



# RTV2100 Writing for the Electronic Media SPRING 2021

Instructor: Andrew Selepak, PhD  
 Office hours: Tues & Thurs Period 8  
 Office: Weimer Hall 3053  
 Email: [aselepak@ufl.edu](mailto:aselepak@ufl.edu)

Lectures: Tuesday and Thursday, Period 7 (1:55 – 2:45)  
 Lecture Location: Florida Gym 0275  
 Lab: as scheduled (see Lab Sections Roster)

## Lab Sections Roster

| <u>Section</u> | <u>Day</u> | <u>Periods</u> | <u>Location</u> | <u>Instructor</u> |
|----------------|------------|----------------|-----------------|-------------------|
| 19172 (01C8)   | Thursday   | 10-11          | Zoom            | Tyburski, Paris   |
| 30769 (01C9)   | Thursday   | 10-11          | Zoom            | Tyburski, Paris   |
| 19175 (3577)   | Friday     | 2-3            | Zoom            | Lovler, Ronnie    |
| 30771 (3578)   | Friday     | 2-3            | Zoom            | Lovler, Ronnie    |
| 19176 (5649)   | Friday     | 4-5            | Zoom            | Lovler, Ronnie    |
| 30772 (5650)   | Friday     | 4-5            | Zoom            | Lovler, Ronnie    |

## What to expect from RTV2100

This course is designed to provide fundamental instruction and practice in media writing, and the impact the media has on society. The focus of the course will be on persuasive writing and content creation for movies, television, audio stories, long-form online writing, and writing for social media. Additional emphasis will examine the use of persuasive writing and how this impacts branding and networking. This course is required for all telecommunications majors.

## Course Objectives

- Establish the skills necessary to create persuasive messages and content
- Identify what makes a good story
- Develop stories that will engage and persuade a target audience
- Formulate audio announcements that are clear, interesting and persuasive
- Develop a basic understanding of writing for video and online
- Acquire a greater awareness of the increase in use and availability of social media
- Gain a greater understanding of media ethics
- Improve reputation through personal branding

**Credit Hours:**  
 Three Credits

**Course Prerequisites:**

None

**Course Readings:**

Few careers are more exciting than a job in media. But the media industry is rapidly changing, and the skills students needed just a few years ago are already outdated. For this reason, few textbooks are as up-to-date as needed to cover the skills you will need for a job when you graduate. So, all the material you will need for this course comes in lectures and handouts.

**Course Philosophy and Expectations**

Mastery in this class requires preparation, passion, and professionalism. Students are expected, within the requirements allowed by university policy, to attend class, be on time, and meet all deadlines. Work assigned should be completed as directed. Full participation in discussions, group projects, and small group activities are required.

My role as instructor is to identify critical issues related to the course, direct students to and teach relevant information, assign appropriate learning activities, create opportunities for assessing student performance and communicate the outcomes of such assessments in a timely, informative, and professional way. Feedback is essential for students to have confidence that they have mastered the material and for the instructor to determine that students are meeting all course requirements.

At all times, it is expected that students will welcome and respond professionally to assessment feedback, that students will treat fellow students, instructors and assistants with respect, and that students will contribute to the success of the class to the best of their abilities.

This is both in-person and online, and you therefore must log into Canvas with your UF ID and password to access the materials and assignments. The course is organized into modules with due dates.

**Technical Assistance**

In the event that you have technical difficulties with your course, please contact the [UF Computing Help Desk](#) either by filling out an [online request form](#) or calling 352-392-4357 - select option 1. The Help Desk is located on the ground floor of the Hub on the UF campus.

If your technical difficulties caused you to miss a due date, you **MUST** report the problem to the Help Desk and then email your lab instructor. Include the ticket number that you are given from the Help Desk in an email to the lab instructor to explain the late assignment/quiz/test.

**IT Support**

For all Technical assistance questions please contact the UF Computing Help Desk:

Phone: 352-392-HELP (4357)

Email: [helpdesk@ufl.edu](mailto:helpdesk@ufl.edu)

**Please Note**

Your instructor and lab instructor are not able to handle technological issues or answer questions related to computer issues. If a problem of this nature arises that causes you to miss an assignment, you must provide your Help Desk ticket number to the lab instructor to receive an extension.

**Expectations for Students**

**Announcements**

You are responsible for reading all announcements posted in Canvas each time you log in.

**Email**

You are responsible for reading all your course email and responding in a timely manner (within 24 hours).

