

RTV 3405: TV and American Society Summer 2016 – Section 0959

When: Tuesday and Wednesday:
3:30 p.m. to 6:15 p.m.

Thursday: 3:30 p.m. to 4:45 p.m.

Where: CSE A101

Instructor: Robert H. Wells

Contact: rhwells@ufl.edu;
(352) 846-1107

Office hours: Tuesdays and Wednesdays
2 p.m. to 3 p.m. or by appointment

Office: GO34 Weimer Hall

COURSE OBJECTIVES

Television remains the most popular entertainment form in the United States. While the technology, the industry, and the audience has changed over history, TV's political, social, and cultural influence is still significant today. This course will introduce you 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

REQUIRED TEXTBOOK

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

More required readings will be available 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 phone: (352) 392-4357 or by email: helpdesk@ufl.edu.

WHEN YOU HAVE QUESTIONS

Please post general questions that others also may have on the Discussion Board on Canvas. For questions that pertain to you personally as a student, you may email me.

GRADES

Exam 1	100 Points
Exam 2	100 Points
Exam 3	100 Points
Paper	100 Points
TOTAL	400 Points

A	90 percent or more	D	60 to 69 percent
B	80 to 89 percent	E	0 to 59 percent
C	70 to 79 percent		

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: May 18 (Wed.)

Exam 2: May 31 (Tues.)

Exam 3: June 9 (Thurs.)

Paper: June 15 (Wed.)

Information on current University of Florida grading policies can be found at:

<http://www.registrar.ufl.edu/catalog/policies/regulationgrades.html>

PAPER

You will write a paper that analyzes a television show of your choice. The paper should be 10 pages (not including references), Times New Roman, 12 point, double-spaced, APA style. You must cite any references used. Do not use other people's facts or information without properly

citing them. We will discuss the paper in more detail one day in class. The paper will be submitted to me through Canvas. I will accept no late submissions. If you submit your paper late, you will get a zero for the assignment. **I am using a PC, so if you are using a Mac, you must convert the file so that I can read it. PDF files are preferred.**

These are some of the points the paper must include:

- Why you chose the television program
- The show's genre
- The show's intended audience
- The history of the show's production, including the writers and producers
- The show's ratings and if you think they should be higher or lower and why
- Why the show might be on the channel it is shown on
- The ideology presented in the show
- The main protagonists and antagonists of the show
- The show's narrative and episodic structure
- The potential positive and negative effects of the ideology(s)
- The stereotypes presented in the show and potential negative and/or positive effects of them as well as how they are used
- Any examples of transmedia storytelling with the show
- How convergence technology may affect the show
- How you think the show affects you psychologically?
- Based on the above topics you've learned more about in this class, what you might do differently with the show if you were in charge
- Minimum page length must be met

CLASS POLICY

Attendance: The class will start promptly at 3:30 p.m. If you come in late or have to leave early, please do so quietly without disturbing others in the class. In semesters past, missing classes has been connected with a lower scores on the exams and a lower overall class score.

Electronic devices: You are allowed to bring laptops or tablets for note taking, but uses of other electronic devices are prohibited during class, especially cellphones. Please turn your phone off or to silent mode during class and keep it tucked away unless we are using them for class purposes. Although I understand how these technologies are now integrated into our daily lives, improper use of the technologies during class can be especially distracting to others around you.

Academic Honesty: You are expected to honor UF's honor code and act with the utmost integrity. UF's honor code is found here: <https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>.

If you are found violating UF's honor code in this class, which includes but is not limited to cheating and plagiarizing, you will be reported to the Dean of Students.

Class Room Accommodation: According to UF 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 meet with me during office hours to discuss this.

Resources:

Division of Student Affairs (352) 392-1261. <http://www.ufsa.ufl.edu>

Counseling & Wellness Center (352) 392-1575. <http://www.counseling.ufl.edu>

Disability Resource Center (352) 392-1261. <http://www.dso.ufl.edu/drc>

SNAP (352) 392-7627. <http://www.police.ufl.edu/community-services/student-nighttime-auxiliary-patrol-snap/>. There is also a SNAP app available for Apple and Android.

Evaluations: At the end of the semester, we will take time to do class evaluations. The link to the evaluations is located here: <https://evaluations.ufl.edu/evals/>. 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>.

COURSE CALENDAR -- You are expected to have completed the readings for the day before coming to class. The calendar may be adjusted during the semester but any adjustments will be made clear in class and on Canvas.

Date	Topic	Reading
Week 1		
May 10 (Tues.)	Welcome & Introduction	
May 11 (Wed.)	Defining television; History of TV; TV & Convergence	Textbook: Introduction (p.1-13); Textbook: Ch.11; The cultural logic of media convergence -Jenkins (2004)
May 12 (Thurs.)	The TV Industry; Participatory Audiences	Textbook : Ch. 1; Spoiling survivor-Jenkins (2006)
Week 2		
May 17	Exchanging Audiences; Serving the Public	Textbook: Ch. 2; Recounting the Audience-Lotz

(Tues.)	Interest	(2009); Textbook: Ch. 3
May 18 (Wed.)	Exam 1	
May 19 (Thurs.)	TV and Political Citizenship; Making Meaning	Textbook: Ch. 4 and Not Your Parents Presidential Debate-McKinney & Rill (2009); Textbook: Ch. 5
Week 3		
May 24 (Tues.)	TV Narratives; Transmedia Storytelling; Screening America	Textbook: Ch. 6; Searching for the Origami Unicorn-Jenkins; Textbook: Ch.7
May 25 (Wed.)	Identity on the Screen; Viewing Television; Television for Children	Textbook: Ch. 8; Textbook: Ch. 9; Textbook: Ch. 10
May 26 (Thurs.)	American TV's Global influence; Discuss papers	Textbook: Conclusion, p. 438-449
Week 4		
May 31 (Tues.)	Exam 2	
June 1 (Wed.)	History of Media Effects & Methods of Studying TV; Cultivation Theory; Agenda setting/Framing/Priming	20th century media effects –McDonald; TV news and cultivation of fear-Romer et al. (2003); Framing, agenda setting, and priming-Scheufele & Tewksbury (2007)
June 2 (Thurs.)	Social Cognitive Theory; Excitation Transfer Theory & Catharsis Hypothesis	Watch: Social cognitive theory ; TV viewing and psychological arousal-Zillmann (1991)
Week 5		
June 7 (Tues.)	Media Literacy and TV; TheFuture of TV	Confronting the challenges-Jenkins (2005) (skim: pp.15-104)
June 8 (Wed.)	No Class – Work on papers	
June 9 (Thurs.)	Exam 3	
Week 6		
June 14 (Tues.)	TBD (possible paper work day or catch up)	
June 15 (Wed.)	Papers Due by 11:59 p.m. Submit on Canvas.	
June 16 (Thurs.)	No Class	