

MMC 2604

Mass Media & You

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Office Hours: T&R 1:45 – 3:15 p.m.

Course Description:

The mass media landscape is constantly changing; but to understand where we are heading in communications, it is important to understand where we have come from. In this course, we will examine the roles and effects of contemporary mass media on society by examining the industry’s evolution. We will do this through studying the history of various mass media to increase media literacy. In this class, we will explore convergence media and how we consume media today. We will also look at the bigger questions facing the economics of modern communications and how communication structures are adapting.

Course Objectives:

1. Gain tools to increase your media literacy, and increase awareness of how the media shape our perceptions of our culture and world.
2. Learn history of mass media, and understand the relationship of technological advancements to communication.
3. Learn the basics of media effects theories and their criticisms. Gain a clearer idea of how the media impacts your culture.

Attendance and Tardiness:

Attendance in this class is not mandatory. Role will not be taken. However, it is highly encouraged that you attend each class meeting since material you will be tested and quizzed on will be from both lecture and assigned readings. You should expect some exam questions to ONLY be covered in lecture. If you are absent, it is your responsibility to get the notes from another student. The instructor will not post or give out lecture notes or slides. Note: Missing a class or two can have a big impact on your grade because there is much material to cover.

Please be respectful to your instructor and fellow classmates and arrive to class on time. Please keep in mind once the first quiz or exam is given out, tardy students may be unable to take that day’s quiz or exam.

Required Text:



Media and Culture:
An Introduction to
Mass Communication
Edition: 9th
ISBN: 9781457628313

Author: Campbell/Martin/Fabos

Evaluation

To demonstrate understanding of the material covered in this course, you will be evaluated on the following:

Unannounced quizzes	10 %
Test 1	30 %
Test 2	30 %
Final Exam	30 %

Total	100 %
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Grading Scale

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

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Exam and Quiz Make-up Policy:

There will be three exams and an undetermined number of quizzes given throughout the semester. Students must take exams during the time specified in the syllabus unless you have an excused absence under the university policy, outlined on its website: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

Quizzes will be unannounced and given at different times throughout the semester/lecture. There will be no make-up quizzes, unless you have an excused absence. In order for an absence to be excused, you must contact the instructor within 24 hours and provide official documentation. The same policy for exam-excused absences applies to quizzes.

Technology:

When you enter the class, please turn your cell phone to vibrate, silent, or off. Laptops should only be used to take notes or participate in enhancing the learning experience related to the class. Playing on Facebook, G-chatting or any perusing of the web, in general, is disruptive to your learning ability and those around you. If there is an issue, the student will be asked to close/turn off his or her laptop/cell and watch the lesson or be asked to leave. Talking on a cell phone in class will not be tolerated at all.

Food and Drink:

Food and drink should be kept to a minimal. Food should be “quiet” foods. Secure-top drinks, such as water bottles and sodas with twist-tops, are preferred. Coffee in coffee cups is fine.

Communication:

For this class, the instructor will use Canvas to email announcements, changes in schedule and input grades from quizzes and tests. However, students should email the instructor directly, not through Canvas.

Exams will not be given back to students. If they would like to review their exams, they will need to come to the instructor’s office hours or email the instructor to determine a time to meet. When emailing the instructor, please use MMC 2604 in the subject line.

Extra Credit:

No individual extra credit will be given. However, the instructor may elect to offer extra credit opportunities. Students will be notified of those opportunities either in class or electronically through email.

Academic integrity:

UF students are bound by The 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 specifies a number of behaviors that are in violation of this code and the possible sanctions. Please read it here if you have any concerns about a project or assignment you are working on or turning in:

<http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>.

Course Calendar (June 29 – August 7)

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
29 Chp. 1 <i>Mass Comm: A Critical Approach</i>	30 Chp. 2 <i>Digital Media Convergence</i>	1 Chp. 2 <i>Digital Media Convergence</i>	2 Chp. 3 <i>Digital Gaming and the Media Playground</i>	3 NO CLASS <i>4th of July weekend</i>
6 Chp. 4 <i>Sound Recording and Popular Music</i>	7 Chp. 5 <i>Popular Radio and Origins of Broadcasting</i>	8 Chp. 5 + 6 <i>From Radio to Television</i>	9 Chp. 6 <i>Television and Cable: The Power of Visual Culture</i>	10 Chp. 7 <i>Movies and the Impact of images/ Exam Review</i>
13 Test 1	14 Chp. 8 <i>Newspapers: The Rise and Decline of Modern Journalism</i>	15 Chp. 8 <i>Newspapers: The Rise and Decline of Modern Journalism</i>	16 Chp. 9 <i>Magazines in the Age of Specialization</i>	17 Chp. 9 <i>Magazines in the Age of Specialization</i>
20 Chp. 10 <i>Books and the Power of Print</i>	21 Chp. 11 <i>Advertising and Commercial Culture</i>	22 Chp. 11 <i>Advertising and Commercial Culture</i>	23 Chp. 12 <i>Public Relations and Framing the Message</i>	24 Chp. 13 <i>Media Economics/ Exam Review</i>
27 Test 2	28 Chp. 14 <i>The Culture of Journalism: Values, Ethics, Democracy</i>	29 Chp. 14 <i>The Culture of Journalism: Values, Ethics, Democracy</i>	30 Chp. 15 <i>Media Effects and Cultural Approaches to Research</i>	31 Chp. 16 <i>Law and Freedom of Expression/ Test Review</i>
3 Final exam this week: Date TBA	4	5	6	7

Special Assistance

If you would benefit from disability-related accommodations, contact the [Disability Resource Center](#) as early in the semester as possible. The center will provide documentation so appropriate accommodations can be made. The center is in Reid Hall, 392-8565.

Health / Emergency

College can be overwhelming, and the university provides many resources. Below is the contact information for some of those services:

Counseling and Wellness Center

- 352-392-1575
- <http://www.counseling.ufl.edu/cwc/Default.aspx>

UF Police Department

- 352-392-1111
- Call 9-1-1 for emergencies

Student Nighttime Auxiliary Patrol (SNAP)

- 352-392-SNAP (7627)
- Fall and Spring Semesters: 6:30 p.m. to 3:00 a.m.
- Summer Semester: 8:30 p.m. to 3:00 a.m.

Online Evaluations:

Students 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 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>.