

**BOOK & MEDIA STUDIES PROGRAM
ST. MICHAEL'S COLLEGE
UNIVERSITY OF TORONTO**

COURSE OFFERINGS SUMMER 2022

Delivery methods are subject to change.

Current course information can be found in the [Arts and Science Summer Timetable](#).

BMS100H1F | INTRODUCTION TO BOOK & MEDIA STUDIES

ONLINE SYNCHRONOUS: Monday & Wednesday 10:00-12:00

Instructor: TBA

Introduces the academic study of media in all its forms, including books and print media as well as modern electronic and digital media. Provides an overview of key theories of media, culture, and society and relates them to contemporary issues, enabling students to apply different critical approaches to their everyday experiences with media.

Exclusion: [SMC219Y1](#)

Distribution Requirements: Humanities

Breadth Requirements: Creative and Cultural Representations (1)

BMS200Y1Y | BOOK & MEDIA HISTORIES

ONLINE SYNCHRONOUS: Tuesday & Thursday 10:00-12:00

Instructor: TBA

Traces the long history of media in culture and society, including books and other communication technologies. Covers historical developments including orality and writing, printing and the book, image and sound reproduction, wired and wireless communication, electronic and broadcast media, and contemporary digital media. Examples and case studies will be drawn from a variety of different sociocultural contexts, media industries, and creative practices.

Recommended Preparation: [BMS100H1](#)

Exclusion: [SMC219Y1](#)

Distribution Requirements: Humanities

Breadth Requirements: Creative and Cultural Representations (1); Society and its Institutions (3)

BMS201H1S | INFORMATION LITERACY, WRITING, AND RESEARCH FOR BOOK & MEDIA STUDIES

ONLINE SYNCHRONOUS: Monday & Wednesday 10:00-12:00

Instructor: TBA

Develops foundational skills for students in Book & Media Studies, including academic writing, information literacy, media literacy, citation, qualitative and quantitative research, primary and secondary sources, library resources, and practical techniques for analyzing different forms of media.

Recommended Preparation: [BMS100H1](#)

Distribution Requirements: Humanities

Breadth Requirements: Creative and Cultural Representations (1)

BMS301H1S | SPECIAL TOPICS IN BOOK & MEDIA CULTURES - TRAUMA & MEDIA

ONLINE ASYNCHRONOUS

Instructor: Iris Gildea

An exploration of diverse media narratives including film, books, music and social media to address cultural approaches to trauma theory in contemporary anti-oppressive and decolonizing frameworks.

This course was offered in 20209 and 20215 as SMC317H1, and in 20219 as BMS301H1 and cannot be repeated.

Prerequisite: ([BMS100H1](#), [BMS200Y1](#), [BMS201H1](#)) or [SMC219Y1](#)

Distribution Requirements: Humanities

BMS316H1F | SOCIAL MEDIA & DIGITAL PLATFORMS

ONLINE SYNCHRONOUS: Monday & Wednesday 14:00-16:00

Instructor: TBA

Social media, digital platforms, and networked technologies are deeply embedded in our contemporary lives, both shaping and shaped by users. But what are their social, cultural, political, and economic impacts? What consequences do they have for how we think, feel, socialize, work, play, and understand ourselves? Students in this course will explore, examine, and debate these questions with reference to their everyday experiences and current examples.

Prerequisite: ([BMS100H1](#), [BMS200Y1](#), [BMS201H1](#)) or [SMC219Y1](#)

Exclusion: [SMC316H1](#)

Distribution Requirements: Humanities

Breadth Requirements: Creative and Cultural Representations (1)

BMS319H1S | MEDIA ETHICS

IN-PERSON: Monday & Wednesday 10:00-12:00

Instructor: Jeff Dvorkin

Provides students with a theoretical foundation that enables them to identify and analyze ethical issues in mainstream and non-mainstream media. Traditional principles of journalistic truth-seeking, objectivity, and minimizing harm are revisited in the light of global, interactive media, produced by both citizens and professionals.