**Video Conferencing**

You are responsible for watching all lectures and attending any live meetings. If you cannot attend a meeting, please advise your lab instructor at least 24 hours in advance (exceptions can be made for legitimate emergencies). You are expected to demonstrate proper netiquette during any online interactions.

**Course-Related Questions**

Please email your instructor or lab instructor concerning any course-related questions.

**Instructor's Plan for Classroom Response Time and Feedback**

**Email Policy**

Except for weekends, holidays, and University breaks, the instructor and/or lab instructor will typically respond to emails within 48 hours. If you have questions of a personal nature, please email the instructor.

**Assignment Feedback Policy**

The lab instructor will provide feedback on submitted assignments within one week of the submission date. Some assignments may require a longer review period, which the lab instructor will communicate to you.

**Course-Related Questions Policy**

Except weekends and holidays, the instructor and/or lab instructor will generally answer questions within 48 hours.

**Video Conferencing**

The instructor will provide any information on required video meetings within Canvas.

**Electronic Communication Policy**

In addition to the University's policy, please consider the following:

Privacy, confidentiality, and security in all electronic communications. See [Information Security](#).

All electronic communication resources must be used for the course and in alignment with to the CJC Online and University mission. See the [Acceptable Use Policy](#).

Prohibited use of false identity, false identity pseudonyms, or anonymous (sender's name or electronic identification is hidden).

Prohibited online access without consent.

Prohibited disruption of services including introducing computer contaminants (viruses).

Prohibited [harassment](#) of any kind.

Please see UF's Information Technology [policies](#) for additional information.

### **Academic Integrity Policy**

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."

The [Student Honor Code](#), Violation of the Student 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 the appropriate personnel. If you have any questions or concerns, please consult with the instructor or TA's in this class.

### **Netiquette**

Due to the casual style of communication commonly found in the online environment, students are sometimes tempted to relax their grammar, word choice, syntax (arrangement of words to create well-formed sentences), writing mechanics (capitalization, punctuation, and spelling), and/or professionalism. Keep in mind when communicating with others to be courteous, civil, respectful, and professional. Please remember that you are adult students and professionals—your communication must be appropriate.

### **Online Attendance Policy**

Since the course is online, you should access your course at least four times per week to ensure you do not miss pertinent postings, messages, or announcements. It is imperative that you meet course deadlines and stay active. If you are experiencing a major illness, absences due to University duties, or other large-scale issues, contact the instructor immediately.

Students are responsible for meeting all academic objectives as defined by the instructor. In general, acceptable reasons for absences include illness, serious family emergencies, special curricular requirements, military obligation, [severe weather conditions](#), [religious holidays](#), and participation in official University activities. Absences from class for court-imposed legal obligations (e.g., jury duty or subpoena) must be excused. [Excused absences](#) must be consistent with university policies and require appropriate documentation. For additional information, see the [attendance policies](#).

### **Software Use**

All faculty, staff, and students of the University are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate. We, the members of the

University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

### **Notification to Students of FERPA Rights**

There are federal laws protecting your privacy with regards to grades earned in courses and on individual assignments. For more information, please see:

<http://registrar.ufl.edu/catalog0910/policies/regulationferpa.html>.

### **Online Meeting Etiquette**

Video conferencing is an excellent tool to interface with your peers and instructor(s) but there are also netiquette expectations to ensure that all participants are respected and treated with civility. Please make sure that you follow all of the netiquette and etiquette expectations including the following:

Be punctual and courteous.

Position your camera at eye level with good lighting.

Show respect and professionalism by dressing business casual or business professional.

Make sure your background is in a proper setting with minimal distractions.

Mute your microphone when you are not speaking.

### **Writing Style**

In order to meet the academic rigor and standards of UF, all students are required to use the Publication Manual of the American Psychological Association (APA) 7<sup>th</sup> Edition style in their courses. The APA 7<sup>th</sup> Edition Manual has a plethora of guidelines that includes scholarly writing, publishing principles, elements and format for your papers, writing style and grammar, bias-free language guidelines, mechanics of style, in-text citing and references, etc. For additional information on notable changes, see [changes between APA 6<sup>th</sup> Edition and APA 7<sup>th</sup> Edition](#).

### **Academic Resources**

[One UF Student Portal](#) – Course registration, final grades, transcript requests, degree audit.

[GatorRater](#) – Online faculty evaluations and results.

