

FOR APPROVAL

PUBLIC

OPEN SESSION

TO:	UTSC Academic Affairs Committee
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DATE:	March 20, 2024 for March 27, 2024
AGENDA ITEM:	3

ITEM IDENTIFICATION:

Major Modifications - Undergraduate - Major Program in Media, Journalism and Digital Cultures (program changes and name change) and Minor Program in Media Studies (program changes), Department of ACM, UTSC

JURISDICTIONAL INFORMATION:

The UTSC 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 AAC 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 and 3.3).

GOVERNANCE PATH:

1. **UTSC Academic Affairs Committee [For Approval] (March 27, 2024)**

PREVIOUS ACTION TAKEN:

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

HIGHLIGHTS:

UTSC Academic Affairs Committee - Major Modification: Major Program in Media, Journalism and Digital Cultures, and Minor Program in Media Studies

The Department of Arts, Culture, and Media (ACM) at UTSC is proposing significant changes to both the Major Program in Media, Journalism, and Digital Cultures and the Minor program in Media Studies. The primary goal of these proposed changes is to align program learning outcomes (PLOs) with degree-level expectations and incorporate principles of equity, diversity, and inclusion into the curriculum. This includes broadening the scope of media studies, emphasizing global perspectives, intersectionality, non-Western knowledge, and digital competencies.

The program revisions also include the introduction of three cluster areas that inform the critical study of media: 1. Media and the Arts, 2. Media and Society, and 3. Media and Institutions. New courses will be introduced, and the sequencing of courses will be optimized to provide students with clearer pathways. Mentorship initiatives will also be implemented to assist students in navigating their academic journey according to their interests.

A notable aspect of the proposal is the change in program name from 'Media, Journalism, and Digital Cultures' to 'Media and Communication Studies.' This change is intended to better reflect the focus of the program and to reduce confusion by distinguishing it from the Specialist Program in Journalism.

Feedback from the previous cyclical program review, curriculum mapping exercises, and student surveys have played a crucial role in informing these proposed modifications. In addition, the modifications are aligned with the UTSC Strategic Plan, and the Report of the UTSC Campus Curriculum Committee, with a focus on enhancing diversity, equity, and inclusion in the curriculum. The proposal outlines adjustments to program learning outcomes, requirements, course offerings, mode of delivery, and integration between different streams to ensure that current students can complete their programs without disruption.

Overall, the proposal seeks to modernize the curriculum, enrich student learning experiences, and address emerging trends and challenges in the dynamic field of Media Studies. These changes are proposed to take effect on September 1, 2024.

FINANCIAL IMPLICATIONS:

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

RECOMMENDATION:

Be It Resolved,

THAT the program modifications to the Major Program in Media, Journalism and Digital Cultures, offered by the Department of Arts, Culture and Media, as described in the proposal dated March 4, 2024, be approved, effective September 1, 2024, AND

THAT the program modifications to the Minor Program in Media Studies, offered by the Department of Arts, Culture and Media, as described in the proposal dated March 4, 2024, be approved, effective September 1, 2024, AND

UTSC Academic Affairs Committee - Major Modification: Major Program in Media, Journalism and Digital Cultures, and Minor Program in Media Studies

THAT the Major Program in Media, Journalism and Digital Cultures, be renamed the Major Program in Media and Communication Studies, as described in the proposal dated March 4, 2024, be approved, effective September 1, 2024.

DOCUMENTATION PROVIDED:

Proposal – Major Modification - Major Program in Media, Journalism and Digital Cultures, and Minor Program in Media Studies, dated March 4, 2024

University of Toronto

Major Modification Proposal:

Significant Modifications to Existing Graduate and Undergraduate Programs

This template should be used to bring forward all proposals for major modifications to existing graduate and undergraduate programs for governance approval under the *University of Toronto Quality Assurance Process (UTQAP)*.

This template (last updated by the Office of the Vice-Provost, Academic Programs on November 9, 2020) is for all proposals for significant modifications to existing graduate and undergraduate programs. It aligns with UTQAP requirements and will help to ensure that all evaluation criteria established by the Quality Council are addressed in bringing forward a proposal. Separate templates have been developed for other types of proposals.

<p>Program being modified: Please specify exactly what program and which components of that are being modified; e.g., BA...specialist, major and minor components.</p>	<ol style="list-style-type: none"> 1. Major Program in Media, Journalism and Digital Cultures 2. Minor Program in Media Studies
<p>Proposed major modification:</p>	<ol style="list-style-type: none"> 1. Update the program learning outcomes 2. Revise the the program requirements to: (i) bring them up to date with the current state of the discipline; (ii) highlight three cluster areas (Media and the Arts; Media and Society; Media and Institutions); and (iii) structure progression through course sequencing 3. Change the program name to “Media and Communication Studies”
<p>Department/unit (if applicable):</p>	<p>Department of Arts, Culture and Media</p>
<p>Faculty/academic division:</p>	<p>University of Toronto Scarborough Department of Arts, Culture and Media (ACM)</p>
<p>Proponent:</p>	<p>Thy Phu, Chair, Department of Arts,</p>

	Culture and Media (thy.phu@utoronto.ca) Manaal Hussain, Program Manager, (manaal.hussain@utoronto.ca)
Dean’s Office contact:	Michael Souza, Acting Associate Dean, Undergraduate Programs and Curriculum (adundergrad.utscc@utoronto.ca) Martha Harris, Academic Programs Officer (martha.harris@utoronto.ca)
Version date: Please change as you edit this proposal.	March 4, 2024

1 Summary

Please provide a brief summary of the change(s) being proposed as it relates to the current structure of the program.

The Department of Arts, Culture and Media (ACM) at the University of Toronto Scarborough (UTSC) currently offers a Major program in Media, Journalism, and Digital Cultures, leading to the Honours Bachelor of Arts (HBA). In addition, ACM offers three other media-focused programs: the Minor in Media Studies (Arts), and two programs offered in partnership with Centennial College, the Major (Joint) Program in New Media Studies, HBA, and the Specialist (Joint) Program in Journalism, HBA.

The Major in Media, Journalism, and Digital Cultures (MJDC) is a differentiated program with two streams: Media Studies and Journalism Studies. Currently, all students are required to complete a total of 8.0 credits comprised of a common core (3.0 credits), and an additional sub-set of courses, depending on the stream selected.

This major modification proposal will revise and update the Major and Minor programs in order to:

- ensure the program keeps pace with critical developments in the field of Media Studies;
- improve conceptual coherence of course structuring;
- create clear and timely progression steps in students’ pathways, while still retaining flexibility in course selection.

The proposed major modification consists of the following:

1. **Revision and strengthening of program learning outcomes.** This is designed to better align with degree level expectations and to more intentionally embed equity, diversity, and inclusion in what is taught and how it is taught.
2. **Revision of program requirements.** This is designed to reflect and respond to critical concerns in the field of Media Studies. These changes will involve: the renumbering of existing courses to clearly articulate three cluster areas (Media and the Arts, Media and Society, and Media and Institutions); creating new courses to augment our offerings to students; improving the sequencing of courses to optimize how students move through the program; and providing mentorship to facilitate pathways through the program that align student interests.
3. **Program name change.** We propose changing the program name from “Media, Journalism, and Digital Cultures” to “Media and Communication Studies” in order to more accurately represent the field of study, to better align with faculty expertise, and to better distinguish it from the Specialist (Joint) Program in Journalism.

2 Effective Date

September 1, 2024

3 Academic Rationale

What are the academic reasons for the change proposed, and how do they fit with the unit’s and division’s academic plans?

Academic Rationale

A curriculum mapping exercise conducted in 2020/21 brought to light the need to update the program to keep pace with the changing nature of media and its operations in, and influence on, the arts, society, and institutions as well as to scaffold courses so that students can more effectively build foundational skills and competencies as they advance in the program (Appendix D). Additionally, a survey conducted with students in 2022 (Appendix E) showed a need for courses to better reflect the global context of the field of media studies and to better account of the diverse knowledges that students bring to the classroom. In developing this major modification, the program has sought to take account of the varied needs and qualities of its diverse students, the current, quickly changing state of the field, and the strengths of its recently appointed faculty. This major modification responds to this important feedback, by proposing revisions with respect to three main areas: (1) program learning outcomes; (2) program requirements; and (3) program name. These revisions are necessary for the following reasons.

Changes to Program Learning Outcomes

In 2020/21, our faculty undertook a curriculum mapping exercise of the program. Although the current program learning outcomes emphasize methods in media studies, which are grounded in history and critical theory, this curriculum mapping exercise demonstrated that we need to better diversify our approach to more accurately reflect recent developments in the field. The revised program learning outcomes expand the current PLOs to emphasize the importance of learning the diversity of histories that shape the field of media studies in global contexts, to emphasize the need to acquire understanding of and capacity to apply intersectional approaches to media criticism, to recognize non-Western forms of knowledge, and to reinforce the importance of self-reflexiveness and grasp of the limits of understanding as skills. The revised PLOs will update both the Media Studies and Journalism Studies streams of the Major program and apply as well to the Minor program.

The revision of PLOs further embeds equity, diversity, and inclusion as integral intellectual concerns and emphasizes the acquisition of digital competencies; critical thinking; reading, writing, and communication; problem-solving; and peer- and collaborative learning in a manner that attends to the specificities and diversities of local and transnational contexts. Accordingly, the revised curriculum engages with and applies multi-disciplinary methods and is reflexive about the ethics of conducting digital research.

In the Minor Program as well as in both the Media Studies and Journalism Studies streams of the Major program, students will develop breadth and depth in the critical understanding of interdisciplinary research methods, which they will apply to engage with wide-ranging media practices and forms across different historical periods, intersectional perspectives, and diverse social contexts. Students will also examine global, as well as non-Western and oppositional media forms and practices; and critically analyze and interpret the complex intertwining of media texts, communities and digital cultures, and media institutions which include platforms and infrastructures. While these learning outcomes exist in the current structure of the program, they have been concentrated in the C- and D-levels [in courses such as MDSC40H3 (new course code: MDSC32H3) “Chinese Media and Politics,” MDSC41H3 (new course code: MDSC14H3) “Media and Popular Culture in East Asia,” and MDSC60H3 (new course code:MDSC34H3) “Diasporic Media”)], a finding that the curriculum mapping undertaken by faculty in 2021 accords with the survey results of the UTSC Campus Curriculum Review report, which showed that students tend to learn about diversity in upper-level courses.

By making EDI and diverse forms of knowledge and ways of knowing a robust aspect of the program, the proposed changes to the Major and Minor programs take up and makes meaningful progress on the UTSC Campus Curriculum Review report’s recommendation to scaffold EDI principles throughout the curriculum. Accordingly, through this proposal, the program is revising and introducing courses at the A- and B-levels – changes that affect both streams of the Major and the Minor. Instead of starting with the assumption of a singular “Media History” (as formulated in the current curriculum in MDSA02H3 (new course code: MDSA13H3), students will learn “Media Histories,” by attending to the

media forms, institutions, and structures that emerge across and between different global industries. Likewise, MDSA01H3 (new course code: MDSA10H3), “Introduction to Media Studies” has been retitled to “Media Studies Foundations” to emphasize the heterogeneous structures that have shaped this critical field. The introduction of a new suite of courses at the B-level enables students in the two streams, Media Studies and Journalism Studies, to attain enhanced proficiency in these learning outcomes. These courses include: MDSB13H3 “Media Studies and the Global South”; MDSB14 “Indigenous Media Studies”; and MDSB22H3 “Feminist Media Studies.” At the C-level, the proposed major modification expands the courses available to students to enrich their knowledge of relevant and urgent issues in the field, with the introduction of new courses such as: MDSC12H3 “Transfeminist Queer Media Studies;” MDSC23H3 “Black Media Studies;” MDSC26H3 “Media, Technology, and Disability Justice.” These courses embed diverse approaches, critically consider diverse knowledges, and challenge students to broaden their understanding of the global dimensions of media and communication studies across both streams of the program.

Changes to Program Requirements

A second outcome of the curriculum mapping exercise was the understanding that existing courses were clustered in thematic areas which had not been explicitly articulated to students. These areas were identified as “media and the arts”, “media and society”, and “media and institutions.” The current program encompasses these three clusters but does not explicitly name them.

To address the fact that three cluster areas had not been clearly articulated in the previous version of the program, the proposal highlights them in the new program numbering structure. The three cluster areas are: Media and the Arts (10-series numbered courses); Media and Society (20-series); and Media and Institutions (30-series):

- Media and the Arts primarily focuses on cultural representation as a critical issue;
- Media and Society offers students in-depth tools with which to examine the social structures that shape media and its effect on audiences and publics;
- Media and Institutions explores the business of media industries, providing students with a thorough grounding in political economy approaches.

The structure of these three clusters will underscore key concepts such as: the ways that media shape and reshape how identities are represented and interpreted, how communities come together and fracture, how news is circulated and communicated across local and transnational contexts, and how power relations are negotiated in the intersectional contexts of class, race, gender, sexuality, and other types of diversity. In a survey conducted in 2022, students attested to their keen interest in pursuing further study in these cluster areas (Appendix E).

By highlighting these three clusters, the program provides students with better positioning to identify pivotal issues in the field of media studies, and with the language they need to articulate their digital literacies and skills for the professional world beyond the university. Students will also be able to position their path through the Major and Minor programs in relationship to the critical approaches

associated with the clusters. This will be accomplished with a restructuring of courses involving renumbering existing courses, moving some existing and new content into new courses, retiring some outdated courses, restructuring course prerequisites, and updating approaches to existing topics to introduce diversity of methods and perspectives on media traditions. There will also be a scaffolded pathway through the program that retains some flexibility for students to choose courses. Retaining some flexibility of choice across clusters will help avoid potential bottlenecks and helps students develop intellectual connections between the cluster areas and build overall coherence.

The increased attention to the scaffolding of knowledge makes Media Studies a more accessible program of study because it attends to building knowledge from year to year (in B, then C, and D-level courses), so that students have a shared set of key concepts and methods and are better prepared for the more complex issues and concerns as they progress through the program. The need for scaffolding became apparent in the curriculum mapping exercise conducted in 2021, which brought to light the challenges of teaching students who were taking courses out of sequence due to the overly flexible structure of the current program. Additionally, by sequencing course selection into the Major, this revised structure supports mental and physical health and well-being for both faculty and students by cultivating a learning and teaching environment that—because of its emphasis on foundations and building skills and knowledge preparedness and resiliency—allows faculty and students the confidence to experiment rigorously and creatively with course designs, materials, and assignments.

This proposed revision is well timed given the critical mass of continuing faculty with expertise to support the curriculum. With the addition of 9 (out of 11) new faculty over the past decade, the program is well positioned to leverage the faculty's research strengths in these three cluster areas of media and the arts, media and society, and media and institutions to ensure the program's high quality. Accordingly, the proposed revisions in program requirements entails introduction of new courses that reflect faculty research strengths. The revised program requirements provide more flexibility while allowing students in the Minor program and in both the Media Studies and Journalism Studies streams of the Major program to acquire media literacy, and theoretical and historical knowledge, and skills in digital methods, critical thinking, and communication studies.

Response to External Reviews of Related Programs

This proposed major modification has also been designed to address the recommendations of the external review of the Major (Joint) Program in New Media Studies (NME) as well as some of the concerns raised in the review of the Specialist (Joint) Program in Journalism (JOU). Specifically, the reviewers of NME suggested that faculty in the current MJDC program be more directly connected to the joint NME program and that electives be offered in a manner that complements the blend of theory and practice associated with the joint program. Consultations with Centennial College faculty as part of the external review demonstrated the need to provide training in communications and guidance on ethics before students proceed to their practice-based courses. As part of these

consultations, the redesigned course MDSA11H3 “Media Ethics” will form part of a planned modification for JOU and NME Joint Programs, which will be developed in subsequent years. This current proposed modification introduces new courses which will be available to NME students as electives and will speak more directly to NME students’ needs for expanded professionalization skills training, such as MDSB34H3 (new course code/title) “Comparative Media Industries”, MDSC27H3 (new course) “Digital Research Ethics” that will provide even more opportunities to deepen ethics training. These consultations with Centennial College colleagues have clarified the renumbering scheme, which we anticipate will have limited effect on just four required courses across the two joint programs. In NME, these courses are MDSA01 (revised number: MDSA10) and MDSA02 (revised number: MDSA10). In JOU, the renumbering scheme will affect the following required courses: MDSA01 (revised: MDSA10) and MDSAB05 (revised: MDSB32). To facilitate the transition, the Program Manager will ensure that anti-requisites are clearly posted on the calendar and in any communication regarding these programs, to prevent students from inadvertently repeating courses.

Integration between Streams

The major modification also provides greater integration between the two streams of the program (Media Studies and Journalism Studies) through the introduction of a suite of cross-numbered courses that highlight the ways that media studies issues are considered through a critical framework that also incorporates topics relating to journalism studies, such as MDSB14/JOUB14 “Indigenous Media Studies,” MDSB23H3/JOUB23H3 Media and Militarization (new course); and revision of existing courses to advance this objective (MDSC40H3 changed to MDSC32/JOUC33 Chinese Media and Politics; MDSC62H3 changed to MDSC36/JOUC62 Media, Journalism, and Digital Labour; MDSC35H3 changed to MDSC22H3/JOUC22H3 Understanding Scandals; and MDSC61H3 changed to MDSC11H3/JOU11H3 Media Activism.

Change to Program Name

We propose changing the program name from “Media, Journalism and Digital Cultures” to “Media and Communication Studies” for three key reasons:

- The revised name better reflects the expertise of continuing faculty, whose areas of strength are in Media Studies and Communications Studies – journalism studies is an important aspect of the field of Communication Studies.
- “Digital cultures” is not a widely recognized disciplinary area, and, given that most work in Media and Communication Studies emphasizes digitality, the descriptor of “digital cultures” is redundant.
- The current name can be confusing for students who may not understand the relationship between this program and the Specialist (Joint) Program in Journalism.

