

# MMC 2604: Mass Media and You

Fall 2018

Tuesdays, Period 9 (4:05-4:55 p.m.)  
Thursdays, Periods 9-10 (4:05-6 p.m.)  
Location: 100 McCarty Hall C

**Instructors:** Steve Orlando, [sfo@ufl.edu](mailto:sfo@ufl.edu) 352-846-3903  
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**Office hours:** Steve Orlando: Wednesdays 2-3 PM, 101 Tigert Hall  
Bridget Grogan: Thursdays 12-2 PM, 2112 Weimer Hall  
Yewande Addie: Mondays 3-5 PM, Tuesdays 12-3 PM, Thursdays 2-4 PM,  
2039B Weimer Hall

**Objective:** In this course you will examine the roles and effects of contemporary mass media on society. Course objectives include increasing media literacy through examination of the history of various mass media. In this course you will consider the rights, responsibilities and ethics of media. You will explore the relationship between governments, audiences and media companies as well as the economic, political and social determinants of media content.

**Required reading:** The required text for this course is “Media and Culture: Mass Communication in a Digital Age,” 10<sup>th</sup> or 11<sup>th</sup> edition.

**Exams:** You will have six exams, all true/false and multiple choice. The dates are listed below. These will be administered during regular class time in our usual classroom, 100 McCarty C.

Show up for class, listen, read and take notes and you should have no problems. It’s that simple. Really. (A note about taking notes: We encourage you to take notes the way a journalist would, which means listen for what sounds important, such as names, facts, numbers and anything preceded by the words, “This is important so write it down.”)

Finally, a note about your final grade for the class. We use the university’s alternate grading scale, which is extremely generous and forgiving (see below). When the end of the semester comes, please don’t send us emails saying things like, “But professor, I’m only one point away from an A. Can’t you just give me one point??” Receiving one of these emails will tempt us to be jerks to you. We hate jerks. Please don’t make us hate ourselves.

**Top Hat:** We will be using the Top Hat ([www.tophat.com](http://www.tophat.com)) classroom response system in class. You will be able to submit answers to in-class questions using Apple or Android smartphones and tablets, laptops, or through text message.

You can visit the Top Hat Overview (<https://success.tophat.com/s/article/Student-Top-Hat-Overview-and-Getting-Started-Guide>) within the Top Hat Success Center which outlines how you will register for a Top Hat account, as well as providing a brief overview to get you up and running on the system.

An email invitation will be sent to you by email, but if you don't receive this email, you can register by simply visiting our course website. [tophat.com](http://tophat.com)

Note: our Course Join Code is **130671**

Top Hat will require a paid subscription, and a full breakdown of all subscription options available can be found here: [www.tophat.com/pricing](http://www.tophat.com/pricing). Don't worry if you don't see any content in the course right away, I will make it available to you as we progress through the semester.

Should you require assistance with Top Hat at any time, due to the fact that they require specific user information to troubleshoot these issues, please contact their Support Team directly by way of email ([support@tophat.com](mailto:support@tophat.com)), the in app support button, or by calling 1-888-663-5491.

## **SCHEDULE\***

\*Subject to change. Depending on the phase of the moon.

Week 1 (Aug. 23) Introductions, Course Overview

Week 2 (Aug. 28 & 30) – Chapter 1: Mass Communication: A Critical Approach

Week 3 (Sept. 4 & 6) – Chapter 2: The Internet, Digital Media and Media Convergence

Week 4 (Sept. 11 & 13) – Chapter 3: Digital Gaming and the Media Playground

Week 5 (Sept. 18 & 20) – Chapter 4: Sound Recording and Popular Music

Week 6 (Sept. 25 & 27) – Chapter 5: Popular Radio and the Origins of Broadcasting

Week 7 (Oct. 2 & 4) – Chapter 6: Television and Cable: The Power of Visual Culture

Week 8 (Oct. 9 & 11) – Chapter 7: Movies and the Impact of Images

Week 9 (Oct. 16 & 18) – Storytelling (Not a chapter in your textbook.)

Week 10 (Oct. 23 & 25) – Chapter 8: Newspapers: The Rise and Decline of Modern Journalism

Week 11 (Oct. 30 & Nov. 1) – Chapter 9: Magazines and the Age of Specialization

Week 12 (Nov. 6 & 8) – Chapter 10: Books and the Power of Print

Week 13 (Nov. 13 & 15) – Chapter 11: Advertising and Commercial Culture

Week 14 (Nov. 20) – Chapter 12: Public Relations and Framing the Message

Week 14 (Nov. 22) **THANKSGIVING BREAK – NO CLASS**

Week 15 (Nov. 27 & Nov. 29) – Chapter 14: The Culture of Journalism: Values, Ethics and Democracy

Week 16 (Dec. 4) –EXAM 6. This is the last day of class.

## **Exams**

EXAM 1 – September 13, Chapters 1 and 2 and lecture material

EXAM 2 – September 27, Chapters 3 and 4 and lecture material  
EXAM 3 – October 11, Chapters 5 and 6 and lecture material  
EXAM 4 – November 1, Chapters 7 and 8 and lecture material  
EXAM 5 – November 15, Chapters 9 and 10 and lecture material  
EXAM 6 – December 4, Chapters 11, 12, and 14 and lecture material

### **Grading scale**

A = 90 or above  
A- = 87 - 89  
B+ = 84 - 86  
B = 80 - 83  
B- = 77 - 79  
C+ = 74 - 76  
C = 70 - 73  
C- = 67 - 69  
D+ = 64 - 66  
D = 60 - 63  
D- = 57 - 59  
E = 56 or below

### **Class attendance, make-up exams, etc.**

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

Missed exams can only be made up with documentation of an acceptable reason as defined by the University of Florida:

*“In general, acceptable reasons for absence from or failure to participate in class include illness, serious family emergencies, special curricular requirements (e.g., judging trips, field trips, professional conferences), military obligation, severe weather conditions, religious holidays, and participation in official university activities such as music performances, athletic competition or debate. Absences from class for court-imposed legal obligations (e.g., jury duty or subpoena) must be excused. Other reasons also may be approved.”*

Missed exams **must** be made up within two weeks of the absence during Yewande Addie’s or Bridget Grogan’s office hours. **You must make an appointment to take the makeup exam.**

### **Students with disabilities**

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, [www.dso.ufl.edu/drc/](http://www.dso.ufl.edu/drc/)) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be

presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

**Your feedback**

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations 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/>