

## Request for Calendar Change Form

Tracking No:  
(Senate Secretary's Office  
use only)  
Date:

To	Secretary of Senate	
From	Name(Dean):	Faculty
	Dr. Kim Fedderson	Orillia Campus
	Department the change relates to	
	Interdisciplinary Studies	
	Contact Person	
	Alice den Otter	

Is the proposed calendar change Undergraduate

**Instructions:**

1. In all cases please complete and attach section 1 and 2
2. If the calendar change affect other departments/schools/faculties complete and attach section 3
3. If the answer to any of the questions below is yes, explain. Attach separate sheets with reference to the question

1. Do the proposed changes affect other departments/ schools/faculties in terms of their calendar change?	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
2. Is a transition plan needed for student in progress?	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
3. Are the proposed changes likely to affect student enrollment in your department/school/faculty?	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
4. Are the proposed changes likely to affect student enrollment in other departments/schools/faculties at Lakehead University?	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
5. Will the proposed changes require additional teaching space and/or teaching staff and/or equipment and/or other resources?	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
6 Will the proposed changes affect existing teaching loads within your department/school/faculty?	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
7. Will the proposed changes increase demand for teaching support services such as the library, computing services and technical staff ?	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
8. Will the proposed change require direct or in-kind support from outside the academic unit?	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
9. Do the proposed changes include change in course(s) which is/are required core course(s) for a major?	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
10. Do the proposed changes include a change in course which is service/required course(s) in another program?	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>
11. Do the proposed changes include change in course(s) which is/are open elective available to any student in any program?	Yes <input type="checkbox"/>	No <input checked="" type="checkbox"/>



12. Do the proposed changes include change in course(s) which is/are elective in a major i.e. restricted to students in a major?

Yes

No

Signatures:

Date approved by faculty council

### Section 1

Description of the Proposed Calendar Change:

Establishment of a new Major in Media Studies

Rationale of the Proposed Calendar Change(s):

(Corresponding to Section 2 where required)

Across Canada, Media Studies and Communication Studies programs are experiencing a period of rapid growth and expansion, particularly as new media, social media and media technologies integrate into our everyday lives, and the market simultaneously demands media skills in a wide range of professions. Students coming of age in this media boom are eager to study media analysis and production. Growing market and student demands will thus ensure sustainability.

Based on this contemporary reality and building upon the minor in Media Studies that will begin in September 2011, Lakehead University Orillia has decided to develop an HBASc Media Studies major program, with a unique focus on Media Studies for Social Change. The program will provide opportunities for students in the region to develop proficiencies in media analysis and production, preparing graduates to enter a wide range of potential careers. We will build on the popularity of media studies programs generally, while also creating a new and unique program that addresses the needs of the local population, and simultaneously draws students from across Canada due to its specific focus on social change and new technologies.

The establishment of a Major program in Media Studies is consistent with the Lakehead University Strategic Plan. The establishment of this program will contribute to the sustainability, comprehensiveness, and diversity of the university by meeting prospective student interests, providing increased opportunities for innovative, interdisciplinary course offerings, and promoting awareness of social issues in diverse communities both locally and internationally. According to the Lakehead University Strategic Plan, one of the priority research areas is Culture and Society, into which this major fits particularly well. We will attract diverse students through offering courses analyzing intersections of race, indigenous issues, class, gender, disability and health, etc. in media. Moreover, students will investigate the global media environment, engaging in inter-cultural understanding through media.

Consistent with the 2009-2013 Orillia Campus Plan, the establishment of this major will contribute to the comprehensiveness of the Orillia campus, provide attractive programming, meet the demands of prospective students, and help provide substantial growth to undergraduate student enrollment. Furthermore, an objective outlined in the Orillia Campus Plan was to establish a major in Media Studies by Fall 2010 (p.4). A minor in Media Studies has already been approved by Senate. As the Orillia campus continues to grow, the importance of these programs will also increase.

