Media & Politics

Catalog description: Provides an understanding of the role of the media in the political system. Topics include televised debates, political advertising, political journalism, Internet and alternative media.

OVERVIEW

This course examines the role of media in shaping American politics. We will discuss topics ranging from how media ownership affects the political system, to how politicians manipulate media to accomplish their own objectives, to the role technology plays in politics today. We'll also consider the historical development of media in our analysis of current events.

COURSE SCHEDULE

This course is organized into a series of topic-based modules that will each last one week (sometimes two weeks). Modules will usually start on Mondays. Exact dates for readings, discussions, quizzes, and other deadlines are listed in Canvas.

Please be sure to submit your work through Canvas and on time. Canvas won't allow you to submit work even a couple of minutes late, and I won't accept work submitted outside of Canvas. Technical issues — and general life issues — are regrettable and frustrating, but they happen. *Please plan accordingly.*

YOUR INSTRUCTOR

Dr. Megan E. Mallicoat
mmallicoat@ufl.edu

I prefer for you to message me through the Canvas system (doing so helps me stay organized and immediately identifies which class you're enrolled in). However, if you do want to use traditional email to reach me, please be sure to include our course number (MMC 3614) in the subject of your message.

OFFICE HOURS

I don't live in Gainesville, so I don't have an office on campus. I'm happy to meet by phone, email or video chat, though. Email me and arrange a time.

REQUIRED TEXTBOOK

Iyengar, S. (2015). *Media politics : A Citizen's Guide.* New York: W.W. Norton & Company.

OBJECTIVES

By the end of the course, students will:
- Recognize the fundamental role of media in shaping the public's perception of politicians, the government, and the political structure.
- Understand the importance of the Internet and social media in the modern information age and the profound effect it has on media coverage, campaigns, and privacy.
- Evaluate the strengths and weaknesses of certain media sources and develop ways to ascertain the validity of information from media sources.
- Identify how political figures are affected by the media and ways in which political figures respond to, influence, or even manipulate news coverage.

TO ACCESS THE COURSE, LOG IN TO CANVAS ON E-LEARNING
http://elearning.ufl.edu

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UNIVERSITY *of* FLORIDA
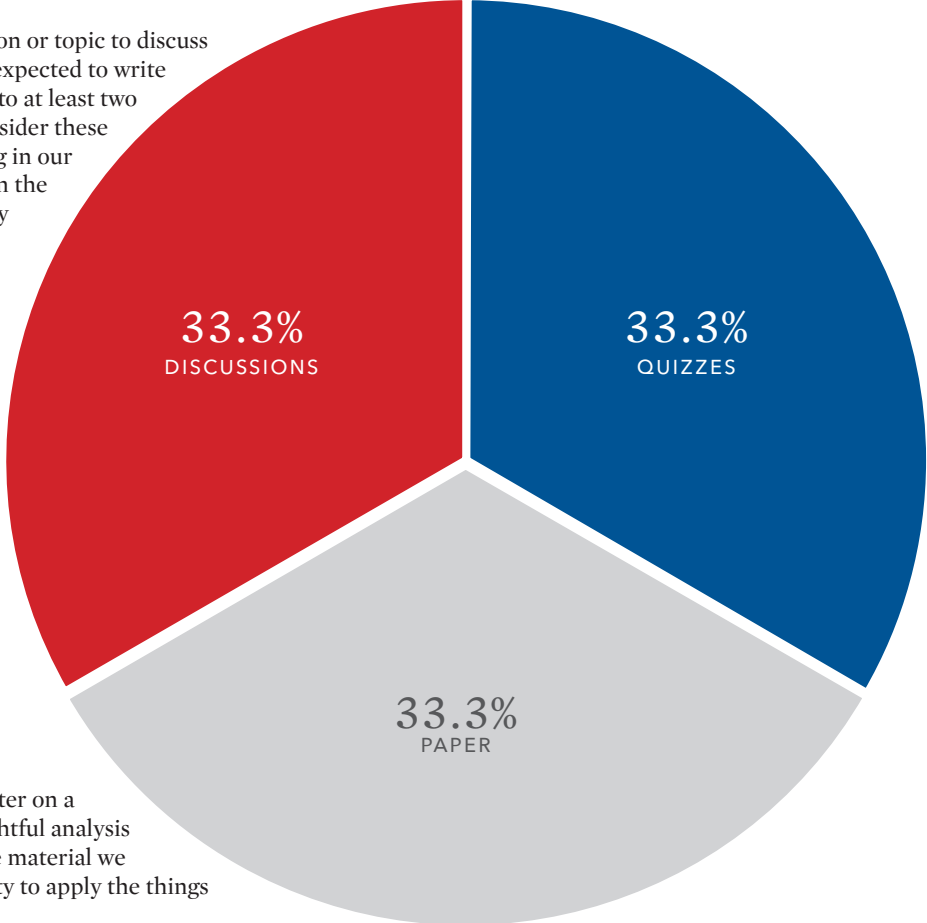
DISCUSSIONS `1/3`

