







Communication Studies (CMNS) 423

The Television Age (Revision 6)

Status:	Replaced with new revision, see the course listing  for the current revision 
Delivery mode:	Individualized study online  . Delivered via Brightspace.
Credits:	3
Areas of study:	Arts or Humanities
Prerequisites:	None. CMNS 301 and CMNS 302 are recommended.
Precluded:	None
Challenge:	CMNS 423 has a challenge for credit option.
Faculty:	Faculty of Humanities and Social Sciences 



Overview

Communication Studies 423: The Television Age examines the familiar medium of television as a technology, an industry, an educator, a medium for propaganda, and an art form. Students will study the major trends in television broadcasting and performance as well as major trends in critical responses to television. Assignments, readings, commentaries, and television viewing, will be used to help students examine and analyze the impact and implications of television in the past, present, and future.

Outline

- Unit 1: The History of Television and the Nature of the Medium
- Unit 2: The State of the Art and the Industry
- Unit 3: Sponsorship and Art
- Unit 4: Genres and Formats I
- Unit 5: Genres and Formats II
- Unit 6: News, Tabloid, Reality TV, and the Creation of Community
- Unit 7: The Power to Educate and Inform
- Unit 8: Stereotypes and Role Models
- Unit 9: The Offensive Side of Television
- Unit 10: Global Television

Evaluation

To **receive credit**  for CMNS 423, complete all of the assignments, achieve a mark of at least 50 percent on Assignment 4, and obtain a course composite grade of at least **D (50 percent)** . The weighting of the composite mark is as follows:

Activity	Weight
Assignment 1: Short Essay	25%

Activity	Weight
Assignment 2: Short Analysis Essay	20%
Assignment 3: Short Analysis Essay	20%
Assignment 4: Research Essay	35%
Total	100%

To learn more about assignments and examinations, please refer to Athabasca University's **online Calendar** [↗](#).

Materials

Physical course materials

The following course materials are included in a course package that will be shipped to your home prior to your course's start date:

Mirrlees, T., & Kispal-Kovacs, J. (Eds.). (2013). *The television reader: Critical perspectives in Canadian and US television studies*. Don Mills, ON: Oxford University Press.

Other Resources

All other materials required for this course can be accessed online.



Challenge for credit

Overview

The challenge for credit process allows you to demonstrate that you have acquired a command of the general subject matter, knowledge, intellectual and/or other skills that would normally be found in a university-level course.

Full information about **challenge for credit** [↗](#) can be found in the Undergraduate Calendar.





Evaluation

To **receive credit**  for the CMNS 423 challenge registration, you must achieve a grade of at least **D (50 percent)**  on the examination.

Activity	Weight
Part I: Take home essay exam	50%
Part II: Paper exam	50%
Total	100%

 **Challenge for credit course registration form**

Important links

- › **Academic advising** 
- › **Program planning** 
- › **Request assistance** 
- › **Support services at AU** 

Athabasca University reserves the right to amend course outlines occasionally and without notice. Courses offered by other delivery methods may vary from their individualized study counterparts.

Opened in Revision 6, May 10, 2023

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View **previous revision** 