The Media Studies curriculum, consisting of 20 FCEs, will be unique as it is constructed within an interdisciplinary and inquiry-based learning framework. The curriculum will emphasize Media Studies for Social Change. The Major is envisioned to consist of four

components: media movements, media intersections, global mediascapes, and media production. The focus will be the development of a critical analysis of media and media production skills with the purpose of social change and transformation. The program will 'develop in Lakehead University-Orillia students a commitment to be engaged citizens of their communities' (Orillia Campus Plan), graduating students who are competent and proficient at media analysis, and who are able to produce excellent media that will contribute to social change, social transformation and social justice from the local to the global level.

Finally, it includes details for Media Studies as an Area of Specialization. Since some courses in the specialization are not labelled as Media Studies courses per se, these details assist students in following the established specialization pattern of 1 FCE at first year, 2 FCEs at second year, and 2 FCEs at third year.



## Section 2

Existing Calendar Entries:  
(Page reference based on hard copy or  
URL based on electronic version of  
calendar)

Proposed Calendar Entries/Addition/ Deletion  
-If only addition, specify page number and  
placement in university calendar  
-If only deletion, write Deleted

1

<http://mycoursecalendar.lakeheadu.ca/pg620.html>

Place after 4. Honours BASc (Geography Major)

5. Honours BASc (Media Studies Major)

First Year

- (a) Media Studies 1010 and 1030
- (b) One FCE chosen from Computer Science 0433; Visual Arts 0510, 1000, 1020; General Science 0350, 0370; Music 1310; Media Studies 1610
- (c) Inquiry 1010 and 1030
- (d) One FCE elective (Area II recommended)
- (e) One FCE elective

NOTE: By the end of four years (20 FCEs), at least three (3) FCEs must be taken from Area I and at least three (3) FCEs must be taken from Area II.

Second Year

- (a) Media Studies 2030, 2210, 2230
- (b) One FCE chosen from Media Studies 2010, 2310, 2410, 2430, 2510, 2530, 2610, 2630, 2650
- (c) One half-course chosen from History 2330, 2711, 2751; Women's Studies 2113; Political Science 2410; Sociology 2550, 2755
- (d) One FCE elective (English 2807, 2901, 2902; Sociology 2205 recommended)
- (e) One FCE elective (Area II recommended)

Third Year

- (a) Media Studies 3910
- (b) Three FCEs chosen from Media Studies 3930, 3010, 3030, 3050, 3310, 3330, 3410, 3430, 3510, 3530, 3610, 3630, 3650, 3670
- (c) One half-course chosen from Anthropology 3534; Criminology 3770; English 3817; Sociology 3213, 3751, 3810, 3811
- (d) One FCE elective (Area II recommended)

Fourth Year

- (a) One FCE chosen from Inquiry 4220, 4240, or 4260
- (b) One and a half FCE chosen from Media Studies

4310, 4330, 4350, 4410, 4430, 4450, 4510, 4530, 4550, 4610, 4630, 4650  
(c) Half FCE chosen from English 4916; History 4750; Sociology 4517  
(d) Two FCE electives (History 4340 recommended)

2

<http://mycoursecalendar.lakeheadu.ca/pg620.html>

Place after 5. Honours BASc (Media Studies Major).

Note:  
Media Studies Specialization

Students choosing Media Studies as an Area of Specialization for the Interdisciplinary Studies major will be required to complete 5 FCEs as stipulated below:

(a) Media Studies 1010 and 1030

(b) Media Studies 2030

(c) One FCE of Media Studies 2010, 2310, 2410, 2430, 2510, 2530, 2610, 2630, or 2650

(d) Half FCE of Media Studies 2010, 2310, 2410, 2430, 2510, 2530, 2610, 2630, 2650, HIST 2330, 2711, 2751, Political Science 2410, Sociology 2550, 2755, or Women's Studies 2113

(e) One FCE of Media Studies 3010, 3030, 3050, 3310, 3330, 3410, 3430, 3510, 3530, 3610, 3630, 3650, 3670, 4310, 4330, 4350, 4410, 4430, 4450, 4510, 4530, or 4550

(f) One FCE of Media Studies 3010, 3030, 3050, 3310, 3330, 3410, 3430, 3510, 3530, 3610, 3630, 3650, 3670, 4310, 4330, 4350, 4410, 4430, 4450, 4510, 4530, 4550, Anthropology 3534, Criminology 3770, English 3817, 4916, History 4340, 4750, Sociology 3213, 3751, 3810, 3811, or 4517.