In the 2022 External Review of the Specialist (Joint) Program in Journalism, the reviewers noted that the two programs need to be more clearly identified and marketed, so that the distinctiveness of the Specialist (Joint) Program can more robustly be demonstrated. To address the potential confusion, the proposed major modification removes the term “journalism” from the program name to clarify to

students that journalism studies (a stream that the program will be preserving) is an area of critical inquiry informed by the field of Communication Studies. In this way, the distinction between the two programs will be clearer to students: the Journalism Studies stream of Media and Communication Studies focuses on the critical investigation and histories of journalism whereas the Specialist (Joint) Program in Journalism focuses on the practice of journalism. At the same time, the complementary resonances between the journalism studies stream of this program and that of the Specialist (Joint) Program in Journalism will be made more apparent. The revised name more accurately describes the content of the program and the expertise of its faculty, while also clarifying differences between and complementarities with the Specialist (Joint) Program in Journalism.

Unit Academic Plan and UTSC Strategic Plan – Inspiring Inclusive Excellence

Each of the proposed program’s three cluster areas of art, society and institutions—identified, respectively, in the numbering of courses as indicated below—will equip students with tools that will enable them to explore these wide-ranging concerns and keep pace with the dynamic changes in the discipline as a whole.

In developing this major modification, the program has sought to take account of the varied needs and qualities of our diverse students as part of its overall commitment to advancing equity, diversity, and inclusion, which are part of the recommended actions included in the [Report of the UTSC Campus Curriculum Committee \(2022\)](#), are part of the Division’s [Strategic Plan](#), and, in the case of the development of the new course “Indigenous Media Studies,” a response to the [Final Report](#) of the Steering Committee for the University of Toronto Response to the Truth and Reconciliation Commission of Canada. The proposed major modification consists of updated and revised program learning outcomes, new courses, and new cluster areas that addresses these academic needs by filling gaps in the curriculum. The major modification will enhance the Minor program while at the same time retaining and enriching the two streams of the Major program – media studies and journalism. It does so by embedding equity, diversity, and inclusion as integral intellectual concerns and by emphasizing the acquisition of digital competencies; critical thinking; communication; problem-solving; and peer- and collaborative learning in a manner that attends to the specificities and diversities of local and transnational contexts. As such, the revised program engages with and applies multi-disciplinary methods and is reflexive about the ethics of conducting digital research.

4 Description of the Proposed Major Modification(s)

Please describe in detail what changes are being proposed. Major modifications include changes to the program requirements that will significantly change what students will know and be able to do when they complete the program.

Other major modifications that may be included are significant changes to admission requirements, significant changes to faculty engaged in program; and a change to mode of delivery, change to the language of the program and offering the program at another location or institution.

Please be explicit about how the learning outcomes have changed and include both previous and proposed learning outcomes or one version of the current learning outcomes with the new learning outcome in track changes. You may wish to use Appendices A and B.

Describe how the modification reflects [universal design principles](#) and/or how the potential need to provide mental or physical health accommodations has been considered in the development of this modification.

Describe how the program structure and delivery methods promote student well-being and resiliency in the learning and teaching environment.

Describe any elements that support a sense of community in the program.

Please provide calendar copy in track changes or changes highlighted in Appendix C.

Course changes proposed in the modification are:

- Courses will be renumbered to identify the three cluster areas: the 10-series is “Media and the Arts, the 20-series is “Media and Society,” and the 30-series is “Media and Institutions. This will enable new courses to be established within a consistent numbering scheme. This renumbering scheme has been confirmed with the Registrar’s Office and consultation has been made with Centennial College to address the impact on joint programs, NME and JOU
- MDSB10H3, MDSC01H3, MDSC71H3, and MDS11H3 will be retired; they are outdated and do not reflect the current state of the field.
- Online delivery will be introduced for four courses (MDSA10H3, MDSA11H3, MDSB30H3, MDSC31H3). This mode of delivery will align how the courses are taught with their subject matter, to encourage students to critically reflect on and enact as a pedagogical practice the theoretical implications of media theorist Marshall McLuhan’s observation that “the medium is the message.”
- Course prerequisites will be modified to ensure students are taking courses in the intended sequence so that they may more successfully engage with the course content and work towards achieving course and program learning outcomes. The current program requirements, which include courses rooted in Euro-American traditions, will be updated to better respond to the unique learning requirements of our students, a large number of whom are international students, and who bring rich and, varied perspectives to their studies. This will include courses in the Minor and Major programs, and will encompass both the Media Studies and Journalism Streams of the Major program. Most notably, courses such as MDSA01H3, MDSA02H3, MDSB05H3, MDSB62H3, MDSB63H3, MDSC02H3, MDSC61H3 (these courses are being re-numbered to MDSA10H3, MDSA13H3, MDSB32H3, MDSB12H3, MDSC13H3, MDSC12H3, MDSC11H3, respectively) that will examine how cultures of information sharing are in the process of social change and will consider the implications that flow from these changes. These courses will enhance the Journalism Studies stream’s existing focus on critical approaches to journalism studies and its relationship to new technologies; they will also be available to Media Studies stream students. This update will provide students

with skills they need to comprehend, navigate, and adapt to today's complicated and ever-changing media environment.

Current students have the option of completing the requirements of the revised program, but they are not compelled to do so and instead may choose to be grand-parented, that is, to complete the program that was in place when they selected their major or minor. This is possible because none of the program requirement courses are being cancelled.

For a Calendar description of the existing Major, please refer to **Appendix C**.

The proposed major modification will result in the following revisions:

1. Program learning outcomes have been updated and revised to reflect the current state of the field and competencies and skills needed to keep pace with new developments—as well as to address the global perspectives that our students bring in a manner that promotes equity, diversity, and inclusion as pivotal pedagogical principles embedded in the curriculum. Additional skills and competencies include: communication skills in the diverse genres associated with the field of Media Studies; research; collaboration and team-based work; problem-solving and project management; and self-reflexivity in the learning process. The new learning outcomes form the basis for the Minor Program and for both the Media Studies and Journalism Studies stream of the Major program (Appendix B).

2. The program description has been revised to highlight the new emphasis on three cluster areas: “Media and the Arts”; “Media and Society”; and “Media and Institutions.” This aligns with key developments in the field of media studies. Students have the flexibility to pursue the cluster areas that most interest them through course selections. The program manager will also draw from this visualization to provide guidance and support in course selection.

3. Program requirements have been revised, and progression has been structured into the program through revision of elective course options and of prerequisites. This establishes a clearer link to the three cluster areas of media and the arts, media and society, and media and institutions. In the current program, 3.5 elective credits in the Media Studies Stream were allocated at the B- and C-levels according to interest. This loose structure led to non-sequential course selections. The modified program guides students into sequential pathways appropriate to level of study while maintaining flexibility for students to select across the three streams. For example, students must complete B-level courses before advancing to C-levels, and prerequisite checks will ensure that students meet progression expectations.

4. New courses have been numbered and existing courses renumbered to group courses according to cluster areas in both the Media Studies and Journalism Studies streams. Courses associated with

the Media and the Arts cluster are indicated as 10-series courses, those associated with Media and Society are indicated as 20-series courses, and those associated with Media and Institutions are indicated as 30-series courses. Consultation with the Registrar's Office has confirmed the availability of proposed new courses in the renumbering scheme. Additional consultation with Centennial College regarding the renumbering scheme has identified three required courses in the two joint programs, JOU and NME, which will be affected and a plan to address this so that students will not be negatively impacted, will be implemented, by communicating anti-requisites to prevent repeating requirements.

5. There are also changes to the **mode of delivery** for some of the courses.

Select courses at the A, B- and C-levels, will be delivered online:

- MDSA10H3 Media Foundations (currently MDSA01) (program requirement)
- MDSA11H3 Media Histories (currently MDSA02) (program requirement)
- MDSB30H3 Social Media and Digital Culture (elective)
- MDSC31H3 Platforms and Cultural Production (elective)

This is, in the case of Media Foundations and Media Histories, to support the learning needs of students in these high enrolment courses, by flipping the class and ensuring that instructors are able to provide guidance beyond the regular lecture format. Online delivery is also required in the case of MDSB30H3 and MDSC31H3 in order to align the mode of delivery with the critical concerns of these courses, which is to examine the institutional and social significance of platforms, apps, and social media in navigating issues of power and inequality. How these courses will be taught—online using platforms, social media and other digital tools—is academically linked to the subject of these courses. In other words, the online mode of delivery for these courses enables students to reinforce what they learn about the subject of platforms and social media with how they go about learning this material. Online delivery also helps address the learning needs of international students, many of whom are keen to enrol in summer courses, even though they are based abroad at this time. However, given that the majority of the 45 courses remain in-person, the change in mode of delivery to just four courses (8%) will not substantively impact the Major or Minor programs as a whole.

6. New C-level seminar course for each cluster area. The program will introduce three C-level seminars (MDSC10H3, MDSC20H3, MDSC30H3) to enable students who are enrolled in the Media Studies stream, the opportunity to participate in a small class setting before their final year in the program. This fosters community among Media Studies stream students, who currently experience only large classes until they are finally able to enroll in their one D-level seminar, as a complement to Journalism Studies stream students who also currently have this experience. These small seminar courses at the C-level, capped at 30, will also allow students intending on pursuing graduate studies to have more class time with course instructors and build meaningful relationships that will better prepare them for advanced study. Recognizing the resource challenges of C-Level seminars, the program sets a GPA of 2.3 as a prerequisite for these courses.

5 Impact of the Change on Students

Outline the expected impact on continuing students, if any, and how they will be accommodated.

Please detail any consultation with students.

There will be no impact on continuing students, as they will be grand-parented into their original program structure. None of the proposed changes prevents any such students from completing their program as originally intended. Advising services will be provided to ensure that these students are clear on how to meet their remaining degree requirements. Current UTSC students have expressed strong interest in the three cluster areas of Media and the Arts, Media and Society, and Media and Institutions, which bring the restructured proposed program cohesively together. This is reflected in their responses to a survey conducted in 2022 (Appendix E). In this survey, students also demonstrated a keen interest in diversifying perspectives on Media Studies beyond the Euro-American context that has long dominated the field. Given the diversity of students currently enrolled in the program, the revised structure of the program to address transnational critical approaches is necessary to fulfilling revised learning outcomes.

The revision of the program to structure progression will help prepare new students by ensuring they move through their degree in a manner that enables them to acquire critical thinking and communication skills and digital competencies and to reinforce and build on these skills and competencies. Doing so will also address problems flagged in the course of consultation with faculty, who expressed concern that, as noted above, in the current structure students often take courses out of sequence. Progression will provide students with a clearer and more streamlined pathway through the degree program.

Taken together, we are confident that the proposed changes will be well-received by not only existing students, but also new students.

Student consultation

140 students responded to a survey conducted in January 2022. This is discussed further in Section 6 (Consultation) below.

6 Consultation

Describe the impact of the major modification on other programs and any consultation undertaken with the Dean and chair/director of relevant academic units.

UTSC Department of Arts, Culture, and Media

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

Consultation: Chair, Barry Freeman (2020-2023); Associate Chair, Marla Hlady; Program and Curriculum Committee; program directors Kenzie Burchell (Journalism) and Thy Phu (Media Studies); faculty Sherry Yu (Journalism), Jasmine Rault (Media Studies), T.L. Cowan (Media Studies), Ruoyun Bai (Media Studies), Joseanne Cudjoe (Media Studies), David Nieborg (Media Studies), and Rafael Grohmann (Media Studies)

UTSC Registrar's Office.

The Program Coordinator worked closely with the Registrar's Office in 2022/2023 to ensure a smooth process of course numbering and re-numbering. The RO has confirmed availability of the course codes in the new re-numbering scheme.

Centennial College

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

The Joint Specialist Program in Journalism and the Major (Joint) Program in New Media Studies have recently undergone external review and is preparing for its own major modification. Consultation with coordinators of this program has been conducted and it was decided as this major modification does not affect the Joint Programs's learning outcomes and structure. Consultation has also been done to address the impact of the renumbering scheme on four courses that are program requirements for the two Joint Programs. To ensure that students are not negatively affected by potentially repeating these requirements, the calendar and all communication will clearly articulate the old numbering constitute anti-requisites for the three courses in question: MDSA01H3, MDSA02H3, and MDSB05H3.

Consultation: Chris Jackman (Chair of Arts and Design, Centennial College) and James Reid (New Media Studies Joint Program Coordinator, Centennial College)

Undergraduate students.

As noted above, 140 students responded to a survey conducted by the program. Notably, their responses supported the proposed changes, specifically with respect to the introduction of new cluster areas relating to the Media and the Arts, Media and Society, and Media and Institutions. Additionally, students overwhelmingly favored the introduction of new courses that addressed media in non-Western contexts, beyond the Euro-American critical frameworks that have so-far dominated the field and which has, to date, been a defining feature of the existing curriculum.

7 Resources

Describe any resource implications of the change(s) including, but not limited to, faculty complement, space, libraries and enrolment/admissions.

Describe any resources that enhance the learning and teaching environment, including resources to promote student well-being and resiliency in the learning and teaching environment. *You may also wish to highlight specific aspects of the following resources and supports as appropriate for the proposed program:*

- ▶ Library
- ▶ Co-operative Education
- ▶ Academic Advising (including international student advising)
- ▶ Teaching and Learning Office
- ▶ Technology Support for Teaching and Learning
- ▶ Distance/Online Learning
- ▶ Peer Learning Support
- ▶ Disabilities/Accessibility Services
- ▶ Student Academic Support Services
- ▶ Academic Computing Services
- ▶ Other unit- or program-specific supports/services

Please be specific where this may impact significant enrolment agreements with the Faculty/Provost's Office.

Indicate if the major modification will affect any existing agreements with other institutions, or will require the creation of a new agreement to facilitate the major modification (e.g., Memorandum of Understanding, Memorandum of Agreement, etc). Please consult with the Provost's Office (vp.academicprograms@utoronto.ca) regarding any implications to existing or new agreements.

Faculty Resources

With recent hires, Media Studies and Journalism have reached a critical mass of faculty to devote full attention to planning and, if approved, implementing the new structure of the Major and Minor programs. The contributions of full-time faculty have resulted in this proposal to update the curriculum by highlighting and developing the three clusters of Media and the Arts, Media and Society, and Media and Institutions. Eight tenure-stream faculty (Bai, Burchell, Cowan, Grohmann, Nieborg, Phu, Rault, and Yu) are actively involved in supporting the program. One non-tenure stream CLTA (Roderique), one teaching-stream faculty member (Cudjoe) and one CLTA teaching stream faculty member (Lobo) are also actively involved. In

addition, the department recently recruited one more tenure-stream faculty member, Professor Aylan Couchie, who will join the program on July 1, 2024, and bring her expertise in Indigenous Media Studies and New Media Studies.

Table 1: Detailed List of Committed Faculty

Faculty name and rank	Home unit	Area(s) of Specialization
Ruoyun Bai, Associate Professor	Arts, Culture and Media – Media Studies	Media globalization; Chinese media
Kenzie Burchell, Assistant Professor	Arts, Culture and Media – Journalism	Media Sociology, comparative Journalism Studies; emerging technologies; protest, terror and surveillance
Aylan Couchie	Arts, Culture and Media – Media Studies/New Media Studies (as of July 1, 2024)	Indigenous media studies, augmented reality, virtual reality, game studies, New Media Studies
T. L. Cowan, Associate Professor	Arts, Culture and Media – Media Studies	Transnational, critical disability, queer, feminist, and transgender media, performance & digital media, research-creation, digital media ethics
Joseanne Cudjoe, Assistant Professor, Teaching Stream	Arts, Culture and Media – Media Studies	Black diaspora and media studies; critical digital methods
Rafael Grohmann, Assistant Professor	Arts, Culture and Media – Media Studies	Platform studies, political economy of media and media industries, Global South media
Rachel Lobo, Assistant Professor, Teaching Stream	Arts, Culture and Media – Media Studies	Visual culture, critical race and digital studies
David Nieborg, Associate Professor	Arts, Culture and Media – Media Studies	Political economy of media and media industries
Thy Phu, Professor	Arts, Culture and Media – Media Studies	Visual culture, diaspora and media

Jasmine Rault, Associate Professor	Arts, Culture and Media – Media Studies	Transnational, critical race, queer, feminist, and transgender media, architecture, digital media ethics
Hadiya Roderique, Assistant Professor (CLTA)	Art, Culture and Media – Media Studies	Journalism studies; media ethics; Black media studies
Sherrie Yu, Associate Professor	Arts, Culture and Media – Media Studies	Journalism studies; diasporic media

Stipend Support

We do not anticipate additional stipend support to be needed in the immediate future. The present teaching capacity of the program suffices to support the current number of enrolled majors.

TA Support

Increased TA support is not needed at this time but may be requested in future years through the typical budgeting process should FCE enrolments increase.

Technical Support

As practice-based digital skills acquisition is embedded in the new program learning outcomes, which include creativity as a critical skill, especially as they relate to courses that are associated with the cluster area of “Media and the Arts,” support from ACM’s current technical team will be incorporated into some courses to demonstrate media software and digital tools:

- MDSB11H3 Media and the Arts
- MDSB14H3 Indigenous Media Studies
- MDSB22H3 Feminist Media Studies
- MDSC10H3 Advanced Studies in Media and the Arts
- MDSC12H3 Trans- feminist queer Media Studies
- MDSC20H3 Advanced Studies in Media and Society (possibly)
- MDSC11H3 Media Activism
- MDSC26H3 Media, Technology & Disability Justice
- MDSB10H3 Senior seminar: Topics in Media and the Arts
- MDSB20H3 Senior Seminar: Topics in Media and Society

Other support

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

8 UTQAP Process

The UTQAP pathway is summarized in the table below.

Steps	Approvals
Development/consultation within unit	September 2020 to the proposal submission
Consultation with Dean's Office (and VPAP)	15 December 2024 (VPAP sign-off) 27 February 2024 (ADUPC sign-off from DO)
Department Curriculum Committee	September 25, 2023
Faculty/divisional council (UTSC Academic Affairs Committee)	March 27, 2024
Submission to Provost's Office	
Reported to the Provost and included in annual report to AP&P	
Ontario Quality Council — reported annually	

Appendix A: Proposed Learning Outcomes and Degree Level Expectations

Address how the design, structure, requirements and delivery of the program support the [program learning outcomes](#) and [degree level expectations \(DLEs\)](#).