Each week, I will provide you with a question or topic to discuss in our course's online community. You are expected to write an original post of your own, then respond to at least two posts from your classmates each week. Consider these online discussions your way of participating in our online course. You should actively engage in the online discussions just as you would actively engage in conversation during a classroom session.
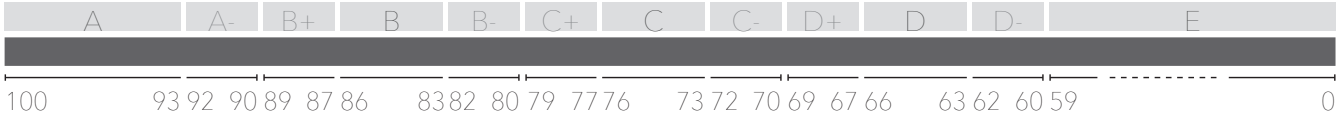
QUIZZES `1/3`

This course is structured in a series of topic-based units. You will take a quiz during each unit that covers reading and other materials introduced. The quizzes will be timed. You may use whatever reference materials you wish as you take the quizzes, but you will do better if you're prepared and don't have to rely on looking things up as you go.

PAPER `1/3`

You'll write a paper at the end of the semester on a topic you suggest and I approve. Your insightful analysis will demonstrate your understanding of the material we cover this semester and show off your ability to apply the things we learn to a real-world situation.

33.3%
DISCUSSIONS

33.3%
QUIZZES

33.3%
PAPER

GRADING SCALE

A	A-	B+	B	B-	C+	C	C-	D+	D	D-	E

| 100 | | 93 | 92 | 90 | 89 | 87 | 86 | | 83 | 82 | 80 | 79 | 77 | 76 | | 73 | 72 | 70 | 69 | 67 | 66 | | 63 | 62 | 60 | 59 | | | 0 |

For more information on current UF grading policies, visit https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx

EXTRA CREDIT

Up to two points of extra credit will be offered for research participation through CJC's SONA research management system (https://ufl-cjc.sona-systems.com). Please register a SONA account, then check regularly to see what studies have become available. (Typically, studies will become available around the third week of the semester.) You should NOT wait until the last minute to sign up for a study, because research opportunities will be limited by the end of the semester. Instead, participate early in the semester. Please see this video for how to set up your SONA account: https://youtu.be/_1OnT2ZU6QQ. If you have any questions, please contact the CJC SONA administrator at uf-cjc-sonasystems@jou.ufl.edu. **This is the only way to receive extra credit for this course.** I strongly encourage you to take advantage of this opportunity — it's better to do the extra credit and not need it than to *wish* you'd done it.

COURSE STRUCTURE

This is an asynchronous online course. In other words, we have no scheduled meeting time. This can be convenient for you, but it also means that it is absolutely essential for you to be an organized, motivated student. The course will be managed through Canvas in eLearning, and is structured in a series of topic-based units. Do not let yourself fall behind! You are expected to submit all assignments on time. Deadlines are given in Eastern time. If you are in a different time zone, adjust your Canvas settings accordingly. **Late work — if accepted — will be heavily penalized.** (I will consider making exceptions for documented extreme circumstances, however, so you should discuss them with me.)

TECH SUPPORT

For issues with technical difficulties in Canvas, please contact the UF Help Desk at:
- Learning-support@ufl.edu
- (352) 392-HELP - select option 2
- https://lss.at.ufl.edu/help.shtml

** Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from LSS when the problem was reported to them. The ticket number will document the time and date of the problem. You MUST e-mail your instructor within 24 hours of the technical difficulty if you wish to request make-up work.

Other resources are available at http://www.distance.ufl.edu/getting-help for:

- Counseling and Wellness resources
- Disability resources
- Resources for handling student concerns and complaints
- Library Help Desk support

STUDENTS WITH DISABILITIES

Students requesting accommodation for disabilities must first register with the Dean of Students Office (http://www.dso.ufl.edu/drc/). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the exams. Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

COURSE EVALUATION

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 part 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.

UMATTER, WE CARE

Your well-being is important to the University of Florida. The U Matter, We Care initiative is committed to creating a culture of care on our campus by encouraging members of our community to look out for one another and to reach out for help if a member of our community is in need. If you or a friend is in distress, please contact umatter@ufl.edu so that the U Matter, We Care Team can reach out to the student in distress. A nighttime and weekend crisis counselor is available by phone at 352-392-1575. The UMatter, We Care Team can help connect students to the many other helping resources available including, but not limited to, Victim Advocates, Housing staff, and the Counseling and Wellness Center. Please remember that asking for help is a sign of strength. In case of emergency, call 9-1-1.

ACADEMIC INTEGRITY

All UF students are expected to adhere to the Student Honor Code:

Preamble: In adopting this Honor Code, the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Students who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action. Student and faculty support are crucial to the success of the Honor Code. The quality of a University of Florida education is dependent upon the community acceptance and enforcement of the Honor Code.

The Honor Pledge: We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty 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."

Plagiarism and cheating will not be tolerated. When you use information (including images) from any source, you should cite it appropriately. I am more than happy to help you understand plagiarism. Just ask. All work submitted for this class must be your original work. You may not reuse assignments created for other purposes, including other courses. Academic integrity violations will result in a failing grade for the course, without exception.