

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

**Media and Society**  
**RTV 3405 (029H) – Spring 2022**  
**Weimer Hall 1064; 5:10 – 8:10 p.m.**

Instructor: Kun Xu, Ph.D.

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Office location: Weimer 3065

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

Course TA: Chelsea Moss

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## **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 phenomena
- 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
- Present your mastery of knowledge related to current media events and trends

## **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:**

Group assignment 3 out 4 X 5% = 15%

Quiz 1 – 20%

Quiz 2 – 20%

Quiz 3 – 20%  
Presentation – 15%  
Participation – 10%  
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
	E = 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
- E = 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

- Participation includes responding to questions in class, making insightful and respectful comments or asking thoughtful and constructive questions in class.
- Read the assigned chapters and materials for class. Without being prepared, discussion will not be of any help to you. Failure to do the assigned reading will affect your written assignments and exam results because information will be either missed or misunderstood.
- The instructor will sometimes propose one or two questions toward the end of the class. Students are expected to turn in short but thoughtful answers as in-class assignments. These answers will be counted as part of attendance score.
- Please let your voice be heard in class. We are all active participants in learning and without everyone’s willingness to be part of that learning we lose out on an enriching experience.
- Attendance is taken randomly throughout the semester. It is the responsibility of the students to attend class and arrive on time for scheduled class sessions. You can have two unexcused absence from class. But starting the third absence, each absence will reduce your participation grade by 2 points until your total participation grade is zero.

Presentation

- Students are required to deliver an in-class presentation. Students need to sign up their presentation date at the beginning of the semester. The presentation should be split into a formal presentation and a discussion session.
- Students first need to choose their presentation topics. It is highly recommended that students contact the instructor at least one week prior to the presentation to get approval of the topic.
- The presenters should organize a short discussion session. The presenters are expected to ask at least 2 questions about their presentation topics. They are also expected to answer audiences' questions. Interaction with audiences is strongly encouraged.
- Specific instructions will be provided in 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 quizzes will be held during class time (5:10 – 8:10 Monday).

### Group assignments

- The purpose of group assignments is to give you a chance to exchange ideas with other students, which is the best way to learn. Group assignments require collaboration with others, an important professional skill. Three out of four in-class group assignments will count toward your final grade. For each assignment, groups will receive a specific task, and each group will submit a handwritten response to the task signed by each group member. Three highest grades will be counted toward your 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. Last names starting with A-N may contact me as your first point of contact. Last names starting with O-Z may contact TA as your first point of contact.
- 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.
- Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor. A “class lecture” is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session. Publication without permission of the instructor is prohibited. To “publish” means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code

### 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/>.”

### Tentative Course Schedule

	<u>Date</u>	<u>Topic</u>	<u>Assignments</u>
1	1/10	Introduction to the course	
2	1/17	Holiday	
3	1/24	What is media theory?	
4	1/31	What is media research?	GW#1
5	2/7	Learning through media and from media	GW#2
6	2/14	Quiz 1 + Presentation	Quiz 1
7	2/21	Agenda setting and framing theory	
8	2/28	Media uses and effects	GW#3
9	3/7	Spring break	
10	3/14	Media representations	
11	3/21	Quiz 2 + Presentation	Quiz 2
12	3/28	Media and Privacy Management	
13	4/4	Media and Globalization	
14	4/11	Computer-Mediated Communication	GW#4
15	4/18	Media & Social Robots	
16	4/18	Quiz 3 + Presentation	Quiz 3

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