Degree Level Expectations	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</p>	<p>Depth and breadth of knowledge is understood in the Major in Media and Communication Studies as having a strong foundation in and understanding of media theory, the history of media, and key works of media scholarship.</p> <p><i>Shared Program Learning Outcomes:</i> PLO 1: Demonstrate knowledge of the history of media from its inception to the present including major national and global developments, forms, institutions, and actors. PLO 2: Engage with multiple cultural perspectives to demonstrate understanding of the interplay between media and gender, race, ethnicity, sexual orientation and other forms of diversity in national and global contexts. PLO 3: Recognize, connect, and critically assess structures of power</p>	<p>The program design and course requirements ensure student learning outcomes for depth and breadth of knowledge of media studies in relation to three cluster areas of media and the arts, media and society, and media and institutions are supported at each level through a structured progression of introductory, core and specialized courses.</p> <p>Major program: Core courses (3.5 credits) In the core courses of the major, students take two required foundational courses in their first year. The first course, MDSA10H3 Media Foundations, introduces media studies, which highlights theory, history, and diverse perspectives as it relates to the three cluster areas arts. The second core course at the A-level (MDSA11H3) offers a grounding in media ethics, with a focus on perspectives sensitive to multiple forms of diversity.</p> <p>The B-level core courses build on theories studied at the A-level and provide students with more opportunity to focus on their interests, by considering media and its relation to the arts, society and institutions through 0.5 credits from MDSB11H3, MDSB21H3, MDSB31H3. This prepares them to further select an additional 1.50 credits at the B-level and 1.0 credits at the C-level, each of which enriches students’ critical understanding of the three cluster areas.</p>

<p>understanding the world that underpin different intellectual fields.</p>	<p>organized around race, nation, gender, sexuality, class/capital, which are reflected or challenged in media.</p> <p><i>Media Studies Stream Program Learning Outcomes:</i> PLO 4: Distinguish key concepts and assess debates and different schools of thought in media studies and between media studies and neighbouring fields.</p> <p><i>Journalism Studies Stream Program Learning Outcomes:</i> PLO 5: Understand challenges to journalism’s core values so that they can inform and invent a socially responsible journalism for the modern era. PLO6: Understand that research-led understanding and practical industry skillsets are interdependent and complementary to understanding the processes that underpin today’s multiplatform, multimedia journalism.</p>	<p><i>Media Studies stream (4.5 credits):</i> In addition to the Core courses, students in the Media Studies stream take one other introductory course, MDSA13H3, which provides a survey of the diverse transnational histories of media. At the B- level they will acquire greater depth and breadth of understanding by completing an additional 1.5 credit from any cluster area of their choice. At the C-level they will acquire advanced knowledge of one of the cluster areas by completing 1.5 credit from any cluster area of their choice. Students will complete the Media Studies stream with 0.5 credit in a senior special topics seminar, selected from among the following options: MDSD10H3 Senior Seminar: Topics in Media and Arts; Senior Seminar: Topics in Media and Society; Senior Seminar: Topics in Media and Institutions.</p> <p><i>Journalism stream (4.5 credits):</i> 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 research into realities of journalistic work and audiences' engagement to real world case studies from the news. Students learn academic-critical approaches to 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 and research-informed courses about the state of contemporary journalistic work that build on the A-level. These courses span four topics central to contemporary journalism: the evolving role of journalism in a</p>
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		<p>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 1.0 credit from a list of four journalism courses, each of which further develops topics central to contemporary journalism. Students complete the Journalism Studies stream by taking any JOUD-level senior seminar</p> <p>Minor program: Whereas students enrolled in the major program acquire depth and breadth of understanding, students in the minor program will acquire a broad overview of theories and histories of and critical approaches to media studies. At the A-level, they will establish the groundwork for this foundation by enrolling in 1.0 credit in MDSA10H3 Media Foundations, and MDSA13H3 Media Histories. This expansive overview of diverse concepts, transnational approaches and interdisciplinary methods continues in the B-level, where students in the minor program are required to take 2.0 credits, selected from among any of the MDSB-level courses They will then round out their understanding at a more advanced level by completing 1.0 credit, selecting from the suite of C-level courses listed above.</p>
<p>2. Knowledge of Methodologies</p> <p>Students have a working knowledge of different methodologies and approaches relevant</p>	<p>Knowledge of methodologies is understood in the Major in Media and Communication Studies as the ability to critically evaluate the media production, representation, and circulation, including visual and aural forms of digital expression, and analyze its underlying ideologies and</p>	<p>Students develop their understanding of media studies methodologies throughout the program.</p> <p>Major program: Core introductory courses, MDSA10H3 Media Studies Foundations and MDSA11H3 Media Ethics—required in both streams of the program—provide students an overview and comparison of methodologies drawn from the humanities and humanistic social sciences, with emphasis on the ethical</p>

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<p>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>implications through various modes of media analysis and media studies approaches.</p> <p><i>Shared Program Learning Outcomes:</i> PLO 7: Demonstrate critical understanding of the technological, political, economic, and creative processes involved in the production, distribution, circulation, and reception of media forms and formats of all types.</p> <p><i>Media Studies Stream Program Learning Outcomes:</i> PLO 8: Critically assess and use qualitative and quantitative methods for studying media technologies and phenomena.</p> <p><i>Journalism Studies Stream Program Learning Outcomes:</i> PLO 9: Develop critical awareness of current issues and events across society through local, national and transnational perspectives by examining journalistic output in various forms and within a globalized context. PLO10: Critically assess the field of journalism and the body of knowledge underlying journalism studies</p>	<p>issues that arise from these methodologies, especially as it relates to minoritized individuals and communities.</p> <p>Students build on these understandings at the B-level, and further advance them at the C-level, in courses that integrate multi-disciplinary methods, with critical approaches ranging from political economy, trans-feminist queer studies, black studies, visual studies, anthropology, visual studies, critical disability studies, digital research ethics, and more.</p> <p><i>Media Studies Stream:</i> In the Media Studies stream, D-level seminars (MDS10H3 Media and the Arts; MDS20H3 (Media and Society) and MDS30H3 (Media and Institutions) 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 issue in media studies as it relates to the arts, society, and institutions.</p> <p><i>Journalism Stream:</i> In journalism stream, students will take a JOUD-level course which assigns students to advanced research projects, and through their development students attain an experiential understanding of a journalism studies methodology of their choice.</p> <p>Minor program: Students in the minor program will acquire an overview of the multi-disciplinary methodologies in Media Studies at the A-level through their completion of MDSA11H3 Media Ethics and historicize the development of diverse critical approaches by completing MDSA13H3 Media Histories. At the B-level, they can build on this knowledge by selecting among the suite of courses offered at this level, all of which integrate diverse interdisciplinary methodologies (MDSB14H3 Indigenous Media Studies). At the C-level, they develop advanced understanding of methodologies through the suite of</p>
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		<p>courses offered there, which frame methodological considerations in relation to focused areas of inquiry, such the visual (MDSC24H3 Selfies and Society), Black Studies (MDSC23H3 Black Media Studies), and reception theories (MDSC25H3 Understanding Audiences in the Digital Age), among a suite of diverse options.</p>
<p>3. Application of Knowledge</p> <p>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>Application of knowledge is understood in the Major in Media and Communication Studies as 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, societies, institutions and cultures.</p> <p><i>Shared Program Learning Outcomes:</i> PLO 11: Develop the capacity to evaluate peer-reviewed and non-peer-reviewed sources in researching topics and issues in media studies. PLO 13: Apply fundamentals of media analysis in critical ways in engaging</p>	<p>The Major in Media Studies equips students throughout the program with critical tools they can apply to confront, question, analyze, understand, and critique the extent and reach of media in shaping our lives. By providing students with a grounding in media theories and methods of analysis, as well a thorough grounding in research processes, the program prepares students with the critical resources they need to analyze the meanings of media, the mode and significance of media production, consumption, and participation, and the processes by which these meanings are reshaped. The program also prepares students to continue to apply the methods they have learned to new situations as the social contexts of their lives change. Students are offered a survey of applied methods at the A-level through MDSA10 Media Studies Foundations and are afforded the opportunity of deepening their understanding at the B-level (MDSB12 Visual Culture; MDSB22 Feminist Media Studies).At the C-level, more intensively focused courses enable students to further refine their understanding of the relationship between media and the formation of subjects in the contexts of race, gender, sexuality and other forms of diversity (MDSC12 Transfeminist Queer; MDSC24 Selfies and Society).</p> <p>To ensure that students have the tools with which they can address such questions effectively, both the Media Studies stream and the Journalism Studies stream require the development of media literacy skills, one component of which is to make effective use of media platforms to accomplish personal and professional goals—as well as to engage in critique of these platforms. Such skills are increasingly essential in navigating today’s digital cultures. Accordingly, additional new courses at the B- and C-levels (MDSB11H3 Media and the Arts; MDSB21H3 Media and Society; MDSB29H3</p>

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	<p>with media texts, technologies, businesses, and infrastructures.</p> <p><i>Media Studies Stream Program Learning Outcomes:</i> N/A</p> <p><i>Journalism Studies Stream Program Learning Outcomes:</i> PLO 14: Critically assess and contextualize information by locating and identifying the role of journalism within an open civil society.</p>	<p>New Media Futures; MDSB31H3 Media and Institutions; MDSB35H3 Platform Labour; MDSC30H3 Advanced Studies in Media and Institutions; MDSC31H3 Platforms and Cultural Production; and MDSC33H3 Games and Play) provide students with a thorough grounding in platforms and social media.</p> <p>Because of the centrality of digital literacy skills 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: building on JOUB24H3 Journalism in the Age of Digital Media students can take JOUC31H3 Journalism, Information Sharing and Technological Change, JOUC80H3 Understanding Audiences in the Digital Age, or JOUC62H3 Media, Journalism and Digital Labour.</p> <p>In the minor program, students will have the opportunity to apply knowledge broadly in introductory, proficient, and advanced levels as they make their selections across the suite of courses offered at A-, B- and C-levels. This is because application of knowledge extends throughout the program rather than being isolated as an outcome in a single course.</p>
<p>4. Awareness of Limits of Knowledge</p> <p>Students gain an understanding of the limits of their own knowledge and an appreciation of the uncertainty, ambiguity, and limits to our</p>	<p>Awareness of limits of knowledge is understood in the Major in Media and Communication Studies as 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. Students develop a knowledge-based value system that allows them to make informed</p>	<p>Throughout the program, students will develop the capacity to analyze and assess the processes by which power inequities structure the production, dissemination, and reception of knowledge and to examine the social impact of these processes. The program also challenges students to critically reflect on the affordances and limitations of media studies frameworks for understanding these processes.</p> <p>The Minor program and each stream of the Major program challenges students to develop an awareness of the media structures that influence knowledge creation and circulation. In this suite of courses, students learn to appreciate the uncertainty, ambiguity, and limits to our collective</p>

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<p>collective knowledge and how these might influence analyses and interpretations.</p>	<p>assessments of media and journalism as a knowledge-making activity.</p> <p><i>Shared Program Learning Outcomes:</i> PLO 15: Understand the ways that media technologies and institutions reflect and shape culturally, socially, and historically-specific forms of knowledge. PLO 16: Assess the affordances of different theoretical approaches and critically reflect on their limitations for media analysis.</p> <p><i>Media Studies Stream Program Learning Outcomes:</i> N/A</p> <p><i>Journalism Studies Stream Program Learning Outcomes:</i> PLO 17: Understand the relationship between social and technological to continually reassess the limitations and challenges to journalism’s civic function.</p>	<p>knowledge, to the biases that shape representational forms, and to contextualize the institutions that produce this knowledge. Consideration of how knowledge is constructed from various theoretical perspectives complicates how students understand themselves and their place in the world. Students begin developing these skills in introductory media courses at the A-level (MDSA10 Media Foundations; MDSA11 Media Ethics; MDSA13 Media Histories). At the B-level, students acquire further understanding of the broader geopolitical contexts that mediate knowledge-making enterprises (MDSB13 Media Studies in the Global South; MDSB32 Media and Globalization). This awareness is expanded at the C-level in courses that examine how media as a knowledge system is contextualized within cultural and global contexts, that attend to intersectional perspectives, and that examine how political economy plays a key role in determining what we mean by knowledge. At the C-level, students will refine their capacity to evaluate media knowledge structures and will exercise reflexivity about the affordances and limitations of the critical frameworks that media studies approaches provide (MDSC22 Understanding Scandals; MDSC32 Chinese Media and Politics). At the D-level, students will advance their understanding of these skills in special topics seminars, which will challenge them to produce original research projects (MDS10 Topics in Media and Arts; MDS20 Topics in Media and Society; MDS30 Topics in Media and Institutions).</p> <p>In the Journalism Studies stream, JOUA01H3 Introduction to Journalism I, and JOUA02H3 Introduction to Journalism II, introduce students to knowledge making from various disciplinary perspectives, including discussion of their strengths and limitations, this is continued through B-level suite courses and returned to in the D-level offerings JOUD12H3 Journalism at the Intersection of Politics, Economics and Ethics and JOUD13H3 - Surveillance, Censorship, and Press Freedom.</p>
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		<p>In the minor program, students will also have the opportunity to investigate assumptions about knowledge, to engage with structures of knowledge, starting at the A-level, and to critically reflect on media frameworks by completing short assignments that encourage assessment of media representations at the B-level, and further apply their understanding of the inequities that shape the production, consumption and interpretation of knowledge in C-level courses.</p>
<p>5. Communication Skills</p> <p>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>Communication skills are understood in the Major in Media and Communication Studies as the development of a wide range of skills fundamental to effective communication, including critical reading, critical thinking, argumentative and analytic writing skills, and oral skills of presentation across the diverse genres of media expression.</p> <p><i>Shared Program Learning Outcomes:</i> PLO 18: Analyze, argue and communicate clearly in a range of oral and written media forms. PLO 12: Provide and engage with peer feedback constructively and revise work accordingly.</p> <p><i>Media Studies Stream Program Learning Outcomes:</i> N/A</p>	<p>Major Program: Core communication skills are introduced in the A-level courses, where students are encouraged to work in groups on presentations and to prepare short papers.</p> <p><i>Media Studies Stream:</i> At the B-level, students build on their understanding of multi-modal forms of communication through visual and sonic expressive media cultures (MDSB12H3 Visual Culture; MDSC13 Popular Music and Media Cultures). Courses at the C- and D-levels challenge students to advance their knowledge of the varied genres of media communication through assignments that include oral presentations, podcasts (MDSC13 Popular Music and Media Cultures), and multimedia projects (MDSC14 Media and Popular Culture in East Asia), and research papers (MDSD10 Topics in Media and Arts; MDSD20 Topics in Media and Society; MDSD30 Topics in Media and Institutions). These courses will also incorporate peer review and critical reflection on the development process as part of a scaffolded pedagogical approach,.</p> <p><i>Journalism stream:</i> For Journalism Studies Stream students, JOUA01H3 and JOUA02H3 provides this grounding as it relates to Journalism Studies, and courses at the B-, C-, and D-level focus on communication skills. 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-</p>

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	<p><i>Journalism Studies Stream Program Learning Outcomes:</i> PLO 19: Develop an understanding of various forms of journalistic writing and audience engagement spanning legacy, new, and emergent digital media platforms.</p>	<p>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 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 attending to the degrees of ambiguity and being open to the disagreement necessary for constructive dialogue.</p> <p>Minor program: The minor program, as noted elsewhere, provides students with a broad overview of the diverse range of scholarship in media studies. Because communication skills are embedded across the curriculum, students enrolled in the minor program acquire these skills through their progress through the program. At the A-level, short essays in MDSA11H3 Media Ethics and MDSA13H3 Media Histories introduce students to critical thinking and expository writing. The suite of courses at the B-level offers students the opportunity to expand their knowledge of the varied forms and genres of communication, whether oral and written, on social media or other platforms. The suite of courses at the C-level enables students in the minor program to refine advance their communication skills in the study of more focused topics relating to the three cluster emphases in Media Studies.</p>
<p>6. Autonomy and Professional Capacity</p> <p>The education students receive achieves the</p>	<p>Autonomy and professional capacity is understood in the Major in Media and Communication Studies as the capacity to collaborate on media projects and develop independent skills that apply skills to diverse contexts.</p> <p><i>Shared Program Learning Outcomes:</i></p>	<p>Major Program: In the Major and Minor programs, students will hone and refine independent reading, critical analysis, peer learning, and collaboration. Courses at the A-level will introduce students to these skills through critical responses to assigned media texts, and through the development of collaborative course notes, which empowers students to support each other’s learning. At the B-</p>

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<p>following broad goals: It gives students the skills and knowledge they need to become informed, independent and creative thinkers It instils 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>	<p>PLO 20: Implement problem solving and project management skills to work independently and collaboratively in ethical ways to meet deadlines. PLO 21: Develop critical skills to assess and communicate media knowledge to diverse audiences and collaborators.</p> <p><i>Media Studies Stream Program</i> <i>Learning Outcomes:</i> N/A</p> <p><i>Journalism Studies Stream Program</i> <i>Learning Outcomes:</i> PLO 22: Appreciate the ethical challenges presented by media and journalism, as well as those facing working in journalistic roles.</p>	<p>and C-levels, courses will enhance these skills through assessments that may include annotated bibliographies and critical evaluations of the reliability of media sources and texts, culminating in an independent research assignment at the D-level seminar. These assessments are scaffolded to embed peer learning through a review of research proposals and of essay drafts. This degree of active and independent intellectual curiosity and inquiry will inspire students to continue their journey as lifelong learners beyond graduation.</p> <p><i>Media Studies Stream:</i> In the Media Studies stream, students develop these capacities through the broad suite of courses offered at B- and C-levels, which integrate both independent and collaborative learning opportunities, and further refine them through more focused exploration at C- and D-level seminars.</p> <p><i>Journalism Stream:</i> Students in the Journalism Stream have to opportunity to acquire this capacity through courses including 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) as well as the D-level courses JOUD12H3 Journalism at the Intersection of Politics, Economics and Ethics and JOUD13H3 - Surveillance, Censorship, and Press Freedom 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> <p>Minor program:</p>
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		<p>In the minor program, students have the opportunity to realize these outcomes of autonomy and professional capacity through their advancement in the suite of courses at the B- and C-levels, which incorporate problem solving, independent study, and team-based projects that also prompt self-reflection about the learning process.</p>
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Appendix B: Current Calendar Copy with Changes Tracked or Highlighted

ACM Program Manager: M. Hussain Email: acm-pa@utsc.utoronto.ca

~~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 (V.R.) 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 where 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.~~ Media platforms, technologies and content shape and reshape how identities are represented and interpreted, how communities come together and fracture, how news is disseminated and communicated across local and transnational contexts, and how power relations are negotiated in the intersectional contexts of class, race, gender, sexuality, and other forms of diversity. This program emphasizes media as it forms and is informed by the arts, society and institutions—the distinct yet linked spheres in which media is produced, across which it circulates, and in which it is consumed. Through an emphasis on these three cluster areas of inquiry, media and the arts, media and society, and media and institutions, the program enables students to acquire media literacy, theoretical and historical knowledge, and skills in digital methods and critical thinking, which are needed to both understand and engage the media platforms technologies and content that shape our worlds.

