

MMC 1009 (15757/119F): Intro to Media and Communications

Spring 2023 – <http://clearning.ufl.edu/>. ***Our course begins Wednesday, Monday, Jan. 9! 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 – Eastern Time)

Video Lecturer: Bridget Dunbar. *[Ms. Dunbar is a UF Online Academic Advisor and is not participating in this online section. 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!

Description of Course

CJC Online students will engage in activities and exercises that will introduce them to the tools and resources available through the College in addition to learn some of the foundational professional tools necessary for higher level academic studies, internship and career development and success.

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.)]**

Learning Objectives and Outcomes

The primary THREE learning objectives for this one-credit course are:

- ✓ To provide foundational knowledge of the UF College of Journalism and Communications – resources, degree policies, and career preparation
- ✓ 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.

Grading - Check your weekly Modules for all activities.

Assignments, Activities and Discussions	70%
Quizzes	20%
Resourcefulness Tasks	10%

Assignments, Activities and Discussions – 70%

Most Assignments, Activities and Discussions may cover topics in the lectures, readings, and other materials provided in weekly Course Modules. Unless otherwise noted, ALL assignments should be submitted as MS Word documents with a specific heading.

Quizzes – 20%

Six Multiple-Choice Quizzes will cover the topics in the lectures and readings. Each will be offered with a specified time limit and will be graded immediately following your completion.

Resourcefulness Tasks – 10%

If offered, these tasks will challenge you as a communications investigator and researcher. You may be asked to find answers to seek information outside of this Course Shell as it applies to various activities. *This can be both useful and fun!*

Grade Distribution

The distribution of grades follows the UF Grading Policy and Scheme below. When the facilitator feels it warranted, final grades *may be curved* to a student’s advantage.

[View/Edit Grading Scheme](#)

Name:	UF Canvas Grading Scheme	Select Another Scheme
	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%

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

Texts

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](https://www.citefast.com/?s=APA7#) automatically formats citations: APA 7th edition. (2022). 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. There also may be both content and deadline changes per UF Administrators as the course progresses due to weather occurrences, so monitor Course Announcements and UF email often for details. **With Assignments some video lectures reference "timed" exercises - this may not be the case for all, so watch Announcements and Deadlines for assignment changes.**
2. **Due Dates.** Weekly assignments are due Mondays at 11:59 p.m., unless otherwise noted on the assignment page or changed by the University's administrators. You will submit your work in the **Assignment Silo** (the location where assignments are uploaded by you).
3. **Making up missed assignments.** If you miss any assignments for medical reasons, family deaths, illnesses, or military service (if you are not documented as military personnel with DSO), please reach out to me ASAP. **You also are required to report these challenges to the Dean of Students Office (<https://dso.ufl.edu/>).** An assessment of your challenge will be determined by a DSO professional and potential arrangements for a late submission suggested. You will need to provide a doctor's note or other medical documentation to DSO. DO NOT email your assignment unless instructed to do so. Any other missed assignments result in a "zero" grade; there is no extra-credit work offered in this course.
4. **DRC Accommodation Letters.** So we can collaborate toward facilitating your course success, please submit your documentation to me via email no later than the end of the first week of classes. See the University Policy on p. 4.
5. **Contacting the Course Facilitator.** Please note: **While Ms. Dunbar is your Video Lecturer, she is not participating in this 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 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 on Accommodating Students with Disabilities and Recognizing Diversity

Students requesting accommodation for illnesses or documented disabilities must first register with the Dean of Students Office. [The Dean of Students Office \(DSO\)](#) 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.

Recognizing Diversity: A component of ALL UF Courses, whether on-campus or online, is to create an environment that fosters the expression of diverse backgrounds, opinions, methods of presentation, and to teach tolerance with respect. Your suggestions and opinions are encouraged and appreciated as we interact in evolving social learning environments.

University Information and Policies on Covid

The University of Florida still 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 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: <https://coronavirus.ufl.edu/health-guidance/>

University Policy on Academic Misconduct

Academic honesty and integrity are fundamental values of the University community. 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>.

Netiquette: Communication Courtesy

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

Getting Canvas and Personal Help

For issues with technical difficulties for E-learning and Canvas, please contact the UF Computing Help Desk** at:

- <http://helpdesk.ufl.edu/>
- 352.392.4357 - Be prepared to offer your UF ID to the Representative

**** Any requests for make-up work due to technical issues MUST be accompanied by the ticket number received from the Representative, which documents when the problem was reported. The ticket number includes the time and date of the problem. You MUST e-mail your instructor with the ticket number within two hours of the technical difficulty if you wish to request an assignment accommodation.**

Other helpful 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.

NOTES –

#BelieveAndAchieve!