



**SCHOOL OF PROFESSIONAL COMMUNICATION**

**3<sup>RD</sup> FLOOR, ROGERS COMMUNICATIONS CENTRE  
PROCOM.RYERSON.CA**

**CMN 402  
THEORIZING COMMUNICATION**

**1.0 Course Description**

This foundational course introduces students to the main schools of thought that comprise communication theory. Its objectives are to understand the interdisciplinary complexity that constitutes communication studies, to appreciate how theories allow scholars to build a body of knowledge in an organized and synthesized way, and to explore how the theories presented have implications and applications in our own lives as communicators. **Lecture: 3 hrs.**

**Prerequisites:** CMN 323 or CMN313

*Note: This course is available only to Professional Communication and Creative Industries*

**2.0 Course Objectives/Learning Outcomes**

- Students will focus on how communication theories inform contemporary communication, cultural, and economic practices and conventions
- Students will demonstrate an enhanced understanding of communication theories in order to critique existing media platforms
- Students will demonstrate proficiency in theoretical concepts and will be able to apply such concepts to the ethical issues and creative aspects of contemporary media platforms

**3.0 Topics Covered**

- 3.1 Media theories
- 3.2 Language theories
- 3.3 Theories of datafication
- 3.4 Critical theories of subjectivity
- 3.5 Rethinking labour and organizations

### 3.6 Globalization

## 4.0 Teaching Method

### 4.1 Lectures and workshops

### 4.2 Graded assignments

At least three assignments.

## 5.0 Course Materials

### 5.1 Textbook/Readings

Course reading package provided by the instructor.

## 6.0 Course Policies

### 6.1 Students must adhere to university policies; see

<http://www.ryerson.ca/senate/policies>. The most relevant policies are the following:

- Policy #46 Policy on Grading, Promotion, and Academic Standing ("GPA Policy")
- Policy #60 Academic Integrity
- Policy #61 Student Code of Non-Academic Conduct
- Policy #134 Undergraduate Academic Consideration and Appeals
- Policy #135 Examination Policy
- Policy #150 Accommodation of Student Religious, Aboriginal and Spiritual Observance
- Policy #157 Establishment and Use of Ryerson Student E-Mail Accounts For Official University Communication
- Policy #159 Academic Accommodation of Students with Disabilities
- Policy #166 Course Management Policy

### 6.2 Print and Digital Copying Guidelines

Ryerson University complies with Canada's [Copyright Act](#) which protects both creators/owners and users of copyrighted materials.

Students should familiarize themselves with [Ryerson's Copyright policies and procedures](#), and contact the Copyright and Scholarly Engagement Librarian at [copyrt@ryerson.ca](mailto:copyrt@ryerson.ca) for questions, concerns and clarification of the copyright rules.

### 6.3 Turnitin.com

Turnitin is a plagiarism prevention and detection service. This tool assists instructors in determining the similarity between a student's work and the work of other students who have submitted papers to the site, internet sources, and a wide range of journals and other publications. While it does not contain all possible sources, it gives

instructors some assurance that students' work is their own. No decisions are made by the service; it generates an originality report which instructors use to judge whether something is plagiarized.

All assignments in this course may be subject to submission for textual similarity review to Turnitin.com. All submitted papers will be included as source documents in the Turnitin.com reference database used solely to detect plagiarism in assignments. **Students who do not want their work submitted to this plagiarism detection service must, by the end of the second week of class, consult with the instructor to make alternative arrangements.** Even if an instructor has not indicated that Turnitin will be used or a student has opted out of using Turnitin, if an instructor suspects that an assignment has been plagiarized, the instructor may submit that work in a non-identifying way to a plagiarism detection service.

#### **6.4 Email Communication**

Ryerson requires that any official or formal email communication from students be sent from their official Ryerson electronic accounts.

#### **6.5 Video and Audio Recording**

No video or audio recording is permitted in class without the express permission of the instructor.

#### **7.0 Ryerson's Learning Management System**

Ryerson University supports Brightspace by D2L as its official Learning Management System. University Policies governing Brightspace have been documented at the [Courses @ Ryerson Privacy and Security website](#).