

# Mass Media & you

(yep, you!)

MMC 2604 | Sec 4E50 | Summer B, 2017  
MTWRF | Period 6 | Turlington L005

Instructor

**Andrea E. Hall**

Email

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*(Please do not email me through Sakai. Only this email address.)*

Phone

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Office

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Office Hours

**T&R 1:45-3:15 p.m.  
and by appointment**

Grading scale

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

## About this class:

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 its 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.



## Required Text:

Media and Culture: An Introduction to Mass Communication

Author: Campbell/Martin/Fabos

Edition: 9th

ISBN: 9781457628313

*(Note: Outside reading may be assigned in addition to this text. The instructor will make those available to students at little to no cost.)*

## Course objectives:

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

## Evaluation:

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

<b>Quizzes/in-class assignments</b> ...	10%
<b>Test 1</b> .....	30%
<b>Test 2</b> .....	30%
<b>Final exam</b> .....	30%

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<b>Total</b>	100%
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Exams will be a combination of multiple choice, true/false, listening, short answer and matching. Questions are taken from reading assignments, lectures, and other material shown in class.

## 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 a lot of 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.

## Exam, Quiz and In-class Exercise Make-ups:

There will be three exams and an undetermined number of quizzes and in-class assignments given throughout the semester. Exams must be taken 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 and in-class assignments will be unannounced and given at different times throughout the semester/lecture. There will be no make-up quizzes or in-class assignments, unless you have an excused absence. In order for an absence to be excused, you must contact the instructor within 24 hours and provide 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, 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. However, coffee in coffee cups is fine.

## Communication:

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

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 Sakai or 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/>

## Special Assistance:

Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation.

## Counseling and Mental Health Services

College can be overwhelming, and the university provides many resources. Below is the contact information for some of those services:  
Counseling and Mental Health services: 392-1575, <http://www.counseling.ufl.edu/cwc/Default.aspx>  
UF Police Department: 392-1111 or call 9-1-1 for emergencies

## 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>.