

RTV 3001 SECTION 4447 Fall 2019 **INTRODUCTION TO MEDIA INDUSTRY**

Instructor: Genevieve Ze'eva Curtis Murphy

Lecture: TUE 5:10-6PM THR 5:10-7:05PM

Room: PUGH 170

Office: WEIM 3065

Office Hours: (by appointment)

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E-Learning: <http://lss.at.ufl.edu/>

COURSE DESCRIPTION:

Electronic media encompass all contemporary paths of mass communication into our lives: radio, television, cable, satellite and the internet. This course investigates their dynamic influence by unveiling principles that govern media channels of information and entertainment. The goal for students is to understand how our media tools were created, were nurtured into an information industry, and now shape our lives in political, economic, and social ways. We will critically analyze the latest developments from the standpoints of media owners, advertisers, managers, producers, and audiences.

COURSE OBJECTIVES:

Students will gain knowledge of media industries and professions. In addition, changes in new media, business practices, converging markets, and regulatory philosophies will be addressed. This course is designed to offer you an overview of the origins, organizations, and movements that have shaped electronic media. We will learn and discuss the following developments:

- The historical development of electronic media
- The technologies involved in the creation of electronic media
- The structure, economics, and regulation of electronic media
- The political and legal issues involved in content and management decisions
- The economics of electronic media, including programming and ratings

RECOMMENDED READING:

John V. Pavlik and Shawn McIntosh. *Converging Media: A New Introduction to Mass Communication*, 5th ed. New York: Oxford University Press, 2017.

STRONGLY RECOMMENDED READING

Jill Abramson. *Merchants of Truths: The Business of News and the Fight for Facts*. New York: Simon & Schuster, 2019.

Jane Mayer. *Dark Money*. New York: Anchor Books, 2017.

Oliver Lockett and Michael J. Casey. *The Social Organism: A Radical Understanding of Social Media to Transform Your Business and Life*. New York: Hachette, 2017.

Seth Godin. *This is Marketing: You Can't Be Seen Until You Learn to See*. New York: Penquin, 2019.

Amber Davisson. *Controversies in Digital Ethics*. New York: Bloomsbury Publishing Inc, 2016.

RECOMMENDED PODCASTS:

The Daily

Hidden Brain

RadioLab

Reply All

Revisionist History

Invisibilia

Code Switch

Pod Save America

Marketing Over Coffee

RECOMMENDED SUBSCRIPTIONS:

The New York Times

The Guardian

The Atlantic

The New Yorker

Harper's

Foreign Affairs

The Economist

RECOMMENDED BLOGS:

The Science of Social Media

Money State University

InternQueen

E-LEARNING: RTV 3001 slides, study questions, and exam grades are available through E-Learning at <http://lss.at.ufl.edu/> and are organized by topic areas that correspond chronologically to material covered in the course.

CLASSROOM POLICIES:

- Please arrive on time, turn-off cell phones, & avoid leaving early during class
- Do not expect an email response under 18 hrs or during Shabbat
- Will not respond to emails with questions the day before the exam

- No make-up exams will be given without 48 hour prior approval, unless excuse note provided
- Cheating results in automatic F for the semester

ATTENDANCE:

Students who attend lectures **WILL** perform better on the exam and learn more. Lectures provide an opportunity for enhanced learning through a free discussion of ideas, sharing of input and clarification of concepts. Your input will help others and yourself to grasp course content. Note that you will be responsible for not only assigned readings but also for details presented in class that are not in the slides. Lectures will reflect recent developments in the telecommunication industry not covered in the slides. Because the industry is so complex and ever changing, this course will cover a lot of ground. As a result, regular attendance is necessary to succeed.

GRADING:

Information on current University of Florida grading policies can be found at:

<https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/#grades>

ASSIGNMENTS: Your final grade will be comprised of your total scores on three scheduled exams as well as completion of a group project. Exam material will be drawn from class lectures, discussions, readings, and podcasts. Exam material will be designed to measure your understanding of key concepts in the field of Telecommunications. In order to succeed, students should remain current with assigned readings, class notes, and class discussions. Exams will not be cumulative.

GROUP PROJECT: Groups of students will be responsible for preparing and presenting information to the class that exhibits understanding and analytical insight into the development of the various telecommunication industries presented in lectures. Groups will be comprised of five students. There will be one presentation per lecture period. There will be no presentations on exam days. Each presentation must be five to six minutes long. Presentations may include speech, PowerPoint, or performance. The group must turn in a three to five page typewritten, double-spaced paper on presentation day. Every group member receives the same grade. (Only the names listed on the paper will receive credit). If a member of your group did not participate, I must be made aware of whom, why, what, and how they did or did not participate, 48hrs prior to the presentation.

DISABILITY STATEMENT:

Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation. Please contact Disability Services if you have any documented special needs that could affect your performance in this class. Email: accessuf@dso.ufl.edu Voice: 352-392-8565 x200

ONLINE COURSE EVALUATION PROCESS: “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 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>. “

INSTRUCTOR/STUDENT AGREEMENT:

By accepting this syllabus, you agree that only through cooperation, class attendance, and commitment to semester objectives can we meet the goals of this class. Instructor reserves the right to alter calendar, assignment and exam schedules.

THE COURSE WILL BE DIVIDED INTO THREE SECTIONS:

SECTION I: RADIO, FILM & TELEVISION

Day 1 Introduction & Sign Up for Group Projects

Chapter 1: Mass Communication Transformation

Chapter 4: Audio Media

Chapter 5: Visual Media

Review for Exam # 1

Exam # 1

SECTION II: INTERACTIVE MEDIA & TECHNOLOGY

Chapter 6: Interactive Media

Chapter 7: Impact of Social Media

Audio & Video Technology

Lecture & Review for Exam # 2

Exam # 2

SECTION III: INDUSTRY, PROGRAMMING, AUDIENCE, REGULATION & POLITICS

Industry & Business

Programming

Ratings

Chapter 11: Law & Regulation

Chapters 8 & 13: News & Politics

Review for Exam # 3

Exam # 3

Group Project Presentations

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On-Line Course Evaluations

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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> (Links to an external site.)

After piloting throughout the last three academic semesters, the GatorEvals course evaluation system will implement campus wide this Fall semester. As such, UF course syllabi need to be updated to reflect the implementation of GatorEvals. The text below is an appropriate statement informing students of the online course evaluation process in accordance with the [UF Policy on Course Syllabi \(Links to an external site.\)](#).

“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/ \(Links to an external site.\)](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/ \(Links to an external site.\)](https://ufl.bluera.com/ufl/). Summaries of course evaluation results are available to students at [https://gatorevals.aa.ufl.edu/public-results/ \(Links to an external site.\)](https://gatorevals.aa.ufl.edu/public-results/).”

University Honor Code

UF students are bound by The Honor Pledge that 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.

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:

<http://www.counseling.ufl.edu/cwc/Default.aspx>, 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 Resource Center, Reitz Union, 392-1601. Career assistance and counseling.

<http://www.crc.ufl.edu>

Library Support

<http://cms.uflib.ufl.edu/ask>

Various ways to receive assistance with respect to using the libraries or finding resources.