In the **Media Studies stream**, students will draw on interdisciplinary methods to engage with wide-ranging media practices and forms across different historical periods and social contexts; they will examine diverse global, as well as non-Western and oppositional media forms and practices; and critically analyze and interpret the complex intertwining of media texts, media societies, and media institutions, platforms, and infrastructure, policies, and publics.

In the **Journalism Studies stream**, students will develop an understanding of the role of journalism and its relationship to new technologies. They will also 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 and communication environment, whether as media critics, journalists, policy advocates, or informed citizens.

Related Programs

Major (Joint) Program in 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 the [section of the Calendar](#). [Interested students should complete the core first-year courses and](#) submit a Supplementary Application form by the end of the Winter session, please refer to the [website for details](#).

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 the [Journalism](#) section of the Calendar. Interested students should contact the ACM Program Manager.

Notes:

1. Students cannot combine the Minor Program in Media Studies with the Major Program in Media Studies (any of the two streams).
2. Students cannot combine the Major Program in Media, Journalism and Digital Cultures – Media Studies Stream with the Major Program in Media, Journalism and Digital Cultures – Journalism Stream.
3. The Major in Media, Journalism and Digital Cultures cannot be combined with the Specialist in Journalism.

Experiential Learning and Outreach

For a community-based experiential learning opportunity in your academic field of interest, consider the course [CTLB03H3](#), which can be found in the [Teaching and Learning](#) section of the *Calendar*.

MAJOR PROGRAM IN MEDIA AND COMMUNICATIONS STUDIES (ARTS)

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

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 in the contexts of class, race, gender, sexuality, and other forms of diversity with a focus on national and transnational intersectional perspectives. The program also highlights three critical cluster areas that inform the critical study of media: (i) media and the arts; (ii) media and society; (iii) media and institutions. 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. Students can navigate through the program flexibly across the three cluster areas, while also developing the capacity to recognize how these clusters relate to one another and the contexts in which they intersect to shape identities and communities and to influence power relations.

~~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 analytical tools, alongside digital methods, 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 circulate information; and how media form and content shape knowledge and meaning from historical, philosophical, 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 distinct yet intersecting realms of art, society, and institutions.

~~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.

Course code Change: The Department of Arts, Culture and Media has changed the course codes for some MDS courses. Consult the table below for equivalencies

Old course codes	New course codes
MDSA01H3 - Introduction to Media Studies	MDSA10H3 Media Foundations
MDSA02H3 - History of Media	MDSA13H3 Media Histories

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

MDSB01H3 - Human, Animal, Machine	MDSB14H3 - Human, Animal, Machine
MDSB03H3 - Advertising and Consumer Culture	MDSB33H3 Media and Consumer Cultures
MDSB05H3 - Media and Globalization	MDSB32/GASB05H3 Media and Globalization
MDSB09H3 - Kids These Days: Youth, Language and Media	MDSB24H3/ANTB35H3 Kids These Days: Youth, Language and Media
MDSB15H3 - Social Media, Platform Politics and Digital Cultures	MDSB30H3 Social Media and Digital Culture
MDSB62H3 - Visual Culture and Communication	MDSB12H3/JOUB62H3/NMEB12H3 Visual Culture
MDSB63H3 - Sound and Visual Media	MDSC13H3 Popular Music and Media Cultures
MDSC02H3 - Media, Identities and Politics	MDSC12H3 Trans-Feminist Queer Media Studies
MDSC21H3 - Anthropology of Language and Media	MDSC21/ANTC59H3 Anthropology of Language and Media
MDSC35H3 - Understanding Scandals	MDSC22/JOUC22H3 Understanding Scandals
MDSC40H3 - Chinese Media and Politics	MDSC32H3 Chinese Media and Politics
MDSC41H3 - Media and Popular Culture in East Asia	MDSC14/GASC41 Media and Popular Culture in East Asia
MDSC53H3 - Anthropology of Media and Publics	MDSC36/ANTC53 Anthropology of Media and Publics
MDSC60H3 - Diasporic Media	MDSC34/JOUC60H3 Diasporic Media
MDSC61H3 - Alternative Media	MDSC11H3/JOUC11H3/NMEC11H3 Media Activism
MDSC62H3 - Media, Journalism and Digital Labour	MDSC36H3/JOUC62H3 Media, Journalism, and Digital Labour
MDSC63H3 - Media Ethics	MDSA11H3 Media Ethics
MDSC65H3 - Games and Play	MDSC33H3 Games and Play
MDSC66H3 - Selfies and the Selfie Culture	MDSC24H3 Selfies and Society
MDSC80H3 - Understanding Audiences in the Digital Age	MDSC25H3/JOUC80H3 Understanding Audiences in the Digital Age
MDSD01H3 - Senior Seminar: Topics in Media and Arts	MDSD10H3 Senior Seminar: Topics in Media and the Arts
MDSD02H3 - Senior Seminar: Topics in Media and Society	MDSD20H3 Senior Seminar: Topics in Media and the Society

Guide to Course Selection

The Media Studies and Journalism Studies streams require 4.0 credits as a common core.

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

During their first year, students in both streams should take MDSA10H3 ~~01H3~~ Media Foundations ~~Introduction to Media Studies~~, and MDSA13H3 ~~02H3~~ Media Ethics ~~History of Media~~. In addition to these shared courses, students in the Media Studies stream should take MDSA13H3 Media Histories. Students in the Journalism Studies stream should also take JOUA01H3 Introduction to Journalism and News Literacy I and JOUA02H3 Introduction to Journalism II.

Areas of focus

	Media and the Arts (10 series)	Media and Society (20 series)	Media and Institutions (30 series)
A-levels	MDSA10H3 Media Foundations MDSA11H3 Media Ethics MDSA12H3 Writing for Media Studies MDSA13H3 Media Histories		
B-levels	MDSB11H3 Media and the Arts MDSB12H3 Visual Culture MDSB13H3 Media Studies in the Global South MDSB14H3 Human, Animal, Machine	MDSB20H3 Media and Science and Technology Studies MDSB21H3 Media and Society MDSB22H3 Feminist Media Studies MDSB23H3 Media and Militarization MDSB28H3 Kids These Days: Youth, Language and Media MDSB29H3 New Media Futures	MDSB31H3 Media and Institutions MDSB33H3 Media and Consumer Cultures MDSB32H3 Media and Globalization MDSB34H3 Comparative Media Industries MDSB35H3 Platform Labour
C-levels	MDSC10H3 Advanced Studies in Media and the Arts MDSC11H3 Media Activism MDSC12H3 Trans-Feminist Queer Media Studies MDSC13H3 Popular Music and Media Cultures	MDSC20H3 Advanced Studies in Media and Society MDSC21H3 Anthropology of Language and Media MDSC22H3 Understanding Scandals MDSC23H3 Black Media Studies	MDSC30H3 Advanced Studies in Media and Institutions MDSC31H3 Platforms and Cultural Production MDSC32H3 Chinese Media and Politics

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

	MDSC14H3 Media and Popular Culture in East Asia	MDSC24H3 Selfies and Society MDSC25H3 Understanding Audiences in the Digital Age MDSC26H3 Media, Technology & Disability Culture MDSC27H3 Digital Research Ethics MDSC28H3 Data and Artificial Intelligence MDSC29H3 Media and Religion	MDSC36H3 Anthropology of Media and Publics MDSC34H3 Diasporic Media MDSC37H3 Media, Journalism, and Digital Labour MDSC33H3 Games and Play
D-levels	MDSD10H3 Senior Seminar: Topics in Media and the Arts	MDSD20H3 Senior Seminar: Topics in Media and the Society	MDSD30H3 Senior Seminar: Topics in Media and the Institutions

Media Studies Course Selection Table: Progression through the Program

	Major program in Media Studies and Journalism – Media Studies stream	Major program in Media Studies and Journalism – Journalism stream	Minor program in Media Studies
Year 1	MDSA10H3, MDSA11H3, MDSA13H3	MDSA10H3, MDSA11H3, JOUA01H3, JOUA02H3	MDSA11H3, MDSA13H3
Year 2	3.5 credits at MDSB-level, including 0.5 credit from MDSB11H3, MDSB21H3, or MDSB31H3	4.0 credits at B-level as follows: * 0.5 credit from MDSB11H3, MDSB21H3, or MDSB31H3 * 1.5 credits at MDSB-level * 2.0 credits from JOUB01H3, JOUB02H3, JOUB21H3, JOUB24H3, JOUB39H3 Note: students will not be allowed to enroll in any more than 2.0 credits at MDSB-level	2.0 credits at MDSB-level Note: students will not be allowed to enroll in any more than 2.0 credits at MDSB-level

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

Year 3	2.5 credits at MDSC-level, including 0.5 credit from the following: MDSC10H3 MDSC20H3 MDSC30H3	1.5 credits at C-level as follows: * 1.0 credits at MDSC-level * 0.5 credit from JOUC30H3, JOUC31H3 Note: students will not be allowed to enroll in any more than 1.0 credits at MDSC-level	1.0 credit at MDSC-level Note: students will not be allowed to enroll in any more than 1.0 credits at MDSC-level
Year 4	0.5 credit from the following: MDSD10H3, MDSD20H3, MDSD30H3 [Please note that you can enroll in a maximum of 0.5 credit at MDSD-level]	0.5 credit at JOUD-level	

Program Requirements

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

Core (3.53-0 credits)

1. Introductory Courses (1.0 credit):

MDSA1001H3 ~~Media Foundations~~ Introduction to Media Studies

MDSA1102H3 ~~Media Ethics~~ History of Media

2. 0.5 credit from the following (please note that you can enroll in a maximum of 0.5 credit from the following list):

MDSB11H3 Media and the Arts

MDSB21H3 Media and Society

MDSB31H3 Media and Institutions

~~MDSB05H3 Media and Globalization~~

~~MDSB25H3 Political Economy of Media~~

3 1.5 ~~0.5~~ additional credits at MDSB-level from the following:

~~MDSB61H3 Mapping New Media~~

~~MDSB62H3 Visual Culture and Communication~~

~~MDSB63H3 Sound and Visual Media~~

4. 0.5 additional credits at MDSC-level from the following:

~~MDSC01H3 Theories in Media Studies~~

~~MDSC02H3 Media, Identities and Politics~~

~~MDSC61H3 Alternative Media~~

Media Studies Stream (4.5 credits)

5. MDSA13H3 Media Histories

~~0.5 credit from the following:~~

~~MDS01H3 Senior Seminar: Topics in Media and Arts~~

~~MDS02H3 Senior Seminar: Topics in Media and Society~~

~~MDS01H3/JOUD1H3 Senior Research Seminar in Media and Journalism Research~~

6. 1.5 additional credits at MDSB-level

7. 2.0 additional credits at MDSC-level including 0.5 credits from the following (please note that you can enroll in a maximum of 0.5 credit from the following list)::

MDSC10H3

MDSC20H3

MDSC30H3

8. 0.5 credit from the following (please note that you can enroll in a maximum of 0.5 credit from the following list):

MDSD10H3 Senior Seminar: Topics in Media and Arts

MDSD20H3 Senior Seminar: Topics in Media and Society

MDSD30H3 Senior Seminar: Topics in Media and Institutions

Journalism Studies Stream (~~5.0~~ 4.5 credits)

5. 1.0 credit as follows:

JOUA01H3 Introduction to Journalism and News Literacy I

JOUA02H3 Introduction to Journalism II

6. 2.0 ~~3.0~~ credits as follows:

~~ACMB01H3 Critical Reading, Thinking and Writing for ACM Programs~~

~~ACMB02H3 Methods of Inquiry and Investigation for ACM Programs~~

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~~ 1.0 additional credit at JOUC-level ~~from the following:~~

JOUC11H3 Media Activism

JOUC22H3 Understanding Scandals

JOUC30H3 Critical Approaches to Style, Form and Narrative

JOUC31H3 Journalism, Information Sharing and Technological Change

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

JOUC60H3 Diasporic Media
JOUC62H3 Media, Journalism and Digital Labour
JOUC80H3 Understanding Audiences in the Digital Age

8. 0.5 additional credit at JOUD-level ~~JOUD11H3/MDS11H3 Senior Research Seminar in Media and Journalism~~ (except JOUD10H3)
~~JOUD11H3/MDSA11H3~~

MINOR PROGRAM IN MEDIA STUDIES (ARTS)

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

Program Requirements

Students must complete 4.0 credits including 1.0 credit at the C- or D-level:

1. 1.0 credits as follows:

~~MDSA1101H3 Media Ethics Introduction to Media Studies~~
~~MDSA13H3 Media Histories~~

2. ~~0.5 credit from the following:~~

~~MDSA02H3 History of Media~~
~~MDSB05H3 Media and Globalization~~ 2.0 credits at MDSB-level

3. ~~0.5 credit from the following:~~

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

3. ~~2.5~~ 1.0 additional credit in MDSC-level courses (please note that you can enroll in a maximum of 1.0 credits at MDSC-level).

Appendix C: MDS Course Changes

Table legend

Strikethrough	Course to be retired in Fall 2024
	Media and the Arts (10-series) cluster
	Media and Society (20-series) cluster
	Media and Institutions (30-series) cluster

Old course codes	New course codes	Mode
MDSA01H3 - Introduction to Media Studies	MDSA10H3 Media Foundations	ONLINE
	MDSA12H3 Writing for Media Studies	ONLINE
MDSA02H3 - History of Media	MDSA13H3 Media Histories	HYBRID - ONLINE + IN-PERSON
MDSB01H3 - Human, Animal, Machine	MDSB14H3 - Human, Animal, Machine	
MDSB03H3 - Advertising and Consumer Culture	MDSB33H3 Media and Consumer Cultures	
MDSB05H3 - Media and Globalization	MDSB32/GASB05H3 Media and Globalization	
MDSB09H3 - Kids These Days: Youth, Language and Media	MDSB28H3 - Kids These Days: Youth, Language and Media	
MDSB10H3 - Technology, Culture and Society	MDSB20H3 Media and Science and Technology Studies	
	MDSB11H3 Media and the Arts	
	MDSB13H3 Media Studies in the Global South	
MDSB15H3 - Social Media, Platform Politics and Digital Cultures	MDSB30H3 Social Media and Digital Culture	ONLINE
	MDSB21H3 Media and Society	
	MDSB22H3 Feminist Media Studies	
	MDSB23H3/JOUB23H3 Media and Militarization	
MDSB25H3 - Political Economy of Media		
	MDSB31H3 Media and Institutions	
	MDSB34H3 Comparative Media Industries	
	MDSB35H3 Platform Labour	HYBRID - ONLINE + IN-PERSON
MDSB61H3 - Mapping New Media	MDSB29H3 New Media Futures	
MDSB62H3 - Visual Culture and Communication	MDSB12/JOUB62 Visual Culture	

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

MDSB63H3 - Sound and Visual Media	MDSC13H3 Popular Music and Media Cultures	
	MDSC10H3 Advanced Studies in Media and the Arts	
MDSC01H3 - Theories in Media Studies		
MDSC02H3 - Media, Identities and Politics	MDSC12H3 Trans-Feminist Queer Media Studies	
	MDSC20H3 Advanced Studies in Media and Society	
MDSC21H3 - Anthropology of Language and Media	MDSC21H3/ANTC59H3 Anthropology of Language and Media	
MDSC35H3 - Understanding Scandals	MDSC22H3/JOUC22H3 Understanding Scandals	
	MDSC23H3 Black Media Studies	
	MDSC26H3 Media, Technology & Disability Culture	
	MDSC27H3 Digital Research Ethics	
	MDSC28H3 Data and Artificial Intelligence	
	MDSC30H3 Advanced Studies in Media and Institutions	
MDSC40H3 - Chinese Media and Politics	MDSC32H3 Chinese Media and Politics	
	MDSC31H3 Platforms and Cultural Production	ONLINE
MDSC41H3 - Media and Popular Culture in East Asia	MDSC14H3/GASC41H3 Media and Popular Culture in East Asia	
MDSC53H3 - Anthropology of Media and Publics	MDSC36H3/ANTC53H3 Anthropology of Media and Publics	
MDSC60H3 - Diasporic Media	MDSC34H3/JOUC60H3 Diasporic Media	
MDSC61H3 - Alternative Media	MDSC11H3/JOUC11H3 Media Activism	
MDSC62H3 - Media, Journalism and Digital Labour	MDSC37H3/JOUC62H3 Media, Journalism, and Digital Labour	
MDSC63H3 - Media Ethics	MDSA11H3 Media Ethics	
MDSC64H3 - Media and Technology		
MDSC65H3 - Games and Play	MDSC33H3 Games and Play	HYBRID - ONLINE + IN-PERSON
MDSC66H3 - Selfies and the Selfie Culture	MDSC24H3 Selfies and Society	HYBRID - ONLINE + IN-PERSON
MDSC71H3 - Media and Religion	MDSC29H3 Media and Religion	ONLINE
MDSC80H3 - Understanding Audiences in the Digital Age	MDSC25H3/JOUC80H3 Understanding Audiences in the Digital Age	
MDSC85H3 - Movies, Music and Meaning		

