

MMC 1009 – Introduction to Media and Communications

Spring 2024

College of Journalism and Communications

University of Florida

Instructor: Geoff Thompson

Place: WEI 1064 (Gannett Auditorium)

*****LIVE CLASS MEETING – Wednesdays 510-6p*****

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Course Site: <https://ufl.instructure.com>

Course Text: *None*

Overview and 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

Course Grades *** NO FINAL EXAM ***

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 certificate of completion	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:

A:94-100	A- 90-93	B+ 87-89
B 80-86	C+ 77-79	C 70-76
D + 67-69	D 60-66	E below 60

Course Outline*

Week 1 (1.10)- Welcome, introduction to class, review materials, etc.

Week 2 (1.17) - CJC Survival Topic #1: CJC Majors and Department Chair

Week 3 (1.24) - CJC Survival Topic #2: Library Resources

Week 4 (1.31) - CJC Survival Topic #3: The Agency

Week 5 (2.7) - CJC Survival Topic #4: Resumes and the Career Center

Week 6 (2.14) - CJC Survival Topic #5: **Video Presentation – Class will not meet**

Week 7 (2.21) - CJC Survival Topic #6: Student Organizations

Week 8 (2.28) – CJC Survival Topic #7: **Gator Professional Series (class will not meet)**

Week 9 (3.6) – CJC Survival topic #8: Knight Division

SPRING BREAK

Week 10 (3.20) – CJC Survival Topic #9 Sports Media

Week 11 (3.27) – **Spring 2024 CJC Career Day (class will not meet)**

Week 12 (4.3) –

Week 13 (4.10) - CJC Survival Topic #10 - Newsroom and Media Properties

Week 14 (4.17) – CJC Survival Topic #11 - What About Grad School?

Week 14 (4.24) – CJC Survival Topic #12 Stress Reduction Before Finals

* This schedule is subject to change, but we will do our best to stick to it. Assignment due dates will be explained in class and on Canvas.

Policies

Deadlines and Late Work:

Unless otherwise noted, assignments must be submitted via Canvas by the end of day (11:59 p.m.) on due dates.

Late work is not accepted. There is no make-up or extra-credit in this class.

Attendance Policy

Attendance in the class is required. Excused absences include approved UF attendance exceptions. Please turn off cell phones prior to class. Media 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>

Attendance is recorded and you **WILL** lose attendance and participation points for absence from class time, unless you have a note and it is excused and approved by UF. This could affect up to 15% of your final grade. There are NO free absences from class. We only meet once a week.

In-Class Assignments

Attendance is required in this class, as lack of presence equates to a lack of participation and contribution. These elements are essential to the objectives of this course. To monitor attendance, random in class assignments will be given to provide points. Leaving early without submitting the in-class assignment will result in a zero for that assignment. Arriving late and missing the in-class assignment will result in a zero. Make-ups for in class assignments will only be given to those with an excused absence and documentation.

Canvas

Website for your course content is on Canvas. You will utilize it to keep track of assignment due dates, events, and deadlines on the site calendar. It is also where you can post to the class discussion page. Most importantly, it is where you will upload many of your course assignments! Please log in with your UF username and password, and explore, just in case you have any questions.

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) 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 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.

In-Class Recording

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

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