



FOR APPROVAL

PUBLIC

OPEN SESSION

TO: UTSC Academic Affairs Committee

SPONSOR: Prof. William Gough, Vice-Principal Academic and Dean
CONTACT INFO: 416-208-7027, vpdean@utsc.utoronto.ca

PRESENTER: Prof. Mark Schmuckler, Vice-Dean Undergraduate
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DATE: Tuesday, February 28, 2017

AGENDA ITEM: 4

ITEM IDENTIFICATION:

Major Modification to add a stream in Journalism Studies to the Major in Media Studies (BA)

JURISDICTIONAL INFORMATION:

University of Toronto Scarborough Academic Affairs Committee (AAC) “is concerned with matters affecting the teaching, learning and research functions of the Campus” (*AAC Terms of Reference, Section 4*). Under section 5.6 of its terms of reference, the Committee is responsible for approval of “Major and minor modifications to existing degree programs.” The AAC has responsibility for the approval of Major and Minor modifications to existing programs as defined by the University of Toronto Quality Assurance Process (*UTQAP, Section 3.1*).

GOVERNANCE PATH:

1. UTSC Academic Affairs Committee [For Approval] (February 28, 2017)

PREVIOUS ACTION TAKEN:

No previous action in governance has been taken on this item.

HIGHLIGHTS:

The Department of Arts, Culture and Media (ACM) at the University of Toronto Scarborough offers an undifferentiated Major program in Media Studies (Arts). They are proposing to restructure the program so as to have a common core and two streams. The program will also be renamed as the Major in Media, Journalism and Digital Cultures (Arts).

- The common core will consist of 4.0 credits.
- A first stream – called the Media Studies Stream – will require an additional 4.0 credits. This stream is designed to teach media literacy by applying the methodological approaches of media studies to an examination of media defined broadly, including print, telegraphy, radio, television, film, video, and new and emerging digital media forms.
- A second stream – called the Journalism Stream – will require an additional 4.0 credits. This stream is designed to provide students with the opportunity to undertake a focused examination of the role of journalism in a democratic society by drawing on methodological approaches of both media studies and journalism studies with a specific emphasis on journalism.

The proposed stream in Journalism Studies will offer a robust and comprehensive program of study and research with an academic emphasis on a scholarly, conceptual understanding of journalism and its role in democratic society, including how it functions as an agent of change. It establishes the Major in Media Studies as the only undergraduate program in Canada to offer journalism studies as an academic field of study, and it will give students the intellectual training needed to understand industry conditions while also allowing them to forge new directions for understanding journalism as a cultural, social, and technological practice.

The proposed new stream in Journalism Studies has been developed to address a gap in the learning and experience we offer to students. Media are ubiquitous in contemporary society. Every aspect of human experience—the personal, social, economic, political, cultural, moral and aesthetic—is mediated. We live in a world that is increasingly fragmented yet globally connected; one that is saturated with fast-paced intensive online and mobile communication and the accompanying ads that pay for it. We also live in a world in which individuals and the cultural industries and institutions that produce, control, and disseminate media texts and images operate as consciousness industries that influence how we understand ourselves and the world around us. They compete for our attention 24/7, and for many the distinction between “everyday reality” and “media reality” is becoming increasingly blurred. At the same time, the development of digital technologies and the forms of new media they make possible are in the process of destabilizing our cultural industries and institutions, including traditional understandings of the role of media and journalism in a democratic capitalist society.

Given journalism’s role in how information is disseminated within a complex and global media environment, there is a growing need for critical thinkers, researchers, analytical

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Major modification- The addition of a stream in
Journalism Studies to the Major in Media Studies (BA)*

writers, and policy advocates who can understand and interpret journalism and its role in democratic society from an academically informed, historically-grounded, and conceptually and theoretically rich perspective. The goal of adding a stream Journalism Studies to the existing Major in Media Studies is to provide students with the opportunity to develop an understanding of the role of journalism, its relationship to new technologies, and to examine how cultures of information sharing are in the process of social change and the implications that flow from these changes. In meeting these goals, the proposed stream will provide students with skills they will need to comprehend, navigate, and adapt to today's complicated and ever changing media environment, whether as media critics, journalists, policy advocates, or informed citizens.

ACM currently offers a Specialist (Joint) program in Journalism (BA) and a Major (Joint) program in New Media Studies (BA). Both programs employ practice-based, industry-specific approaches in cooperation with Centennial College. Students in the Specialist (Joint) program in Journalism are committed to becoming journalistic news practitioners while those in the Major (Joint) program in New Media Studies develop technical skills needed for new media design and communication within industry settings. Just as the current undifferentiated Major in Media Studies has a focus on theory and academic understandings of the media, students in the proposed Journalism Studies stream will focus on deepening their understanding of journalistic culture through intensive academic and research components. The proposed stream expands student choice by adding to the suite of media and journalism programs already offered by ACM.

UTSC students have demonstrated a strong interest in media and journalism. This is reflected by the growth of enrolment in the Specialist (Joint) program in Journalism and in introductory JOU courses. We believe we will be able to recruit many students into the proposed stream in Journalism Studies because they will be able to combine it with a complementary major and/or minors and customize their studies in ways not allowed by the Specialist (Joint) program in Journalism, which requires a focus on industry-specific journalism, including several semesters at Centennial College, and some students who are otherwise interested in journalism find this to be too much of a commitment and/or too narrow a focus on a career trajectory. The proposed stream may also attract students who are currently enrolled in the existing undifferentiated Major in Media Studies. We anticipate the number of students who shift will be relatively small, and enrolment in the proposed stream will build through new enrolment. This will allow the proposed stream to grow organically and not overextend current faculty resources in Journalism.

There has been extensive consultation within the Department of Arts, Culture and Media, particularly among Media Studies and Journalism faculty. In addition, there has been extensive consultation with Centennial College. A "green light" meeting was held with members of the Dean's Office on July 27, 2016. Finally, the proposal has been reviewed by the Dean's Office, the Decanal Undergraduate Curriculum Committee and the Provost's Office.

FINANCIAL IMPLICATIONS:

There are no net financial implications to the campus operating budget.

RECOMMENDATION:

Be It Resolved,

THAT the major modifications to the Major in Media Studies (BA), as described in the proposal dated January 17, 2017 and recommended by the Vice-Principal Academic and Dean, Professor William Gough, be approved effective April 1, 2017 for the academic year 2017-18.

DOCUMENTATION PROVIDED:

1. Major Modification to introduce a new stream in Journalism Studies to the Major in Media Studies (BA) dated January 17, 2017.



University of Toronto Major Modification Proposal: Significant Modifications to Existing Graduate and Undergraduate Programs

Program being modified:	Major Program in Media Studies (Arts)
Proposed Major Modification:	<ol style="list-style-type: none"> 1. To establish the existing undifferentiated Major in Media Studies as a program with two streams: the first – called the Media Studies Stream – reflects the requirements and learning outcomes of the original program; and the second – called the Journalism Studies Stream – is in addition to the common core. 2. Rename the program as the Major in Media, Journalism and Digital Cultures (Arts)
Effective Date of Change:	April 1, 2017
Department / Unit where the program resides:	Arts, Culture and Media
Faculty / Academic Division:	University of Toronto Scarborough
Faculty / Academic Division contact:	Annette Knott, Academic Programs Officer aknott@utsc.utoronto.ca
Department / Unit contact:	Rosanne King, Undergraduate Administrative Assistant acm-ua@utsc.utoronto.ca
Date of this version of the proposal:	January 17, 2017

1 Summary

The Department of Arts, Culture and Media (ACM) at the University of Toronto Scarborough offers an undifferentiated Major program in Media Studies (Arts). With the approval of this proposal, the program will be restructured so as to have a common core and two streams (see Appendix B). The program will also be renamed as the Major in Media, Journalism and Digital Cultures (Arts).

