

SYLLABUS

MMC 2604: Mass Media and You

Spring 2016

Tuesdays, Period 9 (4:05-4:55 p.m.)

Thursdays, Periods 9-10 (4:05-6 p.m.)

100 McCarty Hall C

Instructors: Darlena Cunha, darlena.cunha@gmail.com,

Steve Orlando, sfo@ufl.edu 352-846-3903

Office hours: Darlena Cunha: By appointment

Steve Orlando: Wednesdays 2-3 p.m. 101 Tigert Hall

Objective: 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.

Required reading: The required text for this course is "Media and Culture: Mass Communication in a Digital Age" 2015 update.

Tests: You will have two tests, both multiple choice, one in the middle of the semester, the other near the end. Both will be during regular class time in our usual classroom, 100 McCarty C. Show up for class, listen and take notes, read and you should have no problems. It's that simple. Really. (A note about taking notes: We encourage you to take notes the way a journalist would, which means listen for what sounds important, such as names, facts, numbers and anything preceded by the words, "This is important so write it down.")

Finally, a note about your final grade for the class. We use the university's alternate grading scale, which is extremely generous and forgiving (see below). When the end of the semester comes, please don't send us emails saying things like, "But professor, I'm only one point away from an A. Can't you just give me one point??" Receiving one of these emails will tempt us to be jerks to you. We hate jerks. Please don't make us hate ourselves.

SCHEDULE*

*Subject to change. Depending on the phase of the moon.

Week 1 (Jan. 5 & 7) Introductions; Mass Communication: A Critical Approach

Week 2 (Jan. 12 & 14) – The Internet, Digital Media and Media Convergence

Week 3 (Jan. 19 & 21) – Digital Gaming and the Media Playground

Week 4 (Jan. 26 & 28) – Sound Recording and Popular Music

Week 5 (Feb. 2 & 4) – Popular Radio and the Origins of Broadcasting

Week 6 (Feb. 9 & 11) – Television and Cable: The Power of Visual Culture

Week 7 (Feb. 16 & 18) – **Feb. 16: TEST 1 (In 100 McCarty C during regular class time)** Feb. 18: Movies and the Impact of Images

Week 8 (Feb. 23 & 25) – Newspapers: The Rise and Decline of Modern Journalism

Week 9 (March 1 & 3) – **SPRING BREAK – NO CLASS**

Week 10 (March 8 & 10) – Magazines and the Age of Specialization

Week 11 (March 15 & 17) – Books and the Power of Print

Week 12 (March 22 & 24) – Advertising and Commercial Culture

Week 13 (March 29 & 31) – Public Relations and Framing the Message

Week 14 (April 5 & 7) -- The Culture of Journalism: Values, Ethics and Democracy

Week 15 (April 12 & 14) – How to Get a Media Job

Week 16 -- **April 19: TEST 2. (In 100 McCarty C during regular class time)**

Grading scale

A = 90 or above	C = 70 - 73
A- = 87 - 89	C- = 67 - 69
B+ = 84 - 86	D+ = 64 - 66
B = 80 – 83	D = 60 - 63
B- = 77 - 79	D- = 57 - 59
C+ = 74 - 76	E = 56 or below

Class attendance, make-up exams, etc.

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

Students with disabilities

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc/) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

Your feedback

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