

# Spring 2019 Syllabus – RTV3411

Professor: Brittany Grubbs

Meeting Time: Online, class week runs from Monday-Sunday

Office Hours: Tuesdays 1-4pm; Email to arrange for phone or in-person meeting

Contact: [brittanygrubbs@ufl.edu](mailto:brittanygrubbs@ufl.edu), though I prefer all emails are sent through CANVAS.

## Course overview and goals

This course will help you identify, observe, understand, and analyze issues of race, gender, and class present in traditional as well as social media. These issues need scrutiny from the communications industries, their professionals, as well as media audiences in their relevance for national and global diversity. You will be able to:

- Identify how cultural, social, and economic privilege can influence the media and media products.
- Learn about the media's influence over culture and stereotypes.
- Challenge various assumptions about barriers to diverse audience reach.
- Adapt professional practices and personal views to fit the needs of a diverse population
- Develop sensitivity towards embracing differences in media coverage
- Become an informed media consumer

## Required texts

*Dines, G. & Humez, J. M. (2015). Gender, Race, and Class in Media: A Critical Reader. SAGE Publications, Inc. (4th edition).* You must buy or rent this edition – there are earlier editions and a 5th edition, but we are not using that new book this semester. Text chapters are required for your quizzes, exams, and meaningful inclusion and citation in ALL of your writing assignments beginning in Module 3; you are required to have your text to meet the deadlines of that module, including the discussion. If you lose or travel and forget your book, it is your job to replace or otherwise access your assigned chapters – do not contact the professor.

*APA Style Guide from Purdue Online Writing Lab & APA Style Blog* You will be required to use APA style for all your writing, including in-text citations and reference lists for discussion posts and your final Media Analysis Paper.

As this is a journalism and media class, you are also expected to be a regular and critical consumer of the news about current events and the media during this class. Not being a regular television, film, or other media consumer will not be an excuse for not knowing what is going on, completing work, or following directions. If you don't know what something is, use the internet or library to look it up.

## Recommended films

In addition to your required text and readings, I also highly recommend watching the following films, which are available to stream online and at most local public libraries. Alachua Public Libraries already has all these films available on DVD.

- *Indiana Jones and the Raiders of the Lost Ark (1981)*
- *The Karate Kid (1984)*
- *Forrest Gump (1994)*
- *The Help (2011)*
- *Pitch Perfect (2012)*
- *Hidden Figures (2016)*

## Course structure

This course is web-only – all work and assignments are available and due online on Canvas. No assignments will be accepted via email. All deadlines are Eastern Time. This syllabus and schedule are subject to change with notice via course announcements.

Each learning module will run from Monday at 11:00 am to Sunday at 11:55 pm ET of a given week, including holidays. Modules 3-4, 5-6, and 11-12 are two weeks long. It is the student's responsibility to follow and adhere to the course schedule on this syllabus. Modules usually consist of a PowerPoint lecture (with hyperlinked content you should click and read or watch), readings, media to watch or listen to, and a quiz. Six modules also have analytical writing assignments. A midterm exam and a final exam cover the first and second half of the course. One final Media Analysis paper will also evaluate your mastery and understanding of the material. Any student repeating this class may not submit the same work or work on the same topic they submitted to the course in past semesters; all assignments must be original to this section. Final grades will be determined by the average grade calculated in the Canvas grade book and use the UF grading scale below:

The grade breakdown for this course is as follows:

Grading Rubric:

- Module quizzes: (8 x 10 points) 80 points (8%)
- Analytical writing assignments: (6 x 50 points) 300 points (30%)
- Media analysis paper/proposal: (paper = 300 points), (proposal = 20) 320 points (32%)
- Midterm and final exams: (2 x 150 points) 300 points (30%)

*Total: 1000 points (100%)*

A = 94-100	A- = 90-93	B+ = 87-89	B = 84-86
B- = 80-83	C+ = 77-79	C = 74-76	C- = 70-73
D+ = 67-69	D = 64-66	D- = 60-63	E = 59 or lower

LATE WORK WILL BE GIVEN HALF CREDIT. **ONE** EXTRA CREDIT OPPORTUNITY WILL BE OFFERED.

## Assignment Descriptions

MODULE QUIZZES: Students will complete an online quiz for each learning module, based on assigned readings, media, and lecture materials. Quizzes are open-book/note and vary in length from 10-20 questions with a 60-minute time limit. Quizzes will have true/false, multiple-choice, and matching questions. They will allow you to access one question at a time without revision, so take good notes and be prepared before you start. Quizzes close Sundays at 11:55 pm ET.

