

University of Florida
College of Journalism and Communications
Department of Media Production, Management, and Technology

RTV3405 Media and Society – Spring 2022 Section 030H

Instructor: Mo Chen

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Class time: T | 6 - 8 (12:50 PM - 3:50 PM)

Class location: WEIL [0279](#)

Office hours: T 3:50-5:00 p.m. and by appointment

Office location: Weimer Hall 2034

Course Description

This course provides a broad introduction to key theoretical approaches to understanding media and society with an emphasis on those frameworks associated with mass communication and new technology-mediated communication. We will discuss media technology and its applications by applying media effect theories. We will apply theories to understand the meanings of facts about media content, audiences, and organizations. As we look at examples from news media, social media, and emerging media, we will ponder the nature of evidence and theory, and think about how we analyze and understand the impact of these media phenomena.

Course Objectives

By the end of the semester, you will be able to:

- Identify the basic concepts and applications of a variety of theories about media.
- Apply theories to the analysis of media phenomena.
- Evaluate the uses and purposes of theories.
- Propose communication research questions and develop an ability to formulate media phenomena.
- Present your mastery of knowledge related to current media events and trends.

Textbook

There are no required textbooks for this class. The course slides and additional readings will be available on Canvas ([elearning.ufl.edu](https://learning.ufl.edu)). * If you have problems with Canvas or any computer problems, please contact the UF Helpdesk by email (helpdesk@ufl.edu) or by phone (352-392-4357).

Grades

Presentation and discussion leading: 10%

In-class individual assignments: $4 \times 5\% = 20\%$

Attendance and participation: 10%

Open-notes quizzes: $3 \times 20\% = 60\%$
Total: 100%

Grade Equivalents (%)

A	93% or higher	C	70%-74.99%
A-	90%-92.99%	D+	65%-69.99%
B+	85%-89.99%	D	60%-64.99%
B	80%-84.99%	E	0%-59.99%
C+	75%-79.99%		

I will post grades on Canvas before I submit them. It is your responsibility to check them before the grade submission deadline (Apr. 27). Let me know immediately if there are calculation errors. Otherwise, the grades are final and non-negotiable. As there are many extra credits opportunities throughout the semester that you can take advantage of to improve your grades.

Assignments

Presentation and Discussion Leading 10%

Starting from Feb. 1, each student will need to present and lead the class discussion during class time. This is your opportunity to inform the class about a specific theory or group of theories that can explain a current media phenomenon. You also need to analyze how the theory and media effects apply to our society today. After the presentation, you need to form at least 3 questions that are related to your presentation to lead the class discussion to let all students participate in the discussion. Each presentation and discussion leading should run about 20 minutes. You will sign up for topics and time based on your interests. You first need to choose your presentation topic. It is highly recommended that you contact me one week before the presentation to get approval for the topic. Directions and details will be provided in a separate instruction a week before the assignment starts. Please email me the presentation and discussion leading slides a day before you lead the class discussion (Due on **Monday at 5:00 p.m.**).

In-class Individual assignments 20%

Five in-class individual assignments will be taken in class to test if you understand the class content or not. All the assignments are open notes. You can take notes during class. All the questions will be open-ended. You need to handwrite short sentences. The four highest grades will be counted to your final grade.

Attendance and participation 10%

Participation includes responding to questions in class, making insightful and respectful comments, or asking thoughtful and constructive questions in class.

Attendance will be taken throughout the semester. It is your responsibility to attend class and arrive on time for scheduled class sessions. You are allowed to have two unexcused absences during the semester. I expect that you will attend every class unless an emergency prevents you from doing so. If you find that you do have to miss a class due to an emergency, let me know immediately (email is preferred). If you missed one class, you could obtain class notes from classmates. I will not be available before or after class to re-teach lectures. The most common excused absence is getting sick but requires evidence to prove it. But starting the third absence, each absence will reduce your participation grade by 2 points until your total participation grade is zero.

Open-notes Quizzes 60%

There will be three quizzes in this class, each worth 20 points. The content on the quizzes will be drawn from lectures. The quizzes will consist of multiple-choice questions, T or F questions. The quizzes will be held during class time.

