

# Media and Society

## RTV 3405 (class # 19657)

**When:** Monday, Wednesday, Friday 9:35 AM - 10:25 AM

**Where:** Weimer Hall 1064 (Gannett Auditorium)

**Instructor:** Dr. Yu-Hao Lee

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

**Office hours:** Monday 11:00 am-12:00 pm or by appointment

**Office:** Weimer Hall 3051 (third floor)

### **COURSE OBJECTIVES**

This course will teach students to examine media and communication from multiple perspectives, focusing on the political, social, cultural, and personal influence of media today. We will discuss media technology and narratives, focusing on media effect theories and applications.

#### **You will learn**

- To analyze media critically and identify its persuasive attempts
- To understand how media systems are shaped by societal factors and technological advances
- How technology changes affect the relationship between media producers and users
- To develop critical insight on how different communities are represented and affected by media
- To apply political, social, psychological theories in explaining media effects
- 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	100 Points
Attendance	30 Points
<b>TOTAL</b>	<b>430 Points</b>

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 the instructor know immediately if there are calculation errors. Otherwise, the grades are final and non-negotiable. As there are many extra credits opportunities throughout the semester that you can take advantage of to improve your grades, I do not round up decimal points in the grades.

**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. In the case of a medical emergency or other situation in which you need to reschedule the exam, it is your responsibility to provide proof to the instructor before the exam date, or promptly after for the instructor to evaluate your situation.

**GROUP PROJECT (100 points)**

You will work in groups to pitch an innovative media project (TV, movie, radio, social media, digital games, mobile app, website, etc.). 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.

**Media project pitch:** At the end of the semester, you will propose an innovative media project that addresses a topic that is important to address in society, but is not fully addressed. You will “pitch” the project to the class during the last week of class. In your pitch, you need to:

- 1) Provide a summary of the project and what issue are you trying to address. (a) Explain why it is important, (b) explain why it’s not addressed in current media environment, (c) and how you will make the project a success.

- 2) Describe your target audience. How you will identify and attract this audience group? And why this group matters for the media platform that you plan to design for. You MUST identify a target audience that is NOT of the aged 18-25 segment (basically, not you); the purpose is for you to research other audience groups and to address their media behaviors.
- 3) Present a cost breakdown and a plan to make your project profitable. This includes a list of your costs and your proposed revenue plans. Reference similar products to see how much it costs to produce them, break down the cost. Present an estimated revenue from your project, include all the revenue sources (I suggest having at least 2 people work on this section).
- 4) Incorporate transmedia storytelling to your project, describe how you will take advantage of other media platforms to build a franchise and tell a better story. It is especially important to explain the unique affordances (i.e. possible opportunities) of each medium, and why you chose to use each medium to 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 project to address representation/usability 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.

### **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 in life. 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 the instructor 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=13 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](https://youtu.be/_1OnT2ZU6QQ)

If you have any questions, please contact the CJC SONA administrator through this email: [uf-cjc-sonasystems@jou.ufl.edu](mailto:uf-cjc-sonasystems@jou.ufl.edu)

\*\*\*It is important that you allocate SONA credits to the correct course section

### **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**

<b>Date</b>	<b>Topic</b>	<b>Recommended Readings</b>
<b>Aug 22-25</b> W	Welcome & Introduction	
F	History of media effect research	

<p><b>Aug 26-Sep 1</b> M</p> <p>W, F</p>	<p>What are media effects? Cognitive/Affective/Behavioral</p> <p>Theory, and scientific methods.</p>	
<p><b>Sep 2-8</b> M</p> <p>W, F</p>	<p><b>LABOR DAY (no class)</b></p> <p>Commercial media (advertisement price, ratings, and share)</p>	<p>Recounting the Audience-Lotz (2009)</p>
<p><b>Sep 9-15</b> M</p> <p>W, F</p>	<p>Public interest communication (non-profit, non-commercial media)</p> <p>Motivations and time spent with media (selective exposure, motivations)</p>	
<p><b>Sep 16-22</b> M</p> <p>W</p> <p>F (Sep. 21)</p>	<p>Attention</p> <p>Exam 1 review</p> <p><b>EXAM 1</b></p>	
<p><b>Sep 23-29</b> M</p> <p>W</p> <p>F</p>	<p>Media narrative structure (narrative transportation theory)</p> <p>Transmedia Storytelling</p> <p>Group work time</p>	
<p><b>Sep 30- Oct 6</b> M</p> <p>W, F</p>	<p>Mass media &amp; Politics</p> <p>New media &amp; Politics</p>	
<p><b>Oct 7-13</b> M</p> <p>W</p>	<p>Representation and Stereotypes</p>	

F (Oct. 12)	Cultural critiques of media (mass media vs personal/new media)  No class (Instructor at a conference)	
<b>Oct 14-20</b> M  W  F (Oct. 19)	Learning from Media (social learning theory)  Exam 2 review  <b>EXAM 2</b>	
<b>Oct 21-27</b> M  W, F	Cultivation theory  Excitation transfer, catharsis, & mood management theory	TV news and cultivation of fear-Romer (2003)
<b>Oct 28-Nov 3</b> M  W  F	Agenda-setting, Framing  Priming  HOMECOMING (no class)	Framing, agenda setting, and priming-Scheufele & Tewksbury (2007) Beyond Vicary's fantasies- Karremanns (2006)
<b>Nov 4-10</b> M, W  F	Media enjoyment and appreciation (morality and moral disengagement)  Media and Emotions	TV viewing and psychological arousal-Zillmann (1991)
<b>Nov 11-17</b> M  W  F	VETERANS DAY (no class)  Motivated processing and persuasion  Group work time	
<b>Nov 18-24</b> M  W, F	Interactive and mobile media (perpetual contact, VR, AR) THANKSGIVING (no class)	

<b>Nov 25-Dec 1</b>		
M	Future of the media industry	
W	Exam 3 review	
F (Nov 30)	<b>EXAM 3</b>	
<b>Dec 2-5</b>		
M	Group presentations (day 1)	
W	Group presentation (day 2)	

**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.