

# RTV 3405 TELEVISION AND AMERICAN SOCIETY

## Spring 2015 Section 029H

**When:** Monday 9:35am-10:25am  
Wednesday 9:35am-10:25am  
Friday 9:35am-10:25am

**Where:** Weimer Hall 1064 (Gannett Auditorium)

**Instructor:** Dr. Yu-Hao Lee

**Contact:** [leeyuhao@jou.ufl.edu](mailto:leeyuhao@jou.ufl.edu)  
(352) 392-3951

**Office hours:** Monday 11am-12pm or  
by appointment

**Office:** 3051 Weimer Hall

### **COURSE OBJECTIVES**

Despite the rapid growth of the Internet, digital games, and mobile technology, television remains the most popular form of entertainment in the United States. While the technology, the industry, and the audience of television has changed over history. Its political, social, and cultural influence is still very significant today. This course will introduce students to television from multiple perspectives. We will cover the history of television, the television industry and the telecommunication profession, the unique narrative and affordances of television, its cultural influence on American and international societies, and theories of television effects.

#### **You will learn...**

- To analyze television programs critically and identify its persuasive attempts
- To apply political, social, psychological theories in explaining television effects
- How television content is produced and programming logic
- How technology changes affect the relationship between producers and audiences
- The history of television as a technology and cultural artifact
- Basic ethics and demands of the telecommunication profession

### **TEXTBOOK**

1. There are no required textbooks for this class. The course slides will be available on Canvas.
2. Additional readings will be on the course site: <https://lss.at.ufl.edu> select "e-Learning in Canvas," and log in using your Gatorlink ID.

Recommended textbook:

- Mittell, J. (2010). *Television and American Culture*. New York: Oxford University Press.

If you have problems with Canvas or any computer problems, please contact the UF Helpdesk by email ([helpdesk@ufl.edu](mailto:helpdesk@ufl.edu)) or by phone (352-392-4357).

## GRADES

Exam 1	100 Points
Exam 2	100 Points
Exam 3	100 Points
Group Project	70 Points
Attendance	30 Points
<b>TOTAL</b>	<b>400 Points</b>

A	93% or more	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%		

## EXAMS (3 x 100 points)

There are three exams in this class, each worth 100 points. The exam will consist of multiple-choice questions and short essays. There will be no make-up exams. No exceptions. The dates of the three exams are:

**Exam 1: September 26th (Friday)**

**Exam 2: October 23rd (Friday)**

**Exam 3: November 20th (Friday)**

## GROUP PROJECT (70 points)

You will work in groups to pitch a TV program for an audience group. You will be randomly assigned to groups of five\* students after the drop/add period has ended. A list of groups will be distributed via Canvas. You, as a group, will turn in a detailed plan of your proposed program at the end of the semester (A maximum of 25 pages, 12-sized font, double spaced, not including references). In addition, your group have exactly 5 minutes to present your project to class at the end of the semester. Your presentation should polished and rehearsed.

**TV program pitch:** At the end of the semester, you will propose a new television program that addresses a topic that is not addressed in current TV programs. You will “pitch” the program in groups of five students in class during the last week of class. In your pitch, you need to make the case why your show will succeed for a specific channel. 1) You must provide a brief summary of the program and what issue are you trying to tackle with this new program. 2) Describe the audience you will attract and why it matters for the channel. 3) Design a market plan for your program to become a success. 4) Incorporate transmedia storytelling, describe your franchise

plan. 5) You will also need to address the issue of negative representations of a group of your choosing (i.e., racial and ethnic minorities, persons with disabilities, women, members of the LGBT community, etc.) and find a way for your show to address representation issues. Use EVIDENCE to support your pitch, such as ratings for similar programs, audience survey, etc.

Each group will submit a group paper via Canvas by 11:59pm on Dec. 9 along with evaluation for the other members of your group (via a survey link which will be provided on the last week of class). Your group paper must address the five sections in the paragraph above. You must reference sources that you cite in the paper, or any idea that is not your own. The last page of your group paper should be a description of how the work was divided among your group members.

More details on the project will be provided throughout the semester, and we will have group workdays to facilitate group work needed to finish the project.

### **PARTICIPATION (30 points)**

Attendance will be taken randomly throughout the semester. You are allowed 2 unexcused absence before we send you a friendly email reminding you to come to class. Respond and let us know why you are not in class, we want to help you do well in this class.

If you do not respond and continue to miss class, 3 points (.75%) will be deducted from your grade for each missed class onward.

The purpose of this is to help us understand your learning situation and help you before it's too late in the semester.

### **EXTRA CREDITS:**

You will have the opportunity to earn extra credits throughout the semester. The extra credits will be available through:

- a) Participating in activities announced in class and via Canvas announcements (make sure that you check your emails frequently)
- b) Random quizzes throughout the semester

### **CLASS POLICY**

**Attendance:** The class will start promptly at 9:35pm, if you come in late or have to leave early, please do so quietly without disturbing others in the class.

**Electronic devices:** You are allowed to bring laptops or tablets for note-taking. But use of other electronic devices are strictly prohibited during class, ESPECIALLY CELLPHONES. Please turn your phone off or to silent mode during class and keep it tucked away.

**Honor Code:** As a student at this university, you have accepted a commitment to the Honor Code, and the principles of academic integrity, personal honesty, and responsible citizenship on which it was founded. As an instructor at this university, I am also charged with its enforcement and take that responsibility very seriously.

