

# MASTER OF ARTS COMMUNICATION AND SPECIALIZATION SCIENCE, SOCIETY AND POLICY

The Department of Communication at the Faculty of Arts offers an MA program in Communication with thesis or with research paper, a Master of Communication (MC) by coursework to which a co-op option can be added, and a PhD in Communication.

The MA focuses on two fields of research: media studies and organizational communication. The media studies field examines the content and the modes of operation of traditional and emerging media in their social, cultural, economic, political and regulatory contexts.

Organizational communication focuses on interpersonal and group interactions in the workplace; planning for internal and external communication in private, public, and nonprofit organizations; risk/crisis communication, public relations, ICT's uses within organizations, etc.

The program aims to develop in graduates the following skills:

- Evaluate critically the theories, concepts and assumptions underlying media studies or organizational communication with particular attention to their chosen research interest.
- Demonstrate an ability to identify and work with the varying epistemological traditions developed by French-speaking and English-speaking scholars in communication studies.
- Contribute to the development of skills, theories, approaches, and materials for both academics and professionals.
- Analyze data and communicate research results to diverse audiences, including scholars, policymakers, and professionals in communication studies.

The MA is offered on a full-time or on a part-time basis.

The department is one of the participating units in the collaborative program in Science, Society and Policy (master's level only).

The collaborative program in Science, Society and Policy allows students enrolled in one of the participating master's programs to specialize in science and innovation policy.

The objective of the collaborative program is to provide students with the knowledge and skills needed to evaluate the challenges confronting decision-making at the interface of science and policy. Students will have an opportunity to explore how evidence is used in decision-making, how current policies shape the scientific enterprise, and how emerging technologies interact with society.

The degree awarded specifies the primary program and indicates "Specialization in Science, Society and Policy."

In accordance with the University of Ottawa regulation, students have a right to produce their work, their thesis, and to answer examination questions in French or in English.

The programs are governed by the academic regulations (<https://www.uottawa.ca/about-us/leadership-governance/policies-regulations/>) in effect for graduate studies.

## Admission Requirements

For the most accurate and up to date information on application deadlines, language tests and other admission requirements, please visit the specific requirements (<https://www.uottawa.ca/graduate-studies/programs-admission/apply/specific-requirements/>) webpage.

The requirements for admission to the MA program in Communication are as follows:

- An honours bachelor's degree (or equivalent) with a specialization or major in Communication or a related discipline.  
**or**
- An honours bachelor's degree (or equivalent) in another discipline, with a minor in Communication and two or more years of relevant experience.  
**or**
- An honours bachelor's degree (or equivalent) in another discipline, with three or more years of relevant experience.
- A minimum overall average of 70% (B), calculated in accordance with graduate studies guidelines.
- All applicants must be able to understand, speak, and write proficiently either English or French. Applicants whose first language is neither English nor French must provide proof of proficiency in one or the other. In addition, a passive knowledge of the other language (ability to understand the spoken and written word) is necessary. The list of acceptable proofs is indicated in the "Admission" section of the general regulations in effect for graduate studies.

## Transfer from Master's to PhD

Students enrolled in the MA program in Communication at the University of Ottawa have the opportunity to go directly to the PhD program without having to write the thesis provided the following conditions are met:

- Have an average of A- in the last two years of undergraduate studies;
- Have successfully completed four courses of the MA program (12 units) with an average of at least A-;
- Have shown satisfactory progress in their research;
- Have a letter of recommendation from the proposed doctoral thesis supervisor;
- Have the approval of the Graduate Studies Committee of the Department of Communication.

The student must make a written request to transfer to the PhD program no later than the beginning of the fourth term of enrollment and must enroll in the doctoral program in the fifth term at the latest. Once the transition is made, all the requirements of the doctoral program must be met. The total number of course units required is 27 (12 at the master's level, plus 15 at the doctoral level).

## Collaborative Programs

The Department of Communication is one of the units participating in the collaborative program in Science, Society and Policy (master's level only). Students should indicate in their initial application for admission that they wish to be accepted into this collaborative program.

Admission to the collaborative program in Science, Society and Policy is governed by the general regulations in effect for graduate studies.

Applications for admission may be submitted at the time of application to a participating master's program (i.e. primary program) at the University of Ottawa or upon acceptance into a participating master's program at the University of Ottawa.

To be accepted into the collaborative program candidates must:

- Be admitted to one of the programs participating in the collaborative program;
- Submit a collaborative program enrollment form (<http://issp.uottawa.ca/en/education/SSPcollaborative/>);
- Submit a 1-page cover letter (<http://issp.uottawa.ca/en/education/SSPcollaborative/>) (500 words maximum) outlining their interest in the collaborative program and how their research topic or area aligns with the scope of inquiry at the Institute for Science, Society and Policy;
- In the case of a thesis-based program, the collaborative enrollment form must be signed by the student's thesis supervisor, as consent to participate in the collaborative program.

Note that some of the primary programs have a co-op option. Students in the collaborative program may also have access to the co-op option provided that space is available, that they meet the co-op admission requirements, and that required courses do not conflict with the schedule of co-op placements.

## Program Requirements

Requirements for this program have been modified. Please consult the 2022-2023 calendars (<https://catalogue.uottawa.ca/en/archives/>) for the previous requirements.

The Department offers a Master of Arts (MA) in Communication with thesis or with research paper.

