1.0 Course Description

The massive amounts of information that confront a professional in today's multimodal, multi-media workplace present unprecedented message-processing challenges. The ability to interpret messages across modalities and media critically is fundamental to the transformation of information into meaningful knowledge. Using principles of discourse analysis and incorporating a range of examples and exercises, students will learn to identify, select, evaluate, and synthesize written and oral messages in ways that recognize the embeddedness of the interpretive process within its larger ethical, social, political and technological dimensions. **Lecture: 3 hours**

**Prerequisite:** CMN 200 or CMN 279 and only available to Professional Communication and Creative Industries

2.0 Course objectives/learning outcomes

- To understand the mechanisms and forces of media industry
- To understand a range of theoretical approaches that frame the interpretive process, including e.g. media and mass communication theory, media literacy
- To recognize the social, political, ethical and technological contexts that impact the interpretive process
- To use key discourse analysis strategies to critically evaluate oral and written text in real and virtual environments

3.0 Topics Covered

3.1 Media and mass communication theory
3.2 Media literacy
3.3 Techniques of interpretation
3.4 Applications
4.0 Teaching Method

4.1 Lectures and workshops
Teaching methods will include interactive lectures and individual and group work activities.

4.2 Graded assignments
Evaluation will include at least three written assignments, a mid-term, and a presentation.

5.0 Course Materials


Additional material (current news/media texts) will be assigned.

6.0 Course Policies

6.1 Students must adhere to university policies; see
http://www.ryerson.ca/senate/policies. The most relevant policies are the following:
- Policy #46 Policy on Grading, Promotion, and Academic Standing ("GPA Policy")
- Policy #60 Academic Integrity
- Policy #61 Student Code of Non-Academic Conduct
- Policy #134 Undergraduate Academic Consideration and Appeals
- Policy #135 Examination Policy
- Policy #145 Course Management Policy
- Policy #150 Accommodation of Student Religious, Aboriginal and Spiritual Observance
- Policy #157 Establishment and Use of Ryerson Student E-Mail Accounts For Official University Communication
- Policy #159 Academic Accommodation of Students with Disabilities

6.2 Print and Digital Copying Guidelines

Ryerson University complies with Canada’s Copyright Act which protects both creators/owners and users of copyrighted materials. Students should familiarize themselves with Ryerson's Copyright policies and procedures, and contact the Copyright and Scholarly Engagement Librarian at copyrt@ryerson.ca for questions, concerns and clarification of the copyright rules.
6.3 Turnitin.com

By taking this course, students agree that all required papers may be subject to submission for textual similarity review to Turnitin.com for the detection of plagiarism. All submitted papers will be included as source documents in the Turnitin.com reference database solely for the purpose of detecting plagiarism of such papers. Use of the Turnitin.com service is subject to the terms of use agreement posted on the Turnitin.com site. Students who do not want their work submitted to this plagiarism detection service must, by the end of the second week of class, consult with the instructor to make alternative arrangements.

Please note the following from Policy 145 Course Management Policy:

4.3.1.2 Even when an instructor has not indicated that a plagiarism detection service will be used, or when a student has opted out of the plagiarism detection service, if an instructor has reason to suspect that an individual piece of work has been plagiarized, the instructor is permitted to submit that work in a non-identifying way to any plagiarism detection service.

6.4 Email Communication

Ryerson requires that any official or formal email communication from students be sent from their official Ryerson electronic accounts.

6.5 Video and Audio Recording

No video or audio recording is permitted in class without the express permission of the instructor.

7.0 Ryerson’s Learning Management System

Ryerson University supports Brightspace by D2L as its official Learning Management System. University Policies governing Brightspace have been documented at the Courses @ Ryerson Privacy and Security website.