

University of Florida  
College of Journalism and Communications  
Department of Telecommunication

**Media and Society**  
**RTV 3405 (27391) – Spring 2021**  
**Mode: Online Asynchronous**

Instructor: Kun Xu, Ph.D.

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Office location: Weimer 3219A (Online via Zoom)

Office Hours: Monday 4:00 – 5:00 or by appointment

## **COURSE DESCRIPTION**

This course provides a broad introduction to key theoretical approaches to understanding media and society with an emphasis on those frameworks associated with mass communication and mediated communication. We will apply theory to understand the meanings of facts about media content, audiences, and organizations. As we look at examples from news media, social media, and emerging media, we will ponder the nature of evidence and theory, and think about how we analyze these media phenomena.

## **COURSE OBJECTIVES**

**By the end of the semester, your success in this class will be indicated by how well you can:**

- Identify the basic concepts and applications of a variety of theories about media
- Apply theories to the analysis of media
- Evaluate the uses and purposes of theory
- Ask questions of communication models and research and develop an ability to formulate your own applications of theory and research

## **Required Readings:**

All readings including links to online sources will be available on Canvas ([elearning.ufl.edu](https://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 Percentages:**

Individual assignments – 3 (out of 5) X 10% = 30%

Participation and discussion posts – 2 (out of 3) X 5% = 10%

Quiz 1 – 20%

Quiz 2 – 20%

Quiz 3 – 20%

Total – 100%

**Grade Equivalents (%):**

	A = 93-100	A- = 90-92.99
B+ = 87-89.99	B = 83-86.99	B- = 80-82.99
C+ = 77-79.99	C = 73-76.99	C- = 70-72.99
D+ = 67-69.99	D = 63-66.99	D- = 60-62.99
	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/academic-regulations/grades-grading-policies/>

**ASSIGNMENTS**

Participation and discussion posts

- Read the assigned readings for class. Failure to do the assigned reading will affect your written assignments and quiz results because information will be either missed or misunderstood.
- You will be asked to post your thoughtful responses to discussion questions twice throughout the semester. Specific instructions will be provided online. You are also welcomed to provide additional materials that you feel interesting and would be helpful to the class.

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 online (5:10 – 8:10 Monday).

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.

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](https://youtu.be/_1OnT2ZU6QQ)
- If you have any questions, please contact the CJC SONA administrator through this email: [uf-cjc-sonasystems@jou.ufl.edu](mailto: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.

## COURSE POLICIES

### 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.

### 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/>."