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Office Hours: 1:00-3:00pm (Tuesday) & 2:00-3:00pm (Thursday) and by appointment

RTV 3405: TELEVISION AND AMERICAN SOCIETY Fall 2012

Class Meeting Times: Tuesday (10-11): 5:10 – 7:05pm & Thursday (10): 5:10 – 6:00pm

Required Textbook: R. J. Harris, **A Cognitive Psychology of Mass Communications**, 5th edition (New York: Routledge, 2009).

Course Overview: Objectives

This course introduces students to the history of television and the medium's effects on American society. By the end of this course you will be able to:

- Identify the history and development of television in terms of both technology and culture
- Identify the major theoretical perspectives (and their components) used to study television
- Apply major theoretical perspectives to televised content, and form hypotheses regarding effects on society
- Understand the behavioral, cognitive, affective, and political effects of television in terms of both individual and social outcomes
- Understand the major functions of television in American society
- Develop media literacy skills and the capacity to be an alert and conscientious consumer of television

Classroom Policies:

- Classroom attendance is important. In addition to the textbook, classroom lectures, presentations, and audio/video materials will be covered in the examinations.
- To avoid disruptions to the class, please come to class on time and do not leave until the instructor dismisses class.
- When you come into the classroom, please turn off all cell phones or other electronic communication devices.
- Unless the instructor asks you to do so as part of an in-class activity or assignment, please do not talk to other students during class lectures and presentations.

Student Learning Outcomes:

This course fulfills a Social Science General Education requirement. Therefore, the following Student Learning Outcomes are addressed:

Content

- *Know key themes, principles, and terminology within this discipline.*
- *Know the history, theory and/or methodologies used within this discipline.*
- *Identify, describe and explain social institutions, structures and processes within this discipline.*

Critical Thinking

- *Apply formal and informal qualitative and/or quantitative analysis effectively to examine the processes and means by which individuals make personal and group decisions.*
- *Assess and analyze ethical perspectives in individual and societal decisions.*

Communication

- *Communicate knowledge, thoughts and reasoning clearly and effectively informs appropriate to this discipline, individually and in groups.*

In addition this course introduces the following Student Learning Outcomes as established by the faculty of the Department of Telecommunication:

- Identify, describe, or apply concepts and theories in the use and presentation of content
- Identify, describe, or apply professional ethical principles and the importance of truth, accuracy, fairness and diversity
- Identify, describe, or apply the tools and technologies appropriate for the telecommunication professions
- Communicate effectively in forms and styles appropriate to the telecommunication professions, audiences and the purposes they serve

Grades:

Grades will be based on three examinations, each worth 100 points, and 10 quizzes, worth 10 points each. Grades are based on a 400 point scale (described below) – not on percentages. Please be aware that there will be **no rounding** of grades at the end of the semester. Your point total is final and grades will be assigned as described below.

Exams:

In each examination week, there will be two opportunities to take the exam. You may either one (first or second) or both. Only your highest score will be counted. Please be aware that the second version in each examination week will not be identical to the first version. The two versions will cover the same material, but a portion of the questions on each exam will be different. **Grades will NOT be available until both exams have been completed in an exam week.** Additionally, because you will have two opportunities to take each examination, **THERE WILL BE NO MAKE-UP EXAMS.**

Exam 1: September 25 & 27

Exam 2: October 23 & 25

Exam 3: November 29 & December 4

Quizzes:

Quizzes based on each week's lecture material will be posted weekly to eLearning. There will be twelve total (one each week except exam weeks), but only 10 will be counted – the lowest two scores will be dropped. Quizzes will open at 9 a.m. each Friday morning and close at 11:59 p.m. each Sunday night (the quiz that falls during Thanksgiving week will open Tuesday – 11/20 – at 6pm and will close The following Tuesday – 11/27 – at 10am) .

