

Course: Media and Society

RTV 3405

Semester: Spring 2024

Day and Time: Tuesdays: 12:50 pm – 3:50 pm.

Classroom Location: Matherly Hall: **0105**

Instructor: Ernest Makata

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Cell phone: 929-519-1763

Office Hours: Tuesdays: 10:30 am – 11:30 am

Office Address: Weimer Hall: **GO31** (Booking appointments ahead of time is highly recommended, but students can walk in too).

Course Description

Welcome to **RTV 3405, Media and Society**. I am glad to work with you to understand more the role media plays in our lives as individuals and society. This course provides a platform for exploring the theoretical, political, sociological, economic, and cultural foundations that guide mass media production, dissemination, and consumption. Throughout our time together this Fall Semester, we shall analyze how mass and social media have shaped our lives and society through lectures, presentations, and robust discussions in class. This syllabus is a guide to how we shall organize ourselves to achieve our objectives.

Course Objectives

Together, we shall explore this course, and by the end of this course, you will have acquired the following abilities and skills. They are:

- A.** Identify fundamental theories, models, concepts, and sociological foundations about Mass media.
- B.** Analyze how media ownership, politics, and economics impact media.
- C.** Evaluate prevailing factors that influence media content creation.
- E.** Demonstrate ability to critically apply theories and formulate personal opinions on the relationship between media and society.

Required Textbook: Croteau, D., Hoynes, W., & Childress, C. (2022). *Media/society: Technology, industries, content, and users* (7th ed.). SAGE

Recommended Reading: American Psychological Association (Washington, District of Columbia) (Ed.). (2020). *Publication manual of the American Psychological Association* (7th ed). American Psychological Association.

Any other materials that will be useful for this course will be announced in class and posted on Canvas.

Course Activities

We shall engage in the following activities to achieve our objectives in this class.

Weekly Readings: You will be assigned pages from the required textbooks weekly. These readings will equip you with the historical, contextual, and sociological backgrounds of the principles and cases we shall discuss.

Reaction Briefs: Every week, you are expected to react to the activities done in the class, a video shown in class, or a presentation. You are expected to write **200-300 words** evaluating any part of the learning activities for the week. **This assignment is due at 11:59 pm every Friday of the week and does not hold on quiz weeks.**

Presentations: This is a group activity. Each group will be required to pick and give a presentation on any topic of their choice about media and society. It must be an original work, not a work presented elsewhere. We shall discuss concerns about grouping, topics, and presentation dates. Rubrics for this assignment will be posted on the assignment page.

Quiz: There will be four module-by-module quizzes. Dates are already assigned in the table of schedules. The quiz will be online. You must be sure you have the time to take the quiz before logging in. **The quizzes are due by 11:59 pm on the indicated dates.**

Presentation Instructions:

1. You are required to make your presentations using any presentation media deemed necessary to achieve your goal. Hence, you can use PowerPoint, Google Slides, Prezi, etc. Make sure you familiarize yourself with any of these platforms before your presentation. Your presentation can include multimedia that will buttress your point.
2. I expect that you include your citations (**APA style**) in your slides as appropriate. However, I explicitly require you to separately **submit a bibliography** of the works in your presentation in a **Microsoft Word Document** after the presentation.

Attendance: It is a mark of respect to all the participants in this class if we attend lectures as and when due. As you may notice, this class involves a lot of active participation and presentations. We all would like every other person to be there when we make our presentations. Hence, the onus lies with each student to attend this class as required. While you may have reasons to be absent from class, remember I will abide by the official school policy regarding attendance to lectures as specified here: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>. Remember, attendance and participation count toward your final grade.

Assignment Deadlines: I do not intend to police anyone around regarding deadlines. All our submissions will be via Canvas, and deadlines apply automatically. It behooves you to make sure

you beat the deadline, not because of the mark you will lose, but because it is training in self-discipline and time management, which are crucial skills in today's workplace and as a media personality. Unfortunately, failure to beat the deadline will make your submission compete only for half of the total marks possible for that assignment. For example, if the full mark is 20 and you submit it after the deadline, your maximum grade will be 10. If there is any reason why you cannot meet the deadline, I would be glad to know ahead of time.

Evaluation Criteria

All assignments and presentations are assessed based on structure and content. The structure of the work includes presentation, time, design, and following the requirements and instructions. Content should demonstrate the quality of analysis, appropriate application of principles, logic, and scholarship in research.

Assignment Weights

Group Presentation:	20%
Class participation/Attendance	10%
Reaction Papers:	10%
Quizzes: (15% per quiz)	60%

Grading

The following number of accumulated points show you your corresponding letter grade in this course: *(A) 93 or greater, (A-) 90-92.99, (B+) 87-89.99, (B) 83-86.99, (B-) 80-82.99, (C+) 77-79.99, (C) 73-76.99, (C-) 70-72.99, (D+) 67-69.99, (D) 60-66.99, (E) Below 60.*

Withdrawal

As you very well know, unforeseen circumstances may lead to your withdrawal from this course. I will be glad if you deem it suitable to let me know before you drop out of the class. This is **not required**. You can consult the Academic Advising website for more details on dropping classes.

