# UF | UNIVERSITY of FLORIDA

## RTV 3405 (17182/01GD): Media & Society

**Spring 2023 – [http://elearning.ufl.edu/](http://elearning.ufl.edu/).** *Our course begins* Monday, Jan. 9! **Please read** *and study* **the important information below…**

**Course Facilitator:** *Gladys L. Cleland, DM, HDD (and a CJC Gator!)*

**E-mail:** *clelangl@jou.ufl.edu*

**Cell:** *315.382.8484 (based in Central New York – Eastern Time)*

**Video Lecturer:** *David H. Ostroff, Ph.D.* *[Dr. Ostroff is not participating in this online section, so Dr. Cleland will be your primary contact. Please contact Dr. Cleland with your questions.]*

**Office Hours:** *Asynchronously, by appointment. Availabilities also will be posted in Course Announcements, plus queries are always welcomed via email!*

## Course Description

The main learning objectives of this course are to introduce you to:

- Cultural, social, legal, business and career aspects of the electronic media
- Historical media topics and issues
- Media leadership and management careers, and related challenges
- Ethical topics and issues encountered during content producing, especially when conducting research for various forms of communication, AND
- Scholarly research and writing in accordance with APA Style.

The content you will research, discuss, and critically analyze will highlight the electronic media industries used in the United States. Emphasis will be on radio and television; however, cable television, satellite communication, and emerging technologies also will be integrated into assignments and discussions. The overarching goal of this course is to study media entities as **corporate and business systems** within the diverse and pluralistic environment of the media operations that exist in the United States.

**FYI-1**: This is a **WRITING INTENSIVE**, self-directed course, which means that you must be motivated, and time manage YOUR participation. Your facilitator does not lecture, but enhances your learning through assignments *and* individual and group commentary related to real world scenarios and text materials. Deadlines will vary to emulate the asynchronous work world of the broadcast media. Check your Canvas email and Course Announcements often!

**FYI-2**: EVERY submission should provide two credible and legitimate **outside sources**, referenced in APA Style. These are legitimate sources other than your Course text. Also, please refrain from Wikis, as these can be edited by anyone, and information may not be accurate or valid. See citefast.com for assistance in formatting. Your Text is one of your course guides, NOT your only source of information. Even if an assignment appears opinion-based, you should seek resources to support your platform and write in the third person voice. **I call this P-I-E [Platform, what YOU think and plan to defend – Investigation, supporting research information for your platform – Examples (provided to add credibility to your platform and the points you are attempting to make.]**

Learning outcomes include enhancing YOUR ability to:

1. Recognize and identify professional and technical characteristics of the electronic media
2. Analyze and apply concepts and theories to the organizational structures of electronic media industries, including leadership and management structures
3. Identify, define, and describe the business, social, and regulatory environments in which electronic media industries operate
4. Independently research the historical and contemporary developments of electronic media industries, including business, leadership, and technological advances
5. Participate in an asynchronous classroom forum–working individually or in small groups – to produce deadline materials, addressing the lessons assigned for the successful completion of this course. **Time management is imperative!**
6. Interact with an eText and complete assignments through Sage Vantage Digital Option.

## Requirements

Each class week runs from Monday (module assignments OPEN, 12:01 a.m.) TO Sunday (module assignments DUE, 11:59 p.m. This schedule may change if assignments dictate more time to complete or as dictated by the University Administration. Check Course Announcements often. **Unless directed by the course facilitator, NO ASSIGNMENTS will be accepted via email submission. There also are no "extra credit" opportunities.**

**NOTE:** Module Numbers and Semester Weeks **MAY NOT MATCH**. For example, Module 6 may be a multi-week learning experience and, therefore, may be offered in Weeks 6, 7, *and* 8. So, do not look for assignments for Module 6 only in Week 6. Weekly assignments, exercises, and tasks also may be found within the following tabs located at the left of this Course page: Modules, Assignments, Discussions, Quizzes and, when applicable, under Announcements.

## Grading – **Check your weekly Modules for all activities.**

Your final grade will be composed of and calculated as such:

**Assignments (30%)**

Students will complete written assignments throughout the semester. These assignments are designed to show your understanding, mastery, and integration of the course material presented via video lectures and via eText through Sage Vantage. Assignments will vary in nature, so stay tuned and pay attention! Unless otherwise noted, ALL assignments should be submitted as MS Word documents – NO pdfs. Finally, assignments submitted via email **will not be accepted**, unless specifically requested by the facilitator.