- The common core will consist of 4.0 credits.
- A first stream – called the Media Studies Stream – will require an additional 4.0 credits. This stream is designed to teach media literacy by applying the methodological approaches of media studies to an examination of media defined broadly, including print, telegraphy, radio, television, film, video, and new and emerging digital media forms.
- A second stream – called the Journalism Stream – will require an additional 4.0 credits. While all forms of journalism are examples of media, not all media are journalistic in nature; hence this stream is designed to provide students with the opportunity to undertake a focused examination of the role of journalism in a democratic society. It draws on the methodological approaches of both media studies and journalism studies with a specific emphasis on journalism, thus filling an academic gap in the existing offering.

Together, the two streams interrogate the ubiquity of media in contemporary society and examine media's cultural, political, economic, and social implications.

The proposed stream in Journalism Studies will offer a robust and comprehensive program of study and research with an academic emphasis on a scholarly, conceptual understanding of journalism and its role in democratic society, including how it functions as an agent of change. Furthermore, it establishes the Major in Media Studies as the only undergraduate program in Canada to offer journalism studies as an academic field of study, and it will give students the intellectual training needed to understand industry conditions while also allowing them to forge new directions for understanding journalism as a cultural, social, and technological practice.

ACM currently offers a Specialist (Joint) program in Journalism (BA) and a Major (Joint) program in New Media Studies (BA). Both programs employ practice-based, industry-specific approaches in cooperation with Centennial College. Students in the Specialist (Joint) program in Journalism are committed to becoming journalistic news practitioners while those in the Major (Joint) program in New Media Studies develop technical skills needed for new media design and communication within industry settings. Just as the current undifferentiated Major in Media Studies has a focus on theory and academic understandings of the media, students in the proposed Journalism Studies stream will focus on deepening their understanding of journalistic culture through intensive academic and research components. The proposed stream expands student choice by adding to the suite of media and journalism programs already offered by ACM.

2 Academic Rationale

The Department of Arts, Culture and Media (ACM) at the University of Toronto Scarborough offers an undifferentiated Major program in Media Studies (Arts). With the approval of this proposal, the program will be restructured so as to have a common core and two streams (see Appendix A)

Academic Need

The proposed new stream in Journalism Studies has been developed to address a gap in the learning and experience we offer to students. Media are ubiquitous in contemporary society. Every aspect of human experience—the personal, social, economic, political, cultural, moral and aesthetic—is mediated. We live in a world that is increasingly fragmented yet globally connected; a world saturated with fast-paced intensive online and mobile communication and the accompanying ads that pay for it; a world in which new documentary formats and interactive ways of knowing about the world such as virtual reality (VR) are appearing; a world in which YouTube, Snapchat and social media have replaced traditional network television for many as sources of news about current events and issues. We live in a world in which individuals and the cultural industries and institutions that produce, control, and disseminate media texts and images operate as consciousness industries that influence how we understand ourselves and the world around us. They compete for our attention 24/7, and for many the distinction between “everyday reality” and “media reality” is becoming increasingly blurred. At the same time, the development of digital technologies and the forms of new media they make possible are in the process of destabilizing these very same cultural industries and institutions, including traditional understandings of the role of media and journalism in a democratic capitalist society.

The fragmented yet globally connected 24/7 contemporary news media environment underlies the academic rationale for this proposal. Given journalism’s role in how information is disseminated within a complex and global media environment, there is a growing need for critical thinkers, researchers, analytical writers, and policy advocates who can understand and interpret journalism and its role in democratic society from an academically informed, historically-grounded, and conceptually and theoretically rich perspective. The goal of adding a stream Journalism Studies to the existing Major in Media Studies is to provide students with the opportunity to develop an understanding of the role of journalism, its relationship to new technologies, and to examine how cultures of information sharing are in the process of social change and the implications that flow from these changes. In meeting these goals, the proposed stream will provide students with skills they will need to comprehend, navigate, and adapt to today’s complicated and ever changing media environment, whether as media critics, journalists, policy advocates, or informed citizens.

Relationship to ACM Academic Plan

ACM faculty produce scholarship on various aspects of media and issues of mediation, as well as focus on practice-based media art. The synergy provided by adding a stream in Journalism Studies, combined with the recent hiring of three new faculty members (two in Media Studies and one in Journalism) will support this plan. The proposed stream also supports the

Department's academic plan to develop two inter-related graduate programs—an MFA in Critical Media Practices and MA/PhD in Critical Media Cultures—that include academic research and practice-based options.

Change in Program Name

The program name will change from the Major in Media Studies (Arts) to the Major in Media, Journalism and Digital Cultures (Arts). This change in program name provides a more accurate descriptor of the program's focus on media, journalism and digital cultures. Moreover, the change also reflects ACM's profiles and themes as articulated in the departmental academic plan, including contemporary culture in flux; cultural history, theory and ethics; (re)making art and culture; and media, institutions and the politics of participation.

3 Description of the Proposed Major Modification(s)

Program Requirements

The existing undifferentiated Major in Media Studies is being restructured as a program with a common core and two streams. For a Calendar description of the existing Major, please Appendix A.

1. From the existing program, a common core consisting of 4.0 credits is being created. These credits are drawn from components 1, 2, 3 and 4 of the original undifferentiated program. Component 1 focuses on introductory courses on key media studies theoretical concepts, media history, and the critical reading, thinking and writing concepts common to all ACM programs; component 2 focuses on the study of media in global and economic contexts; component 3 focuses on the technical ways in which media makes meaning, including the visual and aural; and component 4 focuses on advanced theoretical concepts in media studies.
2. A first stream in Media Studies, which represents the remainder of the original undifferentiated program, will require students to complete an additional 4.0 credits in Media Studies courses. These include 0.5 credit at the D-level and 3.5 additional credits in Media studies courses chosen based on students' individual interests.
3. A second stream in Journalism Studies will require students to complete an additional 4.0 credits as follows:
 - Component 5 will provide an introduction to key theoretical concepts in journalism studies, and an introduction to research practices common to all ACM programs.
 - Component 6 will provide an overview of critical journalism, and detailed focus on covering journalism issues, journalistic writing, and the ways in which digital technology is reshaping the field.
 - Component 7 will focus on advanced work in theoretical concepts key to journalism studies concepts, including additional course work on journalistic writing, technological change, ethics in media and journalism, and inquiry into the current state of the work world in media and journalism.

- In component 8, students must complete JOUR11H3, which provides a D-level seminar on advanced research in media and journalism studies. JOUR11H3 will become one half of a double-numbered pairing with the new course MDS11H3.

Program Learning Outcomes

The learning outcomes for the Media Studies stream of the revised program are the same as those of the original undifferentiated Major. Additional learning outcomes for the proposed Journalism Studies stream are described in Appendix C.

Learning outcomes for individual Media Studies and Journalism courses are unchanged.

