

▸ Syllabus Navigation

US

Contact Information

Instructor

Dr. David Ostroff

Phone Number

352-392-0436

Email

dostroff@jou.ufl.edu (<mailto:dostroff@jou.ufl.edu>)

Office Hours

by appointment

Credit Hours

3

For questions about course content, your grade, or other personal issues, use the Canvas mail tool. Expect a response within 24 hours.

Course Description

This course looks to the past and to the future to explore the relationship between the media system and other societal forces, including, but not limited to, technological development, economics, politics, and demographics. Students will learn frameworks in which to evaluate the future of the media system.

Course Requirements

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Wilson, I., & Ralston, Jr., W. K. (2006). *The Scenario Planning Handbook: Developing Strategies in Uncertain Times*. Thomson/Southwestern.

Prerequisites

Senior standing

Minimum technology requirements

The University of Florida expects students to enter an online program to acquire computer hardware and software appropriate to their degree program. Most computers are capable of meeting the following general requirements. A student's computer configuration should include:

- Webcam
- Microphone
- Broadband connection to the Internet and related equipment (Cable/DSL modem)
- Microsoft Office Suite installed (provided by the university)

Individual colleges may have additional requirements or recommendations, which students should review before starting their program.

Minimum technical skills

To complete your tasks in this course, you will need a basic understanding of operating a computer and how to use word processing software.

Zoom

Zoom is an easy to use video conferencing service available to all UF students, faculty, and staff that allows for meetings of up to 100 participants.

You can find resources and help using Zoom at <https://ufl.zoom.us> [.\(https://ufl.zoom.us\)](https://ufl.zoom.us).

Course Objectives

By the end of this course, you will be able to:

- Describe and explain the "media system," including:

- The internal and external influences on the development and use of communication technologies.

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the development of the media systems and are affected,

- Identify, locate, and use information sources useful in analyzing trends and issues in elements of the media system.
- Using qualitative and quantitative tools, analyze these influences as drivers of communication technology development and communication technologies' influence on the political, economic, and other systems within societies.
- In a team, conduct project research and write a scenario about a future state of an aspect of the media system.

Assignments

The major assignment for this course will be a group project to write a scenario about the impact of an emerging future state component of the media system. You will also present your work to the class.

Scenarios are used by public and private organizations to consider possible futures and are particularly useful during periods of uncertainty, such as the current situation in media and communication. They are "stories," which further enhance your skills in communicating ideas. This exercise requires you to think about the various influences on the evolution of media and media technologies. Still, it does not require the collection and analysis of "hard data," a skill you may not yet have.

You will select from one of the following technologies:

- Augmented/Virtual Reality
- 5G Wireless
- Artificial Intelligence
- High-Speed Broadband

You will be provided some background information, but part of your assignment is to conduct your own research about the technology.

Other graded assignments include

- Assignments
- Quizzes
- Locating and discussing articles on selected subjects
- Group discussions of relevant topics

Grading Policy

View [Syllabus Navigation](#) assignment graded and posted within one week of the due date.

Course Grading Policy

Assignment	Percentage
Assignments / Quizzes / Discussions	50%
Final Project	50%
Total	100%

Grading Scale

Grade	Percentage
A	100%-93%
A-	92%-88%
B+	87%-85%
B	84%-79%
B-	78%-76%
C+	75%-72%
C	71%-64%
C-	63%-59%
D+	58%-56%
D	55%-52%
D-	51%-50%

Grade	Percentage
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See the current [UF grading policies](https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx) [_\(https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx\)](https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx) for more information.

Course Policies

You are expected to participate in class discussions.

All assignments are due when listed. Failure to meet this requirement will result in a lower grade, up to and including a "0" for that assignment.

Be sure to watch for class announcements. They are used to distribute important information and announcements about class assignments, quizzes, schedules, etc.

As this is an online class, you are responsible for observing all posted due dates and are encouraged to be self-directed and take responsibility for your learning.

Requirements for make-up exams, assignments, and other work in this course are consistent with university policies that can be found at catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/ [_\(http://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/\)](http://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/)


Student Feedback Surveys

Every semester, students will complete two surveys to give the instructor feedback regarding this course's elements. These surveys are anonymous and are a way for you to provide honest feedback on the course. This feedback is essential to provide the best quality instruction and give you, the learner, the best learning experience. You are asked to give your honest opinion and share any advice you have to make the course better. You will be asked questions regarding the instructor's presence, lectures, assignment quality, etc.

Mid-Course Survey

The Mid-Course Survey will take place during Module 3 of the course. This survey will act as a prerequisite for the rest of the modules and will require completion before moving forward in the course. You will be graded for your participation in the quiz, not for your answers, as the survey is anonymous.

End-of-Course Survey

Th  Syllabus Navigation place during Module 6 of the course. This survey will act as a prerequisite for the final module and will require completion before moving forward. You will be graded for your participation in the quiz, not for your answers, as the survey is anonymous.