3

<http://mycoursecalendar.lakeheadu.ca/pg620.html>

Under "Interdisciplinary Programs"

Add to list of Area I courses:

Criminology  
Media Studies



Place after Inquiry Courses

INQU 4220 Honours Media Research Project

Credit Weight: 1.0

Prerequisites: Media Studies 2210 and 2230.

Description: Students will write an advanced level, independent critical analysis on a particular topic in media studies.

Note: Open only to Media Studies Majors.

INQU 4240 Honours Media Arts Project

Credit Weight: 1.0

Prerequisites: Media Studies 2210 and 2230. Must be Media Studies Major.

Description: Students will create media or intermedia art projects individually or in collaborative groups, around issues of social justice and social transformation. The creative process will be supported by readings, lectures, discussions, guest artists, and case studies of professional media arts projects.

Note: Open only to Media Studies Majors.

INQU 4260 Honours Research Creation Project

Credit Weight: 1.0

Prerequisites: Media Studies 2210 and 2230.

Description: Using media or intermedia design, production and creation as an integral part of their research methodology, students will research an issue that will culminate in a final integrated project that is one part media or intermedia art and one part written analysis. Final projects may be individual or collaborative.

Note: Open only to Media Studies Majors.

Media Studies 1610 Creative Music and Sound Arts

Credit Weight: 0.5 FCE

Description: An introduction to improvisational sound creation through experimental methods, in which students will critically study the communicative and aesthetic aspects of sound, sensory perception and soundscapes, by creating acoustic, analog and digital sound art projects.

Offering: 2-2; 2-2

Media Studies 2210 Media Theory

Credit Weight: 0.5

Prerequisites: Media Studies 1010 and 1030 or permission of instructor.

Description: An introduction to key media theories, including: discourse theory, media framing, media effects, political economy, theories of representation and identity, cultural theory,

feminist media theory, critical media theory, propaganda theory, and new media theory.  
Offering: 3-0; 3-0

Media Studies 2230 Media Studies Research Methods

Credit Weight: 0.5

Prerequisites: Media Studies 1010 and 1030 or permission of instructor.

Description: An introduction to qualitative research methods in media and communication studies, including: literature reviews, ethnographic interviews and participant observation, participatory action research, focus groups, archival research, content analysis, and critical discourse analysis.

Offering: 3-0; 3-0

Media Studies 2310 Anti-Racist and Aboriginal Media Initiatives

Credit Weight: 0.5

Prerequisites: Media Studies 2210 and 2230 or permission of instructor.

Description: An investigation of anti-racist and aboriginal media initiatives across Canada and the United States, exploring a range of media production groups, including youth-created projects, committed to anti-racist and aboriginal media strategies from alternative representations to self-production, participatory media, community media and media action.

Offering: 3-0; 3-0

Media Studies 2410 Anti-Oppression Politics and Intersectionality Theory

Credit Weight: 0.5

Description: A study of ways in which anti-oppression activists create alternative public discourses based on their understanding of issues that are interlocking or intersectional such as race, class, gender, sexuality, disability, age, nation, immigration status and religion.

Offering: 3-0; 3-0

Media Studies 2430 Sound Perception and Listening

Credit Weight: 0.5

Prerequisites: Media Studies 1010 and 1030 or permission of instructor.

Description: The politics of audio productions will be explored through the development of skills for heightening hearing perspectives through concentrated listening exercises, in-depth audio scene analysis of sound walks, soundscapes, and other audio and aural productions.