4 Impact of the Change on Students

UTSC students have demonstrated a strong interest in media and journalism. This is reflected by the growth of enrolment in the Specialist (Joint) program in Journalism and in introductory JOUR courses. The Specialist (Joint) program has grown from a first cohort of 28 students in 2006-07 to 160 students in 2015-16. This has occurred at a time when established journalism programs at other Ontario universities are undersubscribed and have declining enrolments. JOUR11H3 Introduction to Journalism I had 115 students in 2015-16, up from 90 in 2013-14. The majority of students take the course as an elective based on interest. We believe we will be able to recruit many of these students into the proposed stream in Journalism Studies because they will be able to combine it with a complementary major and/or minors and customize their studies in ways not allowed by the Specialist (Joint) program in Journalism, which requires a focus on industry-specific journalism, including several semesters at Centennial College, and some students who are otherwise interested in journalism find this to be too much of a commitment and/or too narrow a focus on a career trajectory. We know from experience that on average five students per year leave the Specialist program to enrol in the Major in Media Studies; these students may opt instead for the proposed stream in Journalism Studies. While there may be some reallocation of student interest from the Specialist (Joint) program to the proposed stream, interest in journalism at UTSC is robust and we anticipate enrolment in the Specialist (Joint) program will continue to grow. The proposed stream may also attract students who are currently enrolled in the existing undifferentiated Major in Media Studies. We anticipate the number of students who shift will be relatively small, and enrolment in the proposed stream will build through new enrolment. This will allow the proposed stream to grow organically and not overextend current faculty resources in Journalism.

There will be no impact on continuing students who will be grandfathered. Moreover, the course requirements of the proposed stream in Media Studies are aligned with the course requirements of the existing Major in Media Studies. Some of these students may choose to apply to the new stream in Journalism Studies, and every effort will be made to ease this process, including course accommodation where practical and appropriate.

New students will still have the option of focusing on Media Studies should they so choose – they would simply pursue the Media Studies Stream option. New students with a deeper interest in the critical study of Journalism will now have an option that better meets their aspirations and

needs.

5 Consultation

UTSC

No expected negative impact on the nature or quality of ACM programs.

Consultation: Chair, Bill Bowen; Associate Chair Lynn Tucker; Program and Curriculum Committee; program directors Jeffrey Dvorkin (Journalism) and Ruoyon Bai (Media Studies); faculty Kenzie Burchell (Journalism), Michael Petit (Media Studies), and David Nieborg (Media Studies)

Centennial College

No expected negative impact on the nature or quality of Centennial programs.

Consultation: Dean Nate Horowitz and Professors Barry Waite and Tim Doyle

6 Resources

Faculty Resources

With recent hires, Media Studies and Journalism have reached a critical mass of faculty to support the proposed stream. Seven tenure-stream faculty (Bai, Burchell, Cowen, Mahtani, Nieborg, Paz, and Petit) are actively involved in supporting the program. Two teaching-stream faculty (Dvorkin and Graffam) are also actively involved. Burchell, as well as holding a PhD from the University of London, has worked as a journalist at BBC London and BBC Moscow bureaus. Dvorkin has served as Managing Editor, CBC Radio and VP News, NPR. Mahtani has also worked as a journalist and has been awarded the Glenda Laws Award for research on social issues.

Table 1: Detailed List of Committed Faculty

Faculty name and rank	Home unit	Area(s) of Specialization
Kenzie Burchell, Assistant Professor PhD London, BBC London and BBC Moscow,	Arts, Culture and Media – Journalism faculty	Media Sociology, comparative Journalism Studies; emerging technologies; protest, terror and surveillance
Jeffrey Dvorkin, Lecturer M.Phil. London, Managing Editor, CBC Radio, VP News, NPR, Senior Fellow, Massey College.	Arts, Culture and Media – Journalism	History of journalism, journalism ethics, media accountability
Minelle Mahtani, Associate Professor, PhD London, Glenda Laws Award	Human Geography – Journalism	"Mixed race" identity; media and mortality representation; racism in the academy
Ruoyun Bai, Associate	Arts, Culture and Media –	Media globalization;

Professor	Media Studies	Chinese media
T. L. Cowen, Assistant Professor	Arts, Culture and Media – Media Studies	Transnational, queer, feminist, and transgender media
Gray Graffam, Lecturer	Arts, Culture and Media – Media Studies	Gaming, virtual culture
David Nieborg, Assistant Professor	Arts, Culture and Media – Media Studies	Political economy of media and media industries
Michael Petit, Assistant Professor	Arts, Culture and Media – Media Studies	Online media, digital cultural practices, digital pedagogy
Alejandro Paz, Assistant Professor	Anthropology – Media Studies	Media language and anthropology of media

TA Support

All of the courses that support this program are already being taught. No additional TA support, beyond that which already exists, is required.

Other Resources

No additional resources needed for space, libraries or other infrastructure.

7 Governance Process

Levels of Approval Required	Date
Academic Unit Curriculum Committee	December 13, 2016
Forwarded to PO for Review and Sign-Off	January 24, 2017 Sign-Off: January 31, 2017
DUCC (Undergraduate)	February 8, 2017
Decanal Sign-Off	Resources: July 27, 2016 Proposal: February 9, 2017
Approved by UTSC Academic Affairs Committee	
Submitted to Provost's Office	
AP&P – reported annually	
Ontario Quality Council – reported annually	

Appendix A: Current Calendar Description

MAJOR PROGRAM IN MEDIA STUDIES (ARTS)

Undergraduate Advisor: Email: mds-undergrad-advisor@utsc.utoronto.ca

Program Requirements

Students must complete 8.0 full credits including 2.0 credits at the C- or D-level:

1. 1.5 credits:

ACMB01H3 Critical Reading, Thinking and Writing for ACM Programs
MDSA01H3 Introduction to Media Studies
MDSA02H3 History of Media

2. 0.5 credit from the following:

MDSB05H3 Media and Globalization
MDSB25H3 Political Economy of Media

3. 0.5 credit from the following:

MDSB61H3 Mapping New Media
MDSB62H3 Visual Culture and Communication
MDSB63H3 Sound and Visual Media

4. 1.0 credit from the following:

MDSC01H3 Theories in Media Studies
MDSC02H3 Media, Identities and Politics
MDSC53H3 Anthropology of Media and Publics

5. 0.5 credit from the following:

MDSD01H3 Senior Seminar: Topics in Media and Arts
MDSD02H3 Senior Seminar: Topics in Media and Society

6. 3.5 additional credits in MDS courses

7. 0.5 credit from the following:

ENGB70H3 Introduction to Cinema
ENGB75H3 Cinema and Modernity I
ENGB76H3 Cinema and Modernity II
ENGC56H3 Literature and Media: From Page to Screen
HISB12H3 The Classical World in Film
HISC08H3 Colonialism on Film
PSCA01H3 Communicating Science: Film, Media, Journalism, and Society
SOCC44H3 Media and Society
VPHB68H3 Art and the Everyday: Mass Culture and the Visual Arts
(VPMB97H3) Film Music

VPMC97H3 Music, Technologies, Media

WSTB13H3 Gender, Media and Culture

WSTC16H3 Criminal Women: Gender, Justice and the Media

WSTC22H3 Women and Film

NOTE: Additional courses with a media focus offered by other programs and departments may be eligible to meet this requirement (with permission of the program director).

Appendix B: Calendar Copy [showing changes]

Media, Journalism and Digital Cultures **Studies**

Media are ubiquitous in contemporary society. Every aspect of human experience—the personal, social, economic, political, cultural, moral and aesthetic—is mediated. We live in a world that is increasingly fragmented yet globally connected; a world saturated with fast-paced intensive online and mobile communication and the accompanying ads that pay for it; a world in which new documentary formats and interactive ways of knowing about the world such as virtual reality (VR) are appearing; a world in which YouTube, Snapchat and social media have replaced traditional network television for many as sources of news about current events and issues. We live in a world in which individuals and the cultural industries and institutions that produce, control, and disseminate media texts and images operate as consciousness industries that influence how we understand ourselves and the world around us. They compete for our attention 24/7, and the distinction between “everyday reality” and “media reality” is becoming increasingly blurred for many. At the same time, the development of digital technologies and the forms of new media they make possible, are in the process of destabilizing these very same cultural industries and institutions, including traditional understandings of the role of media and journalism in a democratic capitalist society.

