

RTV 3001 Introduction to Media Industries and Professions
Summer B 2021

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| Instructor Information | Instructor: Nili Cimand nili.cimand@ufl.edu Contact via email or Canvas Inbox | | | | | | | | | | | | | | | | | | | | | | | | | |
| Course Objectives | <p>Electronic media encompass all contemporary paths of mass communication into our lives: radio, television, cable, satellite and the internet. This course investigates their dynamic influence by unveiling principles that govern media channels of information and entertainment. The goal for students is to understand how our media tools were created, were nurtured into an information industry, and now shape our lives in political, economic, and social ways. We will critically analyze the latest developments from the standpoints of media owners, advertisers, managers, producers, and audiences.</p> <p>Students will gain knowledge of media industries and professions. In addition, changes in new media, business practices, converging markets, and regulatory philosophies will be addressed. This course is designed to offer you an overview of the origins, organizations, and movements that have shaped electronic media. We will learn and discuss the following developments:</p> <ul style="list-style-type: none"> • The historical development of electronic media • The technologies involved in the creation of electronic media • The structure, economics, and regulation of electronic media • The political and legal issues involved in content and management decisions • The economics of electronic media, including programming and ratings | | | | | | | | | | | | | | | | | | | | | | | | | |
| Evaluative Criteria & Assignments | <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 70%;">Weekly Quizzes</td> <td style="width: 10%; text-align: center;">72</td> <td style="width: 20%;">A 90-100</td> </tr> <tr> <td>Writing Assignments</td> <td style="text-align: center;">10</td> <td>B+ 87-89</td> </tr> <tr> <td>Group Presentation</td> <td style="text-align: center;">18</td> <td>B 80-86</td> </tr> <tr> <td colspan="2">Details will be posted on Canvas</td> <td>C+ 77-79</td> </tr> <tr> <td>Total Points</td> <td style="text-align: center;">100</td> <td>C 70-76</td> </tr> <tr> <td></td> <td></td> <td>D + 67-69</td> </tr> <tr> <td></td> <td></td> <td>D 60-66</td> </tr> <tr> <td></td> <td></td> <td>E below 60</td> </tr> </table> | Weekly Quizzes | 72 | A 90-100 | Writing Assignments | 10 | B+ 87-89 | Group Presentation | 18 | B 80-86 | Details will be posted on Canvas | | C+ 77-79 | Total Points | 100 | C 70-76 | | | D + 67-69 | | | D 60-66 | | | E below 60 | |
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| Course Structure | <p>This asynchronous course is online only via Canvas. All deadlines are on Eastern Time. Each module will become available on Tuesday at 12:00am to Monday at 11:59pm ET of a given week, including holidays.</p> <p>It is the student's responsibility to follow and adhere to this schedule. Each module may consist of course videos, readings, assignments, and quizzes. Final grades will be calculated based on the average grade calculated in the Canvas grade book and according to the grading scale listed on this page.</p> <p>Quiz material will be drawn from video lectures, discussions, and readings. In order to succeed, students should remain current with assigned readings, class notes, and class discussions. Quizzes will not be cumulative.</p> | | | | | | | | | | | | | | | | | | | | | | | | | |

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| | There is no final exam for this course. |
| Deadlines & Make-Up Policies | <p>Unless otherwise noted, quizzes and assignments must be submitted via Canvas by the end of day (11:59 p.m.) on due dates.</p> <p>Grades for late individual assignments will be lowered by one letter grade for each day that it is late. Weekly quizzes and the group project may not be submitted late. If you do not complete a quiz or the group project by the due date, you will receive a 0.</p> <p>There is no make-up or extra-credit in this class.</p> |
| Textbook | John V. Pavlik and Shawn McIntosh. <i>Converging Media: a New Introduction to Mass Communication</i> , 5 th ed. New York: Oxford University Press, 2017. |
| E-learning Aka Canvas | <p>https://elearning.ufl.edu Website for your course content.</p> <p>All class materials will be available under the appropriate week/module. This includes prerecorded videos, readings, links to assignments, and any additional relevant materials. In other words, if you are looking for the recording or assignment from Week 3's class, then click on the Week 3 module. This is also available under the Modules tab of Canvas. Please log in with your UF username and password and explore.</p> |
| Communication | Messages to the entire class will be sent out via Canvas Announcements. Please visit the Announcements tab often. |
| University Policies | <p>STUDENTS WITH DISABILITIES Students requesting accommodations should first register with the Disability Resource Center (352-392-8565, 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.</p> <p>STUDENT EVALUATION OF COURSE AND INSTRUCTOR Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations. 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 here.</p> <p>UF HONOR CODE You are required to abide by the Student Honor Code. Any violation of the Student Honor Code will result in a referral the Student Conduct and Conflict Resolution and may result in academic sanctions and further student conduct action. The two greatest threats to the academic integrity of the University of Florida are cheating and plagiarism. Please review the Student Honor Code and Student Conduct Code here.</p> <p>HELP WITH COPING The UF Counseling and Wellness Center is a terrific, free resource for any student who could use help managing stress or coping with life. To make an appointment or receive after-hours assistance, call 352-392-1575.</p> |

This is a tentative course outline. Details for each week's topic will be provided on Canvas.

| Summer B 2021 – COURSE OUTLINE* | | |
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| WEEK | DATE | TOPIC |
| 1 | 6/29 | Welcome, Introductions, Expectations, Course Objectives Video Lecture Chapter 1: Mass Communication and its Digital Transformation Read Chapter 2: Media Literacy in the Digital Age |
| | | Due by Monday Night: Quiz 1 Chapters: 1, 2 |
| 2 | 7/6 | Video Lecture Chapter 4: Audio Media |
| | | Due by Monday Night: Quiz 2 Chapter: 4 Virtual Group Presentations: Chapter 3: Print Media Chapter 8: Journalism Chapter 9: Advertising and Public Relations |
| 3 | 7/13 | Video Lecture Chapter 5: Visual Media |
| | | Due by Monday Night: Quiz 3 Chapter: 5 Virtual Group Presentations: Chapter 12: Media Theory and Research Chapter 13: Mass Communication and Politics |
| 4 | 7/20 | Video Lecture Chapter 6: Interactive Media |
| | | Due by Monday Night: Quiz 4 Chapters: 6 and 3, 8, 9 Virtual Group Presentations: Chapter 10: Media Ethics Chapter 14: Global Media |
| 5 | 7/27 | Video Lecture Chapter 7: The Impact of Social Media |
| | | Due by Monday Night: Quiz 5 Chapters: 7 and 12, 13 |
| 6 | 8/2-8/6 | Read Chapter 11: Communication Law and Regulation |
| | | Due by Friday Night: Quiz 6 Chapters: 11 and 10, 14 |
| *Course outline is subject to change at the discretion of the instructor. | | |