RTV 3405 (19235/01GD): Media and Society

Summer 2021 – http://elearning.ufl.edu/. *Our course begins* Monday, May 10!
Please read *and study* the important information below...

Course Facilitator: *Gladys L. Cleland, DM, HDD (and a CJC Gator!)*

E-mail: *clelangl@jou.ufl.edu*

Cell: *315.382.8484 (based in Central New York)*

Video Lecturer: *Jessica Mahone, Ph.D.* [Dr. Mahone is not participating in this online section, so Dr. Cleland will be your primary contact. Please contact Dr. Cleland with your questions.]

Office Hours: *Asynchronously, by appointment. Availabilities also will be posted in Course Announcements, plus queries are always welcomed via email!*

Course Description

The main learning objectives are to provide you:

An introduction to and foundational knowledge for topics highlighting *how* and *why* television has influenced every aspect of daily life and creates models for American social behavior and culture. Activities and exercises may focus on the evolution of television; milestones in TV history; TV business, leadership, and management theories; the political, social, cognitive, and behavioral effects of TV for the average consumer; the cultural practices surrounding TV technologies and program development; novel programming strategies; and advances in media technology.

FYI-1: This is a **WRITING INTENSIVE**, self-directed course, which means that you must be motivated, and time manage YOUR participation. Your facilitator does not lecture, but enhances your learning through assignments *and* individual and group commentary related to real world scenarios and text materials. Deadlines will vary to emulate the asynchronous work world of the broadcast media. Check your Canvas email and Course Announcements often!

FYI-2: EVERY submission should provide one to two credible and legitimate **outside sources**, referenced in APA Style. These are legitimate sources other than your text. Also, please refrain from Wikis, as these can be edited by anyone and information may not be accurate or valid.
See citefast.com for assistance in formatting. Your Text is one of your course guides, NOT your only source of information. Even if an assignment appears opinion-based, you should seek resources to support your platform and write in the third person voice. **I call this P-I-E [Platform, what YOU think – Investigation, supporting information of your platform – Examples (provided to add credibility to your platform and the points you are attempting to make.]**

Learning outcomes include enhancing YOUR ability to:

1. Recognize and identify television content and programming strategies

2. Analyze and apply concepts and theories to television content and programming strategies

3. Identify, define, and describe the tools and technologies used in television content producing

4. Research and apply current industry strategies and evaluative measures to television content production and content delivery methods (show creation!), *and*

5. Participate in an asynchronous classroom forum – working individually or in small groups – to produce deadline materials, addressing the lessons assigned for the successful completion of this course. ***Time management is imperative!***

Requirements

Each class week runs from Monday (module assignments OPEN, 12:01 a.m.) TO Sunday (module assignments DUE, 11:59 p.m.), WITH one day for Late Submissions, ending Monday, 11:59 p.m. Late Submissions may incur up to a 50% penalty deduction. This schedule may change if assignments dictate more time to complete, so check Course Announcements often. **Unless directed by the course facilitator, NO ASSIGNMENTS will be accepted via email submission. There also are no "extra credit" opportunities.**

NOTE: Module Numbers and Semester Weeks **MAY NOT MATCH**. For example, Module 6 may be a multi-week learning experience and, therefore, may be offered in Weeks 6, 7, *and* 8. So, do not look for assignments for Module 6 only in Week 6. Weekly assignments, exercises, and tasks also may be found within the following tabs located at the left of this Course page: Modules, Assignments, Discussions, Quizzes and, when applicable, under Announcements.

Grading

Your final grade will be composed of and calculated as such:

Assignments (30%)

Students will complete written assignments each week throughout the semester. These assignments are designed to show your understanding and mastery of the course material and its application. Assignments will vary in their nature, so stay tuned and pay attention! Unless otherwise noted, ALL assignments should be submitted as MS Word documents. Finally, assignments submitted via email will not be accepted, unless specifically requested by the facilitator

Discussions (25%)

Throughout the semester, students will be asked to respond to "prompt" questions for discussion; research a topic or find a current article and provide a summary; or participate in an individual or group exercise to provide short commentary about that activity. Online classroom discussion protocol may be found in your classroom **Announcements**, so make sure you read and understand it! Some discussion posts may require you to respond to one or two colleagues with substantial information to earn full assignment points. ***Read these assignments carefully*!**

Quizzes/Written Assessments (20%)

Students will complete topical short answer and essay quizzes from Course lectures, texts, and out-of-course research.

CAPSTONE/Final Project (25%)

Detailed information for this project will be sent via Canvas email and posted under course **Announcements approximately Week 5.**

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Grade Distribution

The distribution of grades follows the UF Grading Policy and Scheme below:

View/Edit Grading Scheme

UF Canvas Grading Scheme			Q Select Another Scheme
Name:	**Range:**		
A	100 %	to	94.0%
A-	< 94.0 %	to	90.0%
B+	< 90.0 %	to	87.0%
B	< 87.0 %	to	84.0%
B-	< 84.0 %	to	80.0%
C+	< 80.0 %	to	77.0%
C	< 77.0 %	to	74.0%
C-	< 74.0 %	to	70.0%
D+	< 70.0 %	to	67.0%
D	< 67.0 %	to	64.0%
D-	< 64.0 %	to	61.0%
E	< 61.0 %	to	0.0%

When the facilitator feels it warranted, final grades *may be* curved to a student's advantage.

For more on the university's grading policies please visit https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx.

Please Note: The College requires that you earn at least a C-grade to take advanced courses in this department.