**Discussions (25%)**

Throughout the semester, students will be asked to respond to "prompt" questions for discussion; research a topic or find a current article and provide a summary; or participate in an individual or group exercise to provide short commentary about that activity. Online classroom discussion protocol may be found in your classroom **Announcements**, so make sure you read and understand what is expected. Some discussion posts may require you to respond to one or two colleagues with substantial information to earn full assignment points. **Read these assignments carefully!**

**Quizzes (20%)**

Students will complete topical quizzes which may highlight Course lectures, eText Sage Vantage assignments, and out-of-course research. There also may be exercises related to Course Protocol.

**CAPSTONE/Final Project (25%)**

Detailed information for this project will be sent via Canvas email and posted under course **Announcements approximately Week 5. Special notation**: Completion of the Capstone Project is necessary to pass this course.

## Grade Distribution

The distribution of grades follows the UF Grading Policy and Scheme below. When the facilitator feels it warranted, final grades may be curved to a student's advantage.

### View/Edit Grading Scheme

| | UF Canvas Grading Scheme | Q Select Another Scheme |
|---|---|---|
| Name: | Range: | |
| A | 100 % | to 94.0% |
| A- | < 94.0 % | to 90.0% |
| B+ | < 90.0 % | to 87.0% |
| B | < 87.0 % | to 84.0% |
| B- | < 84.0 % | to 80.0% |
| C+ | < 80.0 % | to 77.0% |
| C | < 77.0 % | to 74.0% |
| C- | < 74.0 % | to 70.0% |
| D+ | < 70.0 % | to 67.0% |
| D | < 67.0 % | to 64.0% |
| D- | < 64.0 % | to 61.0% |
| E | < 61.0 % | to 0.0% |

For more on the university's grading policies please visit https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx

## Texts and Web Resources

1) Hanson, R. E. (2022). *Mass Communication: Living in a media world.* (8ᵗʰ ed.). Vantage Digital Option. Los Angeles: Sage.  **[Required]**

**You MUST buy the Vantage edition to complete several course assignments, including quizzes and video activities.** Everyone can have access to SAGE Vantage during the first two-weeks of our online course – *the SAGE Grace Period* – even if your financial aid has not been processed. Please review the instructions and Technical Support information provided to you within the Course Shell, also found below:

**Vantage Registration Help** – Remember, SAGE allows a "no excuse," grace period for registration payment!
** Students who opt out of Inclusive Access will lose access to their Vantage course and be unable to read or complete assignments.
   They will need to purchase Vantage access on their own at the regular price to rejoin the Vantage course and resume work. **

**Click here for step-by-step registration directions** or **click here for a video tutorial.**

**Video Tutorials for Vantage: Click here for Student Videos**

**SAGE Vantage Technical Support: (800) 818-7243, ext. 7080**

- Monday - Friday: 8:00 a.m. – 11:00 p.m. ET
- Saturday: 11:30 a.m. – 8:00 p.m. ET
- Sunday: 11:30 a.m. – 11:00 p.m. ET

2) American Psychological Association. (2020). *Publication manual of the American Psychological Association.* (7ᵗʰ ed.). https://doi.org/10.1037/0000165-000  **[Required. Also online at https://apastyle.apa.org/]**

3) **Citefast** automatically formats citations: APA 7th edition, MLA 7th ed., and Chicago 16th ed. (2018). Retrieved from https://www.citefast.com/?s=APA7#_Webpage [*One* of several FREE online sources available.]

## Course Policies

1. **Course Format.** The module requirements for this independent study course demand efficiency and expediency! It will be imperative for you to time manage and to keep on task because each week may be composed of several assignments. There may be both content and deadline changes as the course progresses, so monitor Course Announcements often for details.
2. **Due Dates**. Weekly assignments are due Sundays at 11:59 p.m., unless otherwise noted on the assignment page. You will submit your work in the *Assignment Silo* (the location where assignments are posted by you). Also, no credit will be assessed for submissions or peer responses posted in the incorrect Assignment Silo or location.