[UF Bookstore](#): Phone: 352-392-0194, Email: [ufbookstore@bsd.ufl.edu](mailto:ufbookstore@bsd.ufl.edu)

[Library Support](#): Various ways to receive assistance with respect to using the libraries or finding resources.

[UF Library Services for Distance Students](#)

[Ask a Librarian](#) – chat with librarians online.

CJC Librarian - [April Hines](#), Phone: 352-273-2728, Email: [aprhone@uflib.ufl.edu](mailto:aprhone@uflib.ufl.edu).

[Course Reserves](#): Electronic resource reserve items that can be accessed via links or files.

Teaching Center: General study skills and tutoring. Broward Hall, Phone: 352-392-2010 or 352-392-6420.

Writing Studio: Provides one-on-one consultations and workshops tailored to specific classes (graduate and undergraduate). 302 Tigert Hall, Phone: 352-846-1138.

On-Line Student Complaints: This process is designed to make every attempt to resolve student complaints within its academic and administrative departments at the program level.

Information for Veterans: Veterans Affairs Certification: Phone: 352 - 294-2948

## **Student Resources**

Distant Student Resources: Phone: 352-392-1265

U Matter, We Care: If you or a friend is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu) or Phone: 352-294-2273 so that a team member can reach out.

Counseling and Wellness Center: [3190 Radio Road, Gainesville, FL 32611](#)  
Phone: (352) 392-1575, Fax: (352) 273-4738

Sexual Violence Response: Victim services, Care Area, UF Police Department, and Title IX.

University Police Department: Resources available include the Office of Victim Services and Community Services Division. Emergency: 9-1-1; Non-Emergency: 352-392-1111.

Academic Planning: Academic advisors that can refer you to the wide array of resources that are available to UF students.

Gator Connect: Online database of student organizations.

Career Connection Center: Career assistance and counseling. Reitz Union, Phone: 352-392-1601.

Veteran Services: Office of Student Veteran Services, Phone: 352-294-2948, email: [vacounselor@ufl.edu](mailto:vacounselor@ufl.edu). Collegiate Veterans Success Center, Phone: 352- 294-7215, email: [charlotte.kemper@va.gov](mailto:charlotte.kemper@va.gov).

Student Financial Affairs: Financial aid counseling including Aid-a-Gator program. Phone: 352-392-1275.

Student Success Coach: Meet with a graduate student coach that can support you in numerous ways during your time in graduate school, such as time and stress management, motivation, organization, and much more.

## **Grading**

50% Lab Assignments

15% Midterm exam

- 15% Final exam
- 9% Personal Branding and Networking Assignment
- 1% Mid-semester Personal Branding Paper
- 5% Lab attendance
- 5% Meet and Greet

Your grades will be posted to Canvas at <http://elearning.ufl.edu/>

### **Grading Scale**

|    |            |
|----|------------|
| A  | (93-100)   |
| A- | (90-92)    |
| B+ | (87-89)    |
| B  | (83-86)    |
| B- | (80-82)    |
| C+ | (77-79)    |
| C  | (73-76)    |
| C- | (70-72)    |
| D+ | (67-69)    |
| D  | (63-66)    |
| D- | (60-62)    |
| E  | (below 60) |

**Lab Attendance (5%).** This course moves quickly and what is learned in lectures will be applied in labs. It is important that you attend all labs. In addition, your lab instructor will explain all lab assignments in lab and answer any questions. Each of you will begin the semester with a score of 100% on your Lab Attendance grade. Each lab missed for an unexcused absence will result in 10-points being taken off your Lab Attendance grade.

For a list of acceptable excused absences, refer to section on Online Attendance Policy on page 4. You must email your lab instructor within 24-hours of missing lab to document your excused absence.

All labs will be recorded and made available in Canvas.

**Lab exercises (50%).** You will be graded on writing ability, style, effort, creativity, persuasiveness, and mechanics.

**Exams (30%).** Twice during the semester, students must complete exams intended to measure the student's ability to retain key concepts from the course material. See the course schedule for dates. Exams must be completed in Canvas using Honorlock.

Honorlock will proctor your exams this semester. Honorlock is an online proctoring service that allows you to take your exam from the comfort of your home. You DO NOT need to create an account, download software or schedule an appointment in advance. Honorlock is available 24/7 and all that is needed is a computer, a working webcam, and a stable Internet connection.