Related Programs

New Media Studies

Students interested in systematic practice-based and industry-specific training in digital media design and communication should consider applying to the Major (Joint) program in New Media Studies offered in partnership with Centennial College, and listed in a separate section in the Calendar. Interested students should complete the core first-year courses listed above and submit a Supplementary Application form, personal statement, and copy of their academic record to the program director by the deadline, May 1.

Specialist (Joint) Program in Journalism

Students interested in systematic practice-based and industry-specific training as a journalist should consider applying to the Specialist (Joint) program in Journalism, offered in partnership with Centennial College, and listed in a separate section in the Calendar. Interested students should contact the program director.

Media, Journalism and Digital Cultures **Studies** Programs

MAJOR PROGRAM IN MEDIA, JOURNALISM AND DIGITAL CULTURES **STUDIES** (ARTS)

In the context of the complexity of the contemporary media environment and journalism’s central role in how information is disseminated, the Major in Media, Journalism and Digital Cultures has two streams: Media Studies and Journalism Studies. Through common core courses and courses unique to each stream, students consider the ubiquity of media in contemporary

society and examine media's cultural, political, economic, and social implications. Because media is centrally placed as a means through which democratic discussion occurs in the public sphere, the development of media literacy skills is crucial in maintaining an informed citizenry and paramount to students' individual empowerment.

As media scholar W. James Potter has written:

“Becoming more media literate gives you a much clearer perspective to see the border between your real world and the world manufactured by the media. When you are media literate, you have clear maps to help you navigate better in the media world so that you can get to those experiences and information you want without becoming distracted by those things that harm you.” (Media Literacy, 2012)

The Media Studies Stream offers students theoretical and critical thinking tools to examine what it means to live in a highly-mediated, media-focused visual and auditory culture. Students study how media works in today's world at local, regional and global scales; the history of media and technology and its development and use across different cultures; how media industries manufacture, manage, and disseminate information; and how media form and content shape knowledge and meaning from historical, philosophical, cinematic and artistic perspectives, among many others. In studying media, students hone their media literacy skills and learn to critically evaluate the content of media and analyze its underlying ideologies and their implications within the cultural, political, economic, and social realms.

While all forms of journalism are examples of media, not all media are journalistic in nature. The Journalism Studies Stream is ideal for students who are interested in studying media with a specific focus on journalism, the news media industry, as well as journalism's form, function and meaning in a global and democratic society. It offers a comprehensive program of study and research with an emphasis on scholarly, conceptual understandings of journalism, including how journalism functions as an agent of change. It provides students a critical understanding of the role of journalism, its relationship to new technologies, and how cultures of information sharing are in the process of social change and what this means from cultural, political, economic, and social points of view. In critically studying journalism, students hone their media literacy skills to comprehend, navigate, and adapt to today's complicated and ever changing media environment, whether as journalists, policy advocates, or simply as informed citizens.

Guide to Course Selection

The Media Studies and Journalism Studies streams require 4.0 credits as a common core. During their first year, students in both streams should take ACMB01H3 Critical Reading, Thinking and Writing for ACM Programs, MDSA01H3 Introduction to Media Studies, and MDSA02 History of Media. Students in the Journalism Studies stream should also take JOUA01H3 Introduction to Journalism I and JOUA02H3 Introduction to Journalism II.

Undergraduate Advisor: Email: mds-undergrad-advisor@utsc.utoronto.ca

Program Requirements

Students must complete 8.0 **full** credits including 2.0 credits at the C- or D-level:

Core (4.0 credits)

1. Introductory Courses (1.5 2.0 credits):

ACMB01H3 Critical Reading, Thinking and Writing for ACM Programs

ACMB02H3 Methods of Inquiry and Investigation for ACM Programs

MDSA01H3 Introduction to Media Studies

MDSA02H3 History of Media

2. 0.5 credit from the following:

MDSB05H3 Media and Globalization

MDSB25H3 Political Economy of Media

3. 0.5 credit from the following:

MDSB61H3 Mapping New Media

MDSB62H3 Visual Culture and Communication

MDSB63H3 Sound and Visual Media

4. 1.0 credit from the following:

MDSC01H3 Theories in Media Studies

MDSC02H3 Media, Identities and Politics

MDSC53H3 Anthropology of Media and Publics

MDSC61H3 Alternative Media

Media Studies Stream (4.0 credits)

5. 0.5 credit from the following:

MDSD01H3 Senior Seminar: Topics in Media and Arts

MDSD02H3 Senior Seminar: Topics in Media and Society

MDSD11H3/JOUD11H3 Senior Research Seminar in Media and Journalism Research

6. 3.5 additional credits in MDS courses

7. 0.5 credit from the following:

ENGB70H3 Introduction to Cinema

ENGB75H3 Cinema and Modernity I

ENGB76H3 Cinema and Modernity II

ENGC56H3 Literature and Media: From Page to Screen

HISB12H3 The Classical World in Film

HISC08H3 Colonialism on Film

PSCA01H3 Communicating Science: Film, Media, Journalism, and Society

SOCC44H3 Media and Society

VPHB68H3 Art and the Everyday: Mass Culture and the Visual Arts

(VPMB97H3) Film Music

VPMC97H3 Music, Technologies, Media

WSTB13H3 Gender, Media and Culture

WSTC16H3 Criminal Women: Gender, Justice and the Media

WSTC22H3 Women and Film

NOTE: Additional courses with a media focus offered by other programs and departments may be eligible to meet this requirement (with permission of the program director).

Journalism Studies Stream (4.0 credits)

5. 1.0 credit as follows:

JOUA01H3 Introduction to Journalism I

JOUA02H3 Introduction to Journalism II

6. 2.0 credits as follows:

JOUB01H3 Covering Immigration and Transnational Issues

JOUB02H3 Critical Journalism

JOUB24H3 Journalism in the Age of Digital Media

JOUB39H3 Fundamentals of Journalistic Writing

7. 0.5 credit from the following:

JOUC30H3 Critical Approaches to Style, Form and Narrative

JOUC31H3 Journalism, Information Sharing and Technological Change

JOUC62H3 Media and the World of Work

JOUC63H3 Media Ethics

8. JOUD11H3/MDS11H3 Senior Research Seminar in Media and Journalism

Course List

ACMB01H3 Critical Reading, Thinking and Writing for ACM Programs

Academic study in the Department of Arts, Culture and Media is distinguished by critical, historical and practice-based approaches to text, image, sound and performance. This course focuses on critical reading, thinking and writing skills while introducing students to humanistic inquiry through lectures, readings, discussions, and attendance of campus performances and gallery exhibits. This is a writing intensive course that offers students regular constructive feedback on their work.

Prerequisite: Any 2.0 credits

Exclusion: ACMA01H3 (if taken before the 2016-17 academic year)

Enrolment Limits: 25

Breadth Requirement: Arts, Literature & Language

NOTE: Priority will be given to students enrolled in Specialist and Major offered by the Department of Arts, Culture & Media. Other students will be admitted as space permits.