## Master of Arts (MA) with Thesis

The MA with thesis has the following requirements (15 units):

- CMN 5100
- ISP 5101
- One theory seminar (3 units) specific to the student's chosen field of specialization: CMN 5131 or CMN 5132
- Two optional seminars (6 units) selected from the list of graduate courses in Communication OR from other graduate programs, subject to approval by the director of graduate studies in Communication.
- CMN 6990
- THM 7999
  - In the Department of Communication, the thesis can take one of two forms.
    - The traditional form involves research work consisting of a review of the literature, critical analysis and synthesis (100 pages).
    - The second form can be a creative work. In this case, it includes two parts: a production of some sort (video, CD-Rom, multimedia, etc.); a written commentary on the creative process based on a review of the work of key researchers in the field (50 pages).

## Master of Arts (MA) with Research Paper

The MA with research paper has the following requirements (21 units):

- CMN 5100
- ISP 5101
- One theory course specific to the student's chosen field of specialization (3 units): CMN 5131 or CMN 5132
- Four optional seminars (12 units) selected from the list of graduate courses in Communication OR from other graduate programs, subject to approval by the director of graduate studies in Communication.
- CMN 6990
- MRP 6999 - Major Research Paper

## List of Courses by Field

### Media Studies

CMN 5100	Research Methods	3 Units
CMN 5132	Theories and Effects of the Media	3 Units
CMN 5105	Contemporary Communication Issues	3 Units
CMN 5110	Social History of Communication Technologies	3 Units
CMN 5115	Communication Ethics	3 Units
CMN 5120	Public Communication Campaigns: Theories and Applications	3 Units
CMN 5133	Health Communication Theories	3 Units
CMN 5140	Communication, Globalization and Change	3 Units
CMN 5142	Risk and Crisis Communication	3 Units
CMN 5150	Knowledge Management	3 Units
CMN 5155	Advanced Research in Traditional and Emerging Media	3 Units
CMN 5160	Political Uses of Media	3 Units
CMN 5161	Construction of Social Reality by the Media	3 Units
CMN 5165	New Directions in Journalism	3 Units
CMN 5170	International Communication	3 Units
CMN 5190	Media, Identity and Diversity	3 Units
CMN 5195	Special Topics	3 Units
CMN 5900	Directed Studies in Communication	3 Units
CMN 5995	Special Topics in Communication	3 Units

### Organizational Communication

CMN 5100	Research Methods	3 Units
CMN 5131	Organizational Communication Theories	3 Units
CMN 5105	Contemporary Communication Issues	3 Units
CMN 5115	Communication Ethics	3 Units
CMN 5130	Diversity in the Workplace: Communication Challenges	3 Units
CMN 5133	Health Communication Theories	3 Units
CMN 5135	Communication Management	3 Units
CMN 5136	Virtual Work Teams: Communication Issues	3 Units
CMN 5140	Communication, Globalization and Change	3 Units
CMN 5141	Government Communication	3 Units
CMN 5142	Risk and Crisis Communication	3 Units
CMN 5150	Knowledge Management	3 Units
CMN 5155	Advanced Research in Traditional and Emerging Media	3 Units

CMN 5195	Special Topics	3 Units
CMN 5170	International Communication	3 Units
CMN 5900	Directed Studies in Communication	3 Units
CMN 5995	Special Topics in Communication	3 Units

## Collaborative Program in Science, Society and Policy

The requirements of both the MA in Communication and the collaborative program must be met. The units completed for the specialization count also towards the MA degree in Communication.

- Satisfactory completion of the core course (ISP 5101 or ISP 5501, 3 units);
- Satisfactory completion of the research paper (MRP 6999) or the thesis (THM 7999).

## Duration of the Program

Full-time students are expected to fulfill all requirements of the thesis option of the MA program within two years and of the research paper option within 16 months. The maximum time permitted, whether enrolled part-time or full-time, is four years from the date of initial enrollment in the program.

## Minimum Standards

The passing grade in all courses is C+. A student who has incurred two failures is withdrawn from the program.

## Research

### Research at the University of Ottawa

Located in the heart of Canada's capital, a few steps away from Parliament Hill, the University of Ottawa ranks among Canada's top 10 research universities. Our research is founded on excellence, relevance and impact and is conducted in a spirit of equity, diversity and inclusion.

Our research community thrives in four strategic areas:

- Creating a sustainable environment
- Advancing just societies
- Shaping the digital world
- Enabling lifelong health and wellness

From advancing healthcare solutions to tackling global challenges like climate change, the University of Ottawa's researchers are at the forefront of innovation, making significant contributions to society and beyond.

### Research at the Faculty of Arts

The Faculty of Arts is proud of the state of the art research conducted by its professors. In the spirit of showcasing its research to the university community as well as to the general public, the Faculty has created three activities: Dean's Lecture Series, Treasures of the Library, and Excellence Lectures.

### Facilities, Research Centres and Institutes at the Faculty of Arts

- Centre de recherche en civilisation canadienne-française (<http://arts.uottawa.ca/crcf/>),

- Institute of Indigenous Research and Studies (<http://arts.uottawa.ca/canada/en/>),
- Institute for Science, Society and Policy (<http://issp.uottawa.ca/en/>),
- Official Languages and Bilingualism Institute (OLBI) (<http://olbi.uottawa.ca/>)
- Morisset Library (<http://biblio.uottawa.ca/en/morisset-library/>).

For more information, refer to the list of faculty members and their research fields on **Uniweb**.