Offering: 3-0; 3-0

Media Studies 2510 Global Media Convergences and Divergences



Credit Weight: 0.5

Description: A survey of issues in global mediascapes, as some media are converging and others are diverging. Students will consider the mechanisms and consequences of global media convergence and the strategies of media resisters who are challenging global media power.

Offering: 3-0; 3-0

Media Studies 2530 Development Media and Technology

Credit Weight: 0.5

Prerequisites: Media Studies 1010 and 1030 or permission of instructor.

Description: A critical approach to the role of media and technology in the development of countries in the Global South.

Offering: 3-0; 3-0

Media Studies 2610 Introduction to Video Production I

Credit Weight: 0.5

Prerequisite: Media Studies 2030.

Description: An introduction to video production, including the basics of recording, editing, shots, sound, lighting, graphics and cinematography.

Offering: 2-2; 2-2

Media Studies 2630 Introduction to Video Production II

Credit Weight: 0.5

Prerequisite: Media Studies 261x

Description: Building on Introduction to Video Production I, the students will put their basic skills in video production to work in collaborative teams that will work within the community to produce short video projects with social justice themes.

Offering: 2-2; 2-2

Media Studies 2650 Sound Recording and Editing

Credit Weight: 0.5

Prerequisite: Media Studies 1610

Description: A practical exploration of the principles and practices of recording, editing and mastering sound; keeping recording levels hot, while understanding the principles of frequency domain in order to produce different soundscapes for various media platforms and applications.

Offering: 2-2; 2-2

Media Studies 3050 Special Topics in Interdisciplinary Approaches to Global Media

Credit Weight: 0.5

Prerequisites: Media Studies 1010, 1030, and 2510 or permission of instructor.

Description: Interdisciplinary approaches to global media, focusing on a special topic or issue chosen by the instructor. The topic will be explored through representations in media and



culture, using a variety of interdisciplinary and theoretical approaches to examine global issues of power and social transformation.

Special Topic: Y

Offering: 3-0; 3-0

Media Studies 3310 Media, Art and Activism

Credit Weight: 0.5

Description: An analysis of art, film, music, ads, living theatre, photography and new media that have been created by social movement activists to communicate social change. Students will consider how to engage positively as media artists within the community on local and global issues.

Offering: 3-0; 3-0

Media Studies 3330 Guerrilla Texts

Credit Weight: 0.5

Prerequisite(s): Media Studies 3310 or permission of instructor.

Description: An analysis of social movement use of guerrilla texts to interrogate, interrupt, subvert and resist the dominant cultural messages.

Guerrilla texts and interventions to be studied will include: zines, billboard modification, culture jamming, subvertising, graffiti, stencilling, and "Reclaim the Streets".

Offering: 3-0; 3-0

Media Studies 3410 Sexuality in/and Public Discourses

Credit Weight: 0.5

Prerequisites: Media Studies 2210 and 2230 or permission of instructor.

Description: Investigates a range of public discourses and sources on sexuality. Topics may include: the sex/gender/sexuality system, dating, heterosexuality, sexual consent, serial monogamy, non-monogamy, homosexuality, queer theory, sex work, disability and sexuality, and sexual violence.

Offering: 3-0; 3-0

Media Studies 3430 Critical Approaches to Advertising

Credit Weight: 0.5

Prerequisites: Media Studies 1010 and 1030 or permission of instructor.

Description: Theoretical methods for understanding advertising as a dominant means of cultural communication. Themes include the political economy of advertising, gendered advertising, bodies on display, fantasy in advertising, value-based advertising, multicultural and queer representations in advertising, viral marketing, shared ethics, advertising and social media, and data mining.

Offering: 3-0; 3-0

Media Studies 3510 Globalizing Discourses of

Dissent

Credit Weight: 0.5

Prerequisites: Media Studies 2210 and 2230 or permission of instructor.

Description: Students will study the anti-globalization movement from the mid-1990s to the present, examining a range of discourses of dissent and their transnational media networks, theories and practices.