To get started, you will need Google Chrome and to download the Honorlock Chrome Extension. You can download the extension at [www.honorlock.com/extension/install](http://www.honorlock.com/extension/install)

When you are ready to test, log into Canvas, go to your course, and click on your exam. Clicking "Launch Proctoring" will begin the Honorlock authentication process, where you will take a picture of yourself, show your ID, and complete a scan of your room. Honorlock will be recording your exam session by webcam as well as recording your screen. Honorlock also has an integrity algorithm that can detect search-engine use, so please do not attempt to search for answers, even if it's on a secondary device.

Good luck! Honorlock support is available 24/7/365. If you encounter any issues, you may contact them by live chat, phone (844-243-2500), and/or email ([support@honorlock.com](mailto:support@honorlock.com)).

**Personal Branding and Networking Assignment (9%).** You will complete a semester long personal branding assignment that will require you to create professional social media accounts and use these accounts to network with individuals in your chosen industry. We will also have lab assignments where you will post your work to the accounts created. A final paper will be completed and submitted in the last lab of the semester highlighting your results.

**Mid-semester Personal Branding Assignment (1%)**

You will submit a one-page paper highlighting your progress in building your brand for your Personal Branding Assignment.

**Meet and Greet (5%).** You will write a short paper (300 to 500 words) explaining 1.) why you are taking RV2100, 2.) what you hope to get out of the class, 3.) what your future goals are in the media, 4.) ideas for internships, 5.) describe your perfect workday.

Your lab instructors will provide more information on this assignment concerning what they want to receive from you in your short paper.

You will also need to provide your lab instructor with a copy of your resume including education, work, volunteer experience, etc. Use this link for a reference:

<https://career.ufl.edu/resumes-documents/resumes/>

In addition, you will meet with your lab instructor in the first two weeks of the semester and explain what you wrote to receive full credit.

Your grade breakdown for this assignment is as follows:

50% of grade - resume

25% of grade - short paper

25% of grade - meeting with your lab instructor

**Late Work Policy**

Students are expected to complete assignments by the day and time they are due. Check Canvas calendar for specific due dates for each assignment. The following penalties will be applied to all

work that is late unless the student has an excused absence as listed above in the section on Online Attendance Policy on page 4.

For excused absences, the students must contact their lab instructor with documentation for the absence and detail when they will return to class to determine assignment due dates. Once a timetable to return has been established, any work submitted after that time will be subject to the following late penalties.

More information on the university's policies on late work can be found at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

| Point Deduction | Duration of Lateness                             |
|-----------------|--|
| 5 Points        | Less than an hour                                |
| 10 Points       | Greater than one (1) hour but less than 24 hours |
| 15 Points       | Greater than 24 hour but less than 48 hours      |
| 25 Points       | Greater than 48 hours but less than one (1) week |
| Not Accepted    | Greater than one (1) week                        |

## Course Policies

### Incompletes

A course grade of incomplete will be permitted only for serious illness documented by a physician. A timetable for completing the course work must be set before the incomplete is given.

### Flexibility

We believe the semester plan outlined in the calendar is realistic. Nonetheless, the instructor reserves the right to adjust the course content, exercises, exams, etc., based on the class's collective ability to maintain pace.

### Attendance

Requirements for class attendance, exams, assignments and other work in this course are consistent with university policies unless specifically stated within this syllabus. These university policies can be found in the online catalog at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

### University Policy on Accommodating Students with Disabilities

Students requesting accommodation for disabilities must first register with the Dean of Students Office (<http://www.dso.ufl.edu/drc/>). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

Students with Disabilities who may need accommodations in this class are encouraged to notify the instructor and contact the Disability Resource Center (DRC) so that reasonable

accommodations may be implemented. DRC is located in room 001 in Reid Hall or you can contact them by phone at 352-392-8565.

### **University counseling services and mental health services**

Counseling and Wellness resources

<http://www.counseling.ufl.edu/cwc/Default.aspx>

352-392-1575

### **Netiquette: Communication Courtesy**

All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. <http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf>

### **U Matter, We Care**

Your well-being is important to the University of Florida. The U Matter, We Care initiative is committed to creating a culture of care on our campus by encouraging members of our community to look out for one another and to reach out for help if a member of our community is in need. If you or a friend is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu) so that the U Matter, We Care Team can reach out to the student in distress. A nighttime and weekend crisis counselor is available by phone at 352-392-1575.

The U Matter, We Care Team can help connect students to the many other helping resources available including, but not limited to, Victim Advocates, Housing staff, and the Counseling and Wellness Center. Please remember that asking for help is a sign of strength.

