MMC 1009 (16248/21HC) Introduction to Media *and* Communication Professions

Fall 2022 – http://elearning.ufl.edu/. *Our course begins* **Wednesday, August 24! Please read *and study* the important information below...**

Course Facilitator: Gladys L. Cleland DM, HDD *(*and a *CJC Gator*!)
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Cellular: 315.382.8484 (Syracuse, NY – ET)
Video Lecturer: Steven Johnson, UF Department of Media Production, Management and Technology
Office Hours: Asynchronously, by appointment. Availabilities also will be posted in Course Announcements, plus queries are always welcomed via email!

Welcome to "Introduction to Media and *Communication Professions!"*
The primary THREE learning objectives for this one-credit course are:
- ✓ To provide foundational knowledge of the UF College of Journalism and Communications
- ✓ To offer discussions and supplemental "resource/reference" materials about the career options related to all areas of study offered in our College: *Advertising, Journalism, Media and Society, Public Relations* and *Media Production, Management, and Technology*, AND
- ✓ To encourage professionalism while practicing the components of online learning through time management, respectful course interaction, and independent research using APA referencing style.

Together, we will look at current trends in the fields of public communication, audience engagement and social networks, using the UF CJC majors and their related career paths, to help you succeed in our College. In addition to a general understanding of our fields of study and their corresponding professions, you will begin to build your professional network by connecting with industry professionals as a part of your learning experience.

FYI-1: This is a **self-directed course**, which means that you must be self-motivated, and time manage your participation wisely. Your facilitator does not lecture, but enhances your learning through assignments and commentary related to real world scenarios and text materials.

FYI-2: Certain submissions may require credible and legitimate **outside sources**, referenced in APA Style. See citefast.com for FREE assistance in formatting. Even if an assignment appears opinion-based, you should seek resources to support your platform and present your platform in the third person for scholarly writing. **I call this P-I-E [Platform – Investigation of supporting information – Examples (provided to add credibility to your platform and the points you are attempting to make.]**

Your Student Role includes:
- ➢ Checking course Canvas email and Announcements **daily**
- ➢ Completing all course readings and assignments by deadline
- ➢ Watching video lectures and taking your own notes, in addition to reading any related .pdf files or other literature URL links provided that complement these video lectures
- ➢ Participating in ALL discussions and exercises, and helping your facilitator to note any disparities in the materials (course materials are modified often and sometimes mistakes happen ☺)

My Facilitator's Role includes:

❖ Guiding your classroom success in a diplomatic, courteous, and fun environment. This is called establishing a "Social Contract," where we set the boundaries for respectful communication interaction

❖ Reviewing, grading, and offering individual or group commentary on your assignments within a 7 to 10-day period. Some assignments are detailed and *may take a longer time to offer feedback.*

❖ Diplomatically resolving any issues that arise with assignments and other course materials. All technical issues should be immediately referred to the UF HELP Desk. Ask for a "Ticket Number."

❖ Communicating often with YOU to learn about your world, your learning style, and how I may enhance your future success for Senior Projects, Internships, and Employment

❖ *Having some fun while learning together!*

My bio will be posted in the classroom soon AND I will be asking for yours!

➢ I am a highly interactive prof, who is online throughout the day and especially during the late evening hours after I walk my fur baby!

➢ I am happy to speak with you via telephone and Zoom Conference by appointment.

➢ I like to use smiley faces ☺ or :-)

➢ Finally, it is important for you to know that I DID NOT create this class, but I am updating it along our semester journey. So, I may be discovering challenges along the way with you. Professional courtesy is expected!

Learning outcomes include enhancing YOUR ability to:

1. Identify basic principles of Advertising, Journalism, Media and Society, Public Relations, Media Production, Management, and Technology, and how these fields of study provide a variety of internship and career opportunities

2. Determine how to position your social networks to benefit you professionally

3. Identify where to find professional networking opportunities

4. Demonstrate how to engage professional networks and become an active participant, 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 ☺

Text and Helpful Resources:

Smith, S. A. (2019). *Careers in media & Communication.* New York: Sage **[Required]**

American Psychological Association. (2020). *Publication manual of the American Psychological Association* (7th ed.). https://doi.org/10.1037/0000165-000 **[Recommended]**

Citefast automatically formats citations: APA 7th edition. (2022). Retrieved from https://www.citefast.com/?s=APA7#_Webpage [One of several **FREE online** sources available.]