Offering: 3-0; 3-0

Media Studies 3530 Transnational Approaches to Media and Gender

Credit Weight: 0.5

Prerequisites: Media Studies 1010, 1030, and 2510 or permission of instructor.

Description: A critical study of gender representations in a range of global media sources from news to fictional TV shows, music, film, video and magazines, incorporating transnational approaches to gender norms, stereotypes and oppositional movements.

Offering: 3-0; 3-0

Media Studies 3610 Web Design

Credit Weight: 0.5

Prerequisite(s): Media Studies 2030 or COMP 0433 or VISU 1000.

Description: An intermediate hands-on course on the important elements of web design, considering aesthetics, technical skills, and programming with web design software on a range of operating systems.

Offering: 2-2; 2-2

Media Studies 3630 Intermedia Production

Credit Weight: 0.5

Prerequisite(s): Media Studies 2030 or Computer Science 0433 or Visual Arts 1000.

Description: An intermediate hands-on course where students learn to integrate a range of digital and analog media on a single platform, using typography, colour separation, illustration, and interactivity. Communication and media design skills and theoretical approaches will be covered, including image creation and manipulation as well as digital and analog intermedia integration.

Offering: 2-2; 2-2

Media Studies 3650 Sound Production for Film and Video

Credit Weight: 0.5

Prerequisite: Media Studies 2650

Description: An intermediate hands-on application of a range of practices in sound production for film and video, including on-location recording, foley recording, boom miking, as well as pre-production and post-production of sound and soundtracks.



Offering: 2-2; 2-2

Media Studies 3670 Video Post-Production  
Credit Weight: 0.5

Prerequisite: Media Studies 261x

Description: An exploration of a range of post-production digital video editing techniques using industry-standard software such as Final Cut Pro, Adobe Audition, Sony Vegas or Avid software, and integrating ideas, images and sound across multiple platforms.

Offering: 2-2; 2-2

Media Studies 3910 Internship I

Credit Weight: 0.5

A 12-week internship engaged in media-related work for 5 hours/week, under the supervision of a faculty member and an on-site supervisor.

Students will be required to critically reflect on their internship in submitted assignments.

Note: Open only to Media Studies Majors with the permission of the Chair of the Department.

Media Studies 3930 Internship II

Credit Weight: 0.5

Prerequisite: Media Studies 3910

A 12-week internship engaged in media-related work for 5 hours/week, under the supervision of a faculty member and an on-site supervisor.

Students will be required to critically reflect on their internship in submitted assignments, building on their experience and reflections from Media Studies 3910.

Media Studies 4310 Media and Environmental Justice Movements

Credit Weight: 0.5

Prerequisite(s): Media Studies 2210 and Media Studies 2230 or permission of instructor.

Description: An examination of environmental justice and environmental sustainability movements and their representation in, as well as their strategic use of a range of media forms from alternative to mainstream, and from residual to new media.

Offering: 3-0; 3-0

Media Studies 4330 Disability Rights in/and Media  
Credit Weight: 0.5

Prerequisites: Media Studies 2210 and Media Studies 2230 or permission of instructor

An examination of representations of people with disabilities in the media, as well as the use Access Activists make of the media to get their messages out. Students will also consider the creation of art, new media forms and technologies by and/or for people with disabilities.

Offering: 3-0; 3-0

MDST 4350 Feminist Approaches to Media and Technology

Credit Weight: 0.5

Prerequisite(s): Media Studies 2210 and Media Studies 2230 or permission of instructor.

Description: An examination of theoretical and critical approaches to news and entertainment media and technology from a feminist media studies perspective.

Offering: 3-0; 3-0

Media Studies 4410 Technological Culture

Credit Weight: 0.5

Prerequisites: Media Studies 2210 and 2230 or permission of instructor.

Description: Explores media and communications theories on technological culture considering technology and culture as an assemblage or multi-dimensional collage of different elements that articulate together through a range of social and technological relationships.