Grading Scale (in points)

370-400	A (4.0 Grade Points)	290-307	C (2.0 Grade Points)
360-369	A- (3.67 Grade Points)	280-289	C- (1.67 Grade Points)
348-359	B+ (3.33 Grade Points)	268-279	D+ (1.33 Grade Points)
330-347	B (3.0 Grade Points)	250-267	D (1.0 Grade Points)
320-329	B- (2.67 Grade Points)	240-249	D- (0.87 Grade Points)
308-319	C+ (2.33 Grade Points)	Below 240	E (0 Grade Points)

Extra Credit:

There will be several opportunities to earn extra credit points throughout the semester. These points will be earned through participating in activities announced in class, via email, and on eLearning. You will have the chance to accrue up to 40 points of extra credit to be added to your total points earned for the class. Although there may be opportunities totaling more than 40 points, 40 is the MAXIMUM amount you may add to your point total.

24/7 Rule

I will send a ListServ email when I have posted exam grades or extra credit points to the class Sakai site. If you would like to seek clarification on an exam grade, or believe you are missing extra credit points, you may request a review as long as these procedures are followed: 1) You must wait at least 24 hrs after the posting of exam grades/EC points before requesting a review; 2) The review must take place within 7 days after exam grades/EC points are posted; 3) All **grade** reviews must be conducted face to face (EC reviews may be done via email).

Academic Honesty:

Students are expected to understand and adhere to the University of Florida Honor Code outlined in the student handbook. To review the Code, discussions of the violations, and student obligations, visit the Dean of Students UF Web site and review the Student Guide (<http://www.dso.ufl.edu/STG/default.html>). If you are aware of a situation where academic dishonesty is occurring, contact your Instructor or the Office of Student Services (392-1261).

Students with Disabilities:

Any student in this course who has a disability that may prevent him or her from fully demonstrating his or her abilities should contact the instructor personally as soon as possible so we can discuss accommodations necessary to ensure full participation and facilitate your educational opportunities. Students requesting classroom accommodation must first register with the Dean of Students Office (391-1261). The Dean of Students Office will give documentation to the student who must then provide this documentation to the Instructor when requesting accommodation.

Tentative Schedule

August	23	Introduction, Class Policies
August	28	Why Study Television? Reading: <i>“Why Television?”</i> (on eLearning)
August	30	Invention and History of Television
September	4	Invention and History of Television (cont.)

September	6	Television Use and Reliance Reading: Text, Chapter 1
September	11	Media Production and Concentration Reading: “ <i>Exchanging Programming</i> ” (on eLearning)
September	13	New Technologies Reading: “ <i>Television’s Transforming Technologies</i> ” (on eLearning)
September	18	Theories of Media Effects Reading: Text, Chapters 2 & 3
September	20	Theories of Media Effects (cont.)
September	25, 27	FIRST EXAM WEEK
October	2	Political Effects of Television: Politics in the News Readings: Text, Chapters 7 & 8 (p. 225-245)
October	4	Politics in the News (cont.)
October	9	Televised Advertising in Political Campaigns Readings: Text, Chapter 8 (p. 245-256); “ <i>Political Advertising</i> ” (on eLearning)
October	11	Televised Advertising in Political Campaigns (cont.)
October	16	Televised Coverage of Political Debates Reading: “ <i>Political Debates</i> ” (on eLearning)
October	18	Televised Coverage of Political Debates (cont.)
October	23, 25	SECOND EXAM WEEK
October	30	Television Portrayals and Stereotypes Reading: Text, Chapter 4; “ <i>TV Stereotypes</i> ” (on eLearning)
November	1	Television Portrayals and Stereotypes (cont.)
November	6	Reality TV Reading: “ <i>Reality TV</i> ” (on eLearning)
November	8	Television, Children: Learning, Violence, and Sex Readings: Text Chapters 9, 10
November	13	Television, Children: Learning, Violence, and Sex (cont.)
November	15	Emotional Effects of Television: Soaps, Sports, Music

Reading: Text, Chapter 6

November 20 Emotional Effects of Television: Soaps, Sports, Music (cont.)

November 27 Television Advertising and Consumers
Reading: Text, Chapter 5

Nov/Dec 29, 4 **THIRD EXAM WEEK**