**IMPORTANT: Candidates and students looking for professors to supervise their thesis or research project can also consult the website of the faculty or department (<https://www.uottawa.ca/study/graduate-studies/academic-unit-contact-information/>) of their program of choice. Uniweb does not list all professors authorized to supervise research projects at the University of Ottawa.**

## Courses

### CMN 5100 Research Methods (3 units)

Research design and methods relevant to the Master's thesis or research paper project.

**Course Component:** Seminar

### CMN 5105 Contemporary Communication Issues (3 units)

State of the art of the discipline. Exploration of major domains of communication research, along with contemporary issues being addressed by scholars in these fields of specialization.

**Course Component:** Seminar

### CMN 5108 Health Communication Seminar (1.5 unit)

Seminar in the field of health communication. Patient/providers communication, patient-centred communication strategies, health literacy and communication strategies, communication challenges with elderly, vulnerable or marginalized people, intercultural communication in healthcare.

**Course Component:** Seminar

### CMN 5109 Digital Health Seminar (1.5 unit)

Seminar on digital health and the use of digital health technologies (e.g. telemedicine, telemonitoring, mobile health applications, wearable sensors, social robots, Artificial Intelligence). Digital strategies for health communication, digital health and self-management, telemedicine and patient/providers communication, the use of digital health technologies by elderly, vulnerable and marginalized populations.

**Course Component:** Seminar

### CMN 5110 Social History of Communication Technologies (3 units)

Exploration of the social, political, economic, cultural and ethical ramifications of communication technologies as they have evolved over time. Relationship between innovation in new communication technologies and social and cultural change.

**Course Component:** Seminar

### CMN 5115 Communication Ethics (3 units)

Emphasis on the significance of ethical principles and responsibilities of public communicators, as well as sanctions faced when communicators fail to uphold these principles. Critique of self-regulation of the media. Analysis of argumentation. Study of legal precedents with respect to defamation.

**Course Component:** Seminar

**CMN 5120 Public Communication Campaigns: Theories and Applications (3 units)**

Theories and applications relevant to campaigns that promote issues and causes in the public interest. Strategies and techniques. Cases studies in the areas of health, environment, education and other public domains.

**Course Component:** Seminar

**CMN 5130 Diversity in the Workplace: Communication Challenges (3 units)**

Theories and pragmatics of intercultural communication as applicable to various forms of communication (verbal and nonverbal) between and among individuals of different ethnicities, races, cultures, age groups, sexual orientations, genders, classes, abilities, language, religion, and value orientations. Focused on workplace interactions.

**Course Component:** Seminar

**CMN 5131 Organizational Communication Theories (3 units)**

Different approaches (e.g., interactionist, narrative, critical) to organizational communication research, with a focus on benchmark studies and key researchers. Role of theories in understanding communication challenges faced by contemporary organizations. Issues related to communication networks, organizational learning, management of diversity, computerization of organizations, and management of risks, among others.

**Course Component:** Seminar

**CMN 5132 Theories and Effects of the Media (3 units)**

Critique of traditional (e.g., cultivation, social learning, and dependency), interpretive (e.g., narrative and genre), and critical/ cultural (e.g., political economy) theories of the mass media. Contemporary research directions in the field of mass and emerging communications. Study of the effects on audience behavior.

**Course Component:** Seminar

**CMN 5133 Health Communication Theories (3 units)**

Concepts, research, and theories regarding health communication issues at the micro level (e.g., interactions between patient and healthcare provider), mezzo level (e.g., role of information in healthcare organizations) and macro level (e.g., role of media in shaping public perceptions of health and illness). Qualitative, quantitative, and mixed-method research, with a stress on interdisciplinary approaches to health communication and public health research.

**Course Component:** Seminar

**CMN 5135 Communication Management (3 units)**

Role of communication in organizational development, team development, and corporate/institutional positioning. Internal and external communication in public and private organizations. Case studies of Canadian and international organizations.

**Course Component:** Seminar

**CMN 5136 Virtual Work Teams: Communication Issues (3 units)**

Theoretical and practical issues raised by the integration of mediated and distance communication into the work place, including those specific to the functioning of virtual teams (e.g., E-leadership, cohesion, communication, and trust).

**Course Component:** Seminar

**CMN 5140 Communication, Globalization and Change (3 units)**

Impact of information and communication technologies and political, cultural, and global dynamics on organizations. Theoretical and critical reflections on the strategic management of change in organizations, the transformation of organizational cultures, and intervention practices. Case studies of hybrid cultures.

**Course Component:** Seminar

**CMN 5141 Government Communication (3 units)**

Issues and concerns of particular relevance to the public service communication community. Preparation of a consultation report that focuses on a specific communication challenge faced by professional communicators.

**Course Component:** Seminar

**CMN 5142 Risk and Crisis Communication (3 units)**

The role of communication in general and mass media and the Internet in particular in high risk situations such as conflict, war, disaster, emergency, and acts of terrorism (including biological threats) in a variety of cultural contexts. Characteristics of modern risk societies, risk identification and management, the relationship between risk and crisis communication, and crisis management strategies. Case studies.

**Course Component:** Seminar

**CMN 5150 Knowledge Management (3 units)**

Research directions in organizational learning, collective intelligence and information architecture, situated in the technical context of the general digitization of communication and the socio-cultural context of knowledge societies and human development policies. Interdisciplinary perspectives. Case studies from the work place, education, health, and cultural industries.

**Course Component:** Seminar

**CMN 5155 Advanced Research in Traditional and Emerging Media (3 units)**

Empirical and critical studies of traditional and emerging media in various social contexts: organizational, domestic, educational, etc. Emerging research trends (qualitative and quantitative).

