

# COMMUNICATIONS (COMM)

This is a list of the Communications (COMM) courses available at Kwantlen.

## COMM 1100 CR-3

### Foundations of Communication Studies

Students will be given a comprehensive overview of what it means to study communications. They will explore classic definitions and models of communications and trace how these notions have changed with the introduction of new media, new messages, new communicators and a more active and participatory audience. They will explore: communication theories, communication media, the key power players in the realm of communications (particularly in North America) and the role of the audience.

*Prerequisites: A grade of 'B' in English 12 (or equivalent)  
Transferable (refer to transfer guide)*

## COMM 1110 CR-3

### Television and Social Change

Students will explore the evolution of North American television programs from their beginnings to the present day, in the context of their impact on and reflection of social change. Students will critically view and analyse the iconic television programs produced since World War Two and consider their role in mirroring and/or affecting society at large from a cultural, political and social perspective.

*Prerequisites: A grade of 'B' in English 12 (or equivalent)  
Transferable (refer to transfer guide)*

## COMM 1200 CR-3

### Visual Literacy

Students will critically explore visual-literacy concepts and theories that are applicable to a broad range of media including, but not limited to, web sites, television, newspapers, fine art, advertising, social media, photography, zines, comics/graphic novels and film/video. They will learn how to interpret, negotiate and evaluate effective visual communications through screenings, readings, workshops, exercises and classroom discussion. Students will learn how to 'see' the basic graphic composition of images, such as design elements and principles. They will analyze visual-communication problems, discuss solutions and produce personal projects that reflect their understanding of visual literacy.

Note: This course may include mandatory field trips.

*Prerequisites: A grade of 'B' in English 12 (or equivalent)*

## COMM 2100 CR-3

### Media Ethics and Law

Students will learn about the philosophical underpinnings of various approaches to ethical dilemmas, and about current media-related laws. They will consider these theories and laws relative to such issues as privacy, offensive content, freedom of expression, contempt of court and conflict of interest. They will explore these issues as they relate to various communication methods including, but not limited to, social networking, blogs and other interactive media, citizen and professional journalism, and various entertainment media. They will critically examine and analyze content from an ethical and legal perspective and discuss the impact of new technologies on media ethics and law.

*Prerequisites: Six credits of 1100-level or higher courses  
Transferable (refer to transfer guide)*

## COMM 2210 CR-3

### Mapping Media and Cultural Theory

Students will be introduced to the study of popular culture. They will map the topic in different media, such as television, movies, advertising, video games, animation, music, public art and the Internet. They will also explore how popular culture has aligned itself historically with different goals: cultural, economic, political, and social. They will explore the major organizations and other players involved in communications around the world with particular focus on North America.

Note: This course may include required field trips.

*Prerequisites: 6 credits of any 1100-level or higher courses  
Transferable (refer to transfer guide)*

## COMM 2220 CR-3

### Communication Rights & Freedoms

Students will consider the role of communication rights and freedoms in the development and protection of all other fundamental rights and freedoms, from basic human rights to democracy. They will focus on the limits and extent of communication rights in Canada including, but not limited to: the right to access meaningful information about how they are governed; the right to protest and dissent; freedom of the press; the protection of private information; and copyright laws protecting intellectual property. Students will also compare communication rights and freedoms in Canada to those of other countries, both democratic and non-democratic.

*Prerequisites: 6 credits of any 1100-level or higher courses  
Transferable (refer to transfer guide)*

## COMM 3100 CR-3

### Media and Diversity

Students will examine the media from the perspective of a diverse audience, with a specific focus on issues such as race, religion, gender and culture. They will analyze diversity issues in media content for fairness and balance.

Note: This course may include required field trips.

*Prerequisites: 45 credits of 1100-level or higher courses  
Transferable (refer to transfer guide)*

**COMM 3110 CR-3****News Media and Influence**

Students will analyze how news media and the journalists who work within it are influenced by business and government, and how, in turn, news media and the work of journalists influences public opinion and discourse in the public sphere. Students will examine propaganda and persuasion techniques such as strategic political communication known as "spin". Students will also consider the purpose and effectiveness of journalism ethics and best practices in countering undue and inappropriate influence on the reporting and editing processes.

*Prerequisites: 45 credits of 1100-level or higher courses*

*Transferable (refer to transfer guide)*

**COMM 4210 CR-3****History of Canadian Journalism**

Students will learn about the history of journalism in Canada, from the first 18th-century newspaper to the present-day multi-media world. They will examine broad historic trends in Canadian journalism, such as the commercialization of the press in the 19th century, the concentration of ownership in the 20th century, and the effects of new technologies in the 21st century. They will also explore more localized aspects of journalism history, such as regional differences among Ontario, Maritime, Francophone and western Canadian journalism.

*Prerequisites: 60 credits of 1100-level or higher courses, including*

*JRNL 1160 or HIST 1114*