Texts and Web Resources

Medoff, N. J. & Kaye, B. A. (2017). *Electronic Media: Then, now, and later*. (3rd ed.). New York: Routledge. **[Required]**

American Psychological Association. (2020). *Publication manual of the American Psychological Association*. (7th ed.). https://doi.org/10.1037/0000165-000 **[Required. Also online at** https://apastyle.apa.org/**]**

Citefast automatically formats citations: APA 6th edition, MLA 7th ed., and Chicago 16th ed. (2018). Retrieved from https://www.citefast.com/?s=APA7#_Webpage. [One of several FREE online sources available.]

Course Policies

1. **Course Format.** The module requirements for this independent study course demand efficiency and expediency! It will be imperative for you to time manage and to keep on task because each week may be composed of several assignments. There may be both content and deadline changes as the course progresses, so monitor Course Announcements often for details.
2. **Due Dates**. Weekly assignments are due Sundays at 11:59 p.m., unless otherwise noted on the assignment page. A LATE submission deadline is Mondays at 11:59 p.m., with a potential 50% penalty deduction. After Mondays, you will no longer be able to submit in the *Assignment Silo* (the location where assignments are posted by you). Also, no credit will be assessed for submissions posted to the incorrect Assignment Silo.
3. **Making up missed assignments.** If you miss any assignment for a **medical reason**, reach out to me ASAP, so that an assessment of your challenge can be determined, and *potential* arrangements can be made for a late submission. You will need to provide a doctor's note or other medical documentation. DO NOT email your assignment unless instructed to do so. Any other missed assignments result in a "zero" grade and there is no extra-credit work offered in this course.
4. **DRC Accommodation Letters**. So we can collaborate toward facilitating your course success together, please submit your documentation to me via email no later than the end of the first week of classes. See University Policy below.
5. **Contacting the Course Facilitator.** Please note: *While Dr. Mahone is your Video Lecturer, she is not participating in this summer online section, so Dr. Cleland will be your primary contact.* Please contact me, Dr. Cleland, with your questions via email (at mailto:clelangl@jou.ufl.edu) and I will get back to you within 24 hours during the workweek, if not sooner. Weekends, not so much, but I will try if I can. I am an interactive prof, who enjoys engaging with her students, so reach out as needed. Also, monitor Course Announcements for the posting of asynchronous online office hours (when I will be online within the Course Shell).
6. **Asking questions.** If you have general questions about the subject matter or the course policies, please post them to the General Course Discussion Forum for all to see and to potentially answer. Other students also may have similar concerns, and this way the questions and answers may be shared by the entire class. *I did not create this course, so I am sure I will have questions, too!* We will learn together like professional colleagues :-) To, iterate, I generally will answer your question(s) within 24 hours. It may be longer during the weekend. If you have a personal question, please contact me directly; otherwise, post your assignment queries in the Weekly Discussion Forums. You will sign a **Syllabus Contract**, so there may be times when I will refer you back to various Course materials to seek out answers as part of your investigative training - a great lesson in resourcefulness!

University Policy for Accommodating Students with Disabilities

Students requesting accommodation for disabilities must first register with the Dean of Students Office (DSO). The Dean of Students Office will provide documentation to the student, who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation **prior to** submitting assignments or taking the quizzes or exams. Accommodations are not retroactive; therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

University Information and Policies on CoVid

The University of Florida takes the challenges and risks of CoVid very seriously. Our goal is to keep all members of the campus community healthy and safe. Each of us must do our part to achieve this. Notify the Dean of Students Office (DSO) ASAP if exposed or infected. The DSO will contact all instructors and ask for assignment deadline extension consideration. Please refer to the following website for detailed and updated information: coronavirus.ufl.edu/forward-students-families.

University Policy for Academic Misconduct

Academic honesty and integrity are fundamental values of the University of Florida community and the community of Communication professionals. Students should be sure that they understand the UF Student Honor Code at https://archive.catalog.ufl.edu/ugrad/1617//advising/info/student-honor-code.aspx.
Making fact errors on a project includes, but is not limited to, plagiarism and self-plagiarism, inaccurate or fabricated information, inaccurate or undocumented statistics, misspellings of proper names, misquotes, and more. These infractions may result in a *full letter grade deduction for that assignment and a consultation with the Department Chair.* Please proofread and fact check your writing, sources, and information carefully! Students should be sure they read and understand the UF Student Honor Code and the College's Code for Academic Honesty.
>>If you need help, please ask. Online tutoring also is available<<

Netiquette: Communication Courtesy

All members of the class are expected to follow this "social contract" of rules for common courtesy in all email messages, threaded discussions and chats: https://www.cise.ufl.edu/wp-content/uploads/2019/08/CISE_Netiquette_Guide.pdf.

Getting Help - There Are Many Resources!

For issues with technical difficulties for E-learning in Campus, please contact the UF Help Desk** at:

- http://helpdesk.ufl.edu/
- Be prepared to offer your UF ID to the Representative

** Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from LSS when the problem was reported to them. The ticket number will document the time and date of the problem. You MUST e-mail your instructor within two hours of the technical difficulty if you wish to request a make-up.

Other resources are available at https://distance.ufl.edu/getting-help/ for:

- Counseling and Wellness resources
- Disability resources
- Resources for handling student concerns and complaints

- Library Help Desk support

Should you have any complaints with your experience in this course please visit https://distance.ufl.edu/getting-help/student-complaint-process/to submit a complaint.

#BelieveAndAchieve!

NOTES: