

University of Florida
College of Journalism and Communications
Department of Media Production, Management, and Technology

RTV3405 Media and Society – Fall 2021

Instructor: Mo Chen

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Class time: M, W, F | Period 3 (9:35 AM - 10:25 AM)

Class location: McCarty Hall A [2196](#)

Office hours: F 10:25-11:25 a.m. or by appointment

Office location: Weimer Hall 2034

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 discuss media technology and narratives, focusing on media effect theories and applications. We will apply theories 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, you will learn:

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

Textbook

There are no required textbooks for this class. The course slides and additional readings will be available on Canvas ([elearning.ufl.edu](https://learning.ufl.edu)). * If you have problems with Canvas or any computer problems, please contact the UF Helpdesk by email (helpdesk@ufl.edu) or by phone (352-392-4357).

Grades

Attendance and class participation: 10%

Weekly discussions: 10%

Discussion leading: 20%

Take home quizzes: 60%
Total: 100%

Grade Equivalents (%)

| | | | |
|----|---------------|----|------------|
| A | 93% or higher | C | 70%-74.99% |
| A- | 90%-92.99% | D+ | 65%-69.99% |
| B+ | 85%-89.99% | D | 60%-64.99% |
| B | 80%-84.99% | E | 0%-59.99% |
| C+ | 75%-79.99% | | |

I will post grades on Canvas before I submit them. It is your responsibility to check them before the grade submission deadline (Dec. 10). Let me know immediately if there are calculation errors. Otherwise, the grades are final and non-negotiable. As there are many extra credits opportunities throughout the semester that you can take advantage of to improve your grades.

Assignments

Attendance 10%

Attendance will be taken randomly throughout the semester. The goal is to keep track of how you are doing in class and life. You are allowed two unexcused absences throughout the semester. If you miss class more than 2 times, 2 points (0.5%) will be deducted from your grade for each missed class onward.

Weekly discussion 10%

This course will use some real-life examples to help enhance your critical thinking about the implications of different media effects theories. Each week, you will be asked to participate in discussion forums and answering questions from the discussion prompts corresponding to the materials of each module. The specific list of questions for each discussion will be posted in the corresponding eLearning discussion forum (Canvas). Your posts and comments should be thoughtful and include concept applications and relevant examples. The discussion is due every Friday by 11:59 pm.

Discussion leading 20%

Starting from Module 2.1 (Sep. 20), we will have a rotating group of students lead the class discussion every Friday during class time. Each student will host the class discussion twice throughout the semester. The presentation is your opportunity to inform the class about a specific theory or group of theories and to lead a discussion on how that theory and media effects apply to society today. The discussion leading should run about 45 to 50 minutes. You will sign up for topics based on your interests. Directions and details will be provided in a separate handout a week before the assignment starts. Please email me the discussion leading slides and handouts a day before you lead the class discussion (Due on Thursday at 11:59 p.m.).

Take home Quizzes 60%

There will be four quizzes administered in-class over the semester. The content on the quizzes will be drawn from lecture and reading assignments. The quizzes will consist of multiple-choice questions, T or F questions, and open-ended questions. You will have 50 minutes to finish the quiz. The quiz review will be posted on Canvas on Monday when it is a quiz week. Each quiz will be posted during the class time on Wednesday to Friday online through Canvas. You can take your time to prepare for the quiz. All quizzes are open-book quiz. So, for each week that has a quiz, we will not meet on campus. I will send you an announcement one week before the quiz to remind you to study for it.

Extra Credits

Up to 3 extra credits 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. In fact, it is probably wise to participate early in the semester when your course loads are the lightest. Please see this video below for how to set up your SONA account: https://www.youtube.com/watch?v=_1OnT2ZU6QQ&feature=youtu.be If you have any questions, please contact the CJC SONA administrator through this email: uf-cjc-sonasystems@jou.ufl.edu

*It is important that you allocate SONA credits to the correct course section.

Class Policy

Attendance

You are allowed to have two unexcused absences during the semester. I expect that you will attend every class unless an emergency prevents you from doing so. If you find that you do have to miss a class due to an emergency, let me know immediately.

Missing Deadlines or Late submissions

I DO NOT accept late assignments. In the communication field, meeting assignment deadlines is vital. The same holds true in this class. If you believe you have an exceptional reason for missing a deadline, please discuss it with me immediately and in advance. If you have a valid reason to miss one assignment, you will receive 70% of the score for the late submission. Fairness, both to me and your classmates, requires that you meet all deadlines. However, if you miss a deadline without a valid reason, I will count each missed deadline as a missed assignment, meaning that there will be a significant grade penalty, up to and including the failure of the class.

Electronic devices

You are allowed to bring laptops or tablets for notetaking. However, the use of other electronic devices is strictly prohibited during class, ESPECIALLY CELLPHONES. Please turn your phone off or to silent mode during class and keep it tucked away.

Honor Code

As a student at this university, you have accepted a commitment to the Honor Code, and the principles of academic integrity, personal honesty, and responsible citizenship on which it was founded. As an instructor at this university, I am also charged with its enforcement and take that responsibility very seriously. You can find the complete honor code via this link:

<https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>

Among the activities that could result in Honor Code violations are plagiarism, cheating, misrepresenting sources, the unauthorized use of others' work, etc. Consult me if you are uncertain about your Honor Code responsibilities within this course.

Special Needs

According to University policy, students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide appropriate documentation to you, and you should provide this documentation to me when requesting specific accommodation. It is your responsibility to initiate this conversation early in the semester and you should plan to meet with me during office hours to discuss this.

Tentative Course Schedule

| Week | Date | Topic |
|---|------------------------------------|--|
| Module 1 Introduction of media effects | | |
| 1 | Aug.23, 25, 27 | Introduction & Media and communication |
| 2 | Aug.30, Sep.1, 3 | Media effects and media influence |
| 3 | Sep.6(holiday) Sep. 8, 10 | No class Media effects research |
| 4 | Sep.13, 15, 17 | Review and Quiz 1 |
| Module 2 Time spent with media: reasons and consequences | | |
| 5 | Sep.20, 22 Sep.24 | Learning through and from media: Social learning and cultivation Discussion leading |
| 6 | Sep.27, 29 Oct.1 | Agenda setting and framing Discussion leading |
| 7 | Oct.4 Oct. 6, Oct.8(holiday) | Uses and gratification theory Discussion leading No class |
| 8 | Oct.11, 13, 15 | Review and Quiz 2 |
| Module 3 Persuasive effects of the media | | |
| 9 | Oct.18, 20 Oct.22 | Media that stir emotions Discussion leading |
| 10 | Oct.25,27 Oct.29 | Media persuasion Discussion leading |
| 11 | Nov.1, 3 Oct.5 | The effects of media stereotypes: media representations Discussion leading |
| 12 | Nov. 8, 10, 12 | Review and Quiz 3 |
| Module 4 The impact of new media technologies | | |
| 13 | Nov. 15, 17 Nov.19 | Media complexity theory Discussion leading |
| 13 | Nov.22 Nov.24, 26 (holiday) | Computer-mediated communication Happy Thanksgiving! |
| 14 | Nov.29, Dec. 1 Dec. 3 | Human-machine communication Review Quiz 4 |
| 15 | Dec. 6, 8 | Quiz 4 |

Note: Changes that occur to the syllabus will be announced in class or on Canvas.