

RTV 3405 Media & Society

Spring 2024

Tuesday, Period 9-10 (4:05 PM – 6:00 PM), Anderson 0013

Thursday, Period 9 (4:05 PM – 4:55 PM), Anderson 0013

Instructor: Xinlei Wu

Email: x.wu@ufl.edu

Office Location: Weimer G31

Office Hours: Tuesday 2:30-3:30PM, Thursday 1:30-2:30PM or by appointment via email

UF Canvas: <http://elearning.ufl.edu/>

Course Description:

In today's world, media has become an integral part of everyday life for both individuals and society. We constantly consume and create media contents, often with little thought towards its influence on ourselves and people around us. This course will provide a broad introduction how media influences our society from four perspectives: technology, industries, content, and users. Several theoretical approaches will be introduced for a better understanding on the interactions between media and society with an emphasis on those frameworks associated with mass communication and mediated communication. By examining examples from traditional 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

1. Understand the interactions between media and society using sociological approach.
2. Identify and explain how the four core components in the media model interact with society under the contemporary media environment.
3. Pinpoint the significant developments in media technology.
4. Examine the social forces that influence the media industry.
5. Explore the ways in which media represent the social world.
6. Explain the active roles users play in media process and how media influence the users.
7. Conduct individual and group research projects and compose papers in APA style.

Textbook

Croteau, D., Hoynes, W., & Childress, C. (2022). *Media/society (7th Edition): Technology, Industries, Content, and Users*. Sage Publications.

Additional readings will be posted on UF canvas at least one week prior to the class meeting.

Course Measurement Breakdown

Students' progress in this course will be evaluated according to the following distribution:

Assessments	
In-class short quizzes (10)	10%
Writing Assignments (2)	20%
Mid-term Exam	20%
Final Exam	20%
Group Project	30%

Late Work Policy

Students are expected to complete assignments by the day they are scheduled. The following penalties will be applied to all work that is late for any reason other than those identified by the university policies, which can be found online at:

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

Point Deduction	Duration of Lateness
5 Points	Less than an hour
10 Points	Greater than one (1) hour but less than 24 hours
15 Points	Greater than 24 hours but less than 48 hours
25 Points	Greater than 48 hours but less than one (1) week
Not Accepted	Greater than one (1) week

Lectures

It is the responsibility of the student to attend all lectures. The lectures are designed to build off each other as well as correspond with the weekly readings and assignments.

Attendance & Participation

The material of this course provides rich opportunity for debate and discussion. We will all learn so much more during our time together when everyone actively participates and shares their personal insight and perspectives. Therefore, I would encourage you to attend and speak up during class with questions and comments. Absences that are not emergencies or acceptable reasons for missing class (as outlined in the [university attendance policies](#)) will negatively affect your participation grade.

In-class short quizzes

A total of TEN (10) quizzes will be given throughout the semester (see course calendar) during the classes. These open-notes quizzes will cover the materials from the current week or the previous week. Each quiz will count ONE (1) point towards your final grade. NO make-up quiz will be given.

Writing Assignments

There will be TWO (2) writing assignments during the semester. These assignments provide students with opportunities to apply the material learned from the lectures. Specific details about

each assignment will be provided within the "Assignments Tab" of Canvas. The assignments are due by 11:59 p.m. EDT/EST on designated dates.

Exams

Twice during the semester, students must complete these close-notes exams. Exams can be completed in Canvas (recommended) or on paper.

Group Project

This group project (approximately three or four students in each group) of a research proposal gives you the opportunity to apply the media model to a phenomenon that intrigues you about media influence or use. This proposal should include introduction, literature review, case study, and conclusion. Detailed description and rubrics of the group project will be posted on Canvas. The project will be divided into TWO parts:

1. A mid-semester report including introduction and literature review of the research project
2. A final report including introduction (revised), literature review (revised), case study, discussion/conclusion, and complete references.

Grading Policy

A:	≥ 93%
A-:	≥90% to <93%
B+:	≥87% to <90%
B:	≥83% to <87%
B-:	≥80% to <83%
C+:	≥77% to <80%
C:	≥73% to <77%
C-:	≥70% to <73%
D+:	≥67% to <70%
D:	≥63% to <67%
D-:	≥60% to <63%
E:	<60%

Course Calendar

1. **Week One – 1/9 & 1/11**
Lecture: Models of communication media
2. **Week Two – 1/16 & 1/18**
Lecture: A sociology of media; The history of media technology
In-class Quiz #1 (1/18)
3. **Week Three – 1/23 & 1/25**
Lecture: Technological determinism vs. social constructionism; Mass media research
In-class Quiz #2 (1/25)
Group Project: Group designation
4. **Week Four – 1/30 & 2/1**
Lecture: The economics of the media industry
In-class Quiz #3 (2/1)
5. **Week Five – 2/6 & 2/8**
Lecture: Political influence on media
Writing Assignment 1: due on 2/8, 11:59PM
6. **Week Six – 2/13 & 2/15**
Lecture: Media organizations and professionals
In-class Quiz #6 (2/15)
7. **Week Seven – 2/20 & 2/22**
Lecture: Media organizations and professionals (cont'd)
In-class Quiz #6 (2/22)
8. **Week Eight – 2/27 & 2/29**
Lecture: Media & ideology
In-class Quiz #6 (2/29)
Group Project Midterm Report: due on 2/29, 11:59PM
9. **Week Nine – 3/5 & 3/7**
Lecture: Media & ideology (cont'd)
Midterm Exam: 3/7
10. **Week Ten – Spring Break**
11. **Week Eleven – 3/19 & 3/21**
Lecture: Social inequality and media representation
In-class Quiz #7 (3/21)

- 12. Week Twelve: 3/26 & 3/28**
Lecture: Audience and creators
In-class Quiz #8 (3/28)
Writing Assignment 2: due on 3/28, 11:59PM
- 13. Week Thirteen – 4/2 & 4/4**
Lecture: Media influence
In-class Quiz #9 (4/4)
- 14. Week Fourteen – 4/9 & 4/11**
Lecture: Globalization and the future of media
In-class Quiz #10 (4/11)
- 15. Week Fifteen – 4/16 & 4/19**
Group Project Presentation
- 16. Week Sixteen – 4/23**
Final Exam: 4/23
Group Project Final Report: due on 4/25, 11:59PM

Course Policies

COVID-19 Protection and Care

Please follow all current university rules and guidance regarding health and safety. Please be considerate of your classmates as we continue to handle the pandemic. Masks are welcome.

Attendance and Participation

Regular, consistent participation is necessary for success in this course. If you need to step away from an activity or assignment for a period of time, let the instructor know via email as soon as possible. If you are sick, or need to quarantine following exposure to someone who is sick, stay home. Otherwise, we will do our best to maintain an in-person format.

Deadlines

In principle, all deadlines in this course are final. Exceptions and extensions can be made, if notice is given in advance via an official email. The instructor reserves the right to accept or reject requests for extensions. If an assignment receives a failing grade, the student may request a reevaluation via an official email. However, be aware that this may lead to a lower grade.

Course Communication

Course materials and updates will be posted regularly to Canvas. Course-related questions should be communicated via email to Xinlei Wu (x.wu@ufl.edu). I have a policy of responding within 24 hours (usually much sooner). I also encourage you to make good use of office hours.

Technology Requirements

You are required to have access to a laptop or computer with reliable Internet access. You will need the UF VPN (<http://www.uflib.ufl.edu/login/vpn.html>) to access some library resources off campus, which requires your GatorLink credentials (and two-factor authentication). You will need access to a word processing program (Word or similar). UF provides access to virtual versions of Office via UF Apps.

In the event of any technology failures (any of the above tools, or Canvas itself), please contact the instructor via email. In most cases, the problem may involve human error or system maintenance and can be resolved quickly with troubleshoot or patience. Please be proactive in contacting the instructor via email with any technological issues. In the event of persistent technological failure, the instructor reserves the right to specify alternate plans for access and delivery of the activity or assignment.

Class Demeanor

Students are expected to behave in a manner that is respectful to the instructor and to fellow students. Opinions held by other students should be respected in class, and conversations should be constructive and on-topic. If you experience frustration or conflict with a fellow classmate, please notify the instructor and I can help.

