

This course gives Fourth semester students an opportunity to examine and discuss; the various functions of the mass media, and to investigate these functions through a major research project* Students will be responsible for choosing their own area of investigation Subject to the approval of the instructor.

Marks will be based on a preliminary report, progress reports, and a final seminar and essay*

Throughout the semester students will be assigned readings which relate to the functions of the media, and the relationship of the mass media and other institutions. These reading will provide the focus for class discussions*

(Note: During the current semester (Jan, - April, 1975) the research topics included: A comparison of the news coverage of the Sault Daily Star and the Sudbury Star; a comparison of the editorial policy of the Sault Daily Star and the Sudbury Star; a paper on Marshall McLuhan and his view of the electronic media; An investigation of the proposed changes in the Income Tax Act and the effect of these changes on Time and Readers' Digest; An investigation of the local cable TV dispute.)