You can find the complete honor code via this link:

<https://www.dso.ufl.edu/scer/process/student-conduct-honor-code/>

Among the activities that could result in Honor Code violations are plagiarism, cheating, misrepresenting sources, the unauthorized use of others' work, etc. Consult me if you are uncertain about your Honor Code responsibilities within this course.

**Special Needs:** According to University policy, students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide appropriate documentation to you and you should provide this documentation to me when requesting specific accommodation. It is your responsibility to initiate this conversation early in the semester and you should plan to meet with me during office hours to discuss this.

### **TENTATIVE SCHEDULE**

<b>Date</b>	<b>Topic</b>	<b>Recommended Readings</b>
<b>Week1</b> Aug. 24 (M)	Welcome & Introduction	
Aug. 26 (W)	Why study television?	Textbook: Introduction (p.1-13)
Aug. 28 (F)	History of TV	Textbook: Ch.11
<b>Week 2</b> Sep. 7 (M)	<b>LABOR DAY (no class)</b>	
Sep. 9 (W)	History of TV (cont.)	Textbook: Ch.11
Sep. 11 (F)	Convergence and TV	The cultural logic of media convergence -Jenkins (2004)
<b>Week 3</b> Sep. 14 (M)	The TV industry	Textbook : Ch. 1
Sep. 16 (W)	The TV industry (cont.)	Textbook: Ch.1 cont.
Sep. 18 (F)	Participatory audience	Spoiling survivor-Jenkins (2006)
<b>Week 4</b> Sep. 21 (M)	Exchanging audience	Recounting the Audience-Lotz (2009)
Sep. 23 (W)	Exchanging audience	Spoiling survivor-Jenkins (2006)

Sep. 25 (F)	GROUP WORKTIME	
<b>Week 5</b> Sep. 28 (M)	Serving the public interest	Textbook: Ch. 3
Sep. 30 (W)	REVIEW: Exam 1	
Sep. 26 (F)	<b>EXAM 1</b>	
<b>Week 6</b> Sep. 28 (M)	TV and political citizenship	Textbook: Ch. 4
Sep. 30 (W)	TV and political citizenship (cont.)	Not Your Parents Presidential Debate-McKinney & Rill (2009)
Oct. 2 (F)	TV narratives	Textbook. Ch. 6
<b>Week 7</b> Oct. 5 (M)	TV genres	Textbook. Ch. 6
Oct. 7 (W)	Transmedia storytelling	Searching for the Origami Unicorn-Jenkins (2006)
Oct. 9 (F)	GROUP WORKTIME	
<b>Week 8</b> Oct. 12 (M)	Screening America	Textbook: Ch.7
Oct. 14 (W)	Screening America (cont.)	Textbook: Ch.7
Oct. 16 (F)	<b>HOMCOMING (no class)</b>	
<b>Week 9</b> Oct. 19 (M)	Identity on the screen	Textbook: Ch. 8
Oct. 21 (W)	REVIEW: Exam 2	
Oct. 23 (F)	<b>EXAM2</b>	
<b>Week 10</b> Oct. 26 (M)	American TV's global influence	Textbook: Ch. 11
Oct. 28 (W)	History of media effects	20 <sup>th</sup> century media effects -McDonald (2009)
Oct. 30 (F)	Methods of studying TV	
<b>Week 11</b> Nov. 2 (M)	Cultivation theory	TV news and cultivation of fear-Romer et al. (2003)
Nov. 4 (W)	Agenda setting/Framing	Framing, agenda setting, and priming-Scheufele & Tewksbury (2007)
Nov. 6 (F)	<b>HOME COMING (no class)</b>	

<b>Week 12</b> Nov. 9 (M)	Excitation transfer theory & Catharsis hypothesis	TV viewing and psychological arousal-Zillmann (1991)
Nov. 11 (W)	<b>VETERANS DAY (no class)</b>	
Nov. 13 (F)	Priming	Beyond Vicary's fantasies- Karremanns & Vicary (2006)
<b>Week 13</b> Nov. 16 (M)	Social Cognitive Theory	Watch: <a href="#">Social cognitive theory</a>
Nov. 18 (W)	Review: Exam 3	
Nov. 20 (F)	<b>EXAM 3</b>	
<b>Week 14</b> Nov. 23 (M)	TV and information literacy	
Nov. 25 (W)	<b>THANKSGIVING (no class)</b>	
Nov. 27 (F)	<b>THANKSGIVING (no class)</b>	
<b>Week 15</b> Nov. 30 (M)	Wrap-up: Future of TV	
Dec. 2 (W)	GROUP WORKTIME	
Dec. 4 (F)	Group project presentation	
<b>Week 16</b> Dec. 7 (M)	Group project presentation	
Dec. 9 (W)	Group project presentation	

### **Tips for doing well in this course**

1. Come to class regularly. The PowerPoint slides are NOT substitutes for coming to class and do not cover all the course content. My experience shows that students who come to class regularly perform better in this course.
2. Take notes! This will help you retain information and help you study for the exam.
3. Do the reading BEFORE class and don't be afraid to ask questions. Never try to read everything right before the exam.
4. Study for the review session, so that your questions can be answered during review.
5. Find a friend in class with whom you can study and discuss notes with.
6. See the instructor as soon as possible (during office hour or by appointment) if you are

having trouble with the course.