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

MDS01H3 - Senior Seminar: Topics in Media and Arts	MDS10H3 Senior Seminar: Topics in Media and the Arts	
MDS02H3 - Senior Seminar: Topics in Media and Society	MDS20H3 Senior Seminar: Topics in Media and the Society	
MDS11H3 - Senior Research Seminar in Media and Journalism		
	MDS30H3 Senior Seminar: Topics in Media and the Institutions	

Appendix D: Curriculum Map

		Media Studies	PROGRAM LEARNING OUTCOME														
			L01	L02	L03	L04	L05	L06	L07	L08	L09	L10	L11	L12	L13	L14	L15
	Code	Title															
Phu	MDSA01H3	Introduction to Media Studies	I	I	I	I	I	I			I	I	I	I			
Phu	MDSA02H3	History of Media	I	I			I	I			I	I	I	I			
Cowan	MDSB01H3	Human, Animal, Machine	I	D	D	D	I	I	I		D	I	I	I		I	
Phu	MDSB03H3	Advertising and Consumer Culture	I	I	I	I	I				I		I				
Nieborg	MDSB05H3	Media and Globalization	I	I	I	I			I			I	I				
Phu	MDSB09H3	Kids These Days: Youth, Language and Media		I				I	I		I		I	I			
Phu	MDSB10H3	Technology, Culture and Society	I	I	I			I	I	I		I		I	I		
Nieborg	MDSB15H3	Social Media, Platform Politics and Digital Cultures	I	I	I	I	I	I	I				I	I			
Nieborg	MDSB25H3	Political Economy of Media	I	I		I	I		I				I	I			
Phu	MDSB61H3	Mapping New Media	I	I	I	I	I	I			I		I	I			
Phu	MDSB62H3	Visual Culture and Communication	D	D	D	D	D	D	D	D	D		I	I	I	I	
Phu	MDSB63H3	Sound and Visual Culture		I	I			I	I	I		I		I	I		
Nieborg	MDSC01H3	Theories in Media Studies	D	D	D	D	D	D	D				D			I	D
Rault	MDSC02H3	Media, Identities and Politics	D	D	D	D	D	D	D	D	D	D	D	D	D	D	D
Phu	MDSC21H3	Anthropology of Language and Media	D	D	D	D			I	D	D						
Bai	MDSC35H3	Understanding Scandals	D	D	D	D	D	D	D		D	I	I	I		D	D
Bai	MDSC40H3	Chinese Media and Politics	D	D	D	D	D	D	D		D	I	I	I		D	D
Phu	MDSC41H3	Media and Popular Culture in East Asia	D	D	D	D	D			D	D	D			D	D	D

			Phu	Phu	Cowan	Phu	Nieborg	Phu
		Code	MDSA01H3	MDSA02H3	MDSB01H3	MDSB03H3	MDSB05H3	MDSB09H3
Media Studies		Title	Introduction to Media Studies	History of Media	Human, Animal, Machine	Advertising and Consumer Culture	Media and Globalization	Kids These Days: Youth, Language and Media
PROGRAM LEARNING OUTCOME	L01							
	L02				D			
	L03				D			
	L04				D			
	L05							
	L06							
	L07							
	L08							
	L09				D			
	L10							
	L11							
	L12							
	L13							
	L14							
	L15							

			Phu	Nieborg	Nieborg	Phu	Phu	Phu
		Code	MDSB10H3	MDSB15H3	MDSB25H3	MDSB61H3	MDSB62H3	MDSB63H3
Media Studies		Title	Technology, Culture and Society	Social Media, Platform Politics and Digital Cultures	Political Economy of Media	Mapping New Media	Visual Culture and Communication	Sound and Visual Culture
PROGRAM LEARNING OUTCOME	L01						D	
	L02						D	
	L03						D	
	L04						D	
	L05						D	
	L06						D	
	L07						D	
	L08						D	
	L09						D	
	L10							
	L11							
	L12							
	L13							
	L14							
	L15							

		Nieborg	Rault	Phu	Bai	Bai	Phu
	Code	MDSC01H3	MDSC02H3	MDSC21H3	MDSC35H3	MDSC40H3	MDSC41H3
Media Studies	Title	Theories in Media Studies	Media, Identities and Politics	Anthropology of Language and Media	Understanding Scandals	Chinese Media and Politics	Media and Popular Culture in East Asia
PROGRAM LEARNING OUTCOME	L01	D	D	D	D	D	D
	L02	D	D	D	D	D	D
	L03	D	D	D	D	D	D
	L04	D	D	D	D	D	D
	L05	D	D		D	D	D
	L06	D	D	I	D	D	
	L07	D	D	D	D	D	D
	L08		D	D			D
	L09		D		D	D	D
	L10		D		I	I	
	L11	D	D		I	I	
	L12		D		I	I	D
	L13		D				D
	L14	I	D		D	D	D
	L15	D	D		D	D	

			Phu	Yu	Phu	Cowan	Cowan	Phu
		Code	MDSC53H3	MDSC60H3	MDSC61H3	MDSC62H3	MDSC63H3	MDSC64H3
Media Studies		Title	Anthropology of Media and Publics	Diasporic Media	Alternative Media	Media, Journalism and Digital Labour	Media Ethics	Media and Technology
PROGRAM LEARNING OUTCOME	L01			D	D	D	D	I
	L02		D	D		D	D	I
	L03		D	D	D	D	D	
	L04		D	D	I	D	D	
	L05		D	D	D	D	D	D
	L06			D	D	D	D	I
	L07			I	D	D	D	I
	L08			D	D	I	I	
	L09		D	D	D	D	D	
	L10			D		D	D	
	L11		D	D	D	D	D	
	L12		I	D	I	I	I	
	L13			D		I	I	
	L14			D	I	I	I	
	L15			D		I	I	

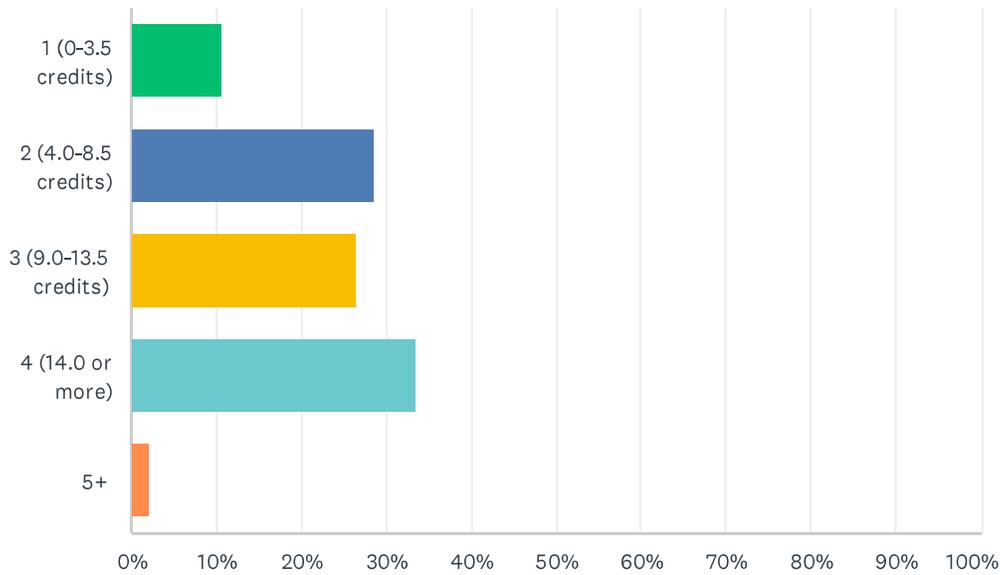
			Nieborg	Phu	Phu	Yu	Phu	Cowan
		Code	MDSC65H3	MDSC66H3	MDSC71H3	MDSC80H3	MDSC85H3	MDSD01H3
Media Studies		Title	Games and Play	Selfies and Selfie Culture	Media and Religion	Understanding Audiences in the Digital Age	Movies, Music, and Meaning	Senior Seminar: Topics in Media and Arts
PROGRAM LEARNING OUTCOME	L01		D	D		I	D	D
	L02			D	D	D	D	P
	L03					D		P
	L04		D	D		D		P
	L05			D	D	D	D	P
	L06					D		P
	L07		D		D	I		P
	L08				D	D	D	D/P
	L09		D	I		D	I	P
	L10					D		D/P
	L11				D	D	D	D/P
	L12		D		D	D	D	P
	L13					D	D	D/P
	L14		D		D	D		D/P
	L15					D		P

			Nieborg	Rault	Yu
		Code	MDSD02H3	MDSD02H3	MDSD11H3
Media Studies		Title	Senior Seminar: Topics in Media and Society	Senior Seminar: Topics in Media and Society	Senior Research Seminar in Media and Journalism
PROGRAM LEARNING OUTCOME	L01		P	D	
	L02			P	
	L03		P	P	
	L04		P	P	
	L05		P	P	
	L06			P	
	L07		P	P	
	L08			P	
	L09		P	P	
	L10		P	P	
	L11			P	
	L12			P	
	L13			D	
	L14		D	P	
	L15		D	P	

Appendix E: Student Survey (2022)

Q1 What is your current year of study?

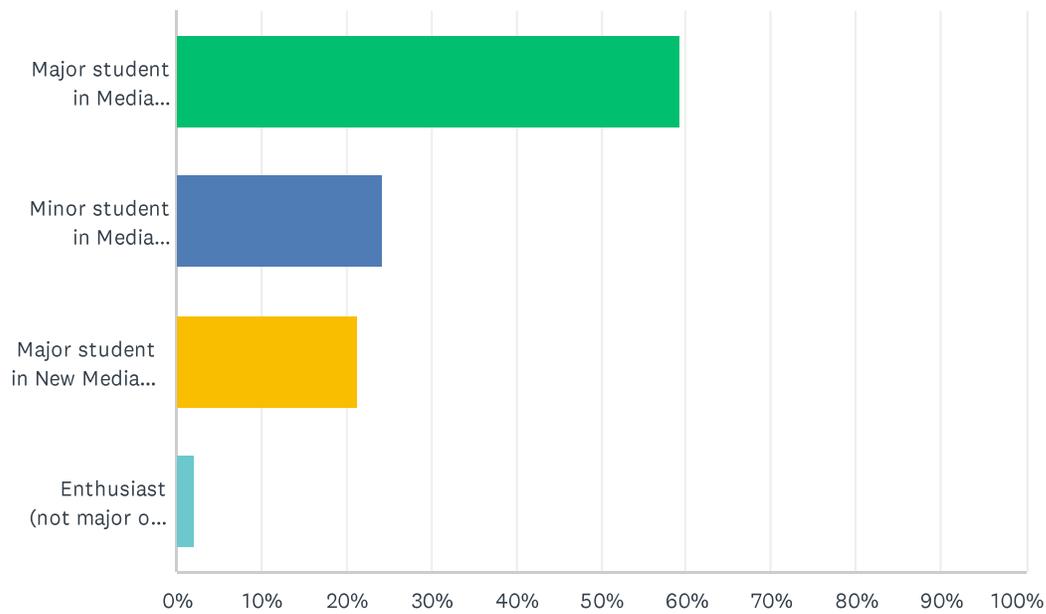
Answered: 140 Skipped: 0



ANSWER CHOICES	RESPONSES	
1 (0-3.5 credits)	10.71%	15
2 (4.0-8.5 credits)	28.57%	40
3 (9.0-13.5 credits)	26.43%	37
4 (14.0 or more)	33.57%	47
5+	2.14%	3
Total Respondents: 140		

Q2 Which of the following best describes your role in MDS:

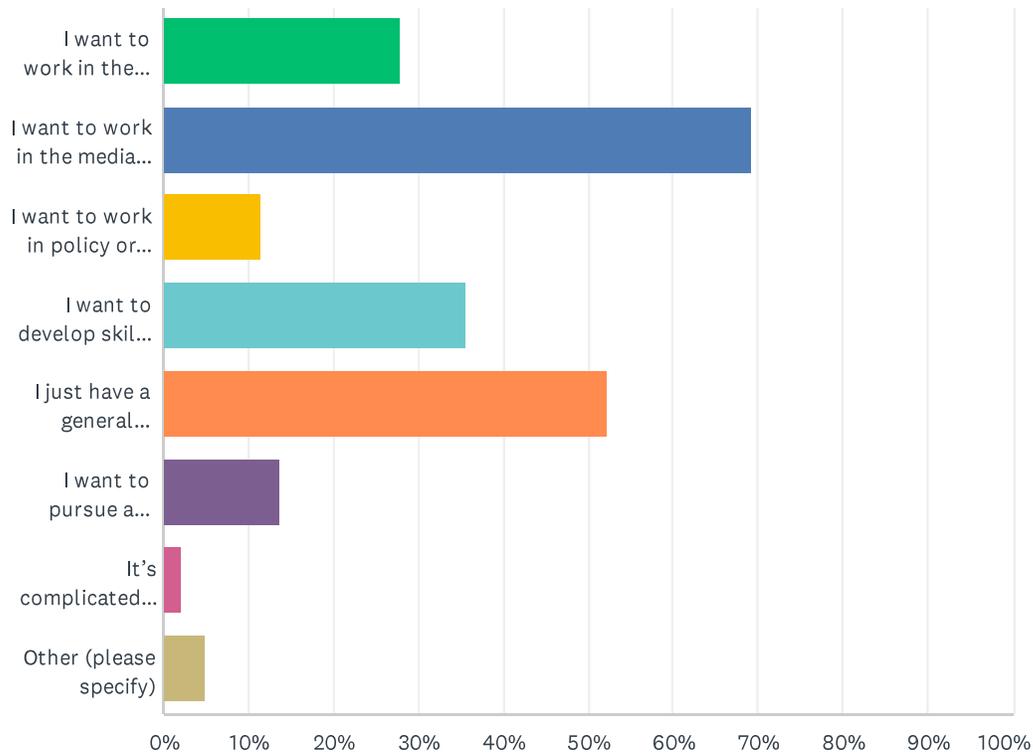
Answered: 140 Skipped: 0



ANSWER CHOICES	RESPONSES	
Major student in Media Studies	59.29%	83
Minor student in Media Studies	24.29%	34
Major student in New Media Studies	21.43%	30
Enthusiast (not major or minor)	2.14%	3
Total Respondents: 140		

Q3 Why are you taking courses in MDS?

Answered: 140 Skipped: 0



ANSWER CHOICES	RESPONSES	
I want to work in the arts	27.86%	39
I want to work in the media industry	69.29%	97
I want to work in policy or government	11.43%	16
I want to develop skills (communication, confidence, etc) for use in a different profession	35.71%	50
I just have a general interest in media	52.14%	73
I want to pursue a graduate education	13.57%	19
It's complicated (explain)	2.14%	3
Other (please specify)	5.00%	7
Total Respondents: 140		

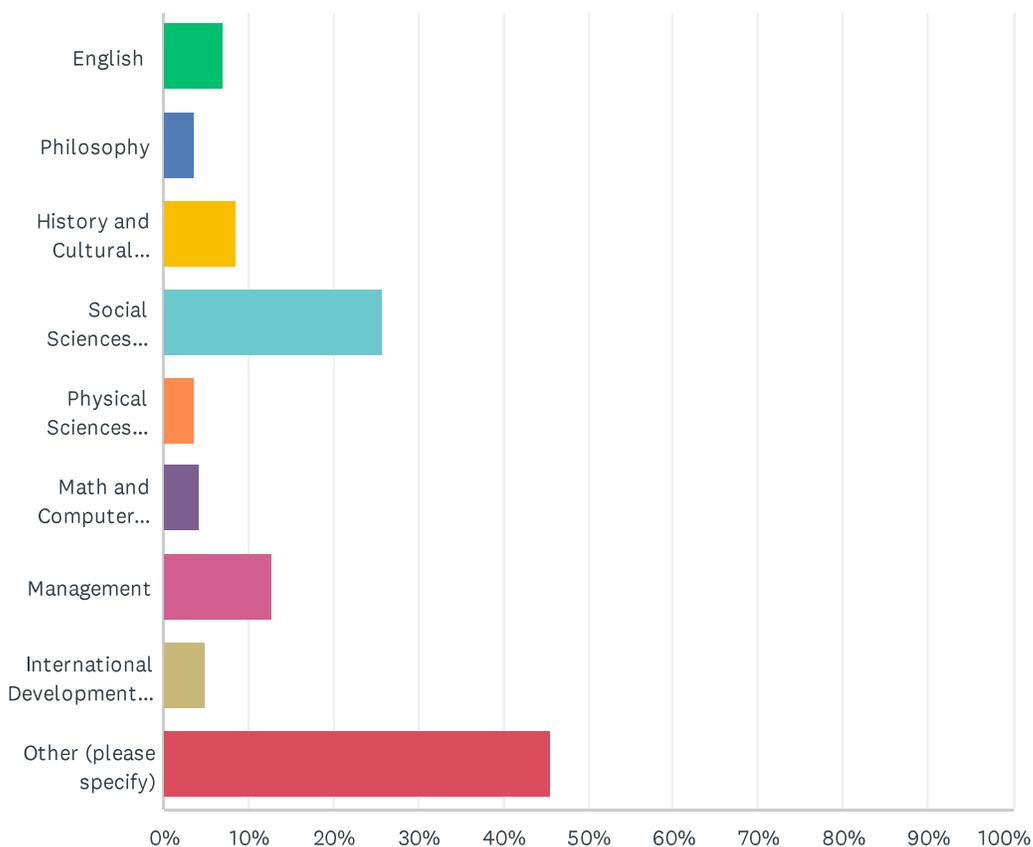
#	OTHER (PLEASE SPECIFY)	DATE
1	Not sure	2/4/2022 12:41 AM
2	I am not entirely sure what I wish to pursue with my Media Studies undergraduate degree! For now, I am simply following my passion	2/3/2022 12:44 PM
3	part of my major requirement	2/3/2022 10:52 AM

Media Studies - Curriculum modification

4	Interest in Media and how the media can impact the audience.	2/1/2022 9:54 PM
5	MDS is one of the areas of interest for myself to study	1/31/2022 10:57 PM
6	media and journalism	1/31/2022 2:01 PM
7	Journalism program	1/31/2022 11:31 AM

Q4 Which other disciplines are you studying at UTSC?