UF Policies

University Policy on Accommodating Students with Disabilities

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, <https://disability.ufl.edu/> (https://disability.ufl.edu/)) by providing appropriate documentation. Once registered, students will receive an accommodation letter presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

University Policy on Academic Conduct

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 honesty 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 [Student Honor Code and Student Conduct Code](https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/) (https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/) specifies the number of behaviors that violate 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 or TAs in this class.

Netiquette and Communication Courtesy

All class members are expected to follow common courtesy rules in all email messages, threaded discussions, and chats.

Getting Help

Technical Difficulties:

For issues with technical difficulties for Canvas, please contact the UF Help Desk at:

- <http://helpdesk.ufl.edu> [_\(http://helpdesk.ufl.edu\)](http://helpdesk.ufl.edu)
- (352) 392-HELP (4357)

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Any requests for make-ups due to technical issues should be accompanied by the ticket number received from the Help Desk when the problem was reported to them. The ticket number will document the time and date of the problem. You should e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up.

Health and Wellness

- **U Matter, We Care:** If you or someone you know is in distress, please contact umatter@ufl.edu [_\(mailto:umatter@ufl.edu\)](mailto:umatter@ufl.edu), 352-392-1575, or visit umatter.ufl.edu [_\(http://umatter.ufl.edu\)](http://umatter.ufl.edu) to refer or report a concern, and a team member will reach out to the student in distress.
- **Counseling and Wellness Center:** Visit counseling.ufl.edu [_\(http://counseling.ufl.edu\)](http://counseling.ufl.edu) or call 352-392-1575 for information on crisis services as well as non-crisis services.
- **Student Health Care Center:** Call 352-392-1161 for 24/7 information to help you find the care you need, or visit shcc.ufl.edu [_\(http://shcc.ufl.edu\)](http://shcc.ufl.edu).
- **University Police Department:** Visit police.ufl.edu [_\(http://police.ufl.edu\)](http://police.ufl.edu) or call 352-392-1111 (or 9-1-1 for emergencies).
- **UF Health Shands Emergency Room/Trauma Center:** For immediate medical care in Gainesville, call 352-733-0111, or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; ufhealth.org/emergency-room-trauma-center [_\(http://ufhealth.org/emergency-room-trauma-center\)](http://ufhealth.org/emergency-room-trauma-center).

Academic and Student Support

- **Career Connections Center:** 352-392-1601. Career assistance and counseling services [career.ufl.edu/](http://career.ufl.edu) [_\(http://career.ufl.edu/\)](http://career.ufl.edu).
- **Library Support:** Various ways to receive assistance for using the libraries or finding resources. cms.uflib.ufl.edu/ask [_\(http://cms.uflib.ufl.edu/ask\)](http://cms.uflib.ufl.edu/ask)
- **Teaching Center:** 352-392-2010 General study skills and tutoring: [teachingcenter.ufl.edu/](http://teachingcenter.ufl.edu) [\(http://teachingcenter.ufl.edu/\)](http://teachingcenter.ufl.edu/)
- **Writing Studio:** 352-846-1138. Help brainstorming, formatting, and writing papers: writing.ufl.edu/writing-studio/ [_\(http://writing.ufl.edu/writing-studio/\)](http://writing.ufl.edu/writing-studio/)

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 professionally and respectfully is available at <https://gatorevals.aa.ufl.edu/students/> (https://gatorevals.aa.ufl.edu/students/). Students will be notified when the evaluation period opens through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/> (https://urldefense.proofpoint.com/v2/url?u=https-3A_ufl.bluera.com_ufl_&d=DwMFAg&c=sJ6xIWYx-zLMB3EPkvcnVg&r=y2HjEMjRMHJhfdvLrqJZIYczRsfp5e4TfQjHuc5rVHg&m=WXko6OK_Ha6T00ZVAsEaSh99qRXHOgMNFrywCoehRho&s=itVU46DDJnlg4CW6efJOOLgPjdzsPvCghyFzJoFONs&e=). Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/> (https://gatorevals.aa.ufl.edu/public-results/).

Tips for Success

Taking a course online can be a lot of fun! Here are some tips that will help you get the most of this course while taking full advantage of the online format:

- Schedule "class times" for yourself. It is important to do the coursework on time each week. You will receive a reduction in points for work that is turned in late!
- Read ALL of the material contained on this site. There is a lot of helpful information that can save you time and help you meet the course's objectives.
- Print out the Course Schedule located in the Course Syllabus and check things off as you go.
- Take full advantage of the online discussion boards. Ask for help or clarification of the material if you need it.
- Do not wait to ask questions! Waiting to ask a question might cause you to miss a due date.
- Do your work well before the due dates. Sometimes things happen. If your computer goes down when you are trying to submit an assignment, you'll need time to troubleshoot the problem.
- To be extra safe, back up your work to an external hard drive, thumb drive, or through a cloud service.