ACMB02H3 Methods of Inquiry and Investigation for ACM Programs

An introduction to investigative research methods where the humanities and social sciences meet including visual, documentary, ethnographic, interview and other qualitative tools for analyzing social and cultural practices. Students develop skills to identify research inquiries, formulate

approaches to investigate, locate, collect and learn from data, analyze evidence, and communicate results.

Prerequisite: Co-requisite: ACMB01H3

Exclusion: (ACMA02H3)

Breadth Requirement: Social & Behavioural Sciences

NOTE: Students in the Specialist (Joint) program in Journalism, and in the Journalism Studies Stream of the Major in Media, Journalism and Digital Cultures are encouraged to take ACMB01H3 and ACMB02H3 in the same semester.

MDSA01H3 Introduction to Media Studies

Introduces students to key terms and concepts in media studies and provides an overview of theoretical and critical understandings of media. Students develop their understanding of the political, economic, social and cultural contexts in which mediated images and texts are produced, distributed, and consumed.

Exclusion: (NMEA20H3)

Breadth Requirement: History, Philosophy & Cultural Studies

MDSA02H3 History of Media

This course surveys the history of media and communication from the development of writing through the printing press, newspaper, telegraph, radio, film, television and internet. Students examine the complex interplay among changing media technologies and cultural, political and social changes, from the rise of a public sphere to the development of highly-mediated forms of self identity.

Prerequisite: MDSA01H3

Breadth Requirement: History, Philosophy & Cultural Studies

MDSB05H3 Media and Globalization

This course introduces students to the variety of ways cultural and social theorists have addressed notions of "globalization" and the media. The course focuses on media systems and practices in the non-western world, including Asia, Latin America, and the Middle East.

Same as GASB05H3

Prerequisite: MDSA01H3 and any 4.0 credits

Exclusion: GASB05H3

Breadth Requirement: History, Philosophy & Cultural Studies

MDSB25H3 Political Economy of Media

This course applies concepts and principles developed by political economy theorists to the economic structure and policies that influence communication and media systems. These concepts are used to analyze the major media industries, including print, radio, television, film, video, recorded music, video-games, telecommunications, online communication, and advertising.

Prerequisite: MDSA01H3 and MDSA02H3

Breadth Requirement: Arts, Literature & Language

MDSB61H3 Mapping New Media

This course introduces students to the key terms and concepts in new media studies as well as

approaches to new media criticism. Students examine the myriad ways that new media contribute to an ongoing reformulation of the dynamics of contemporary society, including changing concepts of community, communication, identity, privacy, property, and the political.

Prerequisite: MDSA01H3 and MDSA02H3

Breadth Requirement: History, Philosophy & Cultural Studies

MDSB62H3 Visual Culture and Communication

Visual Culture studies the construction of the visual in art, media, technology and everyday life. Students learn the tools of visual analysis; investigate how visual depictions such as YouTube and advertising structure and convey ideologies; and study the institutional, economic, political, social, and market factors in the making of contemporary visual culture.

Prerequisite: MDSA01H3 and MDSA02H3

Exclusion: (NMEB20H3)

Breadth Requirement: Arts, Literature & Language

MDSB63H3 Sound and Visual Media

This course explores the importance of sound and sound technology to visual media practices by considering how visibility in cinema, video, television, gaming, and new media art is organized and supported by aural techniques such as music, voice, architecture, and sound effects.

Prerequisite: MDSA01H3 and MDSA02H3

Breadth Requirement: Arts, Literature & Language

MDSC01H3 Theories in Media Studies

This is an advanced seminar for third and fourth year students on theories applied to the study of media.

Prerequisite: ACMB01H3 and 2.0 credits at the B-level in MDS courses

Breadth Requirement: History, Philosophy & Cultural Studies

MDSC02H3 Media, Identities and Politics

This course explores the centrality of mass media such as television, film, the Web, and mobile media in the formation of multiple identities and the role of media as focal points for various cultural and political contestations.

Prerequisite: ACMB01H3 and 2.0 credits at the B-level in MDS courses

Breadth Requirement: Social & Behavioural Sciences

MDSC61H3 Alternative Media

This course examines the history, organization and social role of a range of independent, progressive, and oppositional media practices. It emphasizes the ways alternative media practices, including the digital, are the product of and contribute to political movements and perspectives that challenge the status quo of mainstream consumerist ideologies.

Prerequisite: ACMB01H3 and [[2.0 credits at the B-level in MDS courses] or [2.0 credits at the B-level in JOU courses]]

Breadth Requirement: History, Philosophy & Cultural Studies

MDSC62H3 Media, Journalism, and the World of Work

The course explores the relationships between among media, journalism, and the labour movement in contemporary Canada. s present media environment. It examines how labour is perceived as an media issue framed through media representations and how journalism reports labour stories—what is reported, how it is reported, what isn't reported, and why. are framed in mainstream media—what is reported, how it is reported, what isn't reported, and why. It also examines significant issues in Canadian labour history within a media studies context.

Same as JOUC62H3

Prerequisite: ACMB01H3 and [[MDSA01H3 and MDSB05H3] or [JOUA01H3 and JOUA02H3]]

Exclusion: JOUC62H3

Breadth Requirement: Arts, Literature & Language

MDSC63H3 Media Ethics

Introduces students to ethical issues in media. Students learn theoretical aspects of ethics and apply them to media industries and practices in the context of advertising, public relations, journalism, mass media entertainment, and online culture.

Same as JOUC63H3

Prerequisite: ACMB01H3 and [[MDSA01H3 and MDSB05H3] or [JOUA01H3 and JOUA02H3]]

Exclusion: JOUC63H3

Breadth Requirement: History, Philosophy & Cultural Studies

MDSD01H3 Senior Seminar: Topics in Media and Arts

This is a senior seminar that focuses on the connections among media and the arts. Students explore how artists use the potentials offered by various media forms, including digital media, to create new ways of expression. Topics vary.

Prerequisite: [3.0 credits in MDS courses, including 1.0 credit at the C-level]

MDSD02H3 Senior Seminar: Topics in Media and Society

This is a senior seminar that focuses on media and society. It explores the social and political implications of media, including digital media, and how social forces shape their development. Topics vary.

Prerequisite: [3.0 credits in MDS courses, including 1.0 credit at the C-level]

MDSD11H3 Senior Research Seminar in Media and Journalism (new)

Focusing on independent research, this course requires students to demonstrate the necessary analysis, research and writing skills required for advanced study. This seminar course provides the essential research skills for graduate work and other research-intensive contexts. Students will design and undertake unique and independent research about the state of journalism.

Same as JOUR11H3

Prerequisite: ACMB02H3 and [an additional 4.5 credits in MDS or JOU courses, 1.0 credit of which must be at the C-level]

Exclusion: JOUR11H3

Breadth Requirement: Arts, Literature & Language

JOUA01H3 Introduction to Journalism I

An introduction to the social, historical, philosophical, and practical contexts of the media. The course will examine various types of media and the role of the journalist. Students will be introduced to story forms and journalistic skills. Media coverage of current issues will be discussed.

Exclusion: (MDSA21H3)

Breadth Requirement: Arts, Literature & Language

JOUA02H3 Introduction to Journalism II

A continuation of JOUA01H3.

