

# MMC 1009 – Introduction to Media and Communications

Fall 2023

College of Journalism and Communications  
University of Florida

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Instructor: Geoff Thompson  
Place: Chem Lab Rm 130

\*\*\*LIVE CLASS MEETING – Wednesday 5:10p – 6:00p\*\*\*

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Course Site: <https://ufl.instructure.com>  
Course Text: *None*

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## **Course Learning Objectives**

MMC 1009 is designed to introduce students to the tools and resources offered by the College of Journalism and Communications, while preparing them for success as a student and in their careers thereafter. Students will receive lessons on the organization of the college, and academic and career preparation. Instructors will coach students to maximize their learning and development by creating environments which provide opportunities for the following:

- Engagement (faculty/staff, and peers)
- Awareness and respect of diversity
- Involvement
- Knowledge of resources
- Active engagement in one's own learning
- Goal setting and career plan development
- Healthy lifestyle

## **College of Journalism and Communications Objectives**

The Accrediting Council on Education in Journalism and Mass Communications requires that by graduation all students should be able to:

- understand and apply the principles and laws of freedom of speech and press for the US
- demonstrate an understanding of the history and role of professionals and institutions in shaping communications;

- demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications;
- demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;
- understand concepts and apply theories in the use and presentation of images and information;
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- think critically, creatively and independently;
- conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- apply basic numerical and statistical concepts;
- apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world.

### **Course Grades**

The following table outlines the point-accruing components of the course. The total points earned from each component will be summed and divided by the total points possible in the course.

A major part of this class will be presentations on different subject matters, followed by quizzes at the end of twelve classes. Each quiz will have five questions from the presentation, and will be true/false or multiple-choice questions	60
In addition, there are several assignments. First will be a resume assignment. Details on this assignment will be discussed in class and posted on Canvas	10
A second graded assignment will be for the CJC Career Day. Details will be announced in class and posted on Canvas.	10
A third assignment is the Gator Professional Series. There will be a video/workbook series that you will watch, and then submit a PDF of the certificate	10
Fourth graded assignment is building your LinkedIn profile page based on your resume, which you will then submit the link to the page via Canvas.	10

### **Grading Scale:**

<b>A:93-100</b>	<b>A- 90-92</b>	<b>B+ 87-89</b>
<b>B 80-86</b>	<b>C+ 77-79</b>	<b>C 70-76</b>
<b>D + 67-69</b>	<b>D 60-66</b>	<b>E below 60</b>

## Course Schedule

(PLEASE NOTE – topics may change occasionally due to guest speaker availability)

<b>Week 1 (8.23)</b>	<ul style="list-style-type: none"><li>• Introduction to class</li></ul>
<b>Week 2 (8.30)</b>	<ul style="list-style-type: none"><li>• CJC Survival Topic #1: CJC Majors and Department Chairs</li></ul>
<b>Week 3 (9.6)</b>	<ul style="list-style-type: none"><li>• CJC Survival Topic #2: Library Resources</li></ul>
<b>Week 4 (9.13)</b>	<ul style="list-style-type: none"><li>• CJC Survival Topic Topic #3 – Career Connections Center/Resumes</li></ul>
<b>Week 5 (9.20)</b>	<ul style="list-style-type: none"><li>• CJC Survival Topic #4: CJC Student Orgs</li></ul>
<b>Week 6 (9.27)</b>	<ul style="list-style-type: none"><li>• CJC Survival Topic #5: PATH Office</li></ul>
<b>Week 7 (10.4)</b>	<ul style="list-style-type: none"><li>• CJC Survival Topic #6 - Knight Division</li></ul>
<b>Week 8 (10.11)</b>	<ul style="list-style-type: none"><li>• CJC Survival Topic #7 - Media Properties</li></ul>
<b>Week 9 (10.18)</b>	<ul style="list-style-type: none"><li>• <b>NO CLASS – GO TO THE CAREERS IN COMMUNICATIONS FAIR on 10.17</b></li></ul>
<b>Week 10 (10.25)</b>	<ul style="list-style-type: none"><li>• CJC Survival Topic #8 - UF Science Communication &amp; STEM Translational Communication Center</li></ul>
<b>Week 11 (11.1)</b>	<ul style="list-style-type: none"><li>• <b>NO CLASS Gator Professional Series</b></li></ul>
<b>Week 12 (11.8)</b>	<ul style="list-style-type: none"><li>• CJC Survival Topic #9 - Sports Media at CJC</li></ul>
<b>Week 13 (11.15)</b>	<ul style="list-style-type: none"><li>• CJC Survival Topic #10 – The Agency</li></ul>
<b>Week 14 (11.22)</b>	<ul style="list-style-type: none"><li>• <b>NO CLASS – HAPPY THANKSGIVING</b></li></ul>
<b>Week 15 (11.28)</b>	<ul style="list-style-type: none"><li>• CJC Survival Topic #11 - Why Grad School?</li></ul>
<b>Week 16 (12.6)</b>	<ul style="list-style-type: none"><li>• CJC Survival Topic #12 - GatorWell – Stress Reduction Before Finals</li></ul>

## Policies

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### Attendance Policy

Attendance in the class is required. Excused absences include approved UF attendance exceptions. In all instances of excused absences the instructor and student will work out a plan for completing missed assignments.