3. **Making up missed assignments.** If you miss any assignments for medical reasons, family deaths, illnesses, or military service (if you are not documented as military personnel with DSO), please reach out to me ASAP. You also are required to report these challenges to the Dean of Students Office. An assessment of your challenge will be determined by a DSO professional and potential arrangements for a late submission suggested. You will need to provide a doctor's note or other required documentation. DO NOT email your assignment unless instructed to do so. Any other missed assignments result in a "zero" grade; there is no extra-credit work offered in this course.

4. **DRC Accommodation Letters**. So we can collaborate toward facilitating your course success together, please submit your documentation to me via email no later than the end of the first week of classes. See the "University Policy" on the following page.

5. **Contacting the Course Facilitator.** Please note: *While Dr. Ostroff is your Video Lecturer, he is not participating in this online section, so Dr. Cleland will be your primary contact.* Please contact me, Dr. Cleland, with your questions via email (at mailto:clelangl@jou.ufl.edu) and I will get back to you within 24 hours during the workweek, if not sooner. Weekends, not so much, but I will try if I can. I am an interactive prof, who enjoys engaging with her students, so reach out as needed. Also, monitor Course Announcements for the posting of asynchronous online office hours (when I will be online within the Course Shell).

6. **Asking questions.** If you have general questions about the subject matter or the course policies, please post them to the General Course Discussion Board for all to see and to potentially answer. Other students also may have similar concerns, and this way the questions and answers may be shared by the entire class. *I did not create this course, so I am sure I will have questions, too!* We will learn together like professional colleagues :-) To iterate, I generally will answer your question(s) within 24 hours. It may be longer during the weekend. If you have a personal question, please contact me directly; otherwise, post your assignment queries in the Weekly Discussion Forums. You will sign a Syllabus Contract, so there may be times when I will refer you back to various Course materials to seek out answers as part of your investigative training - a great lesson in resourcefulness!

## University Policy for Accommodating Students with Disabilities

Students requesting accommodation for disabilities must first register with the Dean of Students Office (DSO). The Dean of Students Office will provide documentation to the student, who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation **prior to** submitting assignments or taking the quizzes or exams. Accommodations are not retroactive; therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

## University Information and Policies on Covid

The University of Florida still takes the challenges and risks of Covid very seriously. Our goal is to keep all members of the campus community healthy and safe. Each of us must do our part to achieve this. Notify the Dean of Students Office ASAP if exposed or infected. The DSO will contact all instructors and ask for assignment deadline extension consideration. Please refer to the following website for detailed and updated information: coronavirus.ufl.edu/forward-students-families.

## University Policy for Academic Misconduct

Academic honesty and integrity are fundamental values of the University of Florida community and the community of Communication professionals. Students should be sure that they understand the UF Student Honor Code at https://archive.catalog.ufl.edu/ugrad/1617//advising/info/student-honor-code.aspx

*Making fact errors on a project* includes, but is not limited to, plagiarism and self-plagiarism, inaccurate or fabricated information, inaccurate or undocumented statistics, misspellings of proper names, misquotes, and more. These infractions may result in a *full letter grade deduction for that assignment, plus a consultation with the Department Chair.* Please proofread and fact check your writing, sources, and information carefully! Students should be sure they read and understand the UF Student Honor Code. and the College's Code for Academic Honesty.

>>If you need help, please ask. Online tutoring also is available<<

## Netiquette: Communication Courtesy

All members of the class are expected to follow this "social contract" of rules for common online interaction courtesy through all email messages, threaded discussions and chats: https://www.cise.ufl.edu/wp-content/uploads/2019/08/CISE_Netiquette_Guide.pdf.

## Getting Canvas and Personal Help

For issues with technical difficulties for E-learning in Campus, please contact the UF Computing Help Desk** at:

- http://helpdesk.ufl.edu/
- 352.392.4357 - Be prepared to offer your UF ID to the Representative

** Any requests for make-up work due to technical issues MUST be accompanied by the ticket number received from the Representative, which documents when the problem was reported. The ticket number includes the time and date of the problem. You MUST e-mail your instructor the ticket number within two hours of the technical difficulty if you wish to request an assignment accommodation.

Other resources are available at https://distance.ufl.edu/getting-help/ for:

- Counseling and Wellness resources
- Disability resources
- Resources for handling student concerns and complaints
- Library Help Desk support

*#BelieveAndAchieve!*