

RTV 3001(17172/21E4): Introduction to Media Industries and Professions

Fall 2023 – <http://elearning.ufl.edu/>. ***Our course begins Wednesday, August 23! Please read and study the important information below...***

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

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

Video Lecturer: Prof. Bob Hughes. *[Prof. Hughes is not participating in this online section, so Dr. Cleland will be your primary contact. Please contact Dr. Cleland with your questions.]*

Office Hours: Asynchronous and by appointment. As a practicing academic journalist, I am always on the move, but generally available often via cell. Please email me to schedule a Zoom meeting.

Expect a response within 24 hours, except on the weekends. I receive a lot of messages, so if I do not respond - please send me a nudge; thanks!

Be sure to check the Announcements tab in the Canvas shell regularly for information on class assignments, changes, and other class information. In addition, essential information (but not all Announcements) will be sent via email when it is posted in this tab.

Course Description

*The goal of this 3-credit hour course is to analyze electronic media entities as **corporate and business systems** within the broader media operations in the diverse and pluralistic environment of the United States. There are no prerequisites for enrolling in this course.*

The content you will analyze, discuss, and interact with focuses on the electronic media industries of and professions within the US. Starting with the history of electronic media, the course will provide an overview of the development of various forms of electronic media and their impact on users.

Students will gain a knowledge of the telecommunication industry with an emphasis on learning specifically about broadcasting and cable. In addition, changes in new media, business practices, converging markets, and regulatory philosophies will be addressed. This course is designed to offer you an overview of the origins, organizations, and movements that have shaped electronic media.

We will learn about and discuss the following developments:

- The historical development of electronic media
- The technologies involved in the creation of electronic media
- The structure, economics, and regulation of electronic media
- The political, social, and legal issues involved in content and management decisions
- The economics of electronic media, including programming and ratings
- The lexicon involved within subsets of the telecommunication industry.

Course Objectives

By the end of this course, you will be able to:

1. Recognize and identify the 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. Demonstrate use of APA writing and referencing style, using resources from the required APA Style Manual, apastyle.apa.org and citedfast.com.
6. Participate in an asynchronous classroom forum. Time management is imperative. Let's have some fun, too!

Course Requirements and Policies

Required Textbooks and Resources

1. Medoff, Norman J., Kaye, Barbara K. (2021) *NOW Media: The Evolution of Electronic Communication*, 4th ed. Routledge. **[Required]**

>>Please note that this course will be participating in the UF All Access program. Login at the following website and Opt-In to gain access to your required course materials
- <https://www.bsd.ufl.edu/G1CO/IPay1f/start.aspx?TASK=INCLUDED>

UF All Access will provide you with your required materials digitally at a reduced price and the ability to pay using your student account. This option will be available starting one week prior to the semester starting and ending three weeks after the first day of class. You will have the option of either an eText or hardcover textbook.

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/>]**

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

Minimum Technology Requirements

You will need a consistent Internet connection to access your text, view the lectures, attend online class sessions, and complete your assignments. You may contact the UF Computing Help Desk for details.

To complete your tasks in this course, you will need a basic understanding of operating a computer and using word processing software.

Materials/Supply Fees

There is a \$2.50 supply fee for this course.

Zoom

Zoom is an easy-to-use video conferencing service available to all UF students, faculty, and staff that allows for meetings of up to 100 participants.

You can find resources and help using Zoom at the [University of Florida's Zoom site](#).

Attendance Policy

This is an online asynchronously delivered course, so attendance in the form of calling roll will not occur. However, you will be expected to **check in daily** and to perform your required assignments by the deadlines specified.

Late Work and Make-up Policy

You are expected to prepare and submit your assignments on a timely basis. Late assignments are generally not accepted or accepted with up to a 50% penalty. **DO NOT EMAIL ME any assignments unless I request that action.**

Deadlines are critical to this class as they are in all professional fields in the communication industry. All work is due on or before the due date. Extensions for deadlines will only be for preapproved emergencies and must be documented through the Dean of Students Office - ["You Matter, We Care."](#) Minor inconveniences such as family vacation or minor illness are not valid reasons for extensions.