Extra Credits

Up to 3 extra credits will be offered for research participation through CJC's SONA research management system (<https://ufl-cjc.sona-systems.com>). Please register a SONA account and choose studies to participate in to receive extra credits for this class. Check SONA regularly to see what studies have become available. Typically, it is not until around maybe the third week of the semester that studies will become available. You should NOT wait until the last minute to sign up for participation because people tend to procrastinate, and research opportunities will be limited by the end of the semester. In fact, it is probably wise to participate early in the semester when your course loads are the lightest. Please see this video below for how to set up your SONA account: https://www.youtube.com/watch?v=_1OnT2ZU6QQ&feature=youtu.be If you have any questions, please contact the CJC SONA administrator through this email: uf-cjc-sonasystems@jou.ufl.edu

*It is important that you allocate SONA credits to the correct course section.

Class Policy

Classroom Etiquette

- The class does not tolerate harassment. Harassment consists of abusive behavior directed toward an individual or group because of race, ethnicity, ancestry, national origin, religion, gender, sexual orientation, age, physical or mental disability, including learning disability, mental retardation, and past/present history of a mental disorder.
- I expect all of you to be adults and behave as adults. You should behave professionally throughout the semester and not engage in making excuses or lying for not completing course requirements and leaving assignments to the last minute.

- Act professional when contacting me. For example, emails should include subjects. Put the course name in the subject line. Be respectful. Do not expect an immediate answer to email questions. I will reply to you within 24 hours.
- It is solely your responsibility to ensure all assignments reach me. No dispensations will be granted for lost or misplaced assignments. Assignments must be submitted electronically to Canvas by the due date. There are no exceptions to this policy. Of course, assignments can always be submitted early. It is strongly recommended that you keep a backup copy of all work that you submit in the course. Do not submit assignments via email unless required.

In-class recording

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor. A “class lecture” is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session. Publication without permission of the instructor is prohibited. To “publish” means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third-party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/ or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.

Missing Deadlines or Late submissions

I DO NOT accept late assignments. In the communication field, meeting assignment deadlines is vital. The same holds true in this class. If you have an exceptional reason for missing a deadline, please discuss it with me immediately and in advance. If you have a valid reason to miss one assignment, you will receive 70% of the score for the late submission. Fairness, both to me and your classmates, requires that you meet all deadlines. However, if you miss a deadline without a valid reason, I will count each missed deadline as a missed assignment (0 points for each missing assignment). If you miss too many assignments there will be a significant grade penalty, up to and including the failure of the class.

Electronic devices

You are allowed to bring laptops or tablets for notetaking. However, the use of other electronic devices is strictly prohibited during class, ESPECIALLY CELLPHONES. Please turn your phone off or to silent mode during class and keep it tucked away.

Honor Code

Honesty is expected in all assignments, exams, and presentations. All writing submitted to this course must be your original work. Use the American Psychological Association (APA) citation format including quoting and paraphrasing in your writing. **Plagiarism is the most extreme form of academic dishonesty and will result in failing this course and possible removal from the university.** Plagiarism includes cheating on assigned work, submitting the same paper for two courses, buying papers, turning in someone else's work for your own use. All UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code." Specific honor code can be accessed at <https://sccr.dso.ufl.edu/process/student-conduct-code/>

Accommodations for Special Needs

Any student who needs accommodation based on the impact of a documented disability, including special accommodations for access to technology resources and electronic instructional materials required for the course, should first register with the Disability Resource Center (352-392-8565, <https://disability.ufl.edu/students/get-started/>) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Please contact me to discuss the specific situation by the end of the second week of classes or as soon as practical.

Course Evaluations

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback professionally and respectfully is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens and can complete evaluations. The evaluations can be completed through GatorEvals, in the Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

Tentative Course Schedule

Week	Date	Topic	Tasks
1	Jan.10	Introduction & Media and communication	
2	Jan.17	Media effects and media influence	Individual assignment 1
3	Jan.24	Media effects research	Individual assignment 2
4	Jan.31	Learning through and from media	
5	Feb.7	Review and Quiz 1	
6	Feb.14	Agenda setting and framing	
7	Feb.21	Uses and gratifications	Individual assignment 3
8	Feb.28	Media that stir emotions	
9	Mar.7	Review and Quiz 2	
10	Mar.15	Spring Break (no class)	
11	Mar.21	Media persuasion	
12	Mar.28	Stereotypes & Media representation	
13	Apr. 4	Media Globalization & Privacy	Individual assignment 4
14	Apr.11	Computer-mediated communication	Individual assignment 5
15	Apr.18	Human-machine communication & VR/AR	
16	Apr.25	Review and Quiz 3	

Note: Changes that occur to the syllabus will be announced in class or on Canvas.