

**RTV 3001 Introduction to Media Industries and Professions**  
**Summer B 2024**

<b>Instructor Information</b>	Instructor: Nili Cimand <a href="mailto:nili.cimand@ufl.edu">nili.cimand@ufl.edu</a> Contact via email or Canvas Inbox																									
<b>Course Objectives</b>	<p>Electronic media encompass all contemporary paths of mass communication into our lives: radio, television, cable, satellite and the internet. This course investigates their dynamic influence by unveiling principles that govern media channels of information and entertainment. The goal for students is to understand how our media tools were created, were nurtured into an information industry, and now shape our lives in political, economic, and social ways. We will critically analyze the latest developments from the standpoints of media owners, advertisers, managers, producers, and audiences.</p> <p>Students will gain knowledge of media industries and professions. 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 and discuss the following developments:</p> <ul style="list-style-type: none"> <li>• The historical development of electronic media</li> <li>• The technologies involved in the creation of electronic media</li> <li>• The structure, economics, and regulation of electronic media</li> <li>• The political and legal issues involved in content and management decisions</li> <li>• The economics of electronic media, including programming and ratings</li> </ul>																									
<b>Evaluative Criteria &amp; Assignments</b>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 60%;">Weekly Quizzes</td> <td style="width: 10%; text-align: right;"><b>70%</b></td> <td style="width: 30%;"><b>A 90-100</b></td> </tr> <tr> <td>Writing Assignments</td> <td style="text-align: right;"><b>14%</b></td> <td><b>B+ 87-89</b></td> </tr> <tr> <td>Group Presentation</td> <td style="text-align: right;"><b>16%</b></td> <td><b>B 80-86</b></td> </tr> <tr> <td colspan="2">Details will be posted on Canvas</td> <td><b>C+ 77-79</b></td> </tr> <tr> <td><b>Total Percentage</b></td> <td style="text-align: right;"><b>100%</b></td> <td><b>C 70-76</b></td> </tr> <tr> <td></td> <td></td> <td><b>D + 67-69</b></td> </tr> <tr> <td></td> <td></td> <td><b>D 60-66</b></td> </tr> <tr> <td></td> <td></td> <td><b>E below 60</b></td> </tr> </table>	Weekly Quizzes	<b>70%</b>	<b>A 90-100</b>	Writing Assignments	<b>14%</b>	<b>B+ 87-89</b>	Group Presentation	<b>16%</b>	<b>B 80-86</b>	Details will be posted on Canvas		<b>C+ 77-79</b>	<b>Total Percentage</b>	<b>100%</b>	<b>C 70-76</b>			<b>D + 67-69</b>			<b>D 60-66</b>			<b>E below 60</b>	
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<b>Course Structure</b>	<p>This asynchronous course is online only via Canvas. All deadlines are on Eastern Time. Each module will become available on Tuesday at 12:00am to Monday at 11:59pm ET of a given week, including holidays.</p> <p>It is the student's responsibility to follow and adhere to this schedule. Each module may consist of course videos, readings, assignments, and quizzes. Final grades will be calculated based on the average grade calculated in the Canvas grade book and according to the grading scale listed on this page.</p> <p>Quiz material will be drawn from video lectures, discussions, and readings. In order to succeed, students should remain current with assigned readings, class notes, and class discussions. Quizzes will not be cumulative.</p>																									

	<p>There is no final exam for this course.</p>
<p><b>Deadlines &amp; Make-Up Policies</b></p>	<p>Unless otherwise noted, quizzes and assignments must be submitted via Canvas by the end of day (11:59 p.m.) on due dates.</p> <p>Weekly quizzes and the group project may not be submitted late. If you do not complete a quiz or the group project by the due date, you will receive a 0. Grades for late individual assignments will be lowered by one letter grade for each day that it is late. Assignments 3 or more days late will not be accepted.</p> <p>There is no make-up or extra-credit in this class.</p>
<p><b>Textbook</b></p>	<p>Hanson, R. E. (2019). <i>Mass Communication: Living in a Media World</i> (8th Edition). Los Angeles: Sage. ISBN: 9781544332345</p>
<p><b>E-learning Aka Canvas</b></p>	<p><a href="https://elearning.ufl.edu">https://elearning.ufl.edu</a> Website for your course content.</p> <p>All class materials will be available under the appropriate week/module. This includes prerecorded videos, readings, links to assignments, and any additional relevant materials. In other words, if you are looking for the recording or assignment from Week 3's class, then click on the Week 3 module. This is also available under the Modules tab of Canvas. Please log in with your UF username and password and explore.</p>
<p><b>Communication</b></p>	<p>Messages to the entire class will be sent out via Canvas Announcements. Please visit the Announcements tab often.</p> <p><b>TECHNOLOGY</b></p> <p>You may use AI programs such as ChatGPT to help generate ideas and brainstorm. However, you should note that the material generated by these programs may be inaccurate, incomplete, or otherwise problematic. Beware that use may also stifle your own independent thinking and creativity.</p> <p>You may not submit any work generated by an AI program as your own. If you include material generated by an AI program, it should be cited like any other reference material (with due consideration for the quality of the reference, which may be poor). Be aware that your work can be run through a ChatGPT detection program that will flag grammatical inconsistencies and/or inaccurate source information.</p>
<p><b>University Policies</b></p>	<p><b>STUDENTS WITH DISABILITIES</b></p> <p>Students requesting accommodations should first register with the Disability Resource Center (352-392-8565, <a href="https://disability.ufl.edu">https://disability.ufl.edu</a>) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.</p> <p><b>STUDENT EVALUATION OF COURSE AND INSTRUCTOR</b></p> <p>Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are subsequently available to students.</p>