Prerequisite: ([BMS100H1](#), [BMS200Y1](#), [BMS201H1](#)) or [SMC219Y1](#)

Exclusion: [SMC319H1](#)

Distribution Requirements: Humanities

Breadth Requirements: Thought, Belief and Behaviour (2)

BMS387H1S | ADVERTISING AND MEDIA

IN-PERSON: Monday & Wednesday 14:00-16:00

Instructor: TBA

This course presents a critical media studies approach to advertising and consumer culture, past and present. Advertising, marketing, branding, and promotion play a central role in capitalist societies and media industries, reflecting and refracting dominant cultural attitudes and ideologies. How does advertising shape what and how we consume? What are its social, cultural, economic, and environmental impacts? Students will learn to analyze the form, content, and ideology of advertisements, and think critically about the advertising they are subjected to in everyday life.

Prerequisite: ([BMS100H1](#), [BMS200Y1](#), [BMS201H1](#)) or [SMC219Y1](#)

Exclusion: [SMC387H1](#)

Distribution Requirements: Humanities

Breadth Requirements: Creative and Cultural Representations (1)

BMS392H1F | MEDIA IDENTITIES

ONLINE ASYNCHRONOUS

Instructor: Iris Gildea

This course presents a critical media studies approach to advertising and consumer culture, past and present. Advertising, marketing, branding, and promotion play a central role in capitalist societies and media industries, reflecting and refracting dominant cultural attitudes and ideologies. How does advertising shape what and how we consume? What are its social, cultural, economic, and environmental impacts? Students will learn to analyze the form, content, and ideology of advertisements, and think critically about the advertising they are subjected to in everyday life.

Prerequisite: ([BMS100H1](#), [BMS200Y1](#), [BMS201H1](#)) or [SMC219Y1](#)

Exclusion: [SMC387H1](#)

Distribution Requirements: Humanities

Breadth Requirements: Creative and Cultural Representations (1)

BMS403H1F | ADVANCED TOPICS IN BOOK & MEDIA INDUSTRIES - CREATORS, STREAMERS, INFLUENCERS, AND DREAMERS: DIGITAL PLATFORMS AND CULTURAL PRODUCTION

IN PERSON: Tuesday & Thursday 14:00-16:00

Instructor: Felan Parker

Cultural production is being re-shaped by the rise of digital platforms. The production, distribution, monetization, and reception of media content increasingly takes place on and through powerful platforms like Netflix, Spotify, YouTube, Instagram, TikTok, Twitch, and more. Legacy media industries are still adapting to digital distribution and on-demand video streaming, while millions of small-scale content creators seek to attract an audience on social media and user-generated content platforms. For the platforms this is an extremely profitable arrangement, and major media conglomerates along with a tiny percentage of celebrity creators and influencers share in this success. But the majority of aspiring cultural producers are dreamers, struggling to reach an audience and make ends meet. This advanced seminar will explore the ongoing “platformization” of cultural production through cutting-edge research and case studies, investigating its implications for different media industries and cultural forms from perspectives including political economy, labour, creativity, celebrity, and governance.

Recommended Prep: SMC316H1: Social Technology & Networks / BMS316H1: Social Media & Digital Platforms

Prerequisite: Any BMS 0.5 credit at the 300-level and [SMC219Y1](#)/[BMS100H1](#), [BMS200Y1](#), [BMS201H1](#)). Further prerequisites may vary from year to year, consult the current Timetable for more information.

Distribution Requirements: Humanities

COURSE SUMMARY

BMS100H1F	Introduction to Book & Media Studies	SYNC	MO:10:00-12:00; WE:10:00-12:00
BMS200Y1Y	Book & Media Histories	SYNC	TU:10:00-12:00; TH:10:00-12:00
BMS201H1S	Information Literacy, Writing, and Research for Book & Media Studies	SYNC	MO:10:00-12:00; WE:10:00-12:00
BMS301H1S	Special Topics in Book & Media Cultures: Trauma & Media	ASYNC	
BMS316H1F	Social Media & Digital Platforms	SYNC	MO:14:00-16:00; WE:14:00-16:00
BMS319H1S	Media Ethics	INPER	MO:10:00-12:00; WE:10:00-12:00
BMS387H1S	Advertising and Media	INPER	MO:14:00-16:00; WE:14:00-16:00
BMS392H1F	Media Identities	ASYNC	
BMS403H1F	Advanced Topics in Book & Media Industries: Creators, Streamers, Influencers, and Dreamers: Digital Platforms and Cultural Production	INPER	TU:14:00-16:00; TH:14:00-16:00