**Course Component:** Seminar

**CMN 5160 Political Uses of Media (3 units)**

Critical review of key aspects of contemporary theory, research, and practice in political communication. Uses of traditional and emerging media by governments, politicians, and civil society (NGOs, activist groups and citizens) to communicate with their publics, influence public and policy agendas, effect social and political change, monitor public opinion, manage their reputation, and/or build networks of resistance. Impact of changing communication technologies on government media relations. Case studies.

**Course Component:** Seminar

**CMN 5161 Construction of Social Reality by the Media (3 units)**

Study of the media strategies that aim to create the verisimilitude of everyday life. Analysis of the contemporary production of authenticity (or its simulation) in media genres such as televised reality shows, mock news shows, cringe comedy, and polemical documentaries.

**Course Component:** Seminar

**CMN 5162 Sociotechnical Dynamics of Algorithmic Cultures (3 units)**

Examination of cultural, economic, historical, and political forces shaping the making of AI and how its outputs reflect and produce social relations and understandings of the world around us.

**Course Component:** Seminar

**CMN 5165 New Directions in Journalism (3 units)**

Theoretical and empirical studies of recent trends and changes in journalistic practices. Impact of social, economic and technological factors on journalism (e.g., commoditization of information, concentration of ownership, and digital media convergence). New socio-critical practices. Audience research.

**Course Component:** Seminar

**CMN 5170 International Communication (3 units)**

Contemporary approaches to international communication. The role of traditional and emerging media, international institutions, governmental agencies, and NGOs. Analysis of problems related to participatory communication and alternative models.

**Course Component:** Seminar

**CMN 5190 Media, Identity and Diversity (3 units)**

Study of identity issues as seen through the prism of the media and relating to ethnicities, races, cultures, age groups, sexual orientations, genders, classes, abilities, language, religion, and value orientations. Study of the representations and challenges posed by "otherness" and diversity in an era of globalization and accelerated circulation of information.

**Course Component:** Seminar

**CMN 5195 Special Topics (3 units)**

In-depth examination of a topic in Communication.

**Course Component:** Seminar

**CMN 5500 Méthodes de recherche (3 crédits)**

Différentes étapes de l'élaboration du projet de thèse ou du mémoire de maîtrise.

**Volet :** Séminaire

**CMN 5505 Enjeux contemporains en communication (3 crédits)**

Étude des avancées les plus récentes de la discipline. Exploration des principaux domaines de recherche en communication et des enjeux contemporains étudiés par les spécialistes oeuvrant dans différents champs de la discipline.

**Volet :** Séminaire

**CMN 5508 Séminaire en communication et santé (1.5 crédit)**

Séminaire dans le domaine de la communication et santé.

Communication patient/soignant, stratégies de communication dans un contexte de soins centrés sur le patient, littératie en santé et communication, enjeux de communication en santé avec des personnes âgées, des populations vulnérables ou marginalisées, communication interculturelle dans un contexte de soins.

**Volet :** Séminaire

**CMN 5509 Séminaire en santé numérique (1.5 crédit)**

Séminaire sur la santé numérique et sur l'usage des technologies numériques de santé (ex. : télémédecine, télésuivi, applications mobiles de santé, capteurs sensoriels intelligents, robots sociaux, Intelligence Artificielle). Stratégies numériques en communication et santé, santé numérique et auto-suivi, télémédecine et communication patient/soignant, design et usage des technologies numériques de santé, usages des technologies numériques de santé par des populations âgées, vulnérables et marginalisées.

**Volet :** Séminaire

**CMN 5510 Histoire sociale des technologies de communication (3 crédits)**

Exploration de l'évolution historique des ramifications sociales, politiques, économiques, culturelles et éthiques du développement des technologies de communication. Étude des liens entre les innovations en matière de technologie de communication et les changements sociaux et culturels.

**Volet :** Séminaire

**CMN 5515 Éthique de la communication (3 crédits)**

L'accent sera mis sur la signification des principes éthiques et de la responsabilité des communicateurs publics ainsi que sur les sanctions auxquelles s'exposent les communicateurs qui ne respectent pas ces principes. Critique de l'autorégulation des médias. Analyse de l'argumentation. Étude de la jurisprudence en matière de diffamation.

**Volet :** Séminaire

**CMN 5520 Campagnes de communication publique : Théories et applications (3 crédits)**

Théories et pratiques relatives aux campagnes de communication faisant la promotion d'enjeux ou de causes d'intérêt publique. Stratégies et techniques. Études de cas dans les secteurs de la santé, de l'environnement et d'autres domaines.

**Volet :** Séminaire

**CMN 5530 Diversité au travail : Défis communicationnels (3 crédits)**

Théories et pratiques de communication interculturelle en milieu de travail. Étude des différentes formes de communication (verbale et non verbale) impliquant des individus de culture, d'âge, d'orientation sexuelle, de genre, de langue, de religion et de compétences différents. Les cas présentés dans le cours se concentreront sur les interactions en milieu de travail.

**Volet :** Séminaire

**CMN 5531 Théories de la communication organisationnelle (3 crédits)**

Revue de diverses approches en communication organisationnelle (interactionniste, narrative, critique). L'accent sera mis sur les études et les principaux chercheurs qui représentent des points de référence dans le domaine. Le rôle des théories dans la compréhension des défis auxquels font face les organisations modernes. Enjeux reliés aux réseaux de communication, à l'apprentissage organisationnel, à la gestion de la diversité, à l'informatisation des organisations, à la gestion du risque, et autres.

