



CMNS 2140 Media, Representation and Society

September 29, 2026

News and events

Tomorrow, 11am - 4pm
Truth and Reconciliation Day
Tk'emlúps te Secwépemc
Arbour

Rainbow Rendezvous –
September 29, 2026, 4:00
pm – 7:00 pm at Old Main
(TRU Gender & Sexual
Diversity)

Tonight at the TCC at 7:00
Men's Volleyball v UBCO

William Shakespeare's
Playhouse of Horror (Actors
Workshop Theatre) – October
9 & 10, 2026, 7:30 pm.



Territorial Acknowledgement



Where we're going today...

SOCC on your object

All four steps, today

Source + Observe

Contextualize + Corroborate

Finish the framework before
Thursday

Today: SOCC on the object you brought

S

Source

Who made it, when,
what kind, for whom

10 min

O

Observe

Not just what's there:
what was chosen

20 min

C

Contextualize

The bigger picture: this
discourse type

15 min

C

Corroborate

Your questions, and
where you'd go next

12 min

Keep the SOCC Questions handout open. Write notes, not prose. Prose is Thursday.

Source: Where did this come from?

- When was it made?
- Who made it: a person, brand, account, studio, newsroom?
- What kind of thing is it: ad, post, trailer, scene, segment?
- Who was it made for? How can you tell?

Why do these answers matter?

10 min

On your own

Look at the account, channel, upload date, brand and platform. Look beyond the object itself.

"I don't know" is a fine answer. Write it down. It becomes a Corroborate question.

Observe

What SOCC asks

Text: "Summarize the content of the document in one sentence."

Visual: "List everything you see in the image."

Both describe what's there. That gets you a summary **BUT...**

The assignment says it plainly: this is not a summary assignment.

20 min

What your audit needs

What was chosen, and what else could have been chosen?

Framing · Casting · Language ·
Sound · Omission

20 min: list at least 5 choices. For each, name one alternative the maker didn't take.

Contextualize: the bigger picture

- What else do you know about this discourse type?
- What are the usual conventions of this genre or platform?
- Where does it circulate, and who usually makes it?
- Which of your Observe choices follow the conventions? Which break them?
- What does that tell you about why it was made?

15 min

Pairs

7 min writing on your own object, then 8 min explaining it to your partner.

Partner's job: ask "how do you know that?" once.

Corroborate: questions, not answers

12 min

On your own

Write 3 questions you can't answer from the object itself.

For each one: what evidence would answer it, and where would you look?

Good questions sound like

"Who was this made for, and how do I know?"

"What did earlier versions of this ad look like?"

"Who is missing, and was that a choice?"

Corroborating shows the limits of your own reading. In the audit, that's a strength, not a weakness.

Preparing for Thursday

- Bring your SOCC notes: all four steps, on your own object
- Thursday we turn notes into connected prose
- Media audit due Sat Oct 3, 9:00 a.m. on Moodle