

## **RTV 3405 – Media and Society (Summer A 2021)**

**Instructor:** Dr. Matthew Cretul, Ph.D.

**Class Number:** 17296

**Room:** COURSE HELD ONLINE THROUGH eLEARNING/CANVAS (sorry for yelling)

**Office Hours:** (held virtually) Mondays & Thursdays from 12-1 & by appointment as needed

**E-mail:** [matthew.cretul@ufl.edu](mailto:matthew.cretul@ufl.edu)

**Socials:** Twitter: [CretulTweets](#) Instagram: [Instacretul](#) Snapchat: Snapcretul TikTok: CretulTok  
(I refuse to accept the excuse you couldn't get ahold of me if necessary!)

### **Course Objectives and Goals**

*This course will teach students to examine media and communication from multiple perspectives, focusing on the social, cultural, and personal influence of media today. We will discuss media technology and narratives, focusing on media effect theories and applications.*

### **You will learn**

- To analyze media critically and identify its persuasive attempts
- To understand how media systems are shaped by societal factors and technological advances
- How evolving technology changes the relationship between media producers and users
- To develop critical insight on how different communities are represented and affected by media
- To apply social, psychological, and mass communication theories in explaining media effects

### **Textbooks**

- There are no required textbooks for this class. The course slides will be available on Canvas.
- Additional readings will be on the course site: <http://elearning.ufl.edu/>. To access, select "e-Learning in Canvas," and log in using your Gatorlink ID. If you have problems with Canvas or any computer problems, please contact the UF Helpdesk by email ([helpdesk@ufl.edu](mailto:helpdesk@ufl.edu)) or by phone (352-392-4357).

**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. [Click here for guidance on how to give feedback in a professional and respectful manner](#). 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 [ufl.bluera.com/ufl/](http://ufl.bluera.com/ufl/). [Summaries of course evaluation results are available to students here](#).

**Class demeanor expected:** You are expected to treat your instructor and classmates with respect at all times.

**Attendance:** While this course is 100% online, you are expected to watch the weekly lectures and complete all assignments and other work by the posted due date. Failure to do so may adversely affect your ability to learn, as well as your grade in the course.

**Late/Makeup Work:** All work is expected to be turned in on or before the posted due date. Although, I do understand sometimes life happens. If for any reason you feel your work will be late, PLEASE approach me before the due date if possible to work out an acceptable alternative timeline. In general, acceptable reasons for absence from or failure to participate in class include: illness, serious family emergencies, special curricular requirements (e.g., judging trips, field trips, and professional conferences), military obligation, severe weather conditions, religious holidays, and participation in official university activities such as music performances, athletic competition or debate, absences from class for court-imposed legal obligations (e.g., jury duty or subpoena). This is not an exhaustive list, and other reasons not listed may be approved as needed. **Unless extenuating circumstances exist, any work presented without prior alternative plans or official university, legal, or medical documentation will not be accepted.** If an assignment (or assignments) is (are) missed for an acceptable reason, I will work with you individually to come up with an alternative timeline for completing the assignment(s), ensuring that adequate time is allowed for completion.

**The University of Florida Honor Code** was voted on and passed by the Student Body in the Fall 1995 semester. The Honor Code reads as follows:

**Preamble:** In adopting this Honor Code, the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Students who enroll at the university commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action. A student-run Honor Court and faculty support are crucial to the success of the Honor Code. The quality of a University of Florida education is dependent upon the community acceptance and enforcement of the Honor Code.

**The Honor Code:** *"We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity."*

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."***

For more information about academic honesty, contact Student Judicial Affairs, P202 Peabody Hall, 392-1261.

**Accommodation for 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.

## UNIVERSITY PROVIDED STUDENT RESOURCES

*If you feel at any time as though the semester is getting too rough or beyond your control and you need to access any of the university-provided counseling services, please don't hesitate to contact the instructor if you are unsure how to proceed. You can find additional info below:*

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

If you or a friend is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu) or 352 392-1575 so that a team member can reach out to the student.