Students are expected to participate in all class discussions. Please turn off cell phones prior to class. Sports reporting is a deadline-based profession, so you are expected to arrive on time for each class.

In case of illness, the instructor should be notified in advance and a physician's note may be required. Unexcused absences will result in deductions from the students final percentage score. Requirements for class attendance and make-up exams, assignments and other work in this course are consistent with UF policies which can be found in the online catalog at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

While attendance is not taken, there is a weekly quiz based on the guest speaker for the week (with a couple of exceptions). There is no Zoom option for the class. So I HIGHLY recommend you attend class. If you are unable to make it to class, work it out with me IN ADVANCE. If you are sick, go to the student health center and get a note. With an excused absence, you will be excused from the quiz (BUT this gives you fewer opportunities to earn points, so every other quiz/assignment becomes MORE important).

### **Online**

Our class sessions may be audio visually recorded for students in the class to refer back and for enrolled students who are unable to attend live. Students who participate with their camera engaged or utilize a profile image are agreeing to have their video or image recorded. If you are unwilling to consent to have your profile or video image recorded, be sure to keep your camera off and do not use a profile image. Likewise, students who un-mute during class and participate orally are agreeing to have their voices recorded. If you are not willing to consent to have your voice recorded during class, you will need to keep your mute button activated and communicate exclusively using the "chat" feature, which allows students to type questions and comments live. The chat will not be recorded or shared. As in all courses, unauthorized recording and unauthorized sharing of recorded materials is prohibited.

### **Absences and Make-up Work**

Students are expected to be in class on time and remain until the dismissal. Absences are unexcused when the professor has not been notified of an acceptable reason within 24 hours of the class meeting. When absent, please contact a fellow student to find out what was missed. You are responsible for all material covered or assigned during classes, even if you are not there. Your grade on late assignments will drop one letter grade for every day they are late.

### **Academic Integrity**

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.

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." The Honor Code specifies a number of behaviors that are in violation of this code and the possible sanctions. For more information visit the Honor Code web page at

<http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/> or contact Student Judicial Affairs, P202 Peabody Hall, 392-1261.

### **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 that must be presented to the instructor when requesting accommodation. Students with disabilities should follow this process as early as possible in the semester.

### **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.bluer.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

### **Course Grading**

Students will be graded in accordance with UF policies for assigning grade points as articulated in the link that follows. <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

### **Respect for Diversity Statement**

It is my intent that students from all diverse backgrounds and perspectives be well-served by this course, that students' learning needs be addressed both in and out of class, and that the diversity that the students bring to this class be viewed as a resource, strength and benefit. It is my intent to present materials and activities that are respectful of diversity: gender identity, sexuality, disability, age, socioeconomic status, ethnicity, race, nationality, religion, and culture. Your suggestions are encouraged and appreciated. Please let me know ways to improve the effectiveness of the course for you personally, or for other students or student groups.

It is imperative that there be an atmosphere of trust and safety in the classroom. I will attempt to foster an environment in which each class member is able to hear and respect each other. It is critical that each class member show respect for all worldviews expressed in class. Please let me know if something said or done in the classroom, by either myself or other students, is particularly troubling or causes discomfort or offense. While our intention may not be to cause discomfort or offense, the impact of what happens throughout the course is not to be ignored and is something that I consider to be very important and deserving of attention. If and when this occurs, there are several ways to alleviate some of the discomfort or hurt you may experience:

1. Discuss the situation privately with me. I am always open to listening to students' experiences, and want to work with students to find acceptable ways to process and address the issue.
2. Discuss the situation with the class. Chances are there is at least one other student in the class who had a similar response to the material. Discussion enhances the ability for all class participants to have a fuller understanding of context and impact of course material and class discussions.
3. Notify me of the issue through another source such as your academic advisor, a trusted faculty member, or a peer. If for any reason you do not feel comfortable discussing the issue directly with me, I encourage you to seek out another, more comfortable avenue to address the issue

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

Your well-being is important to the University of Florida. The U Matter, We Care initiative is committed to creating a culture of care on our campus by encouraging members of our community to look out for one another and to reach out for help if a member of our community is in need. If you or a friend is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu) so that the U Matter, We Care Team can reach out to the student in distress. A nighttime and weekend crisis counselor is available by phone at 352-392-1575. The U Matter, We Care Team can help connect students to the many other helping resources available

including, but not limited to, Victim Advocates, Housing staff, and the Counseling and Wellness Center. Please remember that asking for help is a sign of strength. In case of emergency, call 9-1-1.

**\*NOTE: Topic schedule subject to change based on guest availabilities and other factors.**