

OKANAGAN COLLEGE
Department of Communications
CMNS 250: Cultural Industries in Canada

Course Description

This course introduces students to the media and popular culture industries of Canada. We will explore the history, business structure, economics, and regulatory policies of Canada's print, audio, visual, and digital-media sectors. Issues we will consider include: the role and definition of culture in contemporary society; public versus private control of cultural industries; the role of the cultural industries in shaping national (and regional) identity; the rights of creators of cultural products versus the rights of distributors; and Canadian cultural industries and products in a global context.

Prerequisite: Successful completion of CMNS 100 or 110 or 2nd year standing.

Outcomes

Students will:

1. Write and think critically about cultural industries in Canada
2. Consider the difference between cultural products/industries and other goods and forms of production
3. Understand the history and politics of the development of the cultural industries in Canada
4. Offer informed evaluations of the regulatory policies surrounding the print, audio, visual, and digital-media industries in Canada
5. Analyse how these policies affect the content and presentation of Canadian cultural products
6. Critically identify and assess the role of the cultural industries in their own lives (as students, citizens, consumers, etc.)

Topics

1. The history and politics of the cultural industry in Canada
2. Cultural industries as businesses
3. Freedom of expression versus regulation of cultural goods
4. Culture as a consumer product
5. The role of the cultural industries in defining national, regional, and individual identity
6. Regulations and policies surrounding national cultural production as well as the global trade in cultural products

Method of Instruction

As a learner-centred course, students share responsibility with the instructor for the success of each class session. Having carefully read and contemplated the texts and topics under consideration in advance of a given class, students should be prepared for vibrant class discussion. Classes will feature a fluid combination of lectures, presentations, individual and collaborative work, workshops, and seminars.

Texts

David Hesmondalgh. 2002. *The Cultural Industries*. Thousand Oaks, CA: Sage.
ISBN 0 7619 5453 8.

Michael Dorland, ed. 1996. *The Cultural Industries in Canada: Problems, Policies and Prospects*. Halifax, NS: Lorimer. ISBN 1 55028 494 0

Course Requirements

Reflection Paper	10%
Cultural Product Analysis	15%
Midterm Exam	25%
Cultural Policy Analysis	20%
Cultural Impact Study	20%
Participation (including attendance, preparation, responses to study questions, informal group presentations, engagement in class activities, and low-stakes writing assignments)	10%

Evaluation and Assessment

Students will collaborate with the instructor to determine detailed criteria for each assignment. The criteria will vary according to each assignment's audience, purpose, content, and communications medium and will be developed in advance of a given assignment's submission date. Students will also engage in reflective self-assessment as a means of better integrating evaluation with learning.

CMNS 250: Assignment Details

Reflection Paper: 10%

* A short critical writing exercise (500 words) in which students will present their views, upon entering the course, on the role the cultural industries play in shaping personal and/or national identity.

Cultural Product Analysis: 15%

* A 750 word consideration of the differences and similarities between the products of the culture industries and the products of other industries. (Students will choose two particular "products" as the focus of their discussion, and will research their production and consumption profile before presenting their analysis and conclusions).

Cultural Policy Analysis: 20%

* Students will research, analyze, and evaluate (in a 1000-1500 word paper) a policy or regulation governing a Canadian cultural industry of their choice.

Cultural Impact Study: 20%

*In this 1000-1500 word paper students will reconsider the question of the impact of the culture industries on personal, national, local Okanagan, or international culture, through a detailed analysis of a particular product or policy of their choice.

Evaluation and Assessment

As a learner-centred course, students will work with the instructor to determine detailed criteria for each assignment. Categories for evaluation could include: appropriateness of method, quality of data, and complexity of critical analysis.