### **Counseling and Wellness Center:**

Phone: 352-392-1575

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

### **University Police Department:**

Phone: 392-1111 or 9-1-1 for emergencies.

Website: <http://www.police.ufl.edu/>

### **Sexual Assault Recovery Services (SARS)**

Student Health Care Center

Phone 392-1161

## **Academic Resources**

### **E-learning technical support**

Phone: 352-392-4357 (select option 2)

E-mail: [Learningsupport@ufl.edu](mailto:Learningsupport@ufl.edu).

Website: <https://lss.at.ufl.edu/help.shtml>.

### **Career Resource Center** (Located in Reitz Union)

Phone: 392-1601 Website: <http://www.crc.ufl.edu/>

### **Library Support**

Website: <http://cms.uflib.ufl.edu/ask>.

### **Teaching Center** (located in Broward Hall)

Phone: 392-2010 or 392-6420 Website: <http://teachingcenter.ufl.edu/>

### **Writing Studio** (Located in Tigert Hall)

Phone: 846-1138 Website: <http://writing.ufl.edu/writing-studio/>

### **Student Complaints**

Campus: [https://www.dso.ufl.edu/documents/UF\\_Complaints\\_policy.pdf](https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf)

On-Line: <http://www.distance.ufl.edu/student-complaintprocess>

## **Assignments**

(Individual Rubrics available on Canvas)

**Weekly reaction posts** – This will be your chance to post your thoughts on the weekly topics.

While there is no maximum or minimum word limit, I do expect you to provide value and insight

through your posts. Comments on other posts that add value (and not just words) will be considered for extra credit (1 comment= 1 point up to 20 total points for the semester).

**Quizzes** – Quizzes will take place after weeks 2, 4, & 6. They will be a mixture of multiple choice answers, fill in the blank, & short answers, and will test your knowledge and understanding of the subjects covered during those weeks.

**Topic/Weekly critique** – At the beginning of the semester, choose which media theory/lecture most stands out. Once we reach that week, you will offer an academic critique of the selected topic (or topics) citing both personal (anecdotal) as well as “acceptable” academic-based (not Wikipedia) sources to back up your position. The critique will be due the Thursday following the week they are covered. For example, Week 3 – Narratives/Transmedia storytelling starts on 5/24 & ends on 5/28. The critique would be due 6/3.

## Grading

*Information on current University of Florida grading policies can be found at:*  
<http://www.registrar.ufl.edu/catalog/policies/regulationgrades.html>

### Grading Components

Weekly reaction posts – 100 points each (100 x 5 = 500)  
 Topic/Weekly critique – 300 points  
 3 quizzes (lowest one dropped) – 200 points

500 points (Weekly reaction posts)  
 + 300 points (Topic/weekly critiques)  
 + 200 points (Quizzes)  
 1000 total points possible

### Grading Scale

<b>A</b>	<b>(930-1000)</b>
<b>A-</b>	<b>(900-920)</b>
<b>B+</b>	<b>(870-890)</b>
<b>B</b>	<b>(830-860)</b>
<b>B-</b>	<b>(800-820)</b>
<b>C+</b>	<b>(770-790)</b>
<b>C</b>	<b>(730-760)</b>
<b>C-</b>	<b>(700-720)</b>
<b>D+</b>	<b>(670-690)</b>
<b>D</b>	<b>(630-660)</b>
<b>D-</b>	<b>(600-620)</b>
<b>E</b>	<b>(below 610)</b>

## RTV3405 SUMMER A 2021 COURSE SCHEDULE

Instructor reserves right to amend and change lecture schedule and class plan as needed.

<u>WEEK</u>	<u>DATE</u>	<u>TOPICS</u>
Week #1	5/10	Course Intro/What is Media/Theory/Media Effects
Week #2	5/17	Social Cognitive Theory/Uses & Grats/Agenda Setting & Framing
Week #3	5/24	Narratives/Transmedia storytelling
Week #4	5/31	Computer-mediated communication/VR & AR
Week #5	6/7	Representations/Semiotics
Week #6	6/14	Future Media Trends & course wrap up