**Volet :** Séminaire

**CMN 5532 Théories et effets des médias (3 crédits)**

Analyse critique des théories classiques des médias de masse (cultivation, apprentissage social et conditionnement), interprétatives (narrative et identité sexuelle), critique et culturel (l'économie politique). Nouvelles perspectives de la recherche dans le domaine des médias de masse traditionnels et émergents. Étude des effets sur le comportement des récepteurs.

**Volet :** Séminaire

**CMN 5533 Théories de la communication et de la santé (3 crédits)**

Théories, concepts et recherches reliés au domaine de la communication et de la santé au niveau micro (interactions entre le patient, le médecin et les dispensateurs de soins), au niveau intermédiaire (rôle de l'information dans les organisations de soins de santé) et au niveau macro (le rôle des médias dans la construction des représentations sociales de la santé et de la maladie). Analyse quantitative, qualitative et mixte avec accent sur les approches interdisciplinaires et les recherches en santé publique.

**Volet :** Séminaire

**CMN 5535 Gestion des communications (3 crédits)**

Rôle de la communication dans le développement organisationnel, dans le développement des équipes et dans la projection de l'image de l'organisation. Communication interne et externe dans les organisations publiques et privées. Études de cas d'organisations canadiennes et internationales.

**Volet :** Séminaire

**CMN 5536 Équipes virtuelles : Enjeux communicationnels (3 crédits)**

Différentes problématiques théoriques et pratiques soulevées par l'intégration de modes de communication médiatisée et à distance au sein des collectifs de travail, incluant des problématiques spécifiques liées notamment au fonctionnement d'équipes virtuelles (e.g., E-leadership, cohésion, communication et confiance dans les équipes virtuelles).

**Volet :** Séminaire

**CMN 5540 Communication, mondialisation et changement (3 crédits)**

Influence des technologies d'information et de communication, de la dynamique politique, culturelle et globale sur les organisations. Réflexions théoriques et critiques portant sur les stratégies de gestion du changement dans les organisations, sur la transformation des cultures organisationnelles et les interventions pratiques. Études de cas de cultures hybrides.

**Volet :** Séminaire

**CMN 5541 Communication gouvernementale (3 crédits)**

Enjeux et préoccupations spécifiques à la communauté des communicateurs d'agences publiques. Préparation d'un rapport de consultation qui met l'accent sur un défi particulier qu'ont à relever les communicateurs professionnels.

**Volet :** Séminaire

**CMN 5542 Communication de crise et du risque (3 crédits)**

Le rôle de la communication en général, des médias de masse et d'Internet en particulier, dans des situations de crise comme la guerre, les désastres naturels, les urgences et les actes terroristes (incluant les menaces biologiques) dans une variété de contextes culturels. Caractéristiques des sociétés modernes à haut risque, identification et gestion des risques et des crises, relations entre les risques et la communication de crise, étude des stratégies de gestion de crise. Études de cas.

**Volet :** Séminaire

**CMN 5550 Gestion des connaissances (3 crédits)**

Principales orientations de la recherche sur l'apprentissage organisationnel, l'intelligence collective et l'architecture de l'information, situées à la fois dans le contexte technique de la numérisation généralisée de la communication et dans le contexte socioculturel de la société de la connaissance et des politiques de développement humain. Une perspective interdisciplinaire sera privilégiée. Des études de cas en milieu de travail, en éducation, en santé et dans les industries culturelles.

**Volet :** Séminaire

**CMN 5555 Recherches avancées sur les médias traditionnels et ceux en émergence (3 crédits)**

Études empiriques et critiques des médias traditionnels et en émergence dans différents contextes : monde du travail, vie quotidienne, éducation, etc. Nouveaux courants de recherche (qualitative et quantitative).

**Volet :** Séminaire

**CMN 5560 Usages politiques des médias (3 crédits)**

Revue critique des principaux aspects de la théorie contemporaine, de la recherche et des pratiques de communication politique. Usage des médias traditionnels et émergents par les gouvernements, les politiciens et la société civile (agences non gouvernementales, groupes de militants et de citoyens) pour communiquer avec leur public respectif, pour influencer leur public et pour promouvoir leur cause et provoquer le changement social et politique, évaluer l'opinion publique, gérer leur réputation et/ou développer des réseaux de résistance. Influence des technologies de communication sur les relations entre le gouvernement et les médias.

**Volet :** Séminaire

**CMN 5561 Représentation et simulation de la réalité par les médias (3 crédits)**

Étude des stratégies médiatiques de construction des effets de réel. Analyse de la production contemporaine de l'authentique (ou de sa simulation) dans les genres médiatiques comme la télé-réalité, les parodies de bulletin d'information et les documentaires polémiques.

**Volet :** Séminaire

**CMN 5562 Dynamique sociotechnique des cultures algorithmiques (3 crédits)**

Analyse des enjeux culturels, économiques, historiques et politiques qui façonnent la fabrication de l'IA et la manière dont il reflète et produit à la fois les relations sociales et notre compréhension du monde.

**Volet :** Séminaire

**CMN 5565 Nouvelles orientations en journalisme (3 crédits)**

Études théoriques et empiriques des plus récentes tendances et transformations des pratiques journalistiques. Incidence des facteurs sociaux, économiques et technologiques sur le journalisme (ex. : marchandisation de l'information, concentration de la propriété, convergence des médias et numérisation). Nouvelles pratiques sociocritiques. Études des récepteurs.