Netiquette Communication Courtesy

All members of the class are expected to follow rules of common courtesy in all email messages,

threaded discussions and chats. For more information, refer to the Netiquette Guide for Online Courses (<http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf>)

UF Policies

Honor Code

You are required to abide by the University of Florida Student Honor Code. Any violation of the academic integrity expected of you will result in a minimum academic sanction of a zero on the assignment. I take originality in writing and creative work very seriously, and expect you to fully understand what is considered plagiarism. For helpful information on original work, see:

<https://www.jou.ufl.edu/wp-content/uploads/2021/08/Plagiarism-Guideline-081321.pdf>

<https://guides.uflib.ufl.edu/copyright/plagiarism>

<http://oaa.osu.edu/assets/files/documents/hownottoplagiarize.pdf>

<https://plagiarism.iu.edu/index.html>

<https://plagiarism.arts.cornell.edu/tutorial/index.cfm>

I am always available to proactively discuss any uncertainties or ambiguities before you submit an assignment. Any alleged violations of the Student Honor Code will automatically result in a referral to Student Conduct and Conflict Resolution. Please review the Student Honor Code and Student Conduct Code at <http://sccr.dso.ufl.edu/policies/student-honor-code-student-conductcode/>

Accommodations

Students with disabilities requesting accommodations should first register with the UF Disability Resource Center (<https://disability.ufl.edu/about/contact-us/>) at (352) 392-8565 by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodations. Students with disabilities should follow this procedure as early as possible in the semester.

Course Evaluation

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/>.

Please note (adapted from <https://doi.org/10.1371/journal.pone.0216241>): Student evaluations of teaching play an important role in the review of faculty. Your opinions influence the review of instructors that takes place every year. Student evaluations of teaching are often influenced by students' unconscious and unintentional biases about the race and gender of the instructor. Women and instructors of color are systematically rated lower in their teaching evaluations than white men, even when there are no actual differences in the instruction or in what students have learned. As you fill out the course evaluation, please keep this in mind and make an effort to resist stereotypes about professors. Focus on your opinions about the content of the course (the

assignments, the textbook, the in-class material) and not unrelated matters (the instructor's appearance).

Political Environment

Please familiarize yourself with current legislation, proposed legislation, and legal proceedings that affect higher education in the state of Florida. You are likely impacted in your multiple roles as a student, a researcher, and an instructor. Examples include in-class recordings (<https://aa.ufl.edu/policies/in-class-recording/>) and HB 7 (<https://cdo.ufl.edu/hb-7/>).

Resources

Health and Wellness

U Matter, We Care (<https://umatter.ufl.edu/>) If you or a friend is in distress, please contact umatter@ufl.edu or (352) 294-2273 so that a team member can reach out to the student.

Counseling and Wellness Center (<http://www.counseling.ufl.edu/>) If you would benefit from talking to someone or getting resources to cope with stress or any other thoughts and feelings, please call (352) 392-1575 or visit <https://counseling.ufl.edu/about/location-hours-contact/>.

Title IX (<https://titleix.ufl.edu/>) To report sexual assault, harassment, or discrimination, please contact the Title IX office via their website, inform@titleix.ufl.edu, or (352) 275-1242.

Student Health Care Center (<https://shcc.ufl.edu/>) Please visit the website or call (352) 392-1161 for 24/7 information to help you find the care you need.

GatorWell Health Promotion Services (<https://gatorwell.ufsa.ufl.edu/>): For prevention services focused on optimal wellbeing, including Wellness Coaching for Academic Success, visit the GatorWell website or call 352-273-4450

Academic Resources

E-learning Technical Support (<https://elearning.ufl.edu/keep-learning/>) For help with Canvas and other technologies for this course, contact helpdesk@ufl.edu or (352) 392-4357 (select option 2).

Career Connections Center (<http://www.crc.ufl.edu/>) For career assistance and counseling, contact UFCareerCenter@ufsa.ufl.edu or (352) 392-1601; Located in Reitz Union suite 1300.

Ask-A-Librarian (<https://uflib.ufl.edu/find/ask/>) This site provides multiple ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center (<https://teachingcenter.ufl.edu/>) This office helps with tutoring, study groups, and general study skills. Visit the website or call (352) 392-2010.

Writing Studio (<http://writing.ufl.edu/writing-studio/>) This office helps with brainstorming, formatting, and writing papers. Visit the website to make an appointment, or call (352) 846-1138.

UF Online/Internet Privacy Statement (<https://privacy.ufl.edu/privacy-policies-and-procedures/onlineinternet-privacy-statement/>) UF's statement about privacy and data security.