ANALYTICAL WRITING ASSIGNMENTS: Students are required to write on specifically- assigned topics in Modules 1, 2, 6, 9, 12 and 13. Assignments are analytical essays that require critical thinking and synthesis of our course materials to support a clear and original thesis statement. While you may and should cite our lectures in your writing, most of your course material citations should comprise our readings and assigned media. Lectures are extra. Discussion posts that do not meaningfully engage and cite at least one assigned textbook chapter from the module in which the discussion is assigned will receive an automatic zero (for example, at least one text chapter assigned in Module 3 must be used and properly cited in your discussion post for Module 3). Some writing assignments have additional required course materials like videos or journal articles. Contact the librarians for support on any outside research. These writing assignments are your opportunity to demonstrate understanding and mastery of the concepts taught in this course, so your work here must be excellent, thorough, and properly cited in text and with a list of references using APA style. To receive credit, these responses must follow these instructions (also see the Writing Guidelines, the Analytical Writing Assignment Checklist, and the Analytical Writing Assignment Grading Rubric provided on canvas)

Responses should include a clear thesis statement, strong synthesis of several course materials and an analysis citing those materials, and use academic style with correct grammar within each post. Do not include opinion or use first- or second-person language, unless the assignment explicitly requests a personal perspective.

All assignment posts are due ON CANVAS Sunday nights by 11:55 pm ET, which corresponds with the end of the module that includes the. Any posts or parts of posts received after the deadline will not receive credit; you must submit the ENTIRE post – including your reference list – before the deadline. Assignments that do not include complete reference lists that match the in-text citations in the post will receive a zero. Failure to provide references is also considered plagiarism and is therefore an honor code violation. The assignments are set up to automatically close at the deadline time, so work must be submitted via Canvas BEFORE 11:55pm ET.

MEDIA ANALYSIS PAPER: This assignment will require you to do a well-researched three-to-five-page inter-sectional analysis. You will submit a proposal for your film and approach for your paper in Module 6. The professor will provide your proposal with feedback and eventual approval. Specific, in-depth instructions will be posted in the assignment. Your job is to evaluate the content using feminist media criticism and examine the role and significance of an intersection of race/class/gender in the film you select. You will be expected to reference and

cite multiple textbook chapters in this paper, and a strong paper will likely have a minimum of seven course materials as sources. Again, contact the librarians for help with any outside research you need or want to do for this assignment. Your paper may also address intersections of disability, sexuality, age, and body size, if they apply.

MIDTERM AND FINAL EXAMS: Students will complete midterm and final exams that will cover all course materials (including links in the lectures) for the first and second halves of the course, respectively. The final exam is not comprehensive. Exams will be open-book/note and have a two-hour time limit. The exam will consist of 50 true-false and multiple-choice questions and will allow you to view all the questions at once and be able to make revise your answers before you submitting. Exams open at 11am on Mondays and close at 11:55pm ET Sundays of exam weeks. See the dates for your midterm and final exams in the course schedule in this syllabus.

## Course Outline

### Week 1, January 7-13

Module 1: Introduction & Class Requirements Familiarize yourself with our syllabus, the course assignments and schedule, class policies, APA style, and how to succeed in an online course. Read the syllabus and the assigned article, watch the Avoiding Plagiarism video, and review APA OWL

*Quiz 1, Discussion 1 (Due Sunday, 1/13/19 by 11:55pm)*

### Week 2, January 14-20

Module 2: Media Diversity What are we doing here? What is media diversity? What is gender? How do the media handle race in acts of terrorism or violence? How do media consumers respond? What is media literacy?

*Discussion 2 (Due Sunday, 1/20/19 by 11:55pm)*

### Weeks 3 & 4, January 21-February 3

Module 3: Entertainment Media How do entertainment media present race, gender and class? What are feminism and feminist media theory?

*Quizzes 2 & 3 (Due Sunday, 2/3/19 by 11:55pm)*

### Weeks 5 & 6, February 4-17

Module 4: Media & Stereotypes What is stereotyping? How does stereotyping affect media audience? Do the media treat men and women political candidates equally?

*Quiz 4, Discussion 3 (Due Sunday, 2/17/19 by 11:55pm)*

### Week 7, February 18-24

Module 5: The Blacks, Whites, Pinks & Blues of Media Ownership What is media homogenization? How does ownership of media affect content?

*Quiz 5 (Due Sunday, 2/24/19 by 11:55pm)*

## **Week 8, February 25-March 3**

MIDTERM EXAM DUE BY SUNDAY, 3/3

Opens Monday 2/25/19 @ 11am & closes Sunday 3/3/19 @ 11:55pm

## **March 4-10**

SPRING BREAK, NO WORK GIVEN

## **Week 9, March 11-17**

Module 6: Media Analysis We will learn to research and perform intersectional analysis of a film in preparation for your final paper. Your proposal for your final paper proposal and a discussion post is due.

*Media Analysis Paper Proposal Due & Discussion 4 (Due Sunday, 3/17/19 by 11:55pm)*

## **Week 10, March 18-24**

Module 7: Journalism & Difference How informed are the media? How do media content creators determine what to put out there? What is real? Do media content producers affect the presentation of reality?

*Quiz 6 (Due Sunday, 3/24/19 by 11:55pm)*

## **Weeks 11 & 12, March 25-April 7**

Module 8: Selling & Spinning: Advertising & PR Practices How are men and women represented in advertisement? What is body image?

*Quiz 7, Discussion 5 (Due Sunday, 4/7/19 by 11:55pm)*

## **Week 13, April 8-14**

Module 9: Online Media What are the outcomes of social networks? What are the consequences of anonymity in online discussions?