Offering: 3-0; 3-0

Media Studies 4430 Meta-Media

Credit Weight: 0.5

Prerequisites: Media Studies 2210 and 2230 or permission of instructor.

Description: An examination of a range of sources of meta-media in what appears to be a never-ending spiral of self-referentiality.

Offering: 3-0; 3-0

Media Studies 4450 Schizopoetics and Econopoeisis

Credit Weight: 0.5

Prerequisites: Media Studies 2210 and 2230 or permission of instructor.

Description: An investigation of schizopoetics, the intersection of poetics with schizoanalysis or anti-capitalist anti-psychiatry, and econopoeisis, the intersection of poetics with advanced capitalism, to explore the role of today's media or cultural theorist.

Offering: 3-0; 3-0

Media Studies 4510 Global Sex Workers in/and Media

Credit Weight: 0.5

Prerequisites: Media Studies 2210, 2230, and 3530, or permission of instructor.

Description: Students will explore theories and practices regarding sex work and sex workers' human rights in public discourse and the media, from the local to the global, including legal discourses, discourses of human trafficking, and the reframing of issues by sex worker peer advocacy and harm reduction groups.

Offering: 3-0; 3-0

Media Studies 4530 Media Constructions of



Globalized Labour

Credit Weight: 0.5

Prerequisites: Media Studies 2210 and 2230 or permission of instructor.

Description: An investigation of ways in which immigrants, refugees, migrant workers and illegalized or non-status people are represented in mainstream and alternative media, exploring theories of capitalism and labour, as well as the relationships among neoliberal capitalist global labour migration and poverty, gender, queer subjectivities, race, disability and sex work.

Offering: 3-0; 3-0

Media Studies 4550 Decolonizing Media

Credit Weight: 0.5

Prerequisites: Media Studies 2210 and 2230 and 2510 or permission of instructor.

Description: Students will engage with media and cultural theories to explore the use of media in global decolonization movements, and the decolonization of global media through independent, alternative, participatory and community media resistance movements.

Offering: 3-0; 3-0

Media Studies 4610 Advanced Video Production

Credit Weight: 0.5

Prerequisites: Media Studies 3670.

Description: Advanced formal and stylistic aspects of video production are explored, including conception of ideas, story-boarding, scripting or interviewing, framing, pacing, cinematography, editing, and preparing video installations.

Offering: 2-2; 2-2

Note: Students must submit a portfolio to the course instructor or designate by June 15 for fall courses, and by October 15 for winter courses.

Media Studies 4630 Advanced Intermedia  
Cyberarts

Credit Weight: 0.5

Prerequisites: Media Studies 3630

Description: Moving from production skills to conceptual design and artistic problem solving, students will produce intermedia art using a variety of hybrid media solutions that incorporate new technologies, media arts, performance, and other interdisciplinary combinations of media that fall between traditional media forms.

Offering: 2-2; 2-2

Note: Students must submit a portfolio to the course instructor or designate by June 15 for fall courses, and by October 15 for winter courses.

Media Studies 4650 Special Topics in Media  
Production

Credit Weight: 0.5

Description: In-depth instruction at an advanced level of a special topic or form of media or media arts creative production techniques.

Special Topic: Y

Offering: 2-2; 2-2

Note: Students must submit a portfolio to the course instructor or designate by June 15 for fall courses, and by October 15 for winter courses.



**Section 3**

The Faculty(ies) affected by the proposed calendar change

Interdisciplinary Studies Dept., Orillia Campus

Anthropology Department, Faculty of Science and Environmental Studies

English Department, Faculty of Social Sciences and Humanities

History Department, Faculty of Social Sciences and Humanities

Political Science Department, Faculty of Social Sciences and Humanities

Sociology Department, Faculty of Social Sciences and Humanities

Women's Studies Department, Faculty of Social Sciences and Humanities

**I have been consulted regarding the attached calendar change and understand the academic and budgetary implication on my Dept./School/Faculty.**

I agree to this calendar change proposal      Yes       No

Name:

Faculty:

Date:

Signature of Dean