

RTV 3405-4492
TELEVISION AND AMERICAN SOCIETY
Fall 2017

When: Monday, Wednesday, Friday
9:35am-10:25 am

Instructor: Dr. Yu-Hao Lee
Contact: leeyuhao@jou.ufl.edu
(352) 392-3951

Office hours: Monday 10:30 am-11:30
am or by appointment

Where: Weimer Hall 1064 (Gannett Auditorium)

Office: 3051 Weimer Hall

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, TV's political, social, and cultural influence remains significant today. This course will teach students to examine television (or video-audio communication in general) 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
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%		

I will post grades on Canvas before I submit them. It is your responsibility to check them before the grade submission deadline (Dec. 18). Let us know immediately if there are calculation errors. Otherwise the grades are final and non-negotiable.

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. 15 (Friday)

Exam 2: Oct. 20 (Friday)

Exam 3: Nov. 29 (Friday)

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). Your group will 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 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 this group matters for the channels that you will pitch to. You **MUST** identify a target audience that is not the aged 18-25 segment; the purpose is for you to research other audience groups and design your show to address their viewing behaviors.
- 3) Present a cost breakdown and a plan to make your show profitable. This includes a list of your costs and your proposed revenue plans. Reference similar shows to see how much it costs to produce them, break down the cost. Present an estimated revenue from your show, include all the sources such as network first-run, syndication, DVD, merchandise, advertisement, sponsorship, etc... (I suggest having at least 2 people work on this section).
- 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. It is especially important to explain the unique affordances of each medium, and why you chose to use each medium to enrich your story and engage your audience.
- 5) You will also need to address negative representations to 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. 6th** (in doc. or docx. Format). I will send out a peer-evaluation for the members in your group via a survey link on the last week of class.

Your group paper must:

- A) Include your group number in the file name
- B) Include a cover page with your title, group number, and the name of all group members.
- C) Address the five sections in the paragraph above.
- D) Include citations and reference to sources in the paper or to any idea that is not your own. Use APA style 6th edition for your citation and references.
- E) 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. 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 (3% of your grade=12 course points) 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

***It is important that you allocate SONA credits to the correct course section: RTV3405-4492

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. 21 (M)	Welcome & Introduction	
Aug. 23 (W)	History of TV-1940s~1980	
Aug. 25 (F)	History of TV-1980s~2000	
Week 2 Aug. 28 (M)	Media convergence	The cultural logic of media convergence - Jenkins (2004)
Aug. 30 (W)	TV industry-part 1	
Sep. 2 (F)	TV industry-part 2	
Week 3 Sep. 4 (M)	Labor Day	
Sep. 6 (W)	TV commercials	
Sep. 8	Ratings and shares	Recounting the Audience-Lotz (2009)
Week 4 Sep. 11 (M)	Public interest	
Sep. 13 (W)	Exam 1 review	
Sep. 15 (F)	EXAM 1	

Week 5 Sep. 18 (M)	TV narrative structure	
Sep. 20 (W)	TV genres	
Sep. 22 (F)	Group worktime 1	
Week 6 Sep. 25 (M)	Transmedia Storytelling	
Sep. 27 (W)	TV & Politics	
Sep. 29 (F)	TV & Elections	
Week 7 Oct. 2 (M)	Representation and Stereotypes	
Oct. 4 (W)	Cultural critique of TV	
Oct. 6 (F)	Homecoming	
Week 8 Oct. 9 (M)	Cultural critique of TV (opp.)	
Oct. 11 (W)	Learning from TV	
Oct. 13 (F)	Learning from TV 2	
Week 9 Oct. 16 (M)	No Class	
Oct. 18 (W)	Exam 2 review	
Oct. 20 (F)	EXAM 2	
Week 10 Oct. 23 (M)	Origin of Media Effect Studies	21-century media effects
Oct. 25 (W)	Media effect study methods	
Oct. 27 (F)	Cultivation theory	TV news and cultivation of fear-Romer (2003)
Week 11 Oct. 30 (M)	Agenda-setting, Framing	Framing, agenda setting, and priming- Scheufele & Tewksbury (2007)
Nov. 1 (W)	Priming	Beyond Vicary's fantasies- Karremanns (2006)

Nov. 3 (F)	Excitation transfer, Catharsis, and mood management theory	
Week 12 Nov. 6 (M) Nov. 8 (W) Nov. 10 (F)	Media enjoyment and appreciation Emotion -part 1 Veterans Day	TV viewing and psychological arousal- Zillmann (1991)
Week 13 Nov. 13 (M) Nov. 15 (W) Nov. 17 (F)	Motivated processing Media literacy Future of TV	
Week 14 Nov. 20 (M) Nov. 22 (W) Nov. 24 (F)	Group worktime 3 Thanksgiving Thanksgiving	
Week 15 Nov. 27 (M) Nov. 29 (W) Dec. 1 (F)	Exam 3 review EXAM 3 Group Presentation (day1)	
Week 16 Dec. 4 (M) Dec. 6 (W)	Group presentations (day 2) Group presentation (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.