Privacy and Accessibility Policies

For information about the privacy policies of the tools used in this course, see the links below:


- Instructure (Canvas)
 - [Privacy Policy \(https://www.instructure.com/policies/privacy\)](https://www.instructure.com/policies/privacy)
 - [Accessibility \(https://www.instructure.com/canvas/accessibility\)](https://www.instructure.com/canvas/accessibility)
- Sonic Foundry (Mediasite Streaming Video Player)
 - [Privacy Policy \(https://sonicfoundry.com/privacy-policy/\)](https://sonicfoundry.com/privacy-policy/)











- [Accessibility](https://mediasite.com/wp-content/uploads/Mediasite-7-Content-Accessibility.pdf) [_ \(https://mediasite.com/wp-content/uploads/Mediasite-7-Content-Accessibility.pdf\)](https://mediasite.com/wp-content/uploads/Mediasite-7-Content-Accessibility.pdf)
- ▶ Syllabus Navigation [eo.com/privacy\)](https://ufl.instructure.com/privacy)
- [Accessibility](https://vimeo.com/blog/post/accessibility-updates-to-the-vimeo-player/) [_ \(https://vimeo.com/blog/post/accessibility-updates-to-the-vimeo-player/\)](https://vimeo.com/blog/post/accessibility-updates-to-the-vimeo-player/)
- Zoom
 - [Privacy Policy](https://zoom.us/privacy) [_ \(https://zoom.us/privacy\)](https://zoom.us/privacy)
 - [Accessibility](https://zoom.us/accessibility) [_ \(https://zoom.us/accessibility\)](https://zoom.us/accessibility)
- YouTube (Google)
 - [Privacy Policy](https://policies.google.com/privacy) [_ \(https://policies.google.com/privacy\)](https://policies.google.com/privacy)
 - [Accessibility](https://support.google.com/youtube/answer/189278?hl=en) [_ \(https://support.google.com/youtube/answer/189278?hl=en\)](https://support.google.com/youtube/answer/189278?hl=en)
- Microsoft
 - [Privacy Policy](https://privacy.microsoft.com/en-us/privacystatement) [_ \(https://privacy.microsoft.com/en-us/privacystatement\)](https://privacy.microsoft.com/en-us/privacystatement)
 - [Accessibility](https://www.microsoft.com/en-us/accessibility/office?activetab=pivot_1%3aprimar2) [_ \(https://www.microsoft.com/en-us/accessibility/office?activetab=pivot_1%3aprimar2\)](https://www.microsoft.com/en-us/accessibility/office?activetab=pivot_1%3aprimar2)






COVID-19 Recorded Course Statement

Our class sessions may be audio-visually recorded for students in the class to refer back and for enrolled students who cannot attend live. Students who participate with their camera engaged or utilized a profile image agree 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, allowing 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 are prohibited.

Course Summary:

Date	Details
Fri Jan 22, 2021	 Module 1 Discussion _ (https://ufl.instructure.com/courses/418128/assignments/4516517)
	due by 11:59pm

Date	Details	
<p>▶ Syllabus Navigation</p>	<p> Module 1 Quiz https://ufl.instructure.com/courses/418128/assignments/4516511</p>	due by 11:59pm
Fri Feb 5, 2021	<p> Module 2 Quiz https://ufl.instructure.com/courses/418128/assignments/4516514</p>	due by 11:59pm
Sun Feb 7, 2021	<p> Module 2 Assignment: Bibliography https://ufl.instructure.com/courses/418128/assignments/4516522</p>	due by 11:59pm
Fri Feb 19, 2021	<p> Module 3 Quiz https://ufl.instructure.com/courses/418128/assignments/4516513</p>	due by 11:59pm
Sat Feb 20, 2021	<p> Module 4 Discussion https://ufl.instructure.com/courses/418128/assignments/4516516</p>	due by 11:59pm
Fri Mar 5, 2021	<p> Module 4 Assignment https://ufl.instructure.com/courses/418128/assignments/4516523</p>	due by 11:59pm
Sun Mar 7, 2021	<p> Final Project Topic https://ufl.instructure.com/courses/418128/assignments/4516521</p>	due by 11:59pm
Mon Mar 15, 2021	<p> Module 5 Assignment: Scavenger Hunt https://ufl.instructure.com/courses/418128/assignments/4516524</p>	due by 11:59pm
Fri Mar 26, 2021	<p> Module 6 Quiz https://ufl.instructure.com/courses/418128/assignments/4516512</p>	due by 11:59pm
Sun Mar 28, 2021	<p> Module 6 Assignment https://ufl.instructure.com/courses/418128/assignments/4516525</p>	due by 11:59pm

Date	Details	
F ▶ Syllabus Navigation	 Project Draft https://ufl.instructure.com/courses/418128/assignments/4516520	due by 11:59pm
Mon Apr 26, 2021	 Final Project https://ufl.instructure.com/courses/418128/assignments/4516519	due by 12pm
	 [template] Assignment https://ufl.instructure.com/courses/418128/assignments/4516526	
	 [template] Discussion https://ufl.instructure.com/courses/418128/assignments/4516518	
	 [template] Quiz https://ufl.instructure.com/courses/418128/assignments/4516515	