

CMN 4102 Final Exam

Due Dec. 13, 2021 by 11 pm through Brightspace submission platform.

Please answer the following one (1) question in 1250-1500 words (approx. 5 pages) in 12 pt. Times New Roman, double spaced. This is an essay-style answer, you will need an introduction, thesis, body, conclusion, title page and bibliography – note that the title page and bibliography are excluded from the total page count. Provide your answer in APA format with the use of at least three (3) peer-reviewed academic articles (must be from outside of course material) – you may use material seen in class however they do not count towards the 3 sources). You will be graded on the quality of your answer. Be critical, concise and use proper grammar and punctuation.

Question

David Skinner in “Alternative and Community Media in Canada: Structure, policy and prospects” (2015) states that:

‘Alternative media’ is a difficult term to define. On one side, there are considerations of content. Should the field be confined to only media that challenge dominant ideas and social interests? Should it only consider media that allow citizen participation in production or media that are managed collectively? Should only non-profit media be considered? Should it only include progressive media, or should conservative media be encompassed as well? On another side there are considerations of form. Should only traditional media such as newspapers, television, radio, and online media be included? What about non-traditional media such as zines, street theatre, postering and culture jamming? The definition of ‘community media’ offers similar problems. What exactly is meant by the term ‘community’? What kinds of characteristics or interests comprise a community? Might such media be based upon geographic, political, ethnic, linguistic lines? Or perhaps gender, or sexual preference? And finally, are community media a type of alternative media?

We have had in the course several guest speakers talking about community, identity, and alternative and/or community media within the context of Canada while considering the challenges they face as well as the milestones they achieve. Many pointed out to issues of structure, funding, policies, and prospects. While considering Skinner’s critical questions, choose **one** of the guest speakers and their presentation and analyze their use of the media in relation to community and identity; also mobilize the analysis within one or more of the four theoretical the framework introduced in your main text: 1) serving as a community; 2) Alternative to mainstream; 3) Liaison to civil society; and 4) Rhizome.