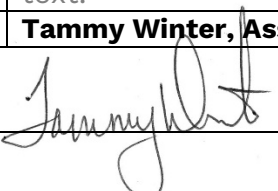


COURSE OUTLINE 2025-2026

COURSE INFORMATION			
Course Name:	Fun and Games: Media and Children		
Course Code:	GNED 1046		
School/Dept:	School of Interdisciplinary Studies		
Program(s):	Click or tap here to enter text.		
Prerequisite(s): N/A	Co- requisite(s): N/A		Equivalent Course(s): N/A
Total Course Hours: 42	Class Hrs: 42	Lab/Sim Hrs: Click or tap here to enter text.	WIL Hrs: Click or tap here to enter text.
PLAR Eligible:	☒ Yes ☐ No Challenge Exam – written or oral		
Developed by:	Sabrina Young-Hough		Date: Summer 2024
Revised by:	Lindsay Stoness		Date: Fall 2025
Reviewed by:	Click or tap here to enter text.		Date:
Approved by:	Tammy Winter, Associate Dean		Date: 9/9/2025
Signature:			

LAND AFFIRMATION
<i>Loyalist College is built upon the lands governed by the Dish with One Spoon wampum agreement. We affirm and thank the Haudenosaunee, Anishinaabeg, and Huron-Wendat nations for their continued caretaking of the land. We offer respect to Indigenous people from all nations who call this area home. We honour traditional knowledge keepers, past, present, and future.</i>

FACULTY CONTACT INFORMATION
Name: Lindsay Stoness Email: LMStoness@loyalistcollege.com

COURSE DESCRIPTION

Students will investigate how media engages with and impacts children. Students will explore early-age brand awareness and discuss the ethics of marketing and promoting consumerism to children. Throughout this course students will gain an awareness of how media has been influencing them from an early age.

VOCATIONAL/PROGRAM LEARNING OUTCOMES- The graduate has reliably demonstrated the ability to:

Program Code	VLO #	VLO Description
Click or tap here to enter text.	N/A	Click or tap here to enter text.

ESSENTIAL EMPLOYABILITY SKILLS – This course will contribute to the achievement of the following:

Taught and Assessed	Essential Employability Skills
☐	1. Communicate clearly, concisely, and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience.
☐	2. Respond to written, spoken, or visual messages in a manner that ensures effective communication.
☐	3. Execute mathematical operations accurately.
☐	4. Apply a systematic approach to solve problems.
☐	5. Use a variety of thinking skills to anticipate and solve problems.
☐	6. Locate, select, organize, and document information using appropriate technology and information systems.
☐	7. Analyze, evaluate, and apply relevant information from a variety of sources.
☐	8. Show respect for the diverse opinions, values, beliefs and contributions of others.
☐	9. Interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals.
☐	10. Manage the use of time and other resources to complete projects.
☐	11. Take responsibility for one's own actions, decisions, and consequences.

COURSE LEARNING OUTCOMES – Upon successful completion of the course, the student will be able to:			
CLO #	Course Learning Outcome	VLO	EES
CLO 1	Articulate the impact and culture of Saturday morning cartoons.	Click or tap here to enter text.	Click or tap here to enter text.
CLO 2	Compare Disney's influence on youth genders.	Click or tap here to enter text.	Click or tap here to enter text.
CLO 3	Evaluate the effects of consumerism on children.	Click or tap here to enter text.	Click or tap here to enter text.
CLO 4	Analyze an age-targeted advertising campaign.	Click or tap here to enter text.	Click or tap here to enter text.
CLO 5	Debate the effectiveness of laws intended to protect children from media.	Click or tap here to enter text.	Click or tap here to enter text.

LEARNING MATERIALS
Details about the current costs of the recommended and required textbooks are available at the Loyalist College Bookstore. This includes options for purchasing new or used textbooks, as well as digital versions, if available. Textbooks/Open Educational Resources: N/A Course Materials and Supplies: N/A Other: N/A

ASSESSMENT – Students will demonstrate learning in the following ways: CLO = Course Learning Outcome(s) EES = Essential Employability Skill(s)			
Assessment Type	CLO	EES	Weighting (%)
Reflection questions regarding iconic Saturday morning cartoons and cartoon violence. Report on a book or tv show	1		15%
Compare Disney's influence on different genders Media.	2		15%
Create a timeline to demonstrate the evolution of popular toys. Short answer questions regarding marketing to children. Quiz	3	Click or tap here to enter text.	25%
Analyze age-targeted advertising campaigns.	4	Click or tap here to enter text.	20%
Research a law related to protecting children from media and make an argument either for or against the effectiveness of the law or another choice of a culminating activity. Presentations of Completed Reports	5		25%

