

MMC 2604: Mass Media and You

Spring 2019

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 352-846-3903

Darlana Cunha, dcunha@ufl.edu 860-335-6944

Office hours: Steve Orlando: Wednesdays 2-3 PM, 101 Tigert Hall

Darlana Cunha: by appointment

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,” 10th or 11th edition.

Exams: You will have four 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.

SCHEDULE*

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

Week 1 (Jan. 8 & 10) Introductions, Course Overview

Week 2 (Jan. 8 & 10) – Chapter 1: Mass Communication: A Critical Approach

Week 3 (Jan. 15 & 17) – Chapter 2: The Internet, Digital Media and Media Convergence

Week 4 (Jan. 22 & 24) – Chapter 3: Digital Gaming and the Media Playground
Week 5 (Jan. 29 & 31) – Chapter 4: Sound Recording and Popular Music
Week 6 (Feb. 5 & 7) – Chapter 5: Popular Radio and the Origins of Broadcasting
Week 7 (Feb. 12 & 14) – Chapter 6: Television and Cable: The Power of Visual Culture
Week 8 (Feb. 19 & 21) – Chapter 7: Movies and the Impact of Images
Week 9 (Feb. 26 & 28) – Chapter 8: Newspapers: The Rise and Decline of Modern Journalism
Week 10 (March 5 & 7) – **SPRING BREAK – NO CLASS**
Week 11 (March 12 & 14) – Chapter 9: Magazines and the Age of Specialization
Week 12 (March 19 & 21) – Chapter 10: Books and the Power of Print
Week 13 (March 26 & 28) – Chapter 11: Advertising and Commercial Culture
Week 14 (April 2 & 4) – Chapter 12: Public Relations and Framing the Message
Week 15 (April 9 & 11) -- Chapter 14: The Culture of Journalism: Values, Ethics and Democracy
Week 16 (April 16 & 18) – How to get a job in the media
Week 16 (April 23) – **EXAM 4. THIS IS THE LAST DAY OF CLASS**

Exams

EXAM 1 –Jan. 31, Chapters 1-3 and lecture material
EXAM 2 – Feb. 21, Chapters 4-6 and lecture material
EXAM 3 – March 21, Chapters 7-9 and lecture material
EXAM 4 – April 23, Chapters 10-12 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. **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/) 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/>