

## **MMC 6402: Mass Communication Perspectives**

Wednesdays and Thursdays 9:35am-11:30am, Weimer G030

### **PROFESSOR**

Frank Waddell, Ph.D.  
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### **OFFICE HOURS**

3067 Weimer Hall  
Wednesday and Friday, 1pm-2pm

### **REQUIRED READINGS**

All readings will be posted to Canvas or available via the UF library

Access to hard copy of APA style book (7<sup>th</sup> ed.) is recommended

### **COURSE DESCRIPTION**

Mass communication perspectives (MMC 6402) provides an overview of theoretical and methodological traditions in the field of communication research. Topics to be covered include the history of mass communication as a field, the philosophy of science and contemporary theoretical perspectives from communication.

### **GRADING**

Theory Summary:	30%
Exams:	30%
Final Research Report:	40%

Grading scale: A, 100-93; A-, 92-90; B+, 89-87; B, 86-84; B-, 83-80; C+, 79-77; C, 76-74; C-, 73-70; D+, 69-67; D, 66-64; D-, 63-60; E, 59 and below

**Information on current UF grading policies can be found at:**  
<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

## ASSIGNMENTS AND DEADLINES

**Theory Summary (30%):** In this paper (5-10 pages), summarize the key assumptions and predictions of a theory from the field of communications or a related discipline. The theory should be approved by the instructor prior to beginning the paper. Identify the seminal manuscripts where the theory was first introduced, then track how the theory has changed over time. Comment on how the theory has evolved, and how you see the theory changing in the future. In sum, your theory summary paper should (1) describe the evolution of the paper since its inception, (2) summarize the contemporary assumptions of the theory, and (3) offer directions for the theory's evolution. After writing the paper, you will do a 10-minute presentation during class with a handout and PowerPoint presentation, followed by a Q&A session. The schedule of presentations will be determined in week 2.

**Exams (30%):** Two exams will be conducted throughout the semester, each worth 15% of your final grade. Exam 1 will be conducted at the midpoint of the semester, while Exam 2 will be conducted in the final week of the semester. Both exams will be essay-based and closed note during our regularly scheduled class time. The exams will cover all readings assigned for the course.

**Systematic Literature Review (40%):** Submit an exhaustive/systematic review of academic research in an area of the student's choosing. The paper (30 pages max, excluding references and appendix) should be formatted according to APA style 7<sup>th</sup> edition. A detailed description of the report's requirements along with a recommended schedule for the project will be supplied in week 2.

## LATE WORK POLICY

One letter grade (-10 points) will be deducted per day for work submitted past the assignment's deadline. If students anticipate that they will be unable to meet a deadline due to university documented issues (e.g., health condition, death in family), please contact me as soon as possible to arrange an extension. In general, I am quite willing to work with students when issues arise that prevent you from submitting work on time. However, it is necessary for these discussions regarding late work to occur either before or recently after (e.g., within a week) the original deadline for the assignment. Work that is more than 10 days late will be given a "0" unless you contact the professor to arrange an alternative due date within the week that the assignment was due.

## **HONOR CODE POLICY**

This class strictly adheres to the UF honor code. Any prohibited behavior such as plagiarism, data fabrication, or cheating will result in a failing grade for the assignment in question and referral to the honor court, who may administer additional penalties such as a failing grade for the course or dismissal from the college. More information about the university honor code is available online at the following link: <https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>

## **STUDENTS REQUIRING ACCOMODATIONS**

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, [www.dso.ufl.edu/drc/](http://www.dso.ufl.edu/drc/)) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

## **COUNSELING AND WELLNESS**

Contact information for the Counseling and Wellness Center: <http://www.counseling.ufl.edu/cwc/Default.aspx>, 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

## **COURSE EVALUATION**

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/>.

## **DIVERSITY STATEMENT**

The University of Florida's College of Journalism and Communications Department of Journalism embraces a commitment toward an intellectual community enriched and enhanced by diversity along a number of dimensions, including race, ethnicity and national origins, gender and gender identity, sexuality, class and religion. We expect each of our graduate courses to help foster an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.

**Schedule**

Week 1 (8/25 & 8/27):	Course Overview; Introduction to Communication Research
Week 2 (9/1 & 9/3):	Early Approaches to Communication Research
Week 3 (9/8 & 9/10):	Philosophy of Science
Week 4 (9/15 & 9/17):	Methodological Traditions
Week 5 (9/22 & 9/24):	Mass Communication Theory: Part 1
Week 6 (9/29 & 10/1):	Mass Communication Theory: Part 2
Week 7 (10/6 & 10/8):	Midterm Exam
Week 8 (10/13 & 10/15):	Mass Communication Theory: Part 3
Week 9 (10/20 & 10/22):	Critical Cultural Studies
Week 10 (10/27 & 10/29):	Interpersonal Communication
Week 11 (11/3 & 11/5):	Health Communication
Week 12 (11/10 & 11/12):	Persuasive Communication
Week 13 (11/17 & 11/19):	Organizational Communication
Week 14 (11/24 & 11/26):	University Holiday; No Classes
Week 15 (12/1 & 12/3):	Final Paper Presentations
Week 16 (12/8 & 12/10):	Reading Days; No Classes
Week 17 (12/15):	Final Exam