

RTV 3405-029H

TELEVISION AND AMERICAN SOCIETY

Spring 2016

When: Monday 5:10am-7:05am
Wednesday 5:10am-6:00am
Where: Weimer Hall 1064 (Gannett Auditorium)

Instructor: Dr. Yu-Hao Lee
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or by appointment
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Co-instructor: Robert Wells
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Office hours: TBD or by appointment
Office: G038

COURSE OBJECTIVES

Despite the rapid growth of the new interactive media such as social media, 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 teach students to examine television from multiple perspectives. We will cover the history of television, 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.

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

Exam 1	100 Points
Exam 2	100 Points
Exam 3	100 Points
Group Project	70 Points
Attendance	30 Points
TOTAL	400 Points

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. There will be no make-up exams. The dates of the three exams are:

Exam 1: February 3 (Wednesday)

Exam 2: March 16 (Wednesday)

Exam 3: April 13 (Wednesday)

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 20 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 be 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 to the class during the last week of class. In your pitch, you need to:

- 1) Provide a brief summary of the program and what issue are you trying to tackle with this new program. Explain why it is important, why it's not addressed in current TV, and how you will make it a success.
- 2) Describe your target audience, how you will identify and attract this audience group, and why it matters for the channels that you will pitch to.
- 3) Design a business plan for your program to be profitable, including your revenue source and marketing plans. Provide a breakdown of your projected cost and revenue.
- 4) Incorporate transmedia storytelling to your show, describe how you will take advantage of each media to build a franchise and tell a better story.
- 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.

Most importantly, you must use EVIDENCE to support your pitch, such as ratings for similar programs, content analysis, research studies, and audience survey, etc.

Each group will submit a group paper via Canvas by 11:59pm on Apr. 20th along with an evaluation of the other members in your group (via a survey link which will be provided on the last week of class). Your group paper must: A) Include a cover page with your title, group number, and group members. B) Address the five sections in the paragraph above. C) Include reference to sources that you cited in the paper or any idea that is not your own. D) 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 three group workdays to help you finish the project.

PARTICIPATION (30 points)

Attendance will be taken randomly throughout the semester. The goal is to keep track of how you are doing in class and in life. 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, 2 points (0.5%) 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:

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://youtu.be/_1OnT2ZU6QQ

If you have any questions, please contact the CJC SONA administrator through this email: uf-cjc-sonasystems@jou.ufl.edu

CLASS POLICY

Attendance: The class will start promptly, 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/sccr/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

Date	Topic	Recommended Readings
Week 1 Jan. 5 (W)	Welcome & Introduction	
Week 2 Jan. 11 (M) Jan. 13 (W)	Brief history of TV Convergence and TV	The cultural logic of media convergence -Jenkins (2004)
Week 3 Jan. 18 (M) Jan. 20 (W)	Holiday (no class) Commercial TV	
Week 4 Jan. 25 (M) Jan. 27 (W)	Commercial TV (cont.) TV audience (ratings and measures)	Recounting the Audience-Lotz (2009)
Week 5 Feb. 1 (M) Feb. 3 (W)	TV & public interest + Exam 1 review EXAM 1	
Week 6 Feb. 8 (M) Feb. 10 (W)	TV narratives & genres Transmedia storytelling	Searching for the Origami Unicorn-Jenkins
Week 7 Feb. 15 (M) Feb. 17 (W)	TV and political citizenship [Group worktime]	(2006)Not Your Parents Presidential Debate-McKinney & Rill (2009)
Week 8 Feb. 22 (M) Feb. 24 (W)	Cultural critique of TV Identity and stereotypes	
Week 9	SPRING BREAK (No Class)	
Week 10		

Mar. 7 (M)	TV and education	
Mar. 9 (W)	[Group worktime]	
Week 11 Mar. 14 (M)	TV for risk communication + Exam 2 review	
Mar. 16 (W)	EXAM 2	
Week 12 Mar. 21 (M)	History of media effects + methods of studying media	21 century media effects
Mar. 23 (W)	Cultivation theory	TV news and cultivation of fear-Romer et al. (2003)
Week 13 Mar. 28 (M)	Agenda setting, Framing, and Priming	Framing, agenda setting, and priming-Scheufele & Tewksbury (2007)
Mar. 30 (W)	Excitation transfer, catharsis, & mood management	Beyond Vicary's fantasies- Karremanns & Vicary (2006) TV viewing and psychological arousal-Zillmann (1991)
Week 14 Apr. 4 (M)	Information processing and Elaboration likelihood	
Apr. 6 (W)	[Group worktime]	
Week 15 Apr. 11(M)	Social media and TV + Exam 3 review	
Apr. 13 (W)	EXAM 3	
Week 16 Apr. 18 (M)	Future of TV + Group project presentations	
Apr. 20 (W)		

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.