

Mass Media and You

MMC 2604
Three credit hours
Fall 2014
M11 (6:15-7:05)
W11-E1 (6:15-8:10)
WEIM 1064

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Office hours: T 1:45-2:45; W 4-6
and by appointment

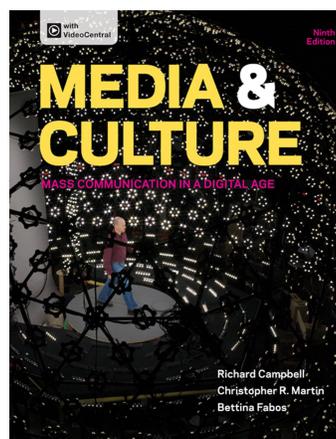
Course Objectives

In this course you will examine the roles and effects of contemporary mass media on society. Course objectives include increasing media literacy through examination of the history of various mass media. In this course you will consider the rights, responsibilities and ethics of media. You will explore the relationship between governments, audiences and media companies as well as the economic, political and social determinates of media content.

Course Materials

The required text for this course is
“Media and Culture: Mass Communication in a Digital Age” ninth edition
(ISBN 978-1457628313).

Buy or rent your textbook as soon as possible. If you encounter a delay (shipping, financial aid, bookstore supply or any other reason) it is your responsibility to find a solution. You are welcome to share textbooks as a way to cut costs. If you choose to use an earlier version, you will need to identify the changes including the reordering of chapters. You are responsible for all the assigned reading material on exams.



Course Requirements

To demonstrate an understanding of the material covered in this course:

- Three tests (30 percent each; 90 percent total)
- Four assignments (10 percent total, see breakdown below)
 1. Media Diary (4 percent)
 2. Film Response 1 (2 percent)
 3. Film Response 2 (2 percent)
 4. Film Response 3 (2 percent)

Determining Your Grade

Your overall grade is based on the grades you earn on each of the course requirements listed above. Final grades are rounded up. For example, an 89.5 rounds up to a A-, but a 89.4 remains a B+.

A	A-	B+	B	B-	C+	C	C-	D+	D	D-	E
100-93	92-90	89-87	86-83	82-80	79-77	76-73	72-70	69-67	66-63	62-60	59-0

Attendance and Assignments

Class attendance is important. You should expect some test material to be covered solely in class. The University Catalog outlines specific rules regarding absences available at:
<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

Evidence of a legitimate absence (i.e. a doctor's note requesting the student be excused) will be required for a make-up test. Please notify me by email within 24 hours of a missed test to schedule a makeup. Students involved in University activities such as athletics are responsible for identifying any tests they will miss, providing me with notification of the absence and scheduling a makeup exam.

Class Decorum & Technology

Please be respectful of everyone in the class and arrive on time. The doors in our classroom are noisy. Expect that everyone (including me) will look at you if you come in late or leave early. Use social media and the internet in class responsibly. If you have the ability to look up information or resources that pertain to class, please do. Feel free to share relevant examples or information you find online during class, when appropriate, or outside of class via email. However, be aware that students sitting around you can see anything you do on your laptop or tablet (and most likely your smartphone). You may be called out if you're not paying attention in class. You will definitely be called out if you're distracting others.

Communications

The best way to reach me outside of class time and office hours is by email at hcowart@ufl.edu. Please feel free to drop by my office, which is on the ground floor of Weimer, or speak to me after class.

Evaluations

You are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but you will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results>.

Academic Integrity

You are bound by The UF 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." On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Honor Code (<http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please let me know.

Special Assistance

Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation. 352-392-8565
<https://www.dso.ufl.edu/drc/>

Counseling & Wellness

The University provides wellness resources and counseling. Students should take advantage of these if they are feeling overwhelmed academically, personally or socially. The Counseling & Wellness Center website is <http://www.counseling.ufl.edu/cwc/> Students may also contact me if they need assistance taking advantage of the Counseling & Wellness resources.

Class Schedule

The following schedule is subject to change. However, test dates will not change – please plan accordingly. Content is listed the day it is covered in class. For example, read Ch. 1 by Wednesday, Aug. 27.

Week	Monday	Wednesday
1 – Introduction & Why We Study Media	Aug. 25 - Course Introduction Review Syllabus <i>Media Diary Assigned – Due Sep. 8</i>	Aug. 27 - Ch. 1 Mass Communication: A Critical Approach – includes the culture and evolution of mass communication, the role of media, media literacy and the critical process
2 – Digital Media & Convergence	Sep. 1 <i>Labor Day Holiday</i>	Sep. 3 - Ch. 2 Digital Media and Convergence – history of the internet, its influence on media, economic issues
3 – Digital Media & Convergence	Sep. 8 - Ch. 3 Media Diary Due Digital Gaming and the Media Playground - history, trends in gaming	Sep. 10 – Digital Media Social Media and What's Next <i>Discuss Media Diary Results</i>

4 – Sounds & Images	Sep. 15 - Ch. 4 Sound Recording and Popular Music – history, business of music, internet influence on the business model	Sep. 17 - Ch. 5 Test Review Popular Radio and the Origins of Broadcasting – history and evolution of the radio industry <i>Guest Speaker: Heather Halak</i>
5 – Sounds & Images	Sep. 22 <i>Test 1</i>	Sep. 24 - Ch. 6 Television and Cable: The Power of Visual Culture – history, development of cable and network television, major industry changes <i>Guest Speaker: Ginger Blackstone</i>
6 – Sounds & Images	Sep. 29 - Ch. 7 Movies and the Impact of Images – evolution of movies, Hollywood’s golden age, trends and censorship	Oct. 1 “Page One: Inside the New York Times” <i>Film Response 1 Assigned – Due Oct. 13</i>
7 – Words & Pictures	Oct. 6 - Ch. 8 Newspapers: The Rise of Decline of Modern Journalism – history, ownership, new business models, changes facing the industry	Oct. 8 - Ch. 8 Newspapers: social media as a distributor of news content, online news consumption
8 – Words & Pictures	Oct. 13 - Ch. 9 Film Response 1 Due Magazines in the Age of Specialization – development of modern American magazines, economic concerns	Oct. 15 Test Review
9 – The Business of Mass Media	Oct. 20 <i>Test 2</i>	Oct. 22 “The Greatest Movie Ever Sold” <i>Film Response 2 Assigned – Due Nov. 3</i>
10 – The Business of Mass Media	Oct. 27 - Ch. 11 Advertising and Commercial Culture – industry trends, internet advertising	Oct. 29 - Ch. 11 Advertising and Commercial Culture – effects on children, consumers
11 – The Business of Mass Media	Nov. 3 - Ch. 12 Film Response 2 Due Public Relations and Framing the Message – history, practice, PR and democracy	Nov. 5 - Ch. 14 The Culture of Journalism: Values, Ethics, and Democracy – ethics, influence of online journalism, redefining journalism
12 –Democratic Expression and the Mass Media	Nov. 10 - Ch. 15 Media Effects and cultural approaches to Research – research on media effects, critical cultural approaches	Nov. 12 “PressPausePlay” <i>Film Response 3 Assigned – Due Nov. 24</i>
13 – Digital Journalism; Media Law	Nov. 17 The Programmer Journalist <i>Guest Speaker: Mindy McAdams</i>	Nov. 19 - Ch. 16 Legal Controls and Freedom of Expression – origins, major cases
14 – Democratic Expression & the Mass Media	Nov. 24 Film Response 3 Due Test Review	Nov. 26 THANKSGIVING
	Dec. 8 <i>Test 3*</i>	
*Test 3 is not a cumulative test. There is no final in this course.		