

**The University of Calgary  
Faculty of Communication and Culture**

**Canadian Studies 431 Lec.04  
Mass Communication and Canadian Society**

Winter Term  
Lec 04 MW 14:00  
Tut 07 F 14:00  
Tut 08 F 15:00

Office Hours: MWF 09:00 - 10:00, or by appointment

Instructor: Dr. Timothy J. Buell  
Office SS 210  
☎ 220-3493

### **Course Description**

This course will examine the role of the Canadian media as purveyors of our social and cultural values.

We will begin with an introduction to questions of public policy which have guided Canadian media regulators. Issues such as the concentration of media ownership, Canadian content requirements, regionalism and multiculturalism, and the role of the media during elections will be explored.

We will continue by looking the various reasons--political, commercial and ideological--which underlay the differences between the coverage of domestic and international events provided by the Canadian media, and that provided by the media of other countries. Specific and recent issues will be addressed, such as the coverage by the Canadian media of the Persian Gulf War, the failure of the Meech Lake Accord, and the Oka crisis.

We will conclude by collectively evaluating the role played by the Canadian media in the issues raised above, which will prepare students to engage in the dialogue surrounding questions of present and future directions of Canadian media policy.

### **Required Textbooks**

Holmes, Helen, and Taras, David (editors). *Seeing Ourselves*. Holt, 1992.

Winter, James. *Common Cents*. Black Rose Books, 1992.

## Assignments, Grading and Due Dates:

Review Essay	20%	February 24
Mid-term quiz	20%	March 8
Term Paper	30%	April 14
Class Participation	5%	
Final Exam	25%	To be scheduled by the Registrar

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**Review Essay:** This essay (5 - 6 typed pages) will be a critical analysis of the issues raised and of the point of view presented by the author in any one of the articles in *Seeing Ourselves* or *Common Cents*. I will be holding individual consultations with all students to discuss your choice of topics.

**Mid-Term Quiz:** This is a short answer quiz based upon the reading and lecture material covered to date.

**Term Paper:** You are asked to write a research paper upon an agreed upon topic (15 - 20 typed pages). I can discuss your choice of topic with you during our individual meetings.

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All assignments must be completed for a passing grade. Unless prior arrangements are made with me before the due date, late assignments will have one grade point deducted per day of lateness (ie, a B+ will be reduced to a B, and so on). Typed or word-processed essays are *most* appreciated. The Micro-Lab (SS 203) is available for your use.

## Course Schedule

Date	Topic	Readings
Mon., Jan. 10	Introduction to the Course	
Wed., Jan. 12	<p style="text-align: center;"><b>Part I</b> <b>Television</b></p> Passive vs Interactive; "Hot vs Cool"	McKibben, <i>The Age of Missing Information</i>
Fri., Jan. 14	No tutorial this week.	
Mon., Jan. 17	The history of TV History according to TV	McKibben (con't)
Wed., Jan 19	TV and cultural values	
Fri., Jan. 21	Tutorial: TV characters	
Mon., Jan 24	Effects of television on other media	Vipond, <i>The Mass Media in Canada</i> : Chapter 3
Wed., Jan. 26	Television advertising	
Fri., Jan 28	Tutorial assignment: TV advertisements	
Mon., Jan. 31	Television and the "Global Village"	Meyrowitz, "Television: The Shared Arena" in <i>Seeing Ourselves</i>
Wed., Feb 2	Media effects	
Fri., Feb. 4	Tutorial discussion: Television violence	Derevensky and Kline, "Children and Television," in <i>Seeing Ourselves</i>
Mon., Feb. 7	<p style="text-align: center;"><b>Part II</b> <b>The Canadian Broadcasting System</b> <b>Historical Introduction</b></p> The need for regulation of broadcast media	Vipond, <i>The Mass Media in Canada</i> , Chapters 2, 5 & 6
Wed., Feb 9	The National Purpose of Public Broadcasting in Canada (1928 - 1932) The Aird Commission and the CRBC	
Fri., Feb 11	Tutorial: TV news: Canada vs US	
Mon., Feb. 14	The Massey Commission: Introduction of TV and the Broadcasting Act of 1858	Thompson, "Canada's Quest for Cultural Sovereignty," in <i>Seeing Ourselves</i>
Wed., Feb. 16	The rise of the public sector (1958-1970); Cultural policy and Quebec <b>Essay No. 1 DUE</b>	

Date	Topic	Readings
Fri., Feb. 18	Tutorial: preparation for mid-term	
Mon., Feb. 21	Canadian broadcasting (1980 - 90's)	
Wed., Feb. 23	<b>Mid-term Quiz</b>	
Fri., Feb. 25	Tutorial discussion: the future of public broadcasting in Canada	
Feb. 28 - Mar. 4	Reading Week. No classes	
Mon., Mar. 7	<b>Part III Print media</b> Historical Introduction	Vipond, <i>The Mass Media in Canada</i> , Chapter 4
Wed., Mar. 9	Newspaper ownership	
Fri., Mar. 11	Tutorial: content analysis	
Mon., Mar. 14	"Canada's National Newspaper" The Little Paper that Grew Torstar and your "community" paper	Kent, <i>The Times and Significance of the Kent Commission</i> , "in <i>Seeing Ourselves</i>
Wed., Mar. 16	Journalism by press release?	Hackett, et al, <i>From Audience Commodity to Audience Community</i> , "in <i>Seeing Ourselves</i>
Fri., Mar. 18	Tutorial: editorial bias	
Mon., Mar. 21	<b>Part IV News Reporting</b> How to watch TV news	Boot, <i>TV Overdoses on the Inside Dope</i> , "in <i>Seeing Ourselves</i>
Wed., Mar. 23	Television at OKA	
Fri., Mar. 25	Tutorial assignment: TV news <b>Essay No. 2 DUE</b>	
Mon., Mar. 28	Elections: Sound bites and photo ops	
Wed., Mar. 30	Television sports	
Fri., Apr. 1	Good Friday. No classes.	
Mon., Apr. 4	<b>Part V The Media and the Law</b> Defamation vs artistic licence: <i>The Valor and the Horror</i>	Vipond, <i>The Mass Media in Canada</i> , Chapter 7
Wed., Apr. 6	Art or pornography?	Dickin McGinnis, <i>Chilling Expression</i> , in <i>Seeing Ourselves</i>
Fri., Apr. 8	Tutorial: portrayal of women	Klein and Leiss, <i>The Ravelled Sleeve</i> , in <i>Seeing Ourselves</i>

Date	Topic	Readings
Mon., Apr. 11	Media regulation	Trimble, <i>Coming Soon to a Station Near You,</i> in <i>Seeing Ourselves</i>
Wed., Apr. 13	Mass media in the 21st Century	
Fri., Apr. 15	Review for Final Exam	

### A Note on Grading

The following table, established by the Faculty of General Studies, will be used to determine equivalents between letter grades, GPAs and percentages:

Letter Grade	GPA	Numerical Equivalent
A	4	92 - 100
A-	3.7	86 - 91
B+	3.3	81 - 85
B	3	77 - 80
B-	2.7	71 - 76
C+	2.3	65 - 70
C	2	62 - 64
C-	1.7	59 - 61
D+	1.3	55 - 58
D	1	50 - 54
F	0	< 50