Answered: 140 Skipped: 0



ANSWER CHOICES	RESPONSES	
English	7.14%	10
Philosophy	3.57%	5
History and Cultural Studies	8.57%	12
Social Sciences (Anthropology, Georgraphy, Economics, Psychology)	25.71%	36
Physical Sciences (Chemistry, Physics, Astronomy)	3.57%	5
Math and Computer Sciences	4.29%	6
Management	12.86%	18
International Development Studies	5.00%	7
Other (please specify)	45.71%	64
Total Respondents: 140		

#	OTHER (PLEASE SPECIFY)	DATE
1	arts management	2/9/2022 6:50 AM

Media Studies - Curriculum modification

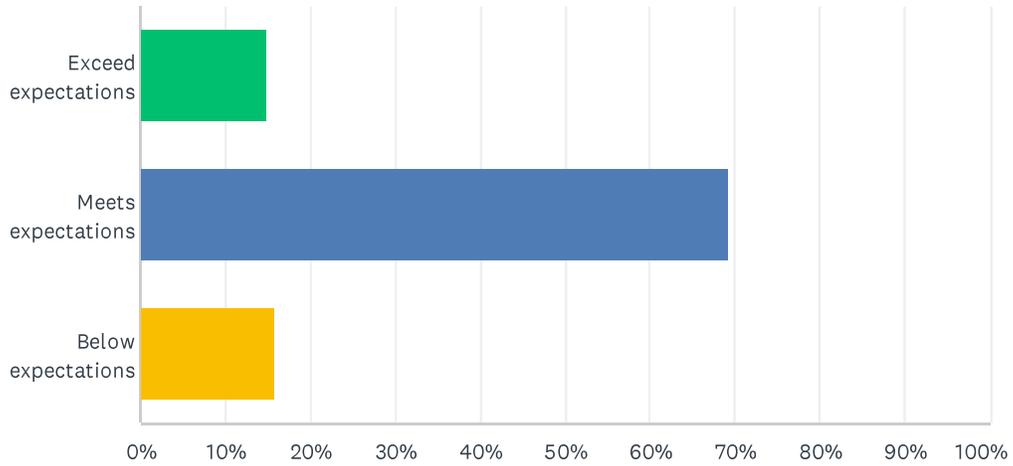
2	Studio Art	2/8/2022 9:13 AM
3	Food Studies	2/5/2022 6:07 AM
4	Applied Statistics	2/4/2022 9:20 AM
5	Music	2/4/2022 2:09 AM
6	No other	2/3/2022 10:46 PM
7	Human Biology	2/3/2022 9:46 PM
8	Studio Arts	2/3/2022 8:48 PM
9	Digital Cultures, Journalism and Media Studies	2/3/2022 4:02 PM
10	Studio Arts	2/3/2022 3:55 PM
11	Music and Culture	2/3/2022 1:20 PM
12	journalism, arts management	2/3/2022 12:49 PM
13	studio art	2/3/2022 12:34 PM
14	media	2/3/2022 12:20 PM
15	Studio Art	2/3/2022 11:56 AM
16	Arts Management	2/3/2022 11:51 AM
17	Studio Art	2/3/2022 11:32 AM
18	art studio	2/3/2022 11:22 AM
19	studio	2/3/2022 11:03 AM
20	nope	2/3/2022 10:53 AM
21	psychology	2/3/2022 10:52 AM
22	Journalism, Creative Writing	2/3/2022 10:52 AM
23	Arts and Media Management	2/3/2022 10:52 AM
24	journalism	2/3/2022 10:52 AM
25	ACM (Art History and Curatorial Studies)	2/2/2022 4:36 PM
26	Studio Arts, media studies	2/1/2022 9:54 PM
27	journalism	2/1/2022 3:41 PM
28	Theatre	2/1/2022 10:50 AM
29	Arts management	2/1/2022 9:48 AM
30	Arts and Media Management	2/1/2022 8:50 AM
31	minor in studio and ECT program	2/1/2022 2:47 AM
32	Arts Management & Music & Culture	2/1/2022 12:32 AM
33	Arts management and media	1/31/2022 11:10 PM
34	Arts Management	1/31/2022 11:04 PM
35	Arts and Media Management	1/31/2022 10:12 PM
36	Arts and Media Management	1/31/2022 9:45 PM
37	Art Management	1/31/2022 8:39 PM
38	Studio Art	1/31/2022 8:36 PM
39	Journalism and Women's studies	1/31/2022 7:42 PM

Media Studies - Curriculum modification

40	Art history	1/31/2022 5:36 PM
41	city study	1/31/2022 4:52 PM
42	Population Health Sciences	1/31/2022 4:33 PM
43	art	1/31/2022 4:04 PM
44	Health Studies	1/31/2022 2:39 PM
45	Arts and Media management	1/31/2022 2:09 PM
46	no other	1/31/2022 2:07 PM
47	Journalism	1/31/2022 2:01 PM
48	Psychology	1/31/2022 12:15 PM
49	Creative Writing	1/31/2022 12:06 PM
50	Music	1/31/2022 11:54 AM
51	Arts and Media Management	1/31/2022 11:32 AM
52	JOURNALISM	1/31/2022 11:31 AM
53	Music and Culture	1/31/2022 11:24 AM
54	Environmental management and translation studies	1/31/2022 11:12 AM
55	studio art , Language	1/31/2022 11:08 AM
56	media study&new media	1/31/2022 10:57 AM
57	Gender Studies, Psychology	1/31/2022 10:47 AM
58	Studio art but want to change to new media	1/31/2022 10:37 AM
59	studio	1/31/2022 10:37 AM
60	Political science	1/31/2022 10:37 AM
61	Theater	1/31/2022 10:37 AM
62	media	1/31/2022 10:36 AM
63	Psychology	1/31/2022 10:36 AM
64	studio art	1/31/2022 10:35 AM

Q5 Generally speaking, how well is the MDS program meeting your expectations?

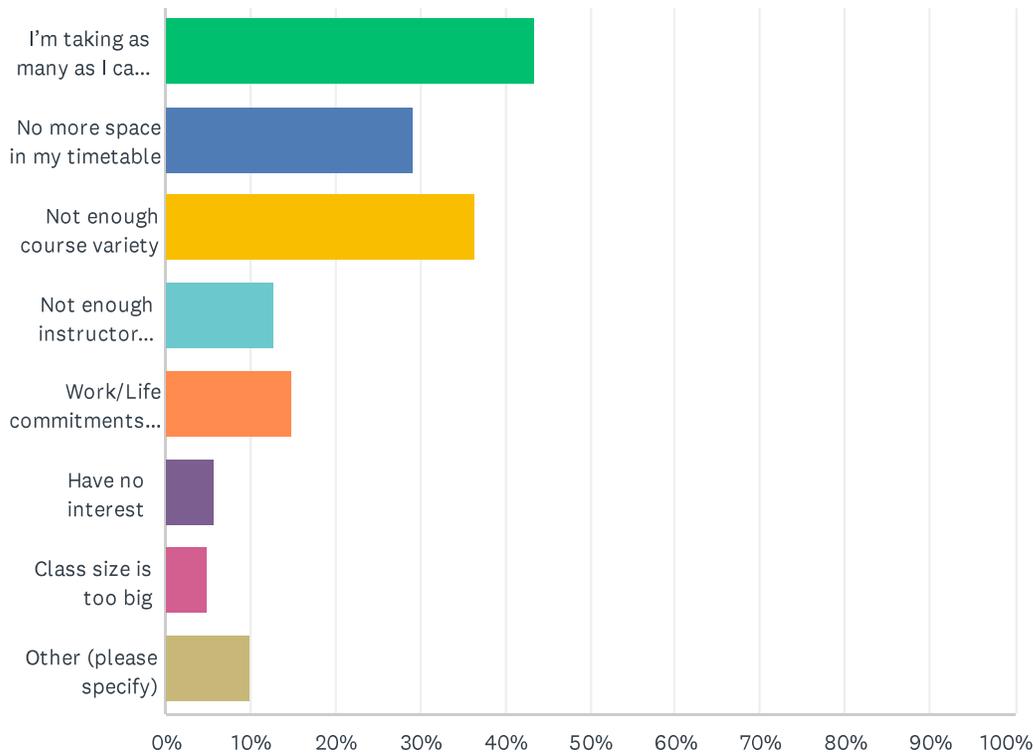
Answered: 140 Skipped: 0



ANSWER CHOICES	RESPONSES	
Exceed expectations	15.00%	21
Meets expectations	69.29%	97
Below expectations	15.71%	22
TOTAL		140

Q6 What would you say discourages you from taking more MDS courses?

Answered: 140 Skipped: 0



ANSWER CHOICES	RESPONSES	
I'm taking as many as I can or wish to	43.57%	61
No more space in my timetable	29.29%	41
Not enough course variety	36.43%	51
Not enough instructor variety	12.86%	18
Work/Life commitments conflict with class times	15.00%	21
Have no interest	5.71%	8
Class size is too big	5.00%	7
Other (please specify)	10.00%	14
Total Respondents: 140		

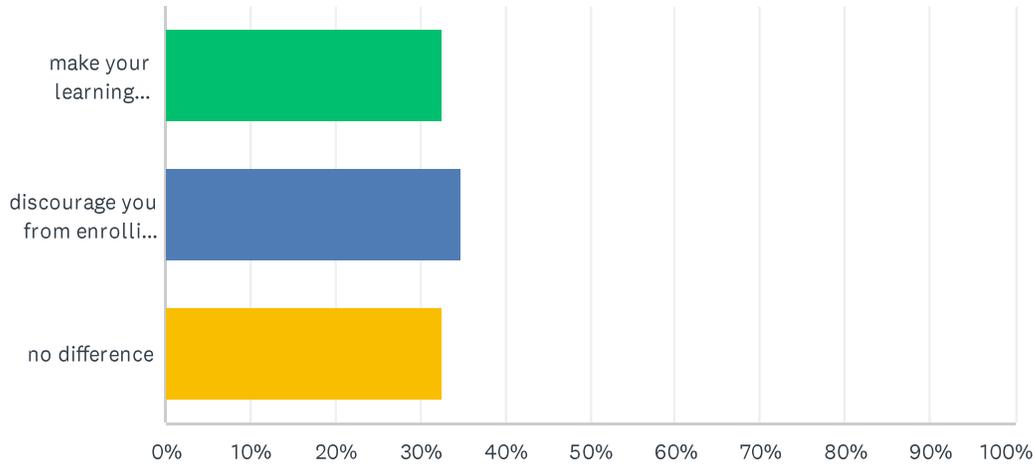
#	OTHER (PLEASE SPECIFY)	DATE
1	There are some classes I would have loved to take but don't have the prerequisites for. Like Creative writing - screenwriting.	2/3/2022 10:46 PM
2	Hard to get into classes (small class size for C level courses)	2/3/2022 9:46 PM
3	Not enough hands on experience given to work in the industry	2/3/2022 11:51 AM

Media Studies - Curriculum modification

4	There are no in person classes	2/3/2022 10:52 AM
5	Each class has similar content and a single job. It's basically speech and writing.	2/3/2022 10:52 AM
6	professors giving assignments that are too hard to complete	1/31/2022 10:57 PM
7	Some repetitive courses. Assignments are essay format only and do not feel I am fulfilling a degree towards media studies, just a humanities one.	1/31/2022 10:12 PM
8	The ACMB01 is the only course I have an issue with, my MDS courses are wonderful. ACMB has a ton of course-work. A lot more than C-level courses	1/31/2022 8:10 PM
9	Covid	1/31/2022 4:55 PM
10	Timing of courses being offered (winter vs fall semester)	1/31/2022 4:33 PM
11	class size is very limited, it's very hard to get into required courses	1/31/2022 4:04 PM
12	too much reading, I came not to a reading class!	1/31/2022 2:01 PM
13	Repetitiveness	1/31/2022 12:06 PM
14	Everything continues to be online which is really disappointing	1/31/2022 10:35 AM

Q7 In A, B, and C level MDS courses, would an hour per week of Tutorial, in addition to regular class time

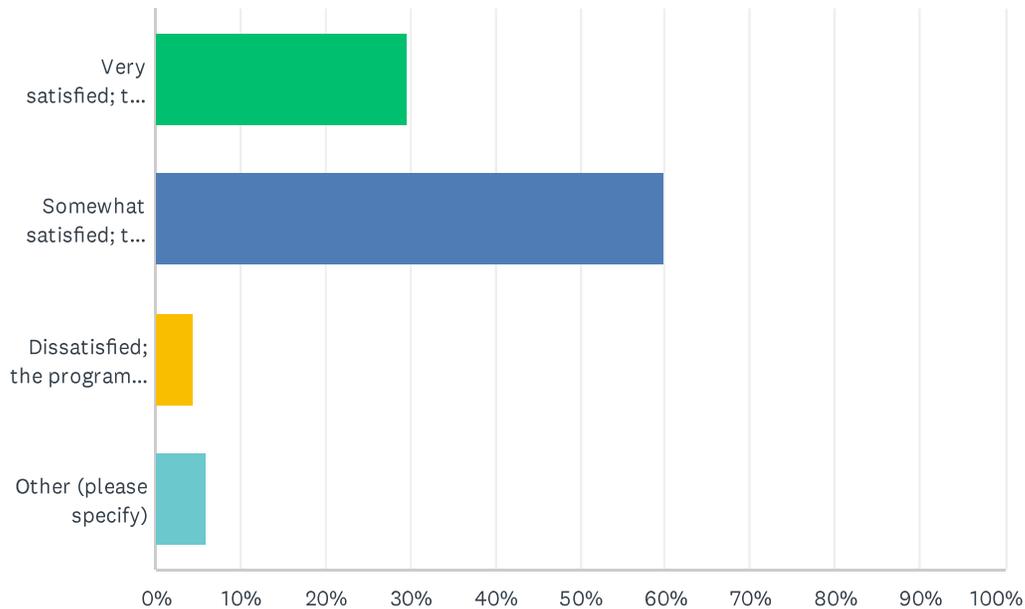
Answered: 132 Skipped: 8



ANSWER CHOICES	RESPONSES	
make your learning experience more valuable, and make you more likely to take an MDS course	32.58%	43
discourage you from enrolling in MDS courses	34.85%	46
no difference	32.58%	43
TOTAL		132

Q8 In general, how satisfied are you with the range of courses that are offered in the program?

Answered: 132 Skipped: 8



ANSWER CHOICES	RESPONSES
Very satisfied; the program offers a wide range of courses that interest me.	29.55% 39
Somewhat satisfied; the program could expand its range of courses (what kind of course would you like to see offered?)	59.85% 79
Dissatisfied; the program needs to include more courses (please explain).	4.55% 6
Other (please specify)	6.06% 8
TOTAL	132

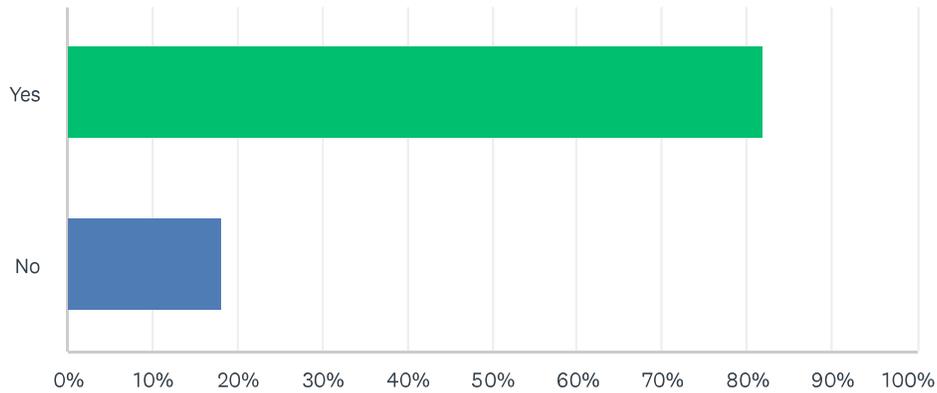
#	OTHER (PLEASE SPECIFY)	DATE
1	We need more hands on learning foe media studies not just theoretical and history of media (a lot of courses are just repetitive or boring)	2/6/2022 5:36 PM
2	I believe there should be more C-level courses. During the Winter 2022 semester, only 6 C-level MDS courses were offered and seats fill up quickly. There must be more variety in MDS courses to ensure that students are able to learn in an engaging environment of their choosing.	2/3/2022 12:48 PM
3	It would be more exciting if hands on or project type of D courses would be offered for Media Studies (NOt only in New media studies)	2/3/2022 12:30 PM
4	I believe that I expected media studies to also be sort of fun and have an aspect of range that would include perhaps hands on, instead of learning the histories which may not be as amusing	1/31/2022 7:44 PM
5	the ranges offered are great in fall/winter but rarely any summer courses	1/31/2022 4:06 PM
6	I am currently taking "Major Program In Media, Journalism And Digital Cultures - Media stream" and I think the course variety is very limited compared with the Journalism stream. I think there should be more class options in the Media stream.	1/31/2022 2:13 PM

Media Studies - Curriculum modification

7	too much homework, those tons of pages do not let me have time to memorize or analyze	1/31/2022 2:03 PM
8	More digital media courses	1/31/2022 11:33 AM

Q9 Do you think MDS needs to focus more on media forms and institutions from diverse cultures beyond the North American and European context.