Prerequisite: (MDSA21H3) or JOUA01H3

Exclusion: (MDSA22H3)

Breadth Requirement: Arts, Literature & Language

JOUB01H3 Covering Immigration and Transnational Issues

An examination of Canadian coverage of immigration and transnational issues. With the shift in Canada's demographics, media outlets are struggling to adapt to new realities. We will explore how media frame the public policy debate on immigration, multiculturalism, diaspora communities, and transnational issues which link Canada to the developing world. **This course is open only to students in the Journalism Joint Program.**

Prerequisite: (HUMA01H3) ACMB01H3 and & (MDSA21H) or JOUA01H3 & (MDSA22H3) or and JOUA02H3

Exclusion: (MDSB26H3)

Breadth Requirement: Arts, Literature & Language

JOUB02H3 Critical Journalism

The course examines the representation of race, gender, class and power in the media, traditional journalistic practices and newsroom culture. It will prepare students who wish to work in a media-related industry with a critical perspective towards understanding the marginalization of particular groups in the media. **The course is open only to students in the Journalism Joint Program.**

Prerequisite: 4.0 credits including (HUMA01H3) ACMB01H3 and & [(MDSA21H3) or and JOUA01H3] & [(MDSA22H3) or JOUA02H3]

Exclusion: (MDSB27H3)

Breadth Requirement: Arts, Literature & Language

JOUB24H3 Journalism in the Age of New Digital Media

Journalism is undergoing a revolutionary change. Old trusted formats are falling away and young people are consuming, producing, exchanging, and absorbing news in a different way. The course will help students critically analyze new media models and give them the road map they will need to negotiate and work in digital media. **This course is open only to students in the Journalism Joint Program.**

Exclusion: (MDSB24H3)

Breadth Requirement: Arts, Literature & Language

JOUB39H3 Fundamentals of Journalistic Writing

An overview of the standard rules and techniques of journalistic writing. The course examines the basics of good writing style including words and structures most likely to cause problems for writers. Students will develop their writing skills through assignments designed to help them conceive, develop, and produce works of journalism. **This course is open only to students in the Journalism Joint Program.**

Exclusion: (MDSB24H3)

JOUC30H3 Critical Approaches to Style, Form and Narrative

The forms of Journalism are being challenged as reporting styles diverge and change overtime, across genres and media. New forms of narrative experimentation are opened up by the Internet and multimedia platforms. How do participatory cultures challenge journalists to experiment with media and language to create new audience experiences?

Prerequisite: ACMB01H3, MDSB05H3, and JOUB39H3

Breadth Requirement: Arts, Literature & Language

JOUC31H3 Journalism, Information Sharing and Technological Change

The nexus between journalism, civic engagement and changing technologies presents opportunities and challenges for the way information is produced, consumed and shared. Topics range from citizen and networked journalism, mobile online cultures of social movements and everyday life, to the complicated promises of the internet's democratizing potential and data-based problem solving.

Prerequisite: ACMB01H3 and JOUB24H3

Breadth Requirement: Arts, Literature & Language

JOUC62H3 Media and the World of Work

The course explores the relationships between journalism and the labour movement in Canada's present media environment. It examines how labour is perceived as a media issue and how labour stories are framed in mainstream media - what is reported, how it is reported, what isn't reported, and why. It also examines significant issues in Canadian labour history within a media studies context.

Same as MDSC62H3

Prerequisite: ACMB01H3 and [[MDSA01H3 and MDSB05H3] or [JOUA01H3 and JOUA02H3]]

Exclusion: MDSC62H3

Breadth Requirement: Arts, Literature & Language

JOUC63H3 Media Ethics

Introduces students to ethical issues in media. Students learn theoretical aspects of ethics and apply them to media industries and practices in the context of advertising, public relations, journalism, mass media entertainment, and online culture.

Same as MDSC63H3

Prerequisite: ACMB01H3 and [[MDSA01H3 and MDSB05H3] or [JOUA01H3 and JOUA02H3]]

Exclusion: MDSC63H3

Breadth Requirement: History, Philosophy & Cultural Studies

JOUD11H3 Senior Research Seminar in Media and Journalism

Focusing on independent research, this course requires students to demonstrate the necessary analysis, research and writing skills required for advanced study. This seminar course provides the essential research skills for graduate work and other research-intensive contexts. Students will design and undertake unique and independent research about the state of journalism.

Same as MDS11H3

Prerequisite: [1.0 credit from the following: JOUB02H3, JOUC30H3, JOUC31H3]

ACMB02H3 and [an additional 4.5 credits in MDS or JOU courses, 1.0 credit of which must be at the C-level]

Exclusion: MDS11H3

Breadth Requirement: Arts, Literature & Language

Appendix C: New Learning Outcomes, and Degree Level Expectations [Undergraduate Programs]

Degree Level Expectations	Clearly describe the new Program Learning Outcomes.	Clearly describe how the revised program design/structure will support the program learning outcomes.
<p>1. Depth and Breadth of Knowledge</p> <p>Depth of Knowledge: is attained through a progression of introductory, core and specialized courses. Specialized courses will normally be at the C and D levels.</p> <p>Breadth of Knowledge: students will gain an appreciation of the variety of modes of thinking, methods of inquiry and analysis, and ways of understanding the world that underpin different intellectual fields.</p>	<p>Depth and breadth of knowledge is understood in the Major in Media, Journalism and Digital Cultures as having a strong foundation in and understanding of media theory, the history of media, and key works of media scholarship.</p> <p>In core courses, students gain depth of knowledge of leading theories and theorists in media studies and the academic discourse of media studies in various humanities and social science contexts. They will be able to understand media theory and the history of media and journalism in order to contextualize how media works in today’s world, on both local and global scales.</p> <p>Students’ breadth of knowledge demonstrates awareness of all areas of media studies and their distinction from other disciplines and scholarly areas of research such as journalism studies.</p> <p>In additional to the above learning outcomes, students in the Journalism Studies stream gain the depth and breadth of knowledge of Media Studies within the context of Journalism</p>	<p>The program design and course requirements that ensure student learning outcomes for depth and breadth of knowledge are supported at each level through a progression of introductory, core and specialized courses.</p> <p>Students take four required foundational courses in their first year that introduce academic critical reading, thinking, and writing (ACMB01H3); critical methods of inquiry used in the study of media and journalism (ACMB02H3); an overview of media theory (MDSA01H3); and a survey of media history (MDSA02H3).</p> <p>In the Media Studies stream, the B-level builds on theories studied at the A-level; students take one credit chosen from a list of five courses (Requirements #2 and #3), each of which focuses on a different approach: media in the context of globalization (MDSB05H3), political-economy (MDSB25H3), digital cultural practices (MDSB61H3), visual culture and communication (MDSB62H3), and sound (MDSB63H3). At the C-level, students further enrich their depth of knowledge by completing 1.0 credit chosen from a list of three advanced theory courses, MDSC01H3, MDSC02H3, and MDSC61H3.</p> <p>In addition to the Core courses, students in the Journalism Studies stream take two introductory journalism courses, JOUA01H3 and JOUA02H3, which allows them to situate their study of media within the context of journalism studies. The A-level journalism courses leverage students’ personal knowledge and interest in current affairs through peer-to-peer and instructor-led examination and application of theory to real world case studies. Students learn academic-</p>

