

## SYLLABUS

MMC 2604: Mass Media and You

Fall 2020

Tuesdays, Period 9 (4:05-4:55 p.m.)

Thursdays, Periods 9-10 (4:05-6 p.m.)

Online

**Instructors:** Dr. Rachel Grant, rgrant@jou.ufl.edu

**TA:** Diane Aruah Ezeh, dezeharuah@ufl.edu

**Office hours:** Dr. Rachel Grant: Tuesdays & Thursdays 1-2 p.m. via Zoom or 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 determinates of media content.

**Required reading:** The required text for this course is “Media and Culture: Mass Communication in a Digital Age,” 11<sup>th</sup> or 12<sup>th</sup> Edition.

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 proceeded by the words, “This is important so write it down.”)

If you do miss a class, you are responsible for any course material (notes, handouts, etc.). It is solely up to you to obtain any and all information/materials you miss.

**If technology fails you, it still is your responsibility to submit your assignment/quiz on time. Therefore, do NOT wait until the last minute to submit and/or inform us of your technical issue.**

I expect students to check their e-mail regularly during the week. I will occasionally send you e-mail messages regarding updates on class. I promise not to spam you with worthless information. **Make sure to use email etiquette! I will not answer you if you do not have a salutation, message (body), and closing. Disrespectful emails will not receive responses.**

### Important Notes!!!

**You will encounter ideas and thoughts you do *not* agree with, but understand that this is one of the central purposes of this course. Sometimes, we need to feel uncomfortable in order to step outside of our worlds and enter the realities of others. We seek to be challenged!**

### **Class Principle**

**EVERYONE in this class demands respect, human dignity and common courtesy. Please exercise this class principle as you engage with your fellow classmates, TA and professor throughout the semester. I expect no less!**

### **ACEJMC Objectives**

#### **Professional values and competencies:**

University of Florida's College of Journalism and Communication is accredited by the Accrediting Council on Education in Journalism and Mass Communication (ACEJMC). The ACEJMC has identified several core values and competencies that journalism and mass communication students ought to possess upon graduation:

- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.
- Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
- Understand concepts and apply theories in the use and presentation of images and information.
- Think critically, creatively and independently.
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work.

### **SCHEDULE\***

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

Week 1 (Sept. 1 & 3) Introductions, Course Overview

Week 2 (Sept. 8 & 9) – Chapter 1: Mass Communication: A Critical Approach

Week 3 (Sept. 15 & 17) Chapter 2: The Internet, Digital Media and Media Convergence (Guest lecture- Dr. Ben Johnson)

Week 4 (Sept. 22 & 24) Chapter 8: Newspapers: The Rise and Decline of Modern Journalism (Guest lecture- Dr. Joy Jenkins)

Week 5 (Sept. 29 & Oct. 1) Chapter 9: Magazines and the Age of Specialization

Week 6 (Oct. 6 & 8) – Chapter 14: The Culture of Journalism: Values, Ethics and Democracy (Guest lecture- Dr. Jasmine McNealy)

Week 7 (Oct. 13 & 15) – Chapter 3: Digital Gaming and the Media Playground

Week 8 (Oct. 20 & 22) – Chapter 4: Sound Recording and Popular Music (Guest lecture- Yewande Addie)

Week 9 (Oct. 27 & 29) – Chapter 5: Popular Radio and the Origins of Broadcasting (Guest lecture- Herbert Lowe)

Week 10 (Nov. 3 & 5) – Chapter 6: Television and Cable: The Power of Visual Culture

Week 11 (Nov. 10 & 12) – Chapter 7: Movies and the Impact of Images (Guest lecture- Iman Zawahry)

Week 12 (Nov. 17 & 19) – Chapter 11: Advertising and Commercial Culture

Week 13 (Nov. 24 & 26) –**THANKSGIVING BREAK, NO CLASS**

Week 14 (Dec. 1 & 3) – Chapter 12: Public Relations and Framing the Message (Guest Lecture- Natalie Asorey (Tuesday) & Hayley Markovich (Thursday))

Week 15 – (Dec. 8) – **FINAL EXAM. THIS IS THE LAST DAY OF CLASS.**

**Quizzes-Textbook chapters will be on weekly quizzes (30 percent of final grade)**

Every Tuesday 12 a.m.-11:59 p.m. on Canvas

Ten questions

Drop the lowest two quizzes

**Exams- Lecture and guest lecture materials will be on exams (70 percent of final grade)**

**EXAM 1** – Sept. 22, Week 1-3 lecture material

**EXAM 2** – Oct. 13, Week 4-6 lecture material

**EXAM 3** – Oct. 27, Week 7-8 lecture material

**EXAM 4** – Nov. 17, Week 9-11 lecture material

**EXAM 5** – Dec. 8, Week 12-14 lecture material

**Grading scale**

A = 90 or  
above

C = 70 - 73

A- = 87 - 89

C- = 67 - 69

B+ = 84 - 86

D+ = 64 - 66

B = 80 – 83

D = 60 - 63

B- = 77 - 79

D- = 57 - 59

C+ = 74 - 76

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>

### **Recordings**

Our class sessions may be audio visually recorded for students in the class to refer back and for enrolled students who are unable to attend live. Students who participate with their camera engaged or utilize a profile image are agreeing to have their video or image recorded. If you are unwilling to consent to have your profile or video image recorded, be sure to keep your camera off and do not use a profile image. Likewise, students who un-mute during class and participate orally are agreeing to have their voices recorded. If you are not willing to consent to have your voice recorded during class, you will need to keep your mute button activated and communicate exclusively using the "chat" feature, which allows students to type questions and comments live. The chat will not be recorded or shared. As in all courses, unauthorized recording and unauthorized sharing of recorded materials is prohibited.

### **Students with disabilities**

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, [www.dso.ufl.edu/drc/](http://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/>