In case of emergency, call 9-1-1.

### **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/>.

### **University Policy on Academic Misconduct**

Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at <https://sccr.dso.ufl.edu/wp-content/uploads/sites/4/2018/08/The-Orange-Book-Web.pdf>

The University of Florida Honor Code reads as follows:

The Honor Pledge: We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity by abiding by the Student 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.”

## ACADEMIC HONESTY

All students in the College of Journalism and Communications are expected to conduct themselves with the highest degree of integrity. It is the students’ responsibility to ensure that they know and understand the requirements of every assignment. At a minimum, this includes avoiding the following:

**Plagiarism:** Plagiarism occurs when an individual presents the ideas or expressions of another as his or her own. Students must always credit others’ ideas with accurate citations and must use quotation marks and citations when presenting the words of others.

**Cheating:** Cheating occurs when a student circumvents or ignores the rules that govern an academic assignment such as an exam or class paper. It can include using notes, in physical or electronic form, in an exam, submitting the work of another as one’s own, or reusing a paper a student has composed for one class in another class. If a student is not sure about the rules that govern an assignment, it is the student’s responsibility to ask for clarification from his instructor.

**Misrepresenting Research Data:** The integrity of data in mass communication research is a paramount issue for advancing knowledge and the credibility of our professions. For this reason, any intentional misrepresentation of data, or misrepresentation of the conditions or circumstances of data collection, is considered a violation of academic integrity. Misrepresenting data is a clear violation of the rules and requirements of academic integrity and honesty.

Students are expected to adhere to the University of Florida Code of Conduct  
<https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code>

## Course Calendar

**\*\*\*\*NOTE: schedule subject to changed based on guest availabilities and other factors.**

| <b>Date</b> | <b>Topic</b>   |
|-------------|--|
| 1/8         | Introduction to Course                               |
| 1/12        | Persuasive Messages                                  |
| 1/14        | Persuasive Messages                                  |
| 1/14-1/15   | <b>LAB 1 – Introductions &amp; Personal Branding</b> |
| 1/19        | The News Media                                       |
| 1/21        | The News Media                                       |
| 1/21-1/22   | <b>Lab 2 – Partisan Media Assignment</b>             |
| 1/26        | Sound Elements                                       |
| 1/28        | Sound Elements                                       |
| 1/28-1/29   | <b>Lab 3 – PSAs</b>                                  |
| 2/2         | Audio Writing  |

|           |  |
|-----------|--|
| 2/4       | Audio Writing                                      |
| 2/4-2/5   | <b>Lab 4 – Political Ads</b>                       |
| 2/9       | TV Language  |
| 2/11      | TV Language  |
| 2/11-2/12 | <b>Lab 5 – Television Scenes</b>                   |
| 2/16      | Film Layouts                                       |
| 2/18      | Film Layouts                                       |
| 2/18-2/19 | <b>Lab 6 – Trailer Storyboard</b>                  |
| 2/23      | Entertainment Ethics                               |
| 2/25      | Exam 1<br><b>Mid-Semester Paper Due</b>            |
| 2/25-2/26 | <b>Lab 7 – Creating a TV Show</b>                  |
| 3/2       | Online Writing                                     |
| 3/4       | Online Writing                                     |
| 3/4-3/5   | <b>Lab 8 – Hot Take Writing</b>                    |
| 3/9       | Online World                                       |
| 3/11      | Online World                                       |
| 3/11-3/12 | <b>Lab 9 – Publicity Writing</b>                   |
| 3/16      | Multimedia Storytelling                            |
| 3/18      | Multimedia Storytelling                            |
| 3/18-3/19 | <b>Lab 10 – Infographics</b>                       |
| 3/23      | Ethical Considerations in ADV and Online           |
| 3/25      | Ethical Considerations in ADV and Online           |
| 3/25-3/26 | <b>Lab 11 – Source Credibility</b>                 |
| 3/30      | Social Media                                       |
| 4/1       | Social Media                                       |
| 4/1-4/2   | <b>Lab 12 – Twitter Thread</b>                     |
| 4/6       | Social Media Storytelling                          |
| 4/8       | Social Media Storytelling                          |
| 4/8-4/9   | <b>Lab 13 – Twitter Moment</b>                     |
| 4/13      | Personal Branding                                  |
| 4/15      | Personal Branding                                  |
| 4/15-4/16 | <b>Lab 14 – Elevator Pitch<br/>Final Paper due</b> |
| 4/20      | Exam 2   |