

University of Florida
College of Journalism and Communications
Department of Telecommunication

Media and Society
RTV 3405 – Fall 2019
MWF 9:35-10:25
Gannett Auditorium, Weimer

Instructor: Kun Xu

E-Mail: kun.xu@ufl.edu

Office location: Weimer 3219A

Office Hours: Monday 10:30 – 12:00 or by appointment

TA: Aantaki Raisa (email: a.raisa@ufl.edu);

TA Office Hours: Friday 1:00 - 3:00; Location: Weimer 2020

COURSE DESCRIPTION

This course provides a broad introduction to key theoretical approaches to understanding media and society with an emphasis on those frameworks associated with mass communication and mediated communication. We will apply theory to understand the meanings of facts about media content, audiences, and organizations. As we look at examples from news media, social media, and emerging media, we will ponder the nature of evidence and theory, and think about how we analyze these media phenomena.

COURSE OBJECTIVES

By the end of the semester, your success in this class will be indicated by how well you can:

- Identify the basic concepts and applications of a variety of theories about media
- Apply theories to the analysis of media
- Evaluate the uses and purposes of theory
- Ask questions of communication models and research and develop an ability to formulate your own applications of theory and research

Required Readings:

All readings including links to online sources will be available on Canvas (elearning.ufl.edu).

Outcomes Assessment:

Your comprehension of course material will be evaluated through class participation, discussion, in-class assignments, group activities, and quizzes.

Grade Percentages:

Participation and in-class assignments – 16%

In-class group work activities – 4 X 6% = 24%

Quiz 1 - 20%

Quiz 2 - 20%

Quiz 3 - 20%

Total – 100%

Grade Equivalents (%):

	A = 93-100	A- = 90-92.99
B+ = 87-89.99	B = 83-86.99	B- = 80-82.99
C+ = 77-79.99	C = 73-76.99	C- = 70-72.99
D+ = 67-69.99	D = 63-66.99	D- = 60-62.99
	F = 0 – 59.99%	

Grading Criteria:

A = an earned grade that represents outstanding and exceptional work

B = an earned grade indicating competent, above average work

C = an earned grade for work that is average and/or merely fulfills the basics of the assignment and lacks some important connection to the course material

D = an earned grade given to work that does not fulfill the conditions of the assignment and lacks connection with the course material in multiple ways

F = an earned failing grade for late work, poorly executed work, plagiarism or other failure to adhere to the requirements of academic integrity.

ASSIGNMENTSParticipation and in-class assignments

- Participation includes responding to questions in class, making insightful and respectful comments or asking thoughtful and constructive questions in class.
- Read the assigned chapters and materials for class. Without being prepared, discussion will not be of any help to you. Failure to do the assigned reading will affect your written assignments and exam results because information will be either missed or misunderstood.
- The instructor will sometimes propose one or two questions toward the end of the class. Students are expected to turn in short but thoughtful answers as in-class assignments.
- Please let your voice be heard in class. We are all active participants in learning and without everyone's willingness to be part of that learning we lose out on an enriching experience.
- Your participation grade is based on both your attendance and in-class assignments.

Quizzes

- There will be three quizzes in this class, each worth 20 points. The quizzes will consist of multiple-choice questions and T or F questions. Review will be provided before the quizzes are held.

In-class group activities

- The purpose of group work is to give you a chance to exchange ideas with other students, which is the best way to learn. Group work requires collaboration with others, an important professional skill. Four out of six in-class group work sessions will count toward this semester's grade. In each session, groups will be given a specific task, and each group will submit a handwritten response to the task signed by each group member. Four highest grades will be counted toward the final grade.

Extra credits

- Up to 3 extra credits (out of 100) 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. Please see this video below for how to set up your SONA account: https://youtu.be/_1OnT2ZU6QQ
- If you have any questions, please contact the CJC SONA administrator through this email: uf-cjc-sonasystems@jou.ufl.edu
- ***It is important that you allocate SONA credits to the correct course section. If you incorrectly allocated your credits to the wrong course number, contact the SONA administrators before the semester ends. If you do not correctly allocate your credits to this course, I will not be able to see your extra credits and your extra credits will not be added to your grade.