	<p>Studies. Students will be able to comprehend and be conversant with primary concepts, theories and practices related to the changing field of journalism for the purpose of applying these to the landscape of current issues, events and the changing needs of society.</p> <p>Journalism’s core values, developed across generations and cultures, are being challenged by the powerful technological and social transformations of the contemporary era. Students will be able to understand such challenges so that they can inform and invent a socially responsible journalism for the modern era. Students in the Journalism Studies stream will be able to understand that theory and practice are interdependent and complementary to understanding the processes that underpin today’s multiplatform, multimedia journalism.</p>	<p>theoretical approaches and further enrich their depth of knowledge by connecting these to the continually moving world of current affairs. Throughout the first-year, Journalism Studies students have the opportunity to make explicit links between media studies and journalism studies.</p> <p>The stream in Journalism Studies also requires two credits of critical journalism courses that build on the A-level. These courses span four topics central to contemporary journalism: the evolving role of journalism in a digital environment (JOUB24H3 Journalism in the Age of Digital Media), mediating the complexities of globalization (JOUB01H3 Covering Immigration and Transnational Issues), the representation of gender and ethnicity (JOUB02H3 Critical Journalism), and the necessity of form and style (JOUB39H3 Fundamentals of Journalistic Writing).</p> <p>Focus on the development of breadth and depth of knowledge continues at the C-level. In addition to the core, students in the Journalism Studies stream take one credit from a list of four journalism courses, each of which further develops topics central to contemporary journalism: JOUC62H3 Media and the World of Work, JOUC63H3 Media Ethics, JOUC30H3 Critical Approaches to Style, Form and Narrative, JOUC31H3 Journalism, Information Sharing, and Technological Change. Students complete the Journalism Studies stream by taking a D-level senior seminar, JOUD11H3 Senior Research Seminar in Media and Journalism.</p>
<p>2. Knowledge of Methodologies Students have a working knowledge of different methodologies and approaches relevant to their area of study. They are able to evaluate the efficacy of different methodologies in addressing questions that arise in their area of study.</p>	<p>Students in the Major in Media, Journalism and Digital Cultures will have a working knowledge of different methodologies and approaches scholars have developed in the study of media and journalism. Students will be able to critically evaluate the content of media, including the visual and aural, and analyze its underlying ideologies and implications through various modes of media analysis and media studies methodologies, including discourse analysis, rhetorical analysis, visual analysis, semiotics, political-economic analysis, and a variety of cultural theories and perspectives, including</p>	<p>Students develop their understanding of media studies methodologies throughout the program.</p> <p>Introductory courses MDSA01H3 Introduction to Media Studies, ACMB01H3 Critical Reading, Thinking and Writing for ACM Programs and ACMB02H3 Methods of Inquiry and Investigation for ACM Programs provide students an overview and comparison of a number of methodologies drawn from the humanities and humanistic social sciences.</p> <p>Students advance these understandings by completing one credit chosen from a list of three advanced theory courses (requirement #4).</p> <p>In the Media Studies stream, D-level seminars deepen the work done at the C-level by allowing students to examine and compare the various methodologies used to approach a key topic or</p>

	<p>feminism, queer theory, identity theory, postmodernism, media erotics, and ideological analysis.</p> <p>In addition to the above learning outcomes, students in the Journalism Studies stream will further develop critical awareness of current issues and events across society through local, national and international perspectives by examining journalistic output in various forms and within a globalized context. In order to establish a foundation for contributing to, and critically assessing the field of journalism and the body of knowledge underlying journalism studies, students develop a methodological framework that allows them to consider different methodological approaches to journalism and find their place within these approaches to evaluate their efficacy and utility.</p>	<p>issue in media studies. D-level seminars, including JOUR11H3/MDS11H3 Senior Research Seminar in Media and Journalism, assign students advanced research projects, and through their development students attain an experiential understanding of a media studies methodology of their choice.</p> <p>Students also choose an additional 3.5 credits from a list of media studies electives. These credits allow students to deepen their understanding of media studies methodologies and evaluate their efficacy across six areas of media scholarship:</p> <p>1. Media and Technology MDSB01H3 Human/Animal/Machine MDSB10H3 Technology, Culture and Society MDSC64H3 Media and Technology</p> <p>2. Media and Society MDSB03H3 Advertising and Consumer Culture MDSC02H3 Media, Identities and Politics MDSC71H3 Media and Religion MDSD02H3 Senior Seminar: Media and Society</p> <p>3. Media and Globalization MDSB05H3 Media and Globalization MDSB25H3 Political Economy of Media MDSC40H3 Chinese Media and Politics MDSC41H3 Media and Popular Culture in East Asia</p> <p>4. Digital Cultural Practices MDSB61H3 Mapping New Media MDSC65H3 Online Games and Virtual Worlds MDSD01H3 Senior Seminar: Media and Arts</p> <p>5. Media Rhetoric MDSB02H3 Anthropology of Language and Media MDSB62H3 Visual Culture and Communication MDSB63H3 Sound and Visual Media MDSC53H3 Anthropology of Media and Publics MDSC85H3 Movies, Music and Meaning</p> <p>6. Media and Journalism MDSC61H3 Alternative Media MDSC62H3 Media and the World of Work MDSC63H3 Media Ethics</p> <p>In the Journalism Studies stream students develop their understanding of media studies and critical journalism methodologies throughout the major, beginning with required A-level journalism courses that leverage students' own knowledge</p>
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		<p>about journalism in order to allow them to articulate connections between journalistic practices and critical journalism theory. Students further enrich their understanding of methodology in the “interrogative phase” of B- and C-level journalism courses, where students discover and explore the depths and limits of knowledge.</p> <p>The foundational skills acquired in core course ACMB02H3 are carried through to the workshops, group work, and research assignments found in C- and D-level journalism courses. Students’ knowledge of different methodologies and approaches, and their ability to evaluate their efficacy and usefulness, culminates in the required D-level course JOUR11H3 Research Seminar in Media and Journalism.</p>
<p>3. Application of Knowledge Students are able to frame relevant questions for further inquiry. They are familiar with, or will be able to seek the tools with which, they can address such questions effectively.</p>	<p>Students in the Major in Media, Journalism and Digital Cultures develop an enhanced awareness of the importance of media and journalism in the production and reproduction of contemporary cultures, as well as the skills necessary to apply this knowledge to real-world settings. In addition to developing a capacity to critically evaluate the content and ideological implications of media, students gain competency with a set of media theories applicable to students’ own social contexts, which allows them to better understand relationships between media and how individuals understand the self.</p> <p>Students also use digital technologies in selected classes to create media projects based on academic study. In doing so, they</p> <ul style="list-style-type: none"> • acquire basic media production and dissemination skills; • achieve better understanding of how media platforms, rhetoric and logic work; and • develop media literacy through critical analytic skills coupled to effective use of media platforms as a means to accomplish 	<p>Media are ubiquitous in students’ lives—indeed, in all of our lives—and the Major in Media, Journalism and Digital Cultures provides students the tools to confront, question, analyze, understand, and critique that ubiquity. <i>What do media mean?</i> is a key question that organizes media and journalism studies scholarship, and students’ exposure to media theories and methods of analysis prepares them to answer that question for themselves and to continue to apply the methods they have learned to new situations as the social contexts of their lives change.</p> <p>To ensure that students have the tools with which they can address such questions effectively, the Major program requires the development of media literacy skills, one component of which is to make effective use of media platforms to accomplish personal and professional goals. Such skills are essential in today’s employment landscape.</p> <p>To build these skills, the Media Studies stream requires 0.5 credits of core courses at the B-level in three digital project-focused courses (MDSB61H3 Mapping New Media, MDSB62H3 Visual Culture and Communication, and MDSB63H3 Sound and Visual Media). Throughout the program, including at the C- and D-level, components of course work require the presentation of academic work in multimedia forms that utilize Web publishing, blogs, images, video and sound. Students may elect to take additional credits in designated digital project courses.</p> <p>Because of the centrality of media literacy skills</p>

