SCHOOL OF PROFESSIONAL COMMUNICATION

3RD FLOOR, ROGERS COMMUNICATIONS CENTRE
PROCOM.RYERSON.CA

CMN 402
THEORIZING COMMUNICATION

1.0 Course Description

This foundational course introduces students to the main schools of thought that comprise communication theory. Its objectives are to understand the interdisciplinary complexity that constitutes communication studies, to appreciate how theories allow scholars to build a body of knowledge in an organized and synthesized way, and to explore how the theories presented have implications and applications in our own lives as communicators.

Lecture: 3 hrs.
Prerequisites: CMN 323 or CMN313. Only available to Professional Communication and Creative Industries.

2.0 Course Objectives/Learning Outcomes

- Students will focus on how communication theories inform contemporary communication, cultural, and economic practices and conventions
- Students will demonstrate an enhanced understanding of communication theories in order to critique existing media platforms
- Students will demonstrate proficiency in theoretical concepts and will be able to apply such concepts to the ethical issues and creative aspects of contemporary media platforms

3.0 Topics Covered

3.1 Media theories
3.2 Language theories
3.3 Theories of datafication
3.4 Critical theories of subjectivity
3.5 Rethinking labour and organizations
3.6 Globalization
4.0 Teaching Method

4.1 Lectures and workshops

4.2 Graded assignments
   At least three assignments.

5.0 Course Materials

5.1 Textbook/Readings

   Course reading package provided by the instructor.

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](#).