**Volet :** Séminaire

**CMN 5570 Communication internationale (3 crédits)**

Approches contemporaines de la communication internationale. Le rôle des médias traditionnels et des nouveaux médias, des institutions internationales, agences gouvernementales, ONGs. Analyse de questions spécifiques telles que la communication participative et les modèles alternatifs.

**Volet :** Séminaire

**CMN 5590 Médias, identité et diversité (3 crédits)**

Étude des problématiques identitaires liées aux diversités ethniques, culturelles, religieuses, générationnelles, sexuelles, économiques et autres vues à travers le prisme des médias. Étude des représentations de l'identité et de l'altérité à l'ère de la mondialisation et de la circulation accélérée de l'information.

**Volet :** Séminaire

**CMN 5595 Thèmes spéciaux (3 crédits)**

Étude approfondie d'un sujet en communication.

**Volet :** Séminaire

**CMN 5900 Études dirigées en communication / Directed Studies in Communication (3 crédits / 3 units)**

Étude d'une problématique particulière ou approfondissement de ses connaissances dans un domaine des communications. Le sujet de recherche est déterminé et développé en consultation avec le professeur responsable. Le projet doit être différent de ce qui a pu être soumis dans d'autres cours. Limite d'un cours d'études dirigées par étudiant. / Opportunity to study an area of particular interest or to pursue an interest in greater depth. Research topic to be selected and developed in consultation with the supervising professor. Should not repeat work submitted in other courses. Maximum of one directed studies course per student.

**Volet / Course Component:** Recherche / Research

Permission du Département est requise. / Permission of the Department is required.

**CMN 5910 Stage pratique / Internship (3 crédits / 3 units)**

Stage supervisé dans un organisme externe. Application des connaissances acquises. Rédaction d'un rapport de stage. Noté S (Satisfaisant) ou NS (Non-satisfaisant). / Supervised apprenticeship at an agency or organization Students will undertake tasks designed to draw upon their studies in communication. Written report. Grade: S (Satisfactory) / NS (Not Satisfactory).

**Volet / Course Component:** Stage / Work Term

**CMN 5995 Thèmes spéciaux en communication / Special Topics in Communication (3 crédits / 3 units)**

Étude approfondie d'un sujet en communication. / In-depth examination of a topic in Communication.

**Volet / Course Component:** Séminaire / Seminar

**CMN 6990 Proposition de recherche / Research Proposal**

Rédaction d'une proposition de thèse ou de mémoire conformément aux lignes directrices du département de communication. La proposition doit comprendre une recension critique, préparée en consultation avec le directeur ou la directrice de thèse ou de mémoire, des principaux travaux consacrés au sujet. Il faut défendre la proposition devant un comité consultatif constitué de la directrice ou du directeur et d'un autre professeur (pour le mémoire) ou de deux autres professeurs (pour la thèse). L'étudiant doit normalement satisfaire à cette exigence en une session. Si la proposition n'est pas terminée et/ou acceptée lors de cette première inscription, l'étudiant pourra s'inscrire à nouveau à la session suivante pour la terminer et/ou la présenter une deuxième fois. Si la proposition n'est pas approuvée lors de la deuxième soumission, une note de « non satisfaisant » sera attribuée pour la proposition et un retrait du programme s'imposera. Le cours est noté S (satisfaisant) ou NS (non satisfaisant). / Preparation of an MA thesis or research paper, based on guidelines established by the department of communication. The proposal should include a thorough and critical review of literature on the research topic, prepared in consultation with the supervisor of the thesis or research paper. The proposal must be defended before an advisory committee consisting of the supervisor and one other professor (research paper) or two other professors (thesis). Students must normally satisfy this requirement in one session. If the proposal is not completed and/or accepted during the first session of registration, the student may register for it again the following session to complete and/or submit it a second time. Failure to obtain approval on the second attempt leads to a grade of "not satisfactory" for the proposal and a mandatory withdrawal from the program. Graded S (Satisfactory) / NS (Not satisfactory).

**Volet / Course Component:** Recherche / Research

Préalable: CMN 5500 / Prerequisite: CMN 5100.

**CMN 6997 Mémoire - projet majeur de fin d'études / Research Paper - Major Capstone Project**

Application des connaissances sur une problématique pratique et professionnelle en communication et santé. Ce mémoire peut prendre la forme d'une étude de cas pratique, d'une analyse de protocole, analyse d'une stratégie de communication, analyse d'un projet spécifique ou d'une initiative, etc. Il peut être effectué en partenariat ou au sein d'une organisation de santé. Noté S (satisfaisant) ou NS (non satisfaisant). / Application of knowledge to a practical and professional problem in health communication. This research paper can take the form of a case study, a protocol analysis, an analysis of a communication strategy, an analysis of a specific project or initiative, etc. It can be carried out in partnership or within a health organization. Graded S (Satisfactory) / NS (Not satisfactory)

**Volet / Course Component:** Recherche / Research

**CMN 6998 Mémoire / Research Paper**

Le mémoire compte environ 50 pages. Après avoir été approuvé par le superviseur, le mémoire doit être évalué et noté par un autre professeur. Le mémoire consiste en l'approfondissement d'une question reliée à l'un des cours. Ce travail pourra être mené soit de façon théorique (à partir d'une analyse documentaire) ou de façon appliquée (à partir d'observations ou d'études de cas) dans le champ de spécialisation choisi. Noté S (satisfaisant) ou NS (non satisfaisant). / The research paper is approximately 50 pages long and is evaluated by another professor once the student's supervisor has approved it. The research paper analyses and broadens one of the topics discussed in the courses. The work surrounding the research paper can be theoretical in nature (for instance, based on a literature review) or can adopt a more empirical approach (based on observation or on a case study). The subject matter will relate to the student's chosen field of specialization. Graded S (Satisfactory) / NS (Not satisfactory).