	<p>personal and professional goals.</p> <p>In addition to these learning outcomes, Journalism Studies stream students develop the ability to assess and place information in context through critical and analytical thinking to generate an understanding of the fundamentals of responsible journalism, by locating and identifying the role of journalism within an open civil society.</p>	<p>to journalism studies, in addition to core courses the Journalism Studies stream requires students to take one additional credit that helps prepare them to make effective use of digital media platforms: JOUB24H3 Journalism in the Age of Digital Media and JOUC31H3 Journalism, Information Sharing and Technological Change.</p>
<p>4. Awareness of Limits of Knowledge Students gain an understanding of the limits of their own knowledge and an appreciation of the uncertainty, ambiguity, and limits to our collective knowledge and how these might influence analyses and interpretations.</p>	<p>The Major in Media, Journalism and Digital Cultures emphasizes the critical evaluation of the constraints and limitations of, as well as the opportunities provided by, modern media institutions and information technologies to nourish humanistic and democratic values.</p> <p>Students develop a knowledge-based value system that allows them to make informed assessments of media and journalism as a knowledge-making activity. Through this assessment, they develop skills to be aware of how knowledge is made as well as an awareness of the limits of knowledge.</p> <p>In addition to the above learning outcomes, students in the Journalism Studies stream also develop a knowledge-based value system underpinned by a sense of equality and social responsibility for future exercises of journalistic, political, cultural and/or social leadership. They hone analytic skills to understand the relationship between technological change and journalism’s response to it through an understanding of the influence and limitations of new digital forms.</p>	<p>Among other foci of study, Media, Journalism and Digital Cultures examine representations—whether textual, visual, and/or aural—and issues of representation. Therefore a key understanding within the Major program is to be keenly aware of the epistemological question, <i>How do we know what we know?</i> An awareness of the limits of knowledge is built into each stream, beginning not only in core introductory media courses (MDSA01H3 Introduction to Media Studies, MDSA02H3 History of Media) and required journalism stream courses JOUA01H3 Introduction to Journalism I, and JOUA02H3 Introduction to Journalism II), but also in the ACM common core courses ACMB01H3 and ACMB02H3, which introduce students to knowledge making from various disciplinary perspectives, including discussion of their strengths and limitations.</p> <p>This awareness is carried forward throughout Major program, in both required and elective courses. The program requires 0.5 credit of core courses in either MDSB05H3 Media and Globalization, which examines how media as a knowledge system must be contextualized within cultural and global contexts, or MDSB25H3, which examines how political economy plays a key role in determining what we mean by knowledge. In both courses students learn to appreciate the uncertainty, ambiguity, and limits to our collective knowledge, a theme that continues in C-level required courses and D-level capstone seminars in both streams.</p> <p>The Core also requires 1.0 credit from among MDSC01H3 Theories in Media Studies, MDSC02H3 Media, Identities and Politics, or MDSC61H3 Alternative Media. Each of these courses considers how knowledge is constructed from various theoretical perspectives and in doing so complicates students understanding of</p>

		<p>themselves and their place in the world.</p> <p>In addition, the Media Studies stream requires 1.0 credit from among MDSC01H3 Theories in Media Studies, MDSC02H3 Media, Identities and Politics, or MDSC53H3 Anthropology of Media and Publics, which also considers how knowledge is constructed from various theoretical perspectives.</p> <p>Skepticism and inquiry into the power dynamics that are inherent in knowledge systems are key attributes of journalism, and students in the Journalism Studies stream receive additional training in the awareness of the limits of knowledge in JOUB02H3 Critical Journalism and JOUC63H3 Media Ethics.</p>
<p>5. Communication Skills Students are able to communicate information, arguments, and analyses accurately and reliably, both orally and in writing. They learn to read and to listen critically.</p>	<p>Students in the Major in Media, Journalism and Digital Cultures develop a wide range of skills fundamental to effective communication, including critical reading, critical thinking, argumentative and analytic writing skills, and oral skills of presentation. They learn to communicate information, arguments, and analyses accurately, both orally and in writing. They also learn to communicate effectively in online settings through the development of digital projects, which are assigned throughout the curriculum.</p> <p>In addition to the above learning outcomes, students in the Journalism Studies stream also develop an understanding of various forms of journalistic writing on legacy, new, and emergent digital media platforms.</p>	<p>The development of communication skills is a key attribute of all ACM programs, and students in the Major program take ACMB01H3 Critical Reading, Thinking and Writing for ACM Programs, which lays the foundation for writing expectations for analysis and argumentation in the humanities. Students also take ACMB02H3 Methods of Inquiry and Investigation for ACM Programs, a second research and writing-intensive course.</p> <p>The Major program is writing intensive, and courses at the B-, C-, and D-level focus on communication skills in various ways. At the B-level, for example, students focus on how images communicate meaning in MDSB62H3 Visual Culture and Communication. At the C- and D-level, assignments include research papers, oral presentations, and multimedia projects and poster sessions.</p> <p>Students in the Journalism Studies stream receive additional training in communication skills at the B- and C-level. In JOUB24H3 Fundamentals of Journalistic Writing, they receive a comprehensive overview of both academic and journalistic forms of writing and analysis.</p> <p>At the C-level, students take JOUC30H3 Critical Approaches to Style, Form and Narrative, which provides a more sophisticated understanding of communication and writing in its ever-changing contemporary forms, across styles, genres and media. Within these specific courses and across all critical journalism offerings, written communication is emphasized through exercises that include bibliographic research skills, narrative and long-form documentary storytelling, descriptive writing assignments, and</p>

		<p>detailed instruction in investigative research methods and academic argumentation. In the communication context of class debates, informed discussions and class presentations, students learn to stimulate their moral imagination, while tolerating the degrees of ambiguity and disagreement necessary for constructive dialogue.</p>
<p>6. Autonomy and Professional Capacity The education students receive achieves the following broad goals:</p> <ul style="list-style-type: none"> • It gives students the skills and knowledge they need to become informed, independent and creative thinkers • It instills the awareness that knowledge and its applications are influenced by, and contribute to, society • It lays the foundation for learning as a life-long endeavour 	<p>In addition to developing students' autonomy and professional capacity through coursework and the program learning outcomes noted above, students in the Major in Media, Journalism and Digital Cultures are encouraged to participate in a range of activities outside the classroom to broaden their horizons and facilitate the practice of media, including through contributing to campus publications and the campus-wide ACM-sponsored arts event ArtSide Out. The program also provides support for students in a student-led club, Medius, which provides communication via social media, blogs about items of student interest, and the development of social events related to students in the media studies program. In addition, the program has a continuing speaker/film series that provides students the opportunity to meet professionals in various media industries, including journalism, and scholars who focus on media studies and journalism studies.</p> <p>Students learn to appreciate the ethical challenges presented by media and journalism while establishing the skills and intellectual curiosity to continue life-long intellectual growth beyond graduation as independent and creative thinkers.</p>	<p>The Major program is geared toward students developing an enhanced capacity for analytical, critical and creative thinking across the systems of knowledge that constitute Media Studies and Journalism Studies. The structure and pedagogical approach of these courses is focused on developing students as active learners through the development of independent reading, research and analysis skills, while also learning through the process of discovery by becoming researchers at the undergraduate level themselves. This degree of active and independent learning will contribute to the intellectual life of the students as adults beyond graduation.</p> <p>The courses JOUC62H3 Media, Journalism and the World of Work and JOUC63H3 Media Ethics (required for the Journalism Studies stream and cross-numbered as electives for the Media Studies stream) further enhance students' autonomy and professional capacity. These courses engage with the ethically complex world of professional journalism and its changing place in competing and overlapping fields of politics and economics. These courses directly involve recognizing ethical issues and their consequences, which will serve as the basis for an ethically-informed professional life.</p>