COURSE POLICIES

Classroom Etiquette

- The class does not tolerate harassment. Harassment consists of abusive behavior directed toward an individual or group because of race, ethnicity, ancestry, national origin, religion, gender, sexual orientation, age, physical or mental disability, including learning disability, mental retardation and past/present history of a mental disorder.
- Silence all electronic equipment. It is distracting to the entire class.
- The instructor expects that all students are adults and behave as adults. Students should behave in a professional manner throughout the semester and not engage in making excuses for not completing course requirements and leaving assignments to the last minute.
- Act professional when contacting the instructor. For example, emails should include subjects. Put the course name in the subject line. Do not expect an immediate answer to email questions. The instructor tries best to reply within 48 hours.
- It is solely the responsibility of the student to ensure all assignments reach the instructor. No dispensations will be granted for lost or misplaced assignments. Assignments must be submitted electronically to Canvas by the due date. There are no exceptions to this policy. (Of course, assignments can always be submitted early.) It is strongly recommended that students keep a backup copy of all work they submit in the course. Do not submit assignments via email.

Attendance

- Attendance is taken randomly throughout the semester. It is the responsibility of the students to attend class and arrive on time for scheduled class sessions. You can have three unexcused absences from class. But starting the fourth absence, each absence will reduce your participation grade by 2 points until your total participation grade is zero.

- Under no circumstances should a student email the instructor requesting class notes. Any missed work should be obtained from a classmate. I will not be available before or after class to re-teach lectures.
- There are **NO** make-ups for any of the papers or quizzes. If an extreme circumstance arises, please contact me.

Academic Honesty/Policy on Plagiarism

Honesty is expected in all assignments, exams, and presentations. All writing submitted to this course must be your original work. Use the American Psychological Association (APA) citation format including quoting and paraphrasing in your writing. **Plagiarism is the most extreme form of academic dishonesty and will result in failing this course and possible removal from the university.** Plagiarism includes cheating on assigned work, submitting the same paper for two courses, buying papers, turning in someone else's work for your own use.

Grade Appeals

If a student believes he/she have legitimate grounds on which to dispute a grade on a particular assignment, the student may submit a formal written appeal to the instructor within 10 days of receiving the original grade. The appeal must provide rationale for why the current grade is inaccurate. Feelings are not criteria. Once the student has submitted a formal grade appeal and all the supporting evidence including the graded copy of the assignment in question, the instructor will carefully examine the assignment and provide a new grade. Once the instructor has entered the final grade to the university system, that grade will not be changed under any circumstances.

Accommodations for Special Needs:

Any student who has a need for accommodation based on the impact of a documented Disability, including special accommodations for access to technology resources and electronic instructional materials required for the course, 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. Please contact me to discuss the specific situation by the end of the second week of classes or as soon as practical.

Tentative Course Schedule

	<u>Date</u>	<u>Topic</u>	<u>Notes</u>
1	8/21-8/23	Introduction to the course + library search + writing issues.	
2	8/26-8/30	What is media, communication, and theory?	
3	9/4-9/6	What is media research?	Group work 1
4	9/9-9/13	Learning through media and from media	Group work 2
5	9/16-9/20	Review, Quiz 1	
6	9/23-9/27	Media agenda and news framing	
7	9/30-10/2	Media uses and effects	Group work 3
8	10/7-10/11	Media Representations and Identity	
9	10/14-10/18	Review, Quiz 2	
10	10/21-10/25	Semiotics in media	Group work 4
11	10/28-11/1	Media and globalization	
12	11/4-11/8	Computer-mediated communication	
13	11/13-11/15	Group work time	Group work 5
14	11/18-11/22	Virtual reality, augmented reality, and robots	
15	11/25, 12/2-12/4	Review, Quiz 3	Group work 6

Note: Changes that occur to the syllabus will be announced in class or on Canvas.