Issues with uploading work for a grade is not an excuse. If you are experiencing any type of technical issues, call the UF Computing Help Desk, which is staffed 24/7. You will need to provide the representative with your UFID, and you must obtain a service "Ticket Number" that you will provide to me so I can verify your call and technical issue. Another suggestion to compensate for technical difficulties is not to wait until the last minute to submit the work.

There are no make-up options for work or deadlines missed, except for serious medical or DSO-documented challenges as noted above.

Emergency and Extenuating Circumstances Policy

Life happens. Students who face emergencies, such as a major personal medical issue, a death in the family, serious illness of a family member, military enactment, or other situations beyond their control should notify their instructors immediately.

Students then must also contact the [Dean of Students Office](#) for documentation on the [medical withdrawal or drop process](#).

Students also MUST inform their academic advisor before dropping a course, whether for medical or non-medical reasons. Your advisor will assist with notifying professors and go over options for how to proceed with their classes.

Coursework Submissions

In general, as noted throughout this syllabus, coursework should be submitted through the correct corresponding Module Assignment Silos, found in the Canvas classroom for each activity or exercise. **Assignments, peer reviews, or peer responses not submitted in the correct place will not receive credit.** Please review the [Canvas Help for Students](#) videos and articles for assistance.

General Deadlines/Assignment Deadlines

This class, like others, involves many deadlines as follows:

- Complete weekly lectures on Monday
- Complete weekly homework on Friday
- Submit Initial Discussion post on Thursday
- Submit Discussion post peer replies on Saturday
- Quizzes on Sunday

Class Demeanor

Mastery in this class requires preparation, passion, and professionalism. These attributes are especially true for online courses - we call this "[Netiquette](#)." Students are expected, within the requirements allowed by university policy, to attend class, be on time, and meet all deadlines. Work assigned in advance of class should be completed as directed. Full participation in online and live discussions, group projects, and small group activities ***is expected***.

The role of your UF faculty is to identify critical issues related to the course, direct you to and teach relevant information, assign appropriate learning activities, create opportunities for assessing your performance, and communicate the outcomes of such assessments in a timely, informative, and professional way. This is characterized as faculty being essential to your learning. Feedback is essential for you to have confidence that you have mastered the material and for me to determine that you are meeting all course requirements.

At all times it is expected that you will welcome and respond professionally to assessment feedback, that you will treat your fellow students and me with respect, and that you will contribute to the success of the class as best as you can.

Ownership of Education

As UF students, **you are not passive participants in this course**. All students in this Program have a background in marketing, advertising, public relations, journalism, or similar fields. This class allows you to not only take ownership of your educational experience, but to also provide your expertise and knowledge in helping your fellow classmates. The Canvas Course shell will have an open Q&A thread where you should pose questions to your classmates when you have a question as it relates to an assignment or an issue that has come up at work. Your classmates along with your instructor will be able to respond to these questions and provide feedback and help. This also allows everyone to gain the same knowledge in one location rather than the instructor responding back to just one student which limits the rest of the class from gaining this knowledge.

Of note is plagiarism and [self-plagiarism](#). Do not commit either and read the linked materials so you understand the difference. IF you plagiarize, there are serious UF consequences in accordance with the [UF Student Honor Code](#). More detailed information is provided under a separate heading below in this document.

Course Design and Policies

Lectures

The recorded materials by Prof. Hughes will guide you to understand key concepts and assignments. Dr. Cleland will provide assignment feedback and facilitate Course direction within the shell. These materials are reinforced in an online homework system with detailed and scholarly written submissions.

Assignments - READ THOROUGHLY:

You will have written assignments and discussion questions due during our course time together. There will be recorded lectures and supplemental videos for your viewing and learning.