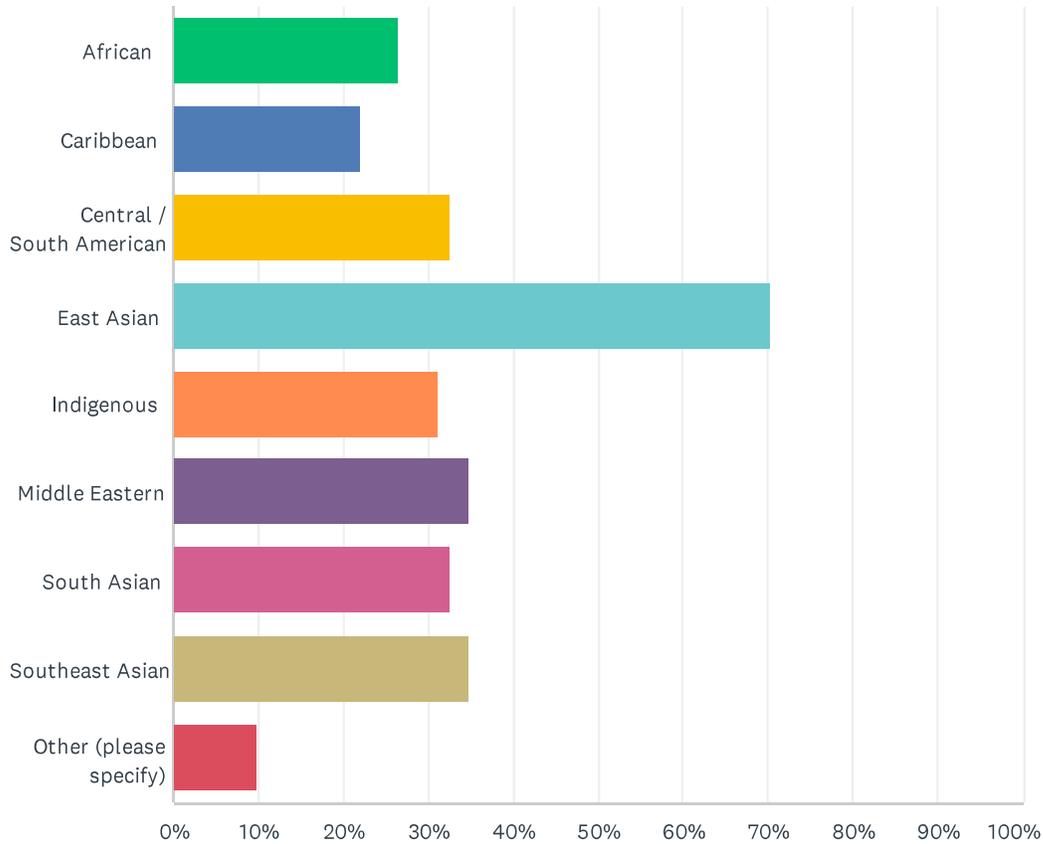
Answered: 132 Skipped: 8



ANSWER CHOICES	RESPONSES	
Yes	81.82%	108
No	18.18%	24
TOTAL		132

Q10 If yes, which cultural traditions would you be interested in learning more about?

Answered: 132 Skipped: 8



ANSWER CHOICES	RESPONSES	
African	26.52%	35
Caribbean	21.97%	29
Central / South American	32.58%	43
East Asian	70.45%	93
Indigenous	31.06%	41
Middle Eastern	34.85%	46
South Asian	32.58%	43
Southeast Asian	34.85%	46
Other (please specify)	9.85%	13
Total Respondents: 132		

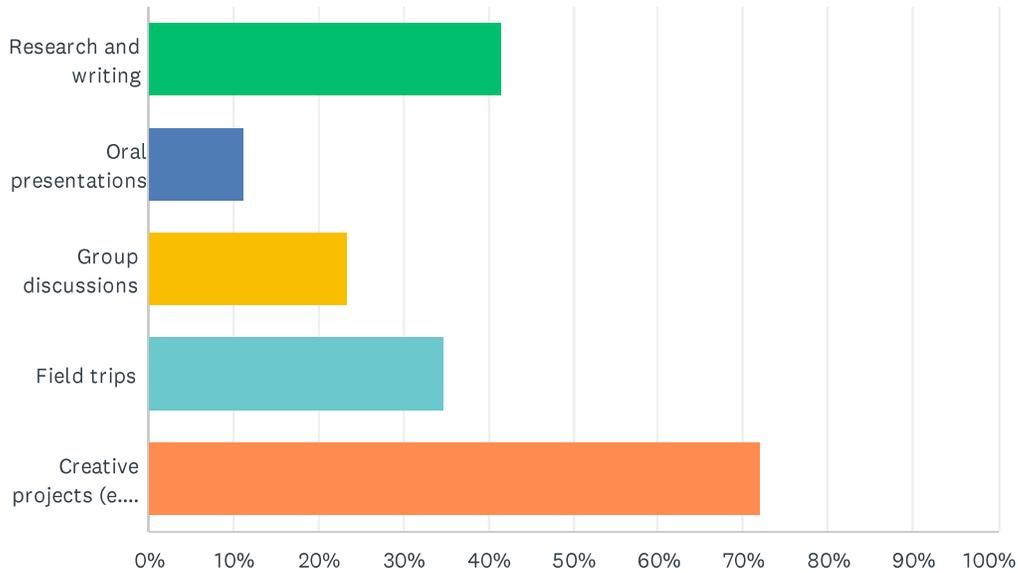
#	OTHER (PLEASE SPECIFY)	DATE
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Media Studies - Curriculum modification

1	I would like to know more about East Asian culture, especially Japanese and Korean culture.	2/8/2022 9:15 AM
2	N/A	2/4/2022 9:21 AM
3	Queer culture	2/3/2022 12:48 PM
4	China	2/3/2022 12:33 PM
5	china	2/3/2022 11:22 AM
6	Usa	2/3/2022 10:56 AM
7	Europe	2/3/2022 10:54 AM
8	I'd say a little bit of everything when it's relevant	2/3/2022 10:53 AM
9	N/a	2/1/2022 10:51 AM
10	china	2/1/2022 2:48 AM
11	Central Asia	1/31/2022 2:03 PM
12	chose no	1/31/2022 11:25 AM
13	N/A	1/31/2022 10:39 AM

Q11 Which kinds of exercises and/or assignments in MDS courses are the most exciting or valuable to you?

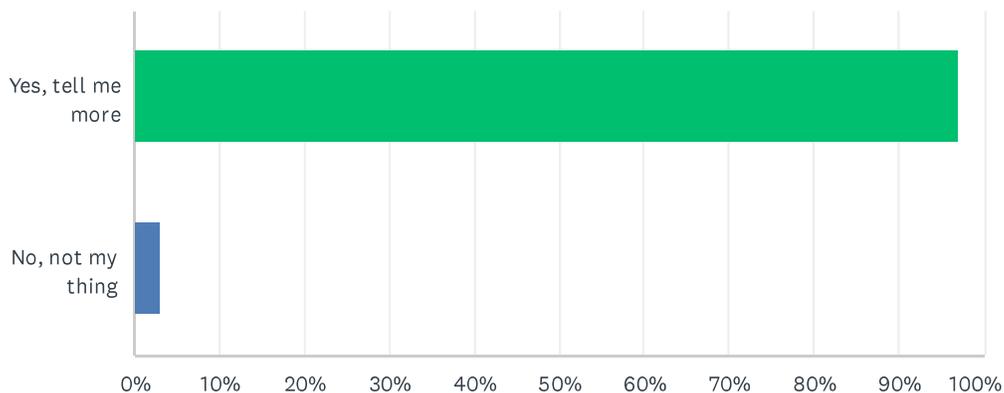
Answered: 132 Skipped: 8



ANSWER CHOICES	RESPONSES	
Research and writing	41.67%	55
Oral presentations	11.36%	15
Group discussions	23.48%	31
Field trips	34.85%	46
Creative projects (e.g. videos, posters, games, podcasts)	71.97%	95
Total Respondents: 132		

Q12 Would you be interested in additional courses focused on the theme of media arts which concerns the creation and circulation of artistic and cultural works such as photos, movies, games, gifs, memes, etc?

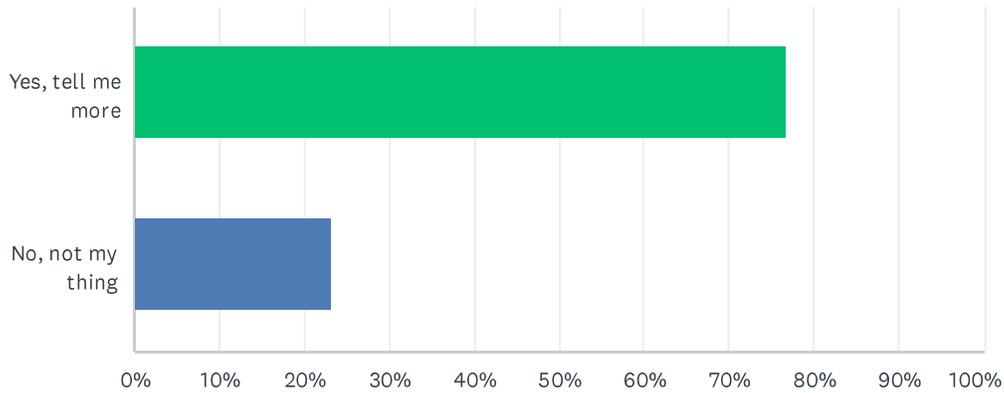
Answered: 103 Skipped: 37



ANSWER CHOICES	RESPONSES	
Yes, tell me more	97.09%	100
No, not my thing	2.91%	3
TOTAL		103

Q13 Would you be interested in additional courses focused on the theme of media & institutions (focused on the media production, the industry, governance, and infrastructures).

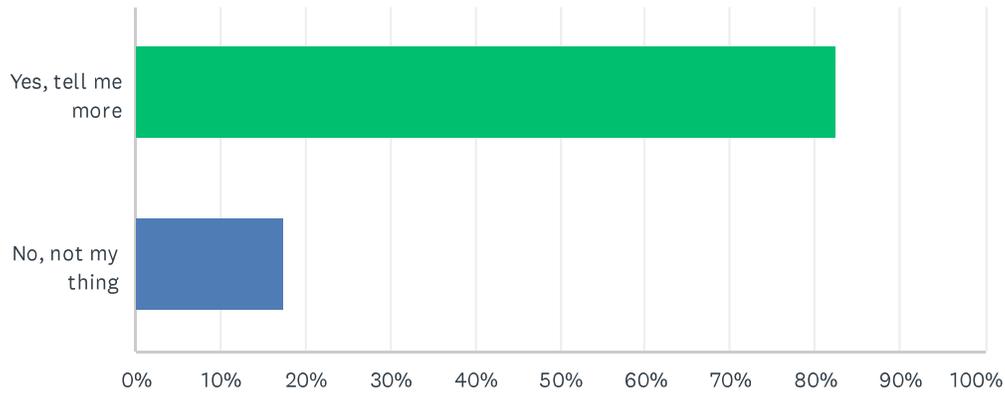
Answered: 103 Skipped: 37



ANSWER CHOICES	RESPONSES
Yes, tell me more	76.70% 79
No, not my thing	23.30% 24
TOTAL	103

Q14 Would you be interested in additional courses focused on the theme of media and society, which would concern the impact of media on society and users?

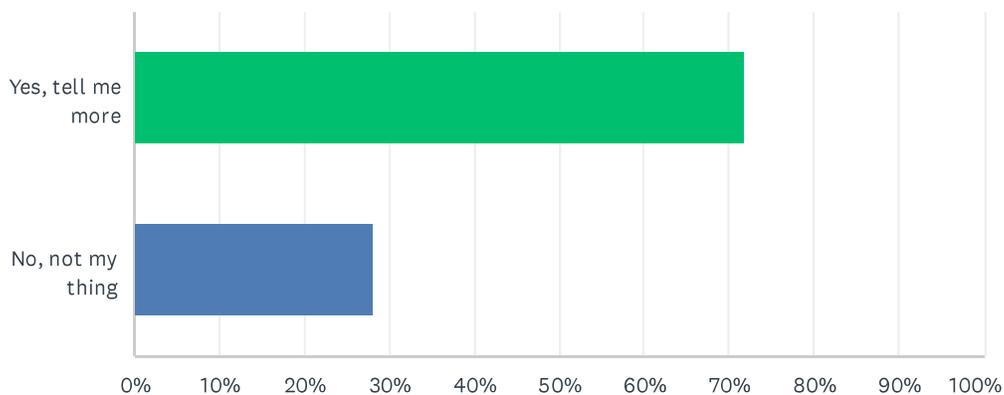
Answered: 103 Skipped: 37



ANSWER CHOICES	RESPONSES	
Yes, tell me more	82.52%	85
No, not my thing	17.48%	18
TOTAL		103

Q15 Would you be interested in additional courses focused on media institutions that concern how: production is funded, organized, and regulated in different media sectors; how laws, policies, rules, and regulations are designed, and how they impact the shape of media, cultural, and tech industries; and how digital platforms are structured and governed through actions of multi-stakeholders including policymakers, regulators, platform owners, advertisers, creatives, and advocacy groups, etc.

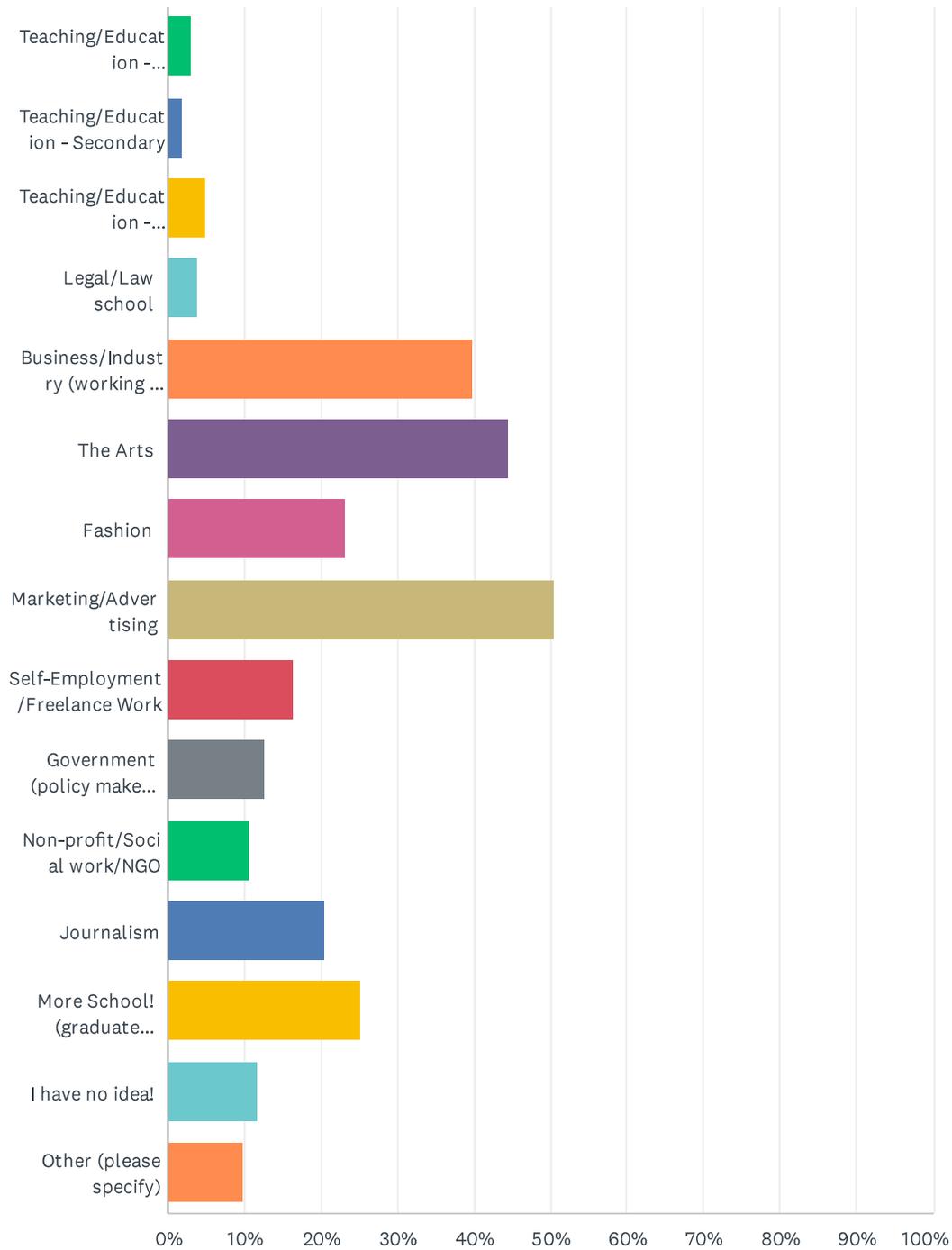
Answered: 103 Skipped: 37



ANSWER CHOICES	RESPONSES	
Yes, tell me more	71.84%	74
No, not my thing	28.16%	29
TOTAL		103

Q16 What professional field do you expect to go into after you graduate?

Answered: 103 Skipped: 37



Media Studies - Curriculum modification

ANSWER CHOICES	RESPONSES	
Teaching/Education - Elementary	2.91%	3
Teaching/Education - Secondary	1.94%	2
Teaching/Education - Post-Secondary (university or college professor)	4.85%	5
Legal/Law school	3.88%	4
Business/Industry (working for a media company)	39.81%	41
The Arts	44.66%	46
Fashion	23.30%	24
Marketing/Advertising	50.49%	52
Self-Employment/Freelance Work	16.50%	17
Government (policy maker, politician, local government)	12.62%	13
Non-profit/Social work/NGO	10.68%	11
Journalism	20.39%	21
More School! (graduate school)	25.24%	26
I have no idea!	11.65%	12
Other (please specify)	9.71%	10
Total Respondents: 103		

#	OTHER (PLEASE SPECIFY)	DATE
1	Animation	2/8/2022 9:18 AM
2	Interface Design Arts	2/4/2022 2:13 AM
3	Medical school.	2/3/2022 9:52 PM
4	Media Production Related	2/3/2022 1:28 PM
5	Film industry	2/3/2022 11:07 AM
6	film industry	2/3/2022 10:58 AM
7	bussiness (not related to media)	2/3/2022 10:58 AM
8	Graphic design	1/31/2022 5:41 PM
9	Healthcare	1/31/2022 12:24 PM
10	Publishing	1/31/2022 11:23 AM

Q17 In a few words, what do you consider the strengths of the MDS program?

