

**MEDIA AND SOCIETY
RTV 3405 – FALL 2020**

When: Tuesday **5:10-7:05**; Thursday **5:10-6:00**

Where: *Wherever you have access to the Internet and the privacy to listen to the lectures (Welcome to the COVID era!)*

Instructor: Aantaki Raisa

Contact: email a.raisa@ufl.edu

Office Hours: Fridays 1 p.m. – 2 p.m. (I will be available via email) or by appointment

Office: Well, I will be at home, social distancing. But you can always reach me via email!

COURSE DESCRIPTION

“Playing violent video games are making kids more violent and they are taking the guns, going for mass-shooting”

“Kids these days are being isolated due to the increased use of social media and the decreased real social interaction. This is a mass mental health problem. Mental health is the reason that some kids are become mass shooters!”

Do you remember hearing these comments floating in the media after the Parkland Shooting in 2018 in Florida? Or, has anyone ever told you that you should not play so much video games because those will make you aggressive or violent!

Or did you ever get a chance to watch the movie Don Jon where the main character depicts the effects of watching porn-- how it twists his view of the pleasures and dangers of sexual intercourse in real life?

If none of the above rang a bell, have you ever wondered how you know about half the things you know about the world? Who told you there are pyramids in Egypt, grand vestiges of a great civilization perished thousands of years ago? Have you ever wondered how you know that there is a great wall in a huge country named China? China, the same country that took the first hit of the Corona virus in late 2019. Where did you hear it? How do you know that the planet Mars is reddish and there are craters in the Moon?

Can you imagine how much you know about the world without ever having traveled to those places? How books, televisions, the Internet, the social media have influenced, even created, your view of the world beyond your reach? Have you ever critically thought whether it is actually true that playing violent video games make kids violent or watching porn makes people’s expectation of sex unrealistic? If these do, how come you haven’t become a mass shooter, or you don’t have a twisted view of carnal desires?

Well, if you have not thought about these things, it’s totally cool. This course aims to investigate the mysteries of how all these things- books, TV, newspapers, Internet, social media- in short, the MEDIA- effect our psychology, our society, our behavior, and eventually the policies, the laws of our nations. Through the lens of communication and communication theories, we will try our best to understand media content, interpretation of those contents by their audiences, and why it is important to evaluate the media.

COURSE OBJECTIVES

By the end of the semester you will learn:

- What scientific method is and how it is used to critically understand the media effects
- To understand how media systems are shaped by societal factors and technological advances
- To understand how media contents shape the society and create perceptions of the society
- To develop critical insight on how different communities are represented and affected by media
- To apply communication theories in explaining media effects

TEXTBOOK & REQUIRED READINGS

There are no required textbooks for this class. Relevant readings and links to online resources will be posted 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

Grade Percentages

Individual assignments: 3 (of 5) X 5% = 15%

Attendance: 5%

Class activities: 4 (of 5) X 5% = 20%

Quiz 1 – 20%

Quiz 2 – 20%

Quiz 3 – 20%

Total – 100%

| | | | |
|----|---------------|----|------------|
| A | 93% or higher | C | 73%-76.99% |
| A- | 90%-92.99% | C- | 70%-72.99% |
| B+ | 87%-89.99% | D+ | 67%-69.99% |
| B | 83%-86.99% | D | 63%-66.99% |
| B- | 80%-82.99% | D- | 60%-62.99% |
| C+ | 77%-79.99% | 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.

Specific grading policies at UF can be accessed at

<https://catalog.ufl.edu/UGRD/academicregulations/grades-grading-policies/>

ASSIGNMENTS

Individual Assignments

Three out of five individual assignments will count toward your grade. You will be asked to finish these assignments by the due date and submit it online. Three highest grades will be counted toward the final grade.

Attendance

Random attendance will be taken to ensure regular class participation. To maintain your attendance, the methods of checking presence will be unannounced and varied.

Class Activities

Five times during the semester we will have some form of individual or group activities in the class to implement what we learned and evaluate the level of your comprehension of the previously covered topics. Details about these activities will be announced in the class prior to the activity itself. Four of your best scores will be counted towards the grade. Days of these activities will be unannounced to ensure regular class participation.

To ensure good performance in the class activities, read the assigned reading, ask questions in the class to make sure your understanding is correct, and pay attention to the lectures.

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. The exams will be held during class time (5:10 – 7:05 Tuesday).

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.

CLASS POLICY

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.

✚ 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. Be respectful to your TA or the instructor. Do not expect an immediate answer to email questions. The instructor and TA try best to reply within 48 hours.

✚ It is solely the responsibility of the students 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 unless required.

Attendance

✚ 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 assignments or quizzes. If an extreme circumstance arises, please contact me with legitimate documentation providing proof for an excusable absence.

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. All 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." Specific honor code can be accessed at <https://sccr.dso.ufl.edu/process/student-conduct-code/>

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, <https://disability.ufl.edu/students/get-started/>) 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.

Course Evaluations

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/>.”

TENTATIVE SCHEDULE

| Date | Topic | Goals/Task |
|------------|--|------------------------------|
| 9/1/2020 | Welcome & Introductions Syllabus Overview Canvas Layout Class Etiquettes Queries | |
| 9/3/2020 | Library Search Set-up FAQ | |
| 9/8/2020 | What is media, and communication? | |
| 9/10/2020 | Media and communication continued | |
| 9/15/2020 | What is scientific theory? What are some prominent communication theories? | |
| 9/17/2020 | Scientific theories continued. | |
| 9/22/2020 | History and overview of Media research. | |
| 9/24/2020 | Media research continued | Individual Assignment #1 DUE |
| 9/29/2020 | Quiz 1 | |
| 10/1/2020 | Quiz 1 discussion & overview of the second third of the semester | |
| 10/6/2020 | Media agenda and news framing | |
| 10/8/2020 | Agenda and framing continued | |
| 10/13/2020 | Media uses and effect | |
| 10/15/2020 | Media uses and effect continued | |
| 10/20/2020 | Media representation | Individual Assignment#2 DUE |
| 10/22/2020 | Media representation continued | |
| 10/27/2020 | Media and health | |
| 10/29/2020 | Media and health continued | Individual Assignment#3 DUE |
| 11/3/2020 | Quiz 2 | |
| 11/5/2020 | Quiz 2 discussion and overview of the final third of the semester | |
| 11/10/2020 | Media & privacy management | |
| 11/12/2020 | Media privacy continued | |
| 11/17/2020 | Media and globalization | |
| 11/19/2020 | Media & globalization continued. | |
| 11/24/2020 | Computer mediated communication | Individual Assignment#4 DUE |
| 11/26/2020 | Computer mediated communication continued. | |
| 12/1/2020 | Emerging media: VR, AR, video games | |
| 12/3/2020 | Emerging media continued | Individual Assignment#5 DUE |
| 12/8/2020 | Quiz 3 | |

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