

Mass Media & You

Catalog description: Examines roles and effects of contemporary mass media on modern societies. Considers rights, responsibilities and ethics of media, explores relationships between governments, audiences and media companies and reviews economic, political and social determinants of media content.

OVERVIEW

In this course, we will examine the converged world of modern mass media: text, audio, and visual media. We'll learn about the role mass media plays in our modern society by examining its historical development. In this class, you'll increase your own media literacy by learning about the social and business sides of mass media.

COURSE SCHEDULE

This course is organized into a series of topic-based modules that will each last one week. Modules will usually start on Mondays and end on Fridays. 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 2604) 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. Message me and arrange a time.

REQUIRED TEXTBOOK

Campbell, R., Martin, C. R., & Fabos, B. (2019). *Media & Culture : Mass Communication in a Digital Age*. Boston : Bedford/St. Martin's, Macmillan Learning. **12th Edition.**

OBJECTIVES

By the end of the course, students will:

- Gain tools to increase media literacy, and increase awareness of how the media shape our perceptions of our culture and world.
- Learn history of mass media, and understand the relationship of technological advancements to communication.
- Learn the basics of media effects theories, and their criticisms.
- Gain a clearer understanding of how the media impacts culture.

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

ASSIGNMENTS + GRADING SCALE

DISCUSSIONS 40%

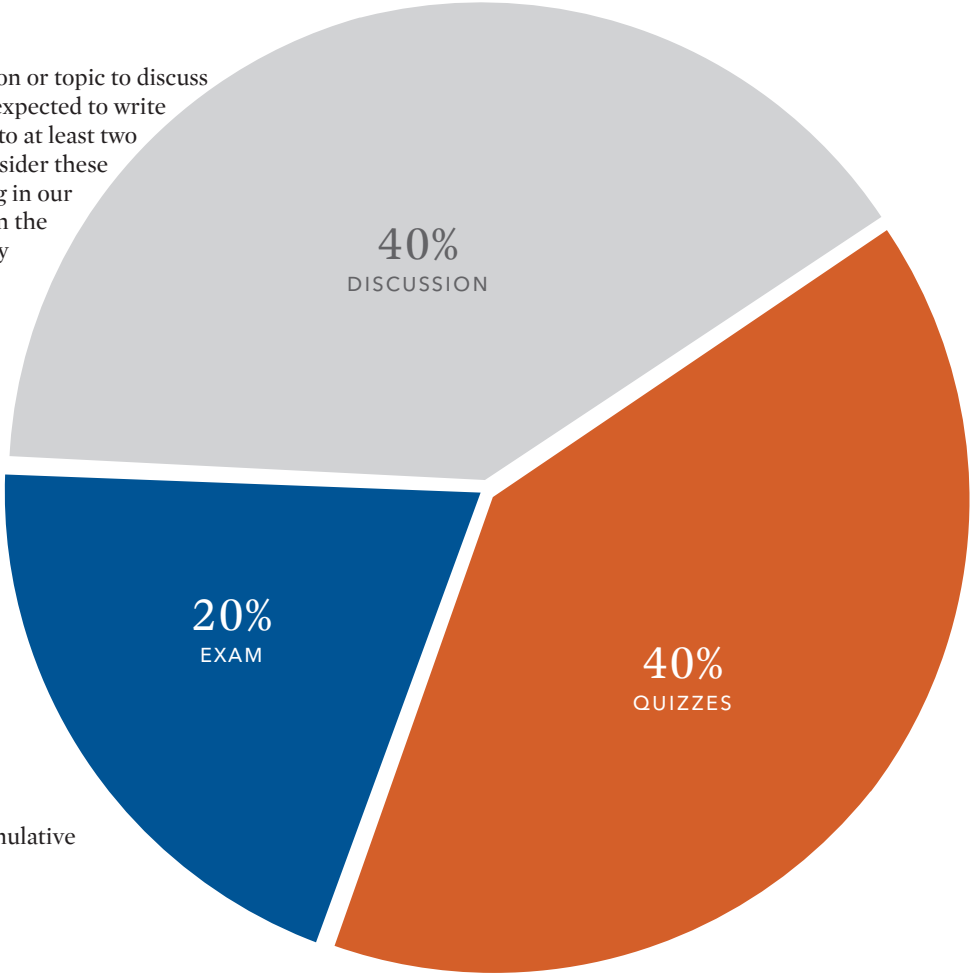
Each week, I will provide you with a question or topic to discuss in our course's online community. You are expected to write an original post of your own, then respond to at least two posts from your classmates each week. Consider these online discussions your way of participating in our online course.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

QUIZZES 40%

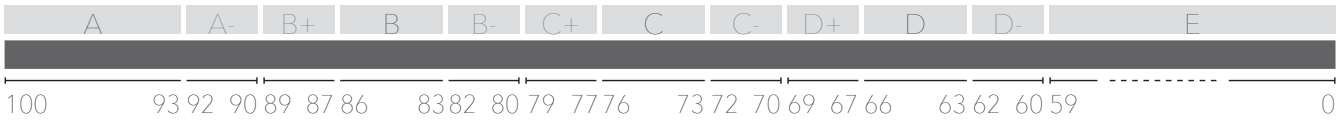
This course is structured in a series of topic-based units. You will take a quiz during each unit that covers reading and other materials introduced. The quizzes will be timed. You may use whatever reference materials you wish as you take the quizzes, but you will do better if you're prepared and don't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

EXAM 20%

At the end of the semester, you'll take a cumulative final exam.



GRADING SCALE



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. 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.

THE FINE PRINT

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.)

COURSE TECHNOLOGY + TECH SUPPORT

This goes without saying in an online course, but I'll say it anyway: **You will need reliable Internet access and a reliable computer.** You will also need word processing software that can generate a .doc or .docx file. You don't have to use Microsoft Word to create your documents, but you will have to upload them to eLearning in that format.

For issues with technical difficulties in Canvas, please contact the UF Help Desk.

** 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.

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.

COURSE EVALUATION

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

CAMPUS RESOURCES

Health and Wellness

- U Matter, We Care: If you or a friend is in distress, please contact umatter@ufl.edu or 352 392- 1575 so that a team member can reach out to the student.
- Counseling and Wellness Center: <https://counseling.ufl.edu/>, 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.
- Sexual Assault Recovery Services (SARS): Student Health Care Center, 392-1161.
- University Police Department: 392-1111 (or 9-1-1 for emergencies). <http://www.police.ufl.edu/>

Academic Resources

- E-learning technical support, 352-392-4357 (select option 2) or e-mail to learning-support@ufl.edu. https://lss.at.ufl.edu/help_shtml.
- Career Connections Center, Reitz Union, 392-1601. Career assistance and counseling. <https://career.ufl.edu/>
- Library Support, <http://cms.uflib.ufl.edu/ask>. Various ways to receive assistance with respect to using the libraries or finding resources.
- Teaching Center, Broward Hall, 392-2010 or 392-6420. General study skills and tutoring. <http://teachingcenter.ufl.edu/>
- Writing Studio, 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers. <http://writing.ufl.edu/writing-studio/>
- Student Complaints On-Campus: <https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>
- On-Line Students Complaints: <http://distance.ufl.edu/student-complaint-process/>

ACADEMIC INTEGRITY

UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor 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." The Honor Code (<http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor in this class.

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.