*Quiz 8, Discussion post 6 (Due Sunday, 4/14/19 by 11:55pm)*

## **Week 14, April 15-21**

Module 10: Participatory Media Culture What happens when the audiences talk back to the media? What effect does the ability for people to create their own media have on media diversity, representation, and stereotypes?

*Media Analysis Papers Due Sunday, 4/21/19 by 11:55 pm*

## **Week 15, April 22-28**

STUDY FOR YOUR FINAL EXAM

## **Week 16, April 29 – May 1**

*FINAL EXAM DUE BY WEDNESDAY, 5/1/19 (NOT SUNDAY!)*

*Opens Monday 4/29/19 @ 11am & closes Wednesday 5/1/19 @ 11:55pm*

## Deadlines

Deadlines must be met to receive full credit for work, LATE WORK WILL BE GIVEN HALF CREDIT, REGARDLESS OF THE CIRCUMSTANCE. **ONE** EXTRA CREDIT OPPORTUNITY WILL BE OFFERED. If you encounter technical issues in submitting an assignment or taking a quiz or exam, you must CALL the UF HelpDesk at 352-392-HELP and immediately forward the e-ticket they e-mail you to the instructor. Do not use the Canvas help function. Any claims of technical issues without a HelpDesk e-ticket will not receive consideration. As you will have access to all materials and assignments well in advance, please plan accordingly and work ahead to avoid potential interruptions, as you are responsible for meeting our deadlines. Any technology issues with your own equipment will be your responsibility to repair, replace, or substitute to properly complete your work on time and will not be reason for deadline extension.

## Class environment

This course will cover sensitive topics. While all students are entitled to their opinions and strong feelings about one or more of the topics, each student should be mindful about expressing them. Remember that it is much different to communicate thoughts and opinions over discussion boards than in person. Both students and faculty each have a responsibility to maintain an appropriate learning environment online. It is expected that we will all show professional courtesy and good netiquette in our discussions. Do not use derogatory language in your discussion posts or assignments. Disrespect, direct or covert, will not be tolerated under any circumstances. If you have questions about the use of specific words or language that may be deemed derogatory, obscene, or biased in some way, clarify with the instructor via email before including such words/phrases in your work. Per university policy, we will all give due respect to individuals and topics dealing with differences of race, color, culture, religion, creed, politics, veteran's status, sexual orientation, gender, gender identity, and gender expression, age, disability, political affiliation, and nationalities.

## Students with disabilities

Students in need of accommodations must first register with the Disability Resource Center in the Dean of Students Office. The Disability Resource Center will provide documentation to the student, who must then provide this documentation to the instructor when making a request for accommodations. Please contact the professor within first two weeks of class with documentation to request accommodations. Accommodations cannot be applied retroactively.

## Academic honesty

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. The instructor of this class is bound to take that commitment seriously and encourages you to contact her with specific questions regarding the Honor Code and your responsibilities within this course.

Specifically, plagiarism will be grounds for significant penalty, including, but not limited to a failing grade/zero credit for the assignment and a possible failing grade for the course.

Plagiarism may include a failure to provide in-text or reference citations for sourced material, copying portions of others' work without appropriate citation, and inappropriately reusing your own work from this and other courses. Please note:

Quoted or copied language that is not original to you MUST BE IN QUOTES AS WELL AS HAVE AN IN-TEXT CITATION.

Paraphrased sources/ideas/concepts that are not original to you also need in-text citations. Failure to submit a full and accurate reference list of works cited with your posts and papers before their deadlines is also considered plagiarism and therefore an academic integrity violation.

Unintentional plagiarism is STILL plagiarism and an honor code violation. Cheating is also a violation of the honor code and subject to the same penalties.

University of Florida students are expected to read, understand, and follow the Student Conduct & Honor Code. Violations of this code are taken very seriously and can result in your failure of this course and additional sanctions. I require you to watch this helpful Avoiding Plagiarism video from the Office Dean of Students at the start of the semester to help you with citations in your research and writing.

## Help with writing and study skills

The UF University Writing Program has several writing strategy videos available for free online to help you with planning, researching, organizing, citing, writing, and proofreading discussion posts and Media Analysis papers. The Writing Program also has a series of videos that focus specifically on grammar. Watch and use them! Finally, they have online videos that can help you with your study skills and test-taking strategies, too.

The new Writing Studio is a free service for current UF graduate and undergraduate students. Students can work one-on-one with a consultant on issues specific to their own development. Because their aim is to help students become more effective writers, they do not simply proofread or edit documents. They can, however, assist students to become better proofreaders and editors of their own work. Their main office is 302 Tigert Hall, and their office phone is 352-846-1138. They also offer online tutorials from 11am-4pm ET on Wednesdays. You must register in advance for all tutorials.

## Instructor evaluation

Students are highly encouraged to provide feedback on the quality of instruction in this course. These evaluations are conducted online at <https://evaluations.ufl.edu> and are typically open during the last two or three weeks of the semester. Thank you for taking the time to complete this process.