

RTV4420 New Media Systems – Spring 2024

Instructor: Sasha Matar, Adjunct Lecturer

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Office Hours (Virtual only): by appointment. See <https://calendly.com/sasha-matar> to schedule an appointment.

Course Description and Objectives

This course looks to the past and to the future to explore the relationship between the media system and other societal forces, including, but not limited to, technological development, economics, politics, and demographics. Students will learn frameworks in which to evaluate the future of the media system.

Prerequisites: Senior standing

Course Learning Objectives

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

- Describe and explain the "media system," including:
 - "The internal and external influences on the development and use of communication technologies.
 - "How these interact to affect the development of the media systems and are affected, themselves.
- Identify, locate, and use information sources useful in analyzing trends and issues in elements of the media system.
- Using qualitative and quantitative tools, analyze these influences as drivers of communication technology development and communication technologies' influence on the political, economic, and other systems within societies.
- In a team, conduct project research and write a scenario about a future state of an aspect of the media system.

Course Format and Requirements

This course is a completely asynchronous class. Each week you will have readings, quizzes, and discussions. All of this comes together with the final project due at the end of the semester. You must keep up with the readings to fully understand issues and intelligently complete your assignments and quizzes. It is in your best interest to fully engage yourself because what you learn will help you make important decisions in the future.

** This syllabus is subject to change as appropriate and necessary. Updates will be posted on Canvas.*

Book – Required

-Wilson, I., & Ralston, Jr., W. K. (2006). *The Scenario Planning Handbook: Developing Strategies in Uncertain Times*. Thomson/Southwestern.

Additional Readings as Assigned

Additional Readings will be posted and available on Canvas.

Minimum technology requirements

The University of Florida expects students to enter an online program to acquire computer hardware and software appropriate to their degree program. Most computers are capable of meeting the following general requirements. A student's computer configuration should include:

- Webcam
- Microphone
- Broadband connection to the Internet and related equipment (Cable/DSL modem)
- Microsoft Office Suite installed (provided by the university)

Individual colleges may have additional requirements or recommendations, which students should review before starting their program.

Minimum technical skills

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

Availability

Please feel free to reach out to me any time during the semester. I'm available by email and will try to get back to you within 24 hours. If you would like to set an appointment, you can see times I have available here: <https://calendly.com/sasha-matar>

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.

Assignment	% of Total Grade
Assignments/ Quizzes / Discussions	50%
Final Project	50%
Total	100%

The grading scale for the course is:

A 94.0-100%	C 74.0-76.99%
A- 90.0-93.99%	C- 70.0-73.99%
B+ 87.0-89.99%	D+ 67.0-69.99%
B 84.0-86.99%	D 64.0-66.99%
B- 80.0-83.99%	D- 61.0-63.99%
C+ 77.0-79.99%	E below 61.0%

Follows current UF policies

(<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>).

Course Policies

You are expected to participate in class discussions.

All assignments are due when listed. Failure to meet this requirement will result in a lower grade (usually 10 point deduction per day late), up to and including a "0" for that assignment.

Be sure to watch for class announcements. They are used to distribute important information and announcements about class assignments, quizzes, schedules, etc.

As this is an online class, you are responsible for observing all posted due dates and are encouraged to be self-directed and take responsibility for your learning.

Requirements for make-up exams, assignments, and other work in this course are consistent with university policies that can be found at

catalog.ufl.edu/UGRD/academic-regulations/attendance-policies
(<http://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/>)

Course Outline

ORIENTATION MODULE	<ul style="list-style-type: none">○ Course Quiz○ Introduce Yourself
MODULE 1 – The Interplay of Technology, Society, Individuals, and the Environment	<ul style="list-style-type: none">○ Module 1 Discussion○ Module 1 Quiz
MODULE 2 – Introduction to Scenarios	<ul style="list-style-type: none">○ Module 2 Assignment○ Module 2 Quiz○ Final Project Discussion○ Final Project Topic
MODULE 3 – The Scenario Project	<ul style="list-style-type: none">○ Module 3 Quiz○ Mid-Course Survey
MODULE 4 – A Look at 4 Emerging Technologies	<ul style="list-style-type: none">○ Module 4 Assignment○ Module 4 Discussion
MODULE 5 – Resources for Finding Information	<ul style="list-style-type: none">○ Module 5 Assignment
MODULE 6 – Forecasting Approaches	<ul style="list-style-type: none">○ Module 6 Assignment○ Module 6 Quiz○ End-of-Course Survey
MODULE 7 – Writing and Presenting Your Scenario	<ul style="list-style-type: none">○ Final Project Draft○ Final Project

Late Work

You are responsible for all material covered or assigned. Your grade on late assignments will drop one letter grade for every day they are late. **If a technical problem occurs that prevents timely submission of an assignment, you should first contact your instructor and/or TA and then the UF Help Desk.** Follow up with an email to the instructor that includes an update and Help Desk Ticket #.

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 course's objectives. !"Print out the Course Schedule 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'll 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.

Diversity Statement

Your experience in this class is important to me. I embrace a notion of an intellectual community enriched and enhanced by diversity along a number of dimensions, including race, ethnicity and national origins, gender and gender identity, sexuality, socio-economic class, disability, age, and religion. It is my intent that students from all diverse backgrounds and perspectives be well-served by this course and that the diversity that students bring to this class be viewed as a resource, strength, and benefit. Please let me know ways to improve the effectiveness of the course for you personally or for others.

In this course, we will cover subjects that may be sensitive and/or challenging. As in all our courses, we do this not to indoctrinate but to instruct, to prepare you to be the most effective and successful media professional or scholar that you can be. We encourage you to understand all concepts presented in class, but we know that what you personally choose to believe is your business.

Course Professionalism

Students are expected to conduct themselves in a professional manner at all times. Carefully consider how you participate and the assignments you submit. You can use humor and demonstrate creativity but think ahead to how it will reflect on you. Use your best professional judgment. Projects should not contain nudity, profanity, illegal activities or situations that would put you or others in danger.

Student Accommodations

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the disability Resource Center. [Click here to get started with the Disability Resource Center \(Links to an external site.\)](#). It is important for

students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.

Recording of Class

Although the class is already recorded, the same rules as other online/in-person classes still apply. 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.

University Honesty Policy

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 Conduct Code specifies a number of behaviors that are in violation of this code and the possible sanctions. [Click here](#) to read the Conduct Code. If you have any questions or concerns, please consult with me.

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.bluer.com/ufl/>.

Campus Resources

U Matter, We Care: If you or someone you know is in distress, please contact umatter@ufl.edu, 352- 392-1575, or visit [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 [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

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.

On-Line Students Complaints: View the [Distance Learning Student Complaint Process](#).