COURSE DELIVERY PLAN **Subject to Change					
Module Title	Module Learning Objective/ Elements of Performance	CLO	EES	Learning Activities/Resources	Notes
Week 1: Introduction and reflections	-Reflect on personal understandings and experiences of Saturday morning cartoons.	1	N/A	-Canvas Module -Personal Reflection	Click or tap here to enter text.
Week 2: Saturday Morning Cartoons	-Articulate the significance and evolution of Saturday morning cartoons. - Identify iconic Saturday morning cartoons from the 1960s to the 1990s.	1	N/A	-Canvas Module -Video -Cartoon Profile Assignment	Click or tap here to enter text.
Week 3: Family Television Programming	-Review the various cartoon styles over the past several decades and reflect on how they have changed over time. -Examine how the change of Saturday cartoons have evolved from being solely for children to broader audiences.	1, 2	N/A	-Canvas Module -Video	Click or tap here to enter text.
Week 4: Considering Violence in Cartoons	-Articulate the different styles of cartoon violence. -Reflect on the purpose of cartoon violence.	1	N/A	-Canvas Module -Response Question #1: Considering Cartoon Violence	Click or tap here to enter text.
Week 5: Video Games	-Explore the evolution of a variety of video game styles, and examine the main critiques of video games, and the violence within video games. -Reflect on personal views and use of video games.	3	N/A	-Canvas Module -Response Question #2: Video Games	Click or tap here to enter text.

Week 6 & 7: Gender and Disney Effect	-Compare Disney's influence on different genders. -Reflect on and explore Disney stereotypes of both men and women and consider how they compare to real world examples.	1, 2	N/A	-Canvas Module -Video -Comparative Chart: Stereotypes	Click or tap here to enter text.
Week 8: Food Marketing and Children	-Explore personal thoughts about children's marketing and brand recognition. -Identify the common elements in children's advertisements. -Articulate the computing ethics of children's marketing.	3, 4	N/A	-Canvas Module	
Week 9: Toy Marketing	-Explore the history of toy marketing and ads. -Analyze an age-targeted advertising campaign. -Debate the effectiveness of laws intended to protect children from media.	3, 4, 5	N/A	-Canvas Module -Response Question #3: Marketing	
Week 10: Iconic Toys	-Examine the evolution of iconic toys. -Identify what makes something "iconic". -Articulate through a timeline that demonstrates the evolution of toys.	3, 4	N/A	-Canvas Module -Video -Timeline Assignment	
Week 11 – 14: Independent Study Assignment and LinkedIn Learning	-Independent Work – Choice between two culminating activities. -Online participation and engagement to obtain certificate in a course related topic.	1, 2, 3, 4, 5	N/A	-Independent study materials and assignment -Canvas Learning Links: LinkedIn	

COLLEGE POLICIES

Loyalist College policies and procedures are available online on the [college website](#). Please review the college website for specific policies that might be related to this course.

Important dates, including withdrawal and other deadlines, are available through the [Loyalist College Academic Calendar](#).

PROGRAM SPECIFIC GUIDELINES

Please review your program handbook in the LMS for details or reach out to your program coordinator for more information.

Tsi Titewaya'taró:roks INDIGENOUS CENTRE

The [Tsi Titewaya'taró:roks Indigenous Centre](#) is available for all students who self-identify as Indigenous (First Nation, Métis, Inuit). Named by the students in Kanyen'kehà (Mohawk language), the English translation is "the place where we gather as a family". The centre offers holistic supports including academic counselling, cultural activities and teachings, and weekly lunch and learns. The Centre's team is fully committed to supporting all students who self-identify as Indigenous as well as support Loyalist staff in upholding the Calls to Action stemming from the Truth and Reconciliation Commission. Students may self-identify by stopping by the Centre (located in 3H9) or filling out the Declaration page in the MyLoyalist portal.

EQUITABLE LEARNING/ACCOMODATIONS

Students requiring accommodation for this course or additional supports at Loyalist College are encouraged to contact Equitable Learning. A wide range of services are available including:

- Academic Centre for Testing
- Accessibility Services
- Counselling Services
- Student Advisors
- Tutoring Services
- Health Centre

To book an appointment, please contact advising@loyalistcollege.com.