First, under the **Discussion tab** for select Modules you will find a discussion question. You should post a thoughtful response to this key topic question and **respond to at least two posts from your fellow students. EVERY initial post should contain 1 to 3 APA in-text citations with corresponding References listings.** All responses should be placed in the "Discussion" section of your Canvas shell.

Discussion is an integral part of this course. You will be expected to read the assigned text chapter and any accompanying materials to actively participate in weekly discussions through the "Discussions" tab in the Canvas e-learning site. You also will be expected to demonstrate that you are thinking about the issues by asking questions, offering your own examples and opinions, and sharing scholarly research justifications for those opinions. You also are expected to participate in respectful class debates, posting comments and questions to the e-learning site. As a CJC student, it is a given that you keep your eyes and ears open for current events that you can share during our discussions. Please be respectful of the contributions of others and help create a class environment that is welcoming and inclusive.

Second, there will be **written assignments** due during various Modules of the course.

Third, there will be **quizzes on the text materials** due during various Modules of the course.

Grading Policy

Some grading parameters for assignments may be provided in the form of rubrics. These rubrics are found with the corresponding task within each assigned Module. Your work will be evaluated according to the UF Canvas Grading Scale posted in Course Announcements.

For more information about the overall UF Grading Policies, visit [current UF grading policies](#).

Dr. Cleland note: Upon calculating Final course grades - where warranted - I always grade in favor of the student based on course attendance, collegial interaction, and overall improvement.

UF Policies

University Policy on Accommodating Students with Disabilities

Students with disabilities requesting accommodations should first register with the [Disability Resource Center Links to an external site.](#) (352-392-8565) by providing appropriate documentation prior to or during the first week of classes. Once this is completed, students will then submit **the Center-issued accommodation letter to Dr. Cleland via email by Wednesday, Aug. 30.** Students with disabilities should follow this procedure as early as possible in the semester.

University Policy on Academic Conduct

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 honesty 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 [Student Honor Code and Student Conduct Code](#) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with your Course Faculty.

Plagiarism

The [Student Honor Code and Student Conduct Code](#) states:

"A Student must not represent as the student's own work all or any portion of the work of another. Plagiarism includes but is not limited to:

- Stealing, misquoting, insufficiently paraphrasing, or patch-writing
- Self-plagiarism, which is the reuse of the student's own submitted work, or the simultaneous submission of the student's own work, without the full and clear acknowledgment and permission of the Faculty to whom it is submitted
- Submitting materials from any source without proper attribution
- Submitting a document, assignment, or material that, in whole or in part, is identical or substantially identical to a document or assignment the student did not author."

College of Journalism Code of Conduct

All students in the College of Journalism and Communications are expected to conduct themselves with the highest degree of integrity. It is the students' responsibility to ensure that they know and understand the requirements of every assignment. At a minimum, this includes avoiding the following:

Plagiarism: Plagiarism occurs when an individual presents the ideas or expressions of another as his or her own. Students must always credit others' ideas with accurate citations and must use quotation marks and citations when presenting the words of others. A thorough understanding of plagiarism is a precondition for admittance to graduate studies in the college.

Cheating: Cheating occurs when a student circumvents or ignores the rules that govern an academic assignment such as an exam or class paper. It can include using notes, in physical or electronic form, in an exam, submitting the work of another as one's own, or reusing a paper a student has composed for one class in another class. If a student is not sure about the rules that govern an assignment, it is the student's responsibility to ask for clarification from his instructor.

Misrepresenting Research Data: The integrity of data in mass communication research is a paramount issue for advancing knowledge and the credibility of our professions. For this reason, any

intentional misrepresentation of data, or misrepresentation of the conditions or circumstances of data collection, is considered a violation of academic integrity. Misrepresenting data is a clear violation of the rules and requirements of academic integrity and honesty.