**Volet / Course Component:** Recherche / Research

Préalable: CMN 6990 / Prerequisite: CMN 6990

**CMN 8101 Research Methods I (3 units)**

Epistemology and research methods in communication studies. Critical analysis of the various epistemological stances in communication. Review of various intellectual tools with a view to gaining an in-depth understanding of the various steps involved in a communication research process (from the research question to the selection of a methodological approach). Review of various research techniques (interviews, observations, life stories, focus groups, surveys, etc.).

**Course Component:** Seminar

**CMN 8102 Research Methods II (3 units)**

Review and in-depth examination of various steps in the analysis of qualitative and/or quantitative data (from the transcription/coding of data to their visualisation/presentation). Emphasis on methods of analysis specific to qualitative data (discourse analysis, conversation analysis, semiotic analysis, etc.) and/or quantitative data (descriptive analysis, computer-assisted data analysis, web cookies analysis, etc.). Students are also led to develop critical thinking on the use of different methods of analysis in the area of communication research, and ultimately to take a position with regards to them.

**Course Component:** Seminar

Prerequisite: CMN 8101

**CMN 8111 Theories in Media Studies (3 units)**

In-depth investigation of the epistemological underpinnings of both classical and contemporary theories in media studies in order to explore the potential problematics related to the student's research program. One of the key aspects of this exercise in theoretical thinking consists in establishing a link among the different methodological approaches as well as with the research experience and expertise of the Department's faculty members. Upon conclusion of the course, students will be in a position to grasp the theoretical specificities of the discipline and to have developed a high degree of comfort with the various concepts and theories related to media studies.

**Course Component:** Seminar

**CMN 8112 Advanced Theories in Organizational Communication (3 units)**

In-depth investigation of the epistemological underpinnings of both classical and contemporary theories in organizational communication in order to explore the potential problematics related to the student's research program. One of the key aspects of this exercise in theoretical thinking consists in establishing a link among the different methodological approaches as well as with the research experience and expertise of the Department's faculty members. Upon conclusion of the course, students will be able to grasp the theoretical specificities of the discipline and will have developed a high degree of comfort with the various concepts and theories related to organizational communication.

**Course Component:** Seminar

**CMN 8130 Special Topics in Media Studies (3 units)**

Advanced examination through reading, group research, and class discussion of a particular area in media studies.

**Course Component:** Seminar

**CMN 8131 Special Topics in Organizational Communication (3 units)**

Advanced examination through reading, group research, and class discussion of a particular area in organizational communication.

**Course Component:** Seminar

**CMN 8501 Méthodes de recherche I (3 crédits)**

Épistémologie et méthodologies de la recherche en sciences de la communication. Réflexion critique sur les différents positionnements épistémologiques en communication. Étude des outils intellectuels dans l'objectif d'acquies une compréhension en profondeur des différentes étapes d'un processus de recherche en communication (de la problématisation au choix d'une approche méthodologique). Étude des différentes techniques de recherche (entrevues, observations, récits de vie, focus group, sondage, etc.).

**Volet :** Séminaire

**CMN 8502 Méthodes de recherche II (3 crédits)**

Revue et étude approfondie des différentes démarches d'analyse de données qualitatives et/ou quantitatives (de la transcription/codage des données à leur visualisation/présentation). Un accent particulier est mis sur les méthodes d'analyse de données qualitatives (analyse de discours, analyse de conversations, analyse sémiotique, etc.) et/ou quantitatives (analyse descriptive, analyse statistique assistée par ordinateur, analyse de traces web, etc.). Les étudiants sont aussi amenés à développer une réflexion critique sur l'usage de ces différentes méthodes d'analyse dans le domaine de la recherche en communication, et éventuellement à se positionner par rapport à celles-ci.

**Volet :** Séminaire

Préalable : CMN 8501

**CMN 8511 Théories en études des médias (3 crédits)**

Examen approfondi des fondements épistémologiques des théories classiques et contemporaines en études des médias dans le but d'explorer les problématiques potentielles en lien avec le programme de recherche de l'étudiant. Un des aspects importants de cet exercice de réflexion théorique consiste à créer un lien avec les différentes approches méthodologiques ainsi qu'avec l'expérience et l'expertise de recherche des professeurs du département. Au terme du cours, les étudiants seront en mesure de saisir les singularités/spécificités théoriques de la discipline et de s'approprier les différents concepts et théories propres aux études des médias.

**Volet :** Séminaire

**CMN 8512 Théories avancées en communication organisationnelle (3 crédits)**

Examen approfondi des fondements épistémologiques des théories classiques et contemporaines en communication organisationnelle dans le but d'explorer les problématiques potentielles en lien avec le programme de recherche de l'étudiant. Un des aspects importants de cet exercice de réflexion théorique consiste à créer un lien avec les différentes approches méthodologiques ainsi qu'avec l'expérience et l'expertise de recherche des professeurs du département. Au terme du cours, les étudiants seront en mesure de saisir les particularités, singularités/spécificités théoriques de la discipline et de s'approprier les différents concepts et théories propres à la communication organisationnelle.