Answered: 103 Skipped: 37

#	RESPONSES	DATE
1	It gave me a broader perspective of the world and our society.	2/8/2022 9:18 AM
2	- strong foundation in media through the required A and B level courses	2/8/2022 8:58 AM
3	The professors are good	2/6/2022 5:37 PM
4	Important	2/5/2022 4:16 PM
5	Diversity of thoughts and opinions are appreciated	2/5/2022 11:44 AM
6	Great professors, that really make the basic material interesting and leaves room for the student to create an opinion	2/5/2022 11:02 AM
7	I like the classes I have taken	2/4/2022 3:54 PM
8	I think the strengths of the MDS program is that it can branch out into many different sectors, but at the cost of having to take many prerequisite courses in order to reach courses that would relate or be of use towards the courses I need/want to take in order to have relevance to the field I want to work in	2/4/2022 9:24 AM
9	Give a broad range of different choices for students who do not know their interest	2/4/2022 2:13 AM
10	The interesting topics	2/4/2022 12:43 AM
11	Teaching people ever changing and nuanced topics and allowing students to explore new topics not yet covered in the course (because of its novelty in the news).	2/3/2022 9:52 PM
12	Knowledgeable in the media world and what goes on in the business of different types of media careers.	2/3/2022 8:51 PM
13	Centennial and the hands on work was very valuable!	2/3/2022 4:05 PM
14	A tool to have a closer look in media products	2/3/2022 3:07 PM
15	attracted and influential	2/3/2022 1:28 PM
16	better communication and better writing skills	2/3/2022 1:06 PM
17	Curriculum - course content	2/3/2022 12:55 PM
18	I believe that a strength of the MDS program is that course instructors often (in my personal experience) offer a wide variety of theories and perspectives in their courses	2/3/2022 12:52 PM
19	The depth it looks into the multiple aspects of the society.	2/3/2022 12:46 PM
20	Exploding world from different points of view.	2/3/2022 12:39 PM
21	it is okay	2/3/2022 12:34 PM
22	good to know the media in our daily life	2/3/2022 12:33 PM
23	Multidisciplinary field, makes students think a lot. Improves writing skills. Widen the point of view, culturally fruitful Helpful for learning how to be "Woke"	2/3/2022 12:33 PM
24	comprehensive understanding about society	2/3/2022 12:03 PM
25	Personal interest	2/3/2022 12:01 PM
26	It's new.	2/3/2022 12:00 PM
27	Professors are extremely nice and supportive in terms of learning.	2/3/2022 11:55 AM

Media Studies - Curriculum modification

28	The variety of things we are able to learn - the way it opens you to the world and allows you to gain perspective	2/3/2022 11:49 AM
29	The joint program provided a great experience of media productions, making films, and coding for media studies rather than studying knowledges in UTSC.	2/3/2022 11:47 AM
30	N/A	2/3/2022 11:24 AM
31	Academic research	2/3/2022 11:09 AM
32	Hands on content.	2/3/2022 11:07 AM
33	I don't find any particular strengths but I like it in general	2/3/2022 11:06 AM
34	We need more practice, rather than the theoretical learning.	2/3/2022 10:58 AM
35	Each class has similar content and a single job. It's basically speech and writing.	2/3/2022 10:58 AM
36	The fact that it's a dual program is really helpful because the students get best of both worlds. We get hands on experience as well as theory.	2/3/2022 10:57 AM
37	new media programme is good	2/3/2022 10:57 AM
38	Full of experienced professors with exceptional knowledge and understanding in MDS courses	2/3/2022 10:57 AM
39	The knowledge learned can be connected with normal life.	2/3/2022 10:55 AM
40	i am currently not enrolled in any MDS courses due to late enrollment in the program and therefore had no place in any MDS courses	2/3/2022 10:55 AM
41	has a wide range of employment opportunities	2/3/2022 10:55 AM
42	The way of teaching media diverts from ordinary school teaching. Encourages students to think out of the box and always draw inspiration from our surroundings, which makes us more aware.	2/3/2022 10:54 AM
43	In line with the requirements of The Times, conducive to employment	2/3/2022 10:54 AM
44	Compared to other ACM Departments, MDS has a lot of great interdisciplinary courses, with a relatively good course selection.	2/2/2022 4:42 PM
45	Changes the students perspective on how to view various medias and how they affect our lives	2/2/2022 12:51 PM
46	7	2/2/2022 5:10 AM
47	Program considers the basics of how audiences view the media.	2/1/2022 9:58 PM
48	Professors are very accommodating	2/1/2022 4:31 PM
49	Learn more useful skills (ps, pr...)	2/1/2022 11:26 AM
50	Flexible program, with many different choices.	2/1/2022 10:53 AM
51	Develops critical thinking skills	2/1/2022 9:52 AM
52	Theoretical, Accessible, Interesting, Provokes Further Thoughts	2/1/2022 12:35 AM
53	Understand more aspect of different culture	1/31/2022 11:05 PM
54	close contact with everyday media	1/31/2022 10:59 PM
55	Flexible course load every term and not heavy scheduled. Exploration of different branches of media and interested professors in the field.	1/31/2022 10:17 PM
56	How its so accessible and applicable to situations outside of academia. Most of the material is prevalent in society today.	1/31/2022 9:47 PM
57	Strengthen the understanding of social issues	1/31/2022 9:13 PM
58	good	1/31/2022 8:44 PM
59	The Instructors, the content of the courses, the enthusiasm of the lecturers and the variety of topics available.	1/31/2022 8:16 PM

Media Studies - Curriculum modification

60	N/A	1/31/2022 7:48 PM
61	variety of topics and disciplines	1/31/2022 7:44 PM
62	I really enjoyed the jointed program with centennial college, where you actually performed media works such as filming, designing, etc. I wish the UTSC program incorporated some of these works as well.	1/31/2022 5:41 PM
63	The strengths of the MDS program is that the courses and professors themselves are very open and detail oriented in their work and the delivery of courses is interactive and taught concisely yet informatively.	1/31/2022 4:37 PM
64	The program itself	1/31/2022 4:14 PM
65	the variety of MDS courses offered (but only in the fall/winter semester though)	1/31/2022 4:08 PM
66	Life-related	1/31/2022 4:05 PM
67	1	1/31/2022 3:29 PM
68	Im not sure myself	1/31/2022 3:07 PM
69	don't know	1/31/2022 2:47 PM
70	Research projects in the topics being taught.	1/31/2022 2:16 PM
71	interested various	1/31/2022 2:10 PM
72	Talking more about modern media	1/31/2022 2:06 PM
73	All-round capability improvement(including skills of presentation, group work, critical thinking & writing etc.)	1/31/2022 1:32 PM
74	The faculty and course content is amazing. Media is a breather, a refresher and would hopefully help me land a job in the future!	1/31/2022 1:05 PM
75	Some of the strengths of the MDS program is that the course instructors are engaging and accommodating to students. I also think that the instructors show passion through their learning, which is always good. Another strength of the MDS program is that it introduces students with different concepts as it is a very interdisciplinary study.	1/31/2022 12:24 PM
76	MDS	1/31/2022 12:23 PM
77	Variety of profs, lots of discussion with other students	1/31/2022 12:17 PM
78	Faculty members	1/31/2022 12:17 PM
79	The program offers a wide variety of courses and there are great professors as well.	1/31/2022 12:09 PM
80	The professors in the MDS program know their stuff inside out, and want to see students succeed. Opportunities to do creative projects in class is invaluable to learning experience. I wish there were more D level seminars, so students have more options to explore a variety of media topics!	1/31/2022 12:08 PM
81	There are many great media practitioners to guide us in the future	1/31/2022 11:38 AM
82	Very interesting course variety, helps expand critical thinking skills	1/31/2022 11:35 AM
83	Drive to learn	1/31/2022 11:35 AM
84	MDS allows students to develop easily transferable skills, more-so than other programs	1/31/2022 11:27 AM
85	A strength would be the variety of classes and the New Media Studies program	1/31/2022 11:23 AM
86	Faculty range and exposure to different techniques/ perspectives in learning the MDS program (incl. theory, case studies, hands-on assignments)	1/31/2022 11:19 AM
87	I think the strength of the MDS program is very strong	1/31/2022 11:18 AM
88	creative ideas for media studies	1/31/2022 11:11 AM
89	Research the role of social media in different platforms, and future development trends	1/31/2022 11:03 AM

Media Studies - Curriculum modification

90	reflecting how media influence our current life/history	1/31/2022 10:51 AM
91	Flexibility	1/31/2022 10:48 AM
92	Strength: The program helps students understand problems as systemic issues that can have many causes and solutions outside what is obvious, and empowers students to use that knowledge to develop holistic solutions. Weakness: The program sometimes gets bogged down by instructors and students who favor the process of Media Studies as pure academic research and discussion more than a system to understand, critique and improve world issues.	1/31/2022 10:48 AM
93	I think MDS programs are strong in relation to the different backgrounds professors have. As i continued to take high level courses i noticed the ethnic backgrounds and experiences of professors changed more compared to lower level classes where i would encounter the same professors for many classes! Also some courses really work well together when taken at the same time which helps support my learning and understanding.	1/31/2022 10:44 AM
94	Maybe is the creative assignment which can let us know more about the industry through the process of creation	1/31/2022 10:43 AM
95	N/A	1/31/2022 10:41 AM
96	the importance of media and how does it impact on the public	1/31/2022 10:41 AM
97	Content is easily understood	1/31/2022 10:40 AM
98	Diversity	1/31/2022 10:40 AM
99	some professors are really nice	1/31/2022 10:40 AM
100	Learn media about what popular think	1/31/2022 10:39 AM
101	The MDS program has an extremely strong discourse and builds a very strong theoretical base	1/31/2022 10:39 AM
102	A diverse program where students get to experience a variety of professions	1/31/2022 10:39 AM
103	The variety of elements it includes and the potential of it becoming one of the "main stream" majors in the future-as compared to BBA, BSc etc.	1/31/2022 10:39 AM

Q18 In a few words, what do you consider the strengths of the MDS program?

Answered: 103 Skipped: 37

#	RESPONSES	DATE
1	It helps me to be more aware of social issues.	2/8/2022 9:18 AM
2	- this question is the same as 17	2/8/2022 8:58 AM
3	answered above	2/6/2022 5:37 PM
4	Important	2/5/2022 4:16 PM
5	Diversity of thoughts and opinions are appreciated	2/5/2022 11:44 AM
6	N/a	2/5/2022 11:02 AM
7	The content notes are helpful	2/4/2022 3:54 PM
8	I think the strengths of the MDS program is that it can branch out into many different sectors, but at the cost of having to take many prerequisite courses in order to reach courses that would relate or be of use towards the courses I need/want to take in order to have relevance to the field I want to work in	2/4/2022 9:24 AM
9	n/a	2/4/2022 2:13 AM
10	The topics	2/4/2022 12:43 AM
11	Opening students eyes to nuances/new topics/issues in our current society as well as societies around the world.	2/3/2022 9:52 PM
12	Knowledgable in the media world and what goes on in the business of different types of media careers.	2/3/2022 8:51 PM
13	Also the professors are great!	2/3/2022 4:05 PM
14	A tool to understand media	2/3/2022 3:07 PM
15	lack of variety in terms of Media forms	2/3/2022 1:28 PM
16	better understanding about art	2/3/2022 1:06 PM
17	advisors/ program leaders professors	2/3/2022 12:55 PM
18	I believe that there should be more MDS courses so that students have greater freedom in exploring the field of Media Studies. The field is so dynamic and extensive - the courses available at UTSC should reflect this.	2/3/2022 12:52 PM
19	Interesting material	2/3/2022 12:46 PM
20	.	2/3/2022 12:39 PM
21	it is okay	2/3/2022 12:34 PM
22	helps us learning more in trend stuff	2/3/2022 12:33 PM
23	Multidisciplinary field, makes students think a lot. Improves writing skills. Widen the point of view, culturally fruitful Helpful for learning how to be "Woke"	2/3/2022 12:33 PM
24	give a different perspective of world	2/3/2022 12:03 PM
25	Previous experience and culture background	2/3/2022 12:01 PM
26	new	2/3/2022 12:00 PM
27	I think if there were more courses which deliver a knowledge such as media production it would	2/3/2022 11:55 AM

Media Studies - Curriculum modification

	be helpful	
28	Already replied previously - but perhaps weaknesses will be that there is a lot of content and information to consume at once	2/3/2022 11:49 AM
29	the changes of technology and media, the history of media, why is 'new' media, why is media.	2/3/2022 11:47 AM
30	N/A	2/3/2022 11:24 AM
31	...	2/3/2022 11:09 AM
32	Hands on content	2/3/2022 11:07 AM
33	same as above	2/3/2022 11:06 AM
34	Great learning for essay writing	2/3/2022 10:58 AM
35	Learn more about the development of media in China.	2/3/2022 10:58 AM
36	It being a dual program	2/3/2022 10:57 AM
37	new media programme is good	2/3/2022 10:57 AM
38	Full of experienced professors with exceptional knowledge and understanding in MDS courses	2/3/2022 10:57 AM
39	The knowledge learned can be connected with normal life.	2/3/2022 10:55 AM
40	i am currently not enrolled in any MDS courses due to late enrollment in the program and therefore had no place in any MDS courses	2/3/2022 10:55 AM
41	has a wide range of employment opportunities	2/3/2022 10:55 AM
42	The way of teaching media diverts from ordinary school teaching. Encourages students to think out of the box and always draw inspiration from our surroundings, which makes us more aware.	2/3/2022 10:54 AM
43	In line with the requirements of The Times, conducive to employment	2/3/2022 10:54 AM
44	N/A	2/2/2022 4:42 PM
45	Execution of content	2/2/2022 12:51 PM
46	7	2/2/2022 5:10 AM
47	n/a	2/1/2022 9:58 PM
48	Course material is easy to follow	2/1/2022 4:31 PM
49	Same	2/1/2022 11:26 AM
50	Assuming this is supposed to be weaknesses, I think the weakness is that there aren't enough B level courses which act as prefaces for higher level courses. I.e there is nothing like the games and play course which is C level to act as a meaningful preface in the B level.	2/1/2022 10:53 AM
51	Wide my view about our society	2/1/2022 9:52 AM
52	I assume you meant weaknesses, I would love some more practical classes including learning how to use media software to more depth	2/1/2022 12:35 AM
53	More culture and literature	1/31/2022 11:05 PM
54	same above	1/31/2022 10:59 PM
55	Answered previously.	1/31/2022 10:17 PM
56	How its so accessible and applicable to situations outside of academia. Most of the material is prevalent in society today.	1/31/2022 9:47 PM
57	same q ?	1/31/2022 9:13 PM
58	good	1/31/2022 8:44 PM
59	The Instructors, the content of the courses, the enthusiasm of the lecturers and the variety of topics available.	1/31/2022 8:16 PM

Media Studies - Curriculum modification

60	Good to learn about different aspects	1/31/2022 7:48 PM
61	If this is supposed to be the "weaknesses," many courses lack opportunities for creativity and hands-on work, and too based on essay format and writing	1/31/2022 7:44 PM
62	I really enjoyed the jointed program with centennial college, where you actually performed media works such as filming, designing, etc. I wish the UTSC program incorporated some of these works as well.	1/31/2022 5:41 PM
63	I am not sure if you meant for this question to be the weaknesses of the MDS program but if you did then I would say that there is a lack of courses to choose from and I would enjoy if there was a wider range of options.	1/31/2022 4:37 PM
64	Same	1/31/2022 4:14 PM
65	same as above	1/31/2022 4:08 PM
66	Life-related	1/31/2022 4:05 PM
67	xxxx	1/31/2022 3:29 PM
68	Nothing yet	1/31/2022 3:07 PM
69	don't know	1/31/2022 2:47 PM
70	Research projects in the topics being taught.	1/31/2022 2:16 PM
71	funny	1/31/2022 2:10 PM
72	Less reading is more effective to memorize the information	1/31/2022 2:06 PM
73	Friendly and knowledgeable professors	1/31/2022 1:32 PM
74	Mentioned above^	1/31/2022 1:05 PM
75	I will type the weaknesses of the MDS program here since the previous question already asked about strengths. One weakness I find is that the course content is not as focused as I thought it would be. Courses are still very general and touch upon a variety of different things - I find it difficult because there is not really "one focus".	1/31/2022 12:24 PM
76	mds	1/31/2022 12:23 PM
77	This is the same question.	1/31/2022 12:17 PM
78	Repeat question	1/31/2022 12:17 PM
79	The program offers a wide variety of courses and there are great professors as well.	1/31/2022 12:09 PM
80	The professors in the MDS program know their stuff inside out, and want to see students succeed. Opportunities to do creative projects in class is invaluable to learning experience. I wish there were more D level seminars, so students have more options to explore a variety of media topics!	1/31/2022 12:08 PM
81	good course curriculum	1/31/2022 11:38 AM
82	Same as above	1/31/2022 11:35 AM
83	Interest	1/31/2022 11:35 AM
84	MDS allows students to develop easily transferable skills, more-so than other programs	1/31/2022 11:27 AM
85	Answer above	1/31/2022 11:23 AM
86	*weaknesses - lack of diversity in exploring topics other than the North American culture and little to no group collaboration	1/31/2022 11:19 AM
87	I think that we can set up more flexible timetable on the minor journalism on the media studies.	1/31/2022 11:18 AM
88	cover various topics of media studies	1/31/2022 11:11 AM
89	Same as the last one	1/31/2022 11:03 AM
90	^^	1/31/2022 10:51 AM

Media Studies - Curriculum modification

91	Flexibility	1/31/2022 10:48 AM
92	Strength: The program helps students understand problems as systemic issues that can have many causes and solutions outside what is obvious, and empowers students to use that knowledge to develop holistic solutions. Weakness: The program sometimes gets bogged down by instructors and students who favor the process of Media Studies as pure academic research and discussion more than a system to understand, critique and improve world issues.	1/31/2022 10:48 AM
93	Same as above question.	1/31/2022 10:44 AM
94	same as 17	1/31/2022 10:43 AM
95	N/A	1/31/2022 10:41 AM
96	How media impact on ideology	1/31/2022 10:41 AM
97	Content is easily understood	1/31/2022 10:40 AM
98	Hope to do more visual things	1/31/2022 10:40 AM
99	some projects are really fun	1/31/2022 10:40 AM
100	Make a good movie	1/31/2022 10:39 AM
101	The MDS program lacks practical application based experiences	1/31/2022 10:39 AM
102	A diverse program where students get to experience a variety of professions	1/31/2022 10:39 AM
103	As mentioned above	1/31/2022 10:39 AM