Electronic Use

You are allowed to bring laptops or tablets for note-taking. However, the use of other electronic devices is strictly prohibited during class. Please turn your phone off or to silent mode during classes.

University of Florida Policies

Academic Integrity, Cheating, and Plagiarism

- Academic integrity is required for this course (<https://teach.ufl.edu/resourcelibrary/academic-integrity-at-uf/>)

- You are required to abide by the Student Honor Code. Any violation of the academic integrity expected of you will result in a minimum academic sanction of “failing grade on the assignment or assessment.” Any alleged violations of the Student Honor Code will result in a referral to Student Conduct and Conflict Resolution. Please review the Student Honor Code and Student Conduct Code at sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code.
- **Plagiarism, including self-plagiarism** and cheating, will not be accepted or tolerated. For more information regarding plagiarism at <https://regulations.ufl.edu/wp-content/uploads/2018/06/4.040-1.pdf>
- You may not turn in work that is not your own, including work generated by **Chat GPT and other AI programs**.

Campus Resources: Please take advantage of the following services if you need them. Taking care of ourselves is key to sustaining our efforts in our academic pursuit.

Health and Wellness

- *U Matter, We Care:* If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit the [U Matter, We Care website](#) to refer or report a concern, and a team member will reach out to the student in distress.
- *Counseling and Wellness Center:* Visit the [Counseling and Wellness Center website](#) or call 352-392-1575 for information on crisis services as well as 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 [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, call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608. Visit the [UF Health Emergency Room and Trauma Center website](#).

Academic Resources

- For e-learning technical support, Contact [the UF Computing Help Desk](#) at 352-392-4357 or via e-mail at helpdesk@ufl.edu.
- [Career Connections Center](#): Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.
- [Library Support](#): Various ways to receive assistance with respect to using the libraries or finding resources.
- [Teaching Center](#): Broward Hall, 352-392-2010, or to make an appointment 352- 392-6420. General study skills and tutoring.

- [Writing Studio](#): 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.
- Student Complaints On-Campus: [Visit the Student Honor Code and Student Conduct Code webpage for more information.](#)
- Online Students Complaints: [View the Distance Learning Student Complaint Process.](#)

Accommodations for Students with Disabilities

Accommodation requests must be obtained by registering with the Dean of Students Office. The Dean's office will provide the students with documentation that they must provide to the course instructor when requesting accommodation. As an instructor, I cannot grant this by myself.

Recording of Lectures and Software Use During Classes

Our University allows students to record video or audio of class lectures. However, such recordings are strictly restricted to (1) 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. Pointedly, you are not allowed to share the recorded lecture for the private or public use of former or future students without the instructor's permission. I do not consent to the recording of private discussions unrelated to the lecture or any other non-lecture portion of this class.

All faculty, staff, and students of the University are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against university policies and rules, disciplinary action will be taken as appropriate. We, the University of Florida community members, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

Evaluations

Kindly give your respectful and professional feedback. Your honest evaluations will help me know my strengths and weaknesses in becoming a good teacher. Let me know how I have helped or failed in achieving the objectives of this class. You will be notified via Canvas and e-mail when the evaluation portal opens. Guidance on how to give feedback professionally and respectfully is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens and can complete evaluations through the e-mail 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/>.

Table of Schedules

	Date	Topic/Reading		Readings
Wk.1	1/9		Introduction	
Wk. 2	1/16	Module 1.1	Sociological foundations of the media industry	Ch. 1
Wk. 3	1/23	Module 1.2	History and evolution of media technology	Ch. 2
Wk. 4	1/30	Module 1.3	Economic power and the media	Ch. 3
Week 5	2/6	Module 1.4	Media regulations and democracy Module 1 Review	Ch. 4
	2/9		Quiz 1	
Wk. 6	2/13	Module 2.1	Organizations and media professionals	Ch. 5
			Group Presentations	
Wk. 7	2/20	Module 2.2	Media and ideology	Ch. 6
			Group Presentations	
Wk. 8	2/27	Module 2.3	Media, stereotypes, and representation. Module 2 Review	Ch. 7
	3/1		Quiz 2	
Wk. 9	3/5	Module 3.1	New Media: Content creators and audience	Ch. 8
			Group presentations	
	3/12		Spring Break	
Wk. 10	3/19	Module 3.3	Human-machine (mediated) Communication	From Canvas
			Group Presentations	
Wk. 11	3/26		Social Media and Citizen Journalism Group Presentations	From Canvas
	3/29		Quiz 3	
Wk. 12	4/2	Module 4.1	Media Effect theories	

			Group presentations	Ch. 9/ From Cavas
Wk. 13	4/9	Module 4.2	Globalization and media	Ch. 10
			Group Presentations	
Wk. 14	4/16	Module 4.3	Group Presentations Module 4 Review	
Wk. 15	4/23		Final Quiz	

Note: If necessary, this syllabus may be subject to minor reviews as the course progresses.