

RTV 3405-4492
TELEVISION AND AMERICAN SOCIETY
Fall 2016

When: Monday, Wednesday, & Friday.
9:35am – 10:25am

Where: Weimer Hall 1064 (Gannett Auditorium)

Instructor: Dr. Yu-Hao Lee

Contact: leeyuhao@jou.ufl.edu
(352) 392-3951

Office hours: Monday 10:30am-12:00pm
or by appointment

Office: 3051 Weimer Hall

TA: David Mclean

Contact: TBD

Office hours: TBD

Office: TBD

COURSE OBJECTIVES

Television remains the most popular form of entertainment in the United States despite the rapid growth of the new interactive media such as social media, digital games, and mobile technology. While the technology, the industry, and the audience of television have changed over history. Its political, social, and cultural influence remains 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 America and international societies, and media effects theories (focusing on TV-related theories).

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: <http://elearning.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
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TOTAL	400 Points

A	93% or higher	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: Sep 16 (Friday)

Exam 2: Oct. 21 (Friday)

Exam 3: Nov. 30 (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 upload your group paper via Canvas by 11:59 pm on Dec. 7th (in doc. or docx. format. Please include your group number in the file name) along with a peer-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 the name of all group members.
- B) Address the five sections in the paragraph above.
- C) Include reference to sources that you cited in the paper or to 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 four group workdays to help you finish the project. Group workdays are class time reserved for your group to meet and work on the final pitch, you are not required to meet in the classroom, but I will be in the classroom to answer questions.

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 life in general. You are allowed two unexcused absences 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. However, use of other electronic devices is 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 Aug 22 (M)	Welcome & Introduction	
Aug 24 (W)	Brief history of TV (40s-80s)	
Aug 26 (F)	Brief history of TV (80s-2000)	
Week 2 Aug 29 (M)	Convergence and TV	The cultural logic of media convergence -Jenkins (2004)
Aug 31 (W)	Commercial TV (Industry)	
Sep 2 (F)	Commercial TV (Business)	
Week 3 Sep 5 (M)	Labor Day	Recounting the Audience-Lotz (2009)
Sep 7 (W)	Commercial TV (ADV) Audience ratings & shares	
Sep 9 (F)		
Week 4 Sep 12 (M)	TV & public interest	
Sep 14 (W)	Exam 1 review	
Sep 16 (F)	Exam 1	
Week 5 Sep 19 (M)	TV narrative structure	Searching for the Origami Unicorn-Jenkins
Sep 21 (W)	TV genres	
Sep 23 (F)	Transmedia storytelling	
Week 6 Sep 26 (M)	TV and American politics	

Sep 28 (W)	TV and election	Not Your Parents Presidential Debate-McKinney & Rill (2009)
Sep 30 (F)	[Group worktime 1]	
Week 7		
Oct 3 (M)	Culture critique of TV	
Oct 5 (W)	Culture critique of TV (opp.)	
Oct 7 (F)	Homecoming (Go Gators!)	
Week 8		
Oct 10 (M)	Identity and stereotypes	
Oct 12 (W)	Learning from TV	
Oct 14 (F)	[Group worktime 2]	
Week 9		
Oct 17 (M)	TV and risk communication	
Oct 19 (W)	Exam 2 review	
Oct 21 (F)	Exam 2	
Week 10		
Oct 24 (M)	History of Media Effect	21-century media effects
Oct 26 (W)	Research Methods	
Oct 28 (F)	[Group worktime 3]	
Week 11		
Oct 31 (M)	Cultivation theory	TV news and cultivation of fear-Romer et al. (2003)
Nov 2 (W)	Agenda setting theory	Framing, agenda setting, and priming-Scheufele & Tewksbury (2007)
Nov 4 (F)	Framing & Priming	Beyond Vicary's fantasies- Karremanns (2006)
Week 12		
Nov 7 (M)	Excitation transfer, catharsis, & mood management	TV viewing and psychological arousal-Zillmann (1991)
Nov 9 (W)	Enjoyment and appreciation	
Nov 11 (F)	Veterans day	
Week 13		

Nov 14 (M)	Motivated processing	
Nov 16 (W)	Narrative transportation	
Nov 18 (F)	Media literacy & Future of TV	
Week 14		
Nov 21 (M)	[Group worktime 4]	
Nov 23 (W)	Thanksgiving	
Nov 25 (F)	Thanksgiving	
Week 15		
Nov 28 (M)	Exam 3 review	
Nov 30 (W)	Exam 3	
Dec 2 (F)	Group presentation (day 1)	
Week 16		
Dec 5 (M)	Group presentations (day 2)	
Dec. 7 (W)	Group presentations (day 3)	

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. Students who come to class regularly perform better in this course and learn more.
2. Take notes! This will help you retain information and help you study for the exams.
3. Do the reading BEFORE class and don't be afraid to ask questions (I love questions). Never try to read everything right before the exam.
4. Study BEFORE the review sessions, so that your questions can be answered during the review and benefit other classmates.
5. Find a friend in class with whom you can study and discuss notes with.
6. If you are having trouble with this course. Talk to the instructor as soon as possible (during office hour or by appointment). We are here to help you.