a) Calendar Description:

An advanced seminar in media studies focussing upon theoretical debates about the allegedly ideological character of mass media and mass culture.

(b) Rationale:

This course is designed to take advantage of the expertise of a new faculty member, and to fill a need in the Department's area of concentration on media.

(c) Sample Outline: attached.

## CMNS 422-4

## MEDIA AND IDEOLOGY

Rationale:

Debates about the allegedly ideological character of mass media and mass culture are discussed in varying ways throughout the Department of Communication's undergraduate courses (e.g., with respect to the case of "audiences" in popular culture in CMNS 221-3, to popular music in CMNS 321-4; to advertising in CMNS 215-3 and 315-4, and to ownership and control of the communications industries in CMNS 240-3). However, there is a need for an upper-year course which offers an in-depth and systematic examination of theoretical issues and recent debates about the problem of ideology in the mass media and mass culture.

Prerequisite: At least 75 credit hours including CMNS 221. CMNS 240, CMNS 315, CMNS 321, and S.A. 327 are strongly recommended.

Weekly Lecture Topics:

1. Origins and Definitions of the Concept of Ideology.
2. Culture, Consciousness and Ideology: An Overview of Divergent Research Traditions.
3. Early Debates About Media Effects: Culture, Ideology and the Traditions of Mass Culture Theory.
4. Ideology, the Media and the "Consciousness Industry: The Frankfurt School Tradition.
5. The Pluralist Defense of Post-War Media and Popular Culture and the Critique of Mass Culture Theory.
6. The Dominant Ideology Thesis in Post-War Media Studies.
7. The "Culturalist" Strand in British Media and Cultural Studies.
8. Language, Myth, and the Politics of Signification: Contributions from Linguistics, Structuralism and Semiotics.
9. Rethinking Ideology as a Material Practice: From Althusser to Discourse Theory.
10. Problems of "Reading Ideologies" in Textual Analysis: Differentiating Bias, Propaganda and Ideology.
11. Encoding and Decoding Ideologies in the Media Discourse.
12. Media and Popular Culture as a Contested Ideological Terrain: The Gramscian Turn in Media Studies.
13. New Initiatives in the Study of Media and Ideology.

Assignments and Grading:

Mid-Term Examination	25%
Seminar Presentation	15%
Major Paper	60%

**SELECTED BIBLIOGRAPHY OF GENERAL REFERENCES:**

- Barrett, M., et al. Ideology and Cultural Production. London: Croom Helm, 1979.
- Barthes, R. Mythologies. London: Paladin, 1973.
- Bennett, T., et al. Culture, Ideology and Social Process. Milton Keynes, Open University Press.
- Bennett, T., "Popular Culture and the Turn to Gramsci", in T. Bennett et al., Popular Culture and Social Relations. Milton Keynes: Open University Press.
- Corner, John, "Textuality, Communication and Media Power", in H. Davis and Paul Walton (eds.), Language, Image, Media. Oxford: Basil Blackwell, 1983.
- Ellis, John, Visible Fictions: Cinema, Television, Radio. London: Routledge, 1982.
- Enzensberger, H.M. The Consciousness Industry: On Literature, Politics and the Media. New York: Seabury Press, 1974.
- Forgacs, D. and G. Nowell Smith. Antonio Gramsci: Selections from Cultural Writings. Cambridge: Harvard University Press, 1985.
- Gitlin, Todd, "Television's Screens: Hegemony in Transition", in M. Apple (ed.), Cultural and Economic Reproduction in Education. London: Routledge, 1982.
- Gruneau, R. Popular Cultures and Political Practices. Toronto: Garmond, 1988.
- Gurevitch, M., et al. Culture, Society and the Media. London: Methuen, 1982.
- Hackett, R., "Bias and Objectivity in News Media Studies", Critical Studies in Mass Communications, 1(3), September 1984.
- Hall, Stuart, "Culture, the Media and the 'Ideological Effect'", in James Curran, et al. (eds.), Mass Communication and Society. Beverly Hills: Sage, 1979.
- Hall, Stuart, "Encoding/Decoding", in S. Hall, et al. (eds.), Culture, Media, Language. London: Hutchinson, 1978.
- Hall, Stuart, "The Hinterland of Science", in Centre for Contemporary Studies (ed.), On Ideology. London: Hutchinson, 1978.
- Heck, Marina Camargo, "The Ideological Dimension of Media Messages", in S. Hall, et al. (eds.), Culture, Media, Language. London: Hutchinson, 1978.
- Larrain, J. The Concept of Ideology. London: Hutchinson, 1979.
- Nichols, W., Ideology and the Image. Bloomington: Indiana University Press, 1981.
- Sumner, C., Reading Ideologies. London: Academic Press, 1979.
- Williams, R., Marxism and Literature. London: Oxford University Press, 1977.