Any violation of the above stated conditions is grounds for immediate dismissal from the program and will result in revocation of the degree if the degree previously has been awarded.

Class Intellectual Property

Students are allowed to record video or audio of in-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 the 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.

Netiquette Communication Courtesy - "Social Contract"

It is important to recognize that the online classroom is in fact a classroom, and certain behaviors are expected when you communicate with both your peers and your instructors. These guidelines for online behavior and interaction are known as netiquette.

Also, remember that your password is the only thing protecting you from pranks impersonation, or more serious harm as a violation of Netiquette, so:

- Do not share your password with anyone
- Change your password if you think someone else might know it
- Always log out when you are finished using the system.

Getting Help

Technical Difficulties

For help with technical issues or difficulties with Canvas, please contact the [UF Computing Help Desk](#) at:

- <http://helpdesk.ufl.edu> Links to an external site.
- 352-392-HELP (4357)
- Walk-in: HUB 132

Any requests for make-ups (assignments, exams, etc.) due to technical issues should be accompanied by the "Ticket Number" received from the UF Computing Help Desk when the problem was reported to them. The ticket number will document the time and date of the problem. You should email your instructor within 24 hours of the technical difficulty if you wish to request a make-up.

Health and Wellness Resources

- **U Matter, We Care:** If you or someone you know is in distress, please email umatter@ufl.edu, call 352-392-1575, or visit [U Matter We Care](#) to refer or report a concern, and a team member will reach out to the student in distress.
- **Counseling and Wellness Center:** Visit the [UF Counseling & Wellness Center](#) website or call 352-392-1575 for information on crisis services and non-crisis services.
- **Student Health Care Center:** Call 352-392-1161 for 24/7 information to help you find the care you need, or visit the [UF Student Health Care Center](#) website.
- **University Police Department:** Visit the [UF Police Department](#) website or call 352-392-1111 (or 9-1-1 for emergencies).
- **UF Health Shands Emergency Room/Trauma Center:** For immediate medical care in Gainesville, call 352-733-0111, or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; Visit the [UF Health Shands Emergency Room/Trauma Center](#) website.

Academic and Student Support

- **Career Connections Center:** For career assistance and counseling services, visit the [UF Career Connections Center](#) website or call 352-392-1601.
- **Library Support:** For various ways to receive assistance concerning using the libraries or finding resources, visit the [UF George A. Smathers Libraries Ask-A-Librarian](#) website.
- **Teaching Center:** For general study skills and tutoring, visit the [UF Teaching Center](#) website or call 352-392-2010.
- **Writing Studio:** For help with brainstorming, formatting, and writing papers, visit the [University Writing Program Writing Studio](#) website or call 352-846-1138.

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 on the GatorEvals [Providing Constructive Feedback](#) FAQ page. 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 the [GatorEvals](#) website. Summaries of course evaluation results are available to students at the [GatorEvals Public Results](#) page. More information about UF's course evaluation system can be found at the [GatorEvals Faculty Evaluations](#) website.

Tips for Success

Taking a course online can be a lot of fun! Here are some tips that will help you get the most of this course while taking full advantage of the online format:

- Schedule "class times" for yourself. It is important to do the coursework on time each week. You will receive a reduction in points for work that is turned in late!
- Read ALL of the material contained on this site. There is a lot of helpful information that can save you time and help you meet the objectives of the course.
- Print out the Course Summary located in the Course Syllabus and check things off as you go.
- Take full advantage of the online discussion boards. Ask for help or clarification of the material if you need it.
- Do not wait to ask questions! Waiting to ask a question might cause you to miss a due date.
- Do your work well before the due dates. Sometimes things happen. If your computer goes down when you are trying to submit an assignment, you will need time to troubleshoot the problem.
- To be extra safe, back up your work to an external hard drive, thumb drive, or through a cloud service.

Words of Wisdom from Dr. Cleland:

"IF you BELIEVE, you will ACHIEVE!"