**Volet :** Séminaire

**CMN 8530 Thèmes choisis en études des médias (3 crédits)**

Examen approfondi de problématiques spécifiques aux études des médias. Lectures, recherches communes et discussions de groupe.

**Volet :** Séminaire

**CMN 8531 Thèmes choisis en communication organisationnelle (3 crédits)**

Examen approfondi de problématiques spécifiques à l'étude de la communication organisationnelle. Lectures, recherches communes et discussions de groupe.

**Volet :** Séminaire

**CMN 8902 Séminaire de doctorat / Doctoral Seminar (3 crédits / 3 units)**

L'objectif de ce séminaire est de favoriser l'émergence d'une communauté de chercheurs au sein du programme de doctorat. Le séminaire sert de tribune aux étudiants, qui présentent une première ébauche de leur projet de thèse, et il favorise les échanges de points de vue théoriques et méthodologiques au sein des deux volets du programme (études des médias et communication organisationnelle). / The objective of the seminar is to promote the emergence of a research community within the doctoral program. The seminar will be a forum where students will present and discuss a first draft of their thesis proposal. The seminar will encourage both theoretical and methodological exchanges in the two streams of the program (media studies and organizational communication).

**Volet / Course Component:** Séminaire / Seminar

**CMN 8930 Thèmes choisis en communication / Special Topics in Communication (3 crédits / 3 units)**

Examen approfondi de problématiques en communication. / In-depth study of communication issues.

**Volet / Course Component:** Séminaire / Seminar

**CMN 9997 Projet de thèse / Thesis Proposal (6 crédits / 6 units)**

**Volet / Course Component:** Recherche / Research

Préalables : CMN 8902, CMN 9998 / Prerequisites: CMN 8902, CMN 9998

**CMN 9998 Examen de synthèse / Comprehensive Examination (6 crédits / 6 units)**

**Volet / Course Component:** Recherche / Research

Préalables : CMN 8501, CMN 8502, (CMN 8511 ou CMN 8512), (CMN 8530 ou CMN 8531) / Prerequisites : CMN 8101, CMN 8102, (CMN 8111 or CMN 8112), (CMN 8130 or CMN 8131)

**ISP 5101 Decision at the Interface of Science and Policy (3 units)**

This course explores a number of critical issues in the design and implementation of science (or, more generally, evidence)-based policy. Topics will include: the nature of scientific evidence; who has standing in the provisioning of scientific evidence; the science and non-science of risk assessment; ethical dimensions of policy design and implementation; the role of science in policy design and implementation; the policy making process; and science policy performance evaluation.

**Course Component:** Lecture

**ISP 5102 Science and Technology Governance and Communication (3 units)**

This course explores a number of critical issues in the governance of science and technology (S&T) in democratic societies, with particular emphasis on the Canadian context. Topics will include the following: the history of S&T governance and communication in both Canada and abroad; an overview of the Canadian S&T policy and regulatory landscape; the role of government, the private sector and civil society in S&T governance; policy and regulatory experiments in fostering innovation (and the success thereof); the evolution of public S&T communication strategies and governance of emerging technologies.

**Course Component:** Lecture

**ISP 5103 Capstone Seminar in Science, Society and Policy (3 units)**

Involves partnering with organization(s) working on an issue relating to science, society and policy. In consultation with a member of the organization, students analyze the issue and complete a written report, either singly or in interdisciplinary teams, under the direction of the seminar professor who is responsible for evaluating the report.

**Course Component:** Lecture

**ISP 5501 Prise de décision à l'interface de la science et des politiques (3 crédits)**

Ce cours approfondit un certain nombre d'enjeux critiques liés à la conception et à la mise en oeuvre de politiques scientifiques (ou, de façon plus générale, fondées sur des preuves). Les sujets abordés incluent les suivants : la nature de la preuve scientifique; qui a qualité pour fournir des preuves scientifiques; le côté scientifique et le côté non scientifique de l'évaluation des risques; les dimensions éthiques de la conception et de la mise en oeuvre des politiques publiques; le rôle de la science dans la conception et la mise en oeuvre des politiques publiques; le processus d'élaboration des politiques publiques; et l'évaluation du rendement des politiques publiques en matière de sciences.

**Volet :** Cours magistral

**ISP 5502 Gouvernance et communication en science et technologie (3 crédits)**

Ce cours approfondit un certain nombre d'enjeux critiques liés à la gouvernance des sciences et de la technologie (S et T) dans les sociétés démocratiques et, en particulier, dans le contexte canadien. Les sujets abordés incluent les suivants : l'histoire de la gouvernance et de la communication en sciences et technologie au Canada et à l'étranger; un aperçu du paysage réglementaire et politique canadien ayant trait aux sciences et à la technologie; le rôle du gouvernement, du secteur privé et de la société civile dans la gouvernance des sciences et de la technologie; les expériences relatives aux politiques et à la réglementation menées en vue de favoriser l'innovation (et leur réussite); l'évolution des stratégies de communication publique concernant les sciences et la technologie et la gouvernance des nouvelles technologies.

**Volet :** Cours magistral

**ISP 5503 Séminaire d'intégration en science, société et politique publique (3 crédits)**

Involves partnering with organization(s) working on an issue relating to science, society and policy. In consultation with a member of the organization, students analyze the issue and complete a written report, either singly or in interdisciplinary teams, under the direction of the seminar professor who is responsible for evaluating the report.

**Volet :** Cours magistral