

*Media Culture and Society* - offers a conceptual understanding of mass media from a uniquely sociological viewpoint, and considers the principal issues of contemporary media in the context of Canadian society and culture. The course thus focuses on defining the media, understanding its principal structural elements, and considering its power and effect. As well, the course explores the media as an integral part of Canadian society's cultural makeup and assesses critically some of the most important aspects of media's impact on creating and shaping the parameters of what we come to recognize as ourselves, our culture and our society.