E-Learning in Canvas:
Problems with access? Please contact the UF HELP Desk (helpdesk.ufl.edu) by email (helpdesk@ufl.edu) or by phone (352.392.HELP). You also may seek assistance at Learning-support@ufl.edu. Do not contact your facilitator until you have secured **A TICKET NUMBER.**

Gator Honor Codes and Policies for Special Needs:
It is YOUR responsibility to research, read, understand, and utilize the following codes and services to make each UF course experience productive, successful, and enjoyable!

1. Academic Misconduct
Academic honesty and integrity are fundamental values of the University of Florida community and the community of Communication professionals. *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 will result in a **full letter grade deduction for that assignment**. 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<<

2. **Accommodations for Students with Disabilities, Family Deaths, and Illnesses:** Students
with disabilities who are requesting classroom accommodations must first register with the Dean of Students Office. A professional from the Dean of Students Office will provide documentation to the student, who then has the responsibility to provide that documentation to the Instructor when requesting accommodation. This process also is true for family deaths and general illnesses affecting course participation.

3. 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. Please refer to the following website for detailed and updated information: coronavirus.ufl.edu/forward-students-families.

4. Grading Policies: Information on current University of Florida grading policies can be found
online or on campus at The Registrar's Office.

5. Instructor Evaluation…"GatorRater": Students are highly encouraged to provide constructive
feedback on the quality of instruction or facilitation in this course. These evaluations are conducted online near the end of the semester and can be accessed within your course. Students will be notified of specific times when they are open. Summary results of these assessments are also available to students through GatorRater.

>>>It is important to remember that facilitators do not always create the lectures and/or assignments, but serve as a "course resource" for your independent studies. These academic professionals should enhance your learning by responding to your requests, offering commentary, and providing positive interaction. Also, if you had an issue with your course faculty member, TA, or facilitator, you should have made every attempt to resolve it versus offering a negative evaluation at the end of your semester. Part of your student development as a UFO student is to engage in courteous, diplomatic, and collaborative conflict management.

6. Netiquette: This is our classroom "social contract" for all online communication interactions. All
members of the class are expected to follow rules of common courtesy in all forms of communication but, especially, email messages, threaded discussions, and chats. Do not forget to use professionalism,

too, when interacting via a telephone or Zoom conversation! Please [read this article](#) BEFORE you whip off an email to your instructors or to one of your course colleagues...*just sayin'*!

Grading (Your guide to success!):
>>>Your work will be evaluated according to the distribution outline of categories specified in your Canvas Classroom and posted in the Announcements Section. Late submissions receive a reduced grade and, generally, there is no extra-credit, or <u>make-up assignments</u> unless you have a doctor's note, a documented emergency, or you have negotiated with your instructor ahead of time. **Special notation**: <u>Completion of the Capstone Project is necessary to pass this course</u>.<<<

ALL assignments are due each week on Sunday at 11:59 p.m. Eastern Time, unless otherwise posted as affected by holiday or inclement weather scheduling. Modules will be opened weekly – some several at a time.

You will be graded through a variety of assignments, quizzes, and a final Capstone paper.
>>>The instructor retains the right to deviate from the grade scale below, if warranted, in the student's favor<<<

Grade Scale:
The official UFO Grade Scale is below as well as posted in the Announcements section of your Course Shell.

View/Edit Grading Scheme

Name:	UF Canvas Grading Scheme Range:		Q Select Another Scheme
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%

Course Schedule:

Each class week runs from Monday (module assignments OPEN) TO Sunday (module assignments DUE). Late Submissions will not be accepted in the assignment silo. Unless directed by the course facilitator, NO ASSIGNMENTS will be accepted via email submission.

> **Assignments, deadlines, and other class details for each Module Week will be available each Monday at Midnight –** _**check both Announcements and Email at least twice per day!**_ As our course colleagues become familiar with the Online Forum, I will open Modules early for those who would like to work ahead.

> Again, it is extremely important for you to know that I DID NOT create this class and I am not the person you will see in the video lectures. I am a seasoned broadcasting professional and academic journalist, so I will add some interesting topics along the way! Just remember, together we may discover some course design challenges. Professional courtesy and patience are appreciated!

NOTES –

**#Believe and Achieve!**