### UF HONOR CODE

You are required to abide by the Student Honor Code. Any violation of the Student Honor Code will result in a referral the Student Conduct and Conflict Resolution and may result in academic sanctions and further student conduct action. The two greatest threats to the academic integrity of the University of Florida are cheating and plagiarism. Please review the Student Honor Code and Student Conduct Code here.

### HELP WITH COPING

The UF Counseling and Wellness Center is a terrific, free resource for any student who could use help managing stress or coping with life. To make an appointment or receive after-hours assistance, call 352-392-1575.

This is a tentative course outline. Details for each week's topic will be provided on Canvas.

Summer B 2024 – COURSE OUTLINE*		
WEEK	DATE	TOPIC
1	7/1	Welcome, Introductions, Expectations, Course Objectives <ul style="list-style-type: none"><li>• Video Lecture Chapter 1, Living in a Media World</li><li>• Video Lecture Chapter 2, Mass Communication Effects</li><li>• Assignment: Purchase Textbook</li></ul>
		<b>Due by Monday Night:</b> <ul style="list-style-type: none"><li>• Quiz 1 Chapters: 1, 2</li><li>• Sign up for:<ul style="list-style-type: none"><li>○ Textbook Chapter Group Project</li><li>○ Current Events in Digital Media individual assignment</li></ul></li></ul>
2	7/9	Video Lecture Chapter 3, The Media Business
		<b>Due by Monday Night:</b> <ul style="list-style-type: none"><li>• Quiz 2 Chapter: 3</li><li>• Students #1-34: Current Events in Digital Media<ul style="list-style-type: none"><li>○ Each student must reply to these posts by the following Friday</li></ul></li><li>• Virtual Group Presentations Groups # 1-7:<ul style="list-style-type: none"><li>○ Chapter 4, Books</li><li>○ Chapter 5, The News</li></ul></li></ul>
3	7/16	Video Lecture Chapter 6, Audio
		<b>Due by Monday Night:</b> <ul style="list-style-type: none"><li>• Quiz 3 Chapter: 6</li><li>• Students #35-67: Current Events in Digital Media<ul style="list-style-type: none"><li>○ Each student must reply to these posts by the following Friday</li></ul></li><li>• Virtual Group Presentations Groups # 8-14:<ul style="list-style-type: none"><li>○ Chapter 9, Online and Mobile Media</li><li>○ Chapter 10, Social Media and Video Games</li></ul></li></ul>
4	7/23	Video Lecture Chapter 7, Movies Chapter 8, Television and Video
		<b>Due by Monday Night:</b> <ul style="list-style-type: none"><li>• Quiz 4 Chapters: 7 and 8, 4 and 5</li><li>• Students #68-102: Current Events in Digital Media<ul style="list-style-type: none"><li>○ Each student must reply to these posts by the following Friday</li></ul></li><li>• Virtual Group Presentations Groups # 15-20:<ul style="list-style-type: none"><li>○ Chapter 11, Global Media</li><li>○ Chapter 15, Media Ethics</li></ul></li></ul>

5	7/30	Video Lecture Chapter 12, Advertising Chapter 13, Public Relations
		<b>Due by Monday Night:</b> <ul style="list-style-type: none"> <li>• Quiz 5 Chapters: 12 and 13, 9 and 10</li> </ul>
6	8/6-8/9	Video Lecture Chapter 14, Media Law
		<b>Due by Friday Night:</b> <ul style="list-style-type: none"> <li>• Quiz 6 Chapters: 14, 11 and 15</li> </ul>
*Course outline is subject to change at the discretion of the instructor.		