

RTV 3405 (12571): Media and Society

**Summer 2024 – <http://elearning.ufl.edu/>. Our course begins Monday, May 13!
Please read and study the essential information below...**

Course Professor | Executive Producer: Gladys L. Cleland, DM, HDD (and a CJC Gator!). Please address me as Dr. Cleland.

E-mail: clelangl@ufl.edu

Cell: 315.382.8484 (*I live in Central New York – Eastern Time*)

Office Hours: *Asynchronously*, cell call or Zoom conference by appointment. My weekly availability also will be posted in Course Announcements, plus queries are always welcomed via email!

Course Description | Learning Goals

Hello, Communicators!

It's great to have you as a colleague in RTV 3405: Media and Society (3 credits). This is the first "reveal" of an updated Course Shell, so I'm counting on you to help me make this course easy to navigate and error-free. Thanks so much in advance!

Together, we will explore, analyze, discuss, and evaluate the role of the mass media and its powers to inform, influence and entertain vast audiences and individuals. We will explore the many ways society has come to rely on the mass media for guidance when addressing topics and issues of cultural, social, business, and legal affairs.

The content you will research, discuss, and critically analyze will highlight media industries and practices used in the United States, including those of emerging technologies. The overarching goal of this course is to study media entities and how they continually evolve and change as central forces for how we live, interact, create perceptions...and both complicate and make our daily lives easier.

Get ready, Gators! Let's make this a dynamic semester of learning. The learning goals of RTV 3405 are to introduce you to:

- The historical changes of living in a media-driven world
- The evolution of legacy media and its embrace of digital media
- The effects of mass communication – how society and the media interact and co-exist
- The art of strategic communication and its influential power over culture, society, and law
- The role of media leadership and management, including ethical considerations
- The historical and contemporary regulation and control of the media
- Scholarly research and writing protocol in accordance with APA Style.

Learning Objectives

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

1. Recognize and discuss the historical and contemporary developments in mass media
2. Analyze concepts and apply theories to the interaction of mass media and society

3. Evaluate strategic communication and describe its influence over culture, society, and law
4. Describe challenges faced by media leadership and management – ethics and law
5. Research and Produce an original research paper (Capstone Project), that examines the interactive relationship of media and society, highlighting a specific event
6. Participate in an asynchronous classroom forum – working individually or in small groups – to produce deadline materials, addressing the lessons assigned for the successful completion of this course. **Time management is imperative!**
7. *Interact with an eText and complete assignments through Sage Vantage Digital Option*
8. Demonstrate satisfactory use of APA writing and referencing style, using course resources provided.

Course Requirements and Policies

>*This is a Sage Vantage eText Course*

Hanson, R. E. (2022). *Mass Communication: Living in a media world*. (8th ed.). Vantage Digital Option. Los Angeles: Sage. **[Required]**

You **MUST** buy the Vantage edition to complete several course assignments, including quizzes and video activities. Satisfactory completion of ALL Sage Vantage activities is required to pass this course. Everyone can have access to SAGE Vantage during the first two-weeks of our online course – *the SAGE Grace Period* – even if your financial aid has not been processed. Please review the instructions and Technical Support information provided to you within the Course Shell, also found below:

Vantage Registration Help – Remember, SAGE allows a "no excuse," grace period for registration payment!

** Students who opt out of Inclusive Access will lose access to their Vantage course and be unable to read or complete assignments. They will need to purchase Vantage access on their own at the regular price to rejoin the Vantage course and resume work. **

[Click here for step-by-step registration directions](#) or [click here for a video tutorial](#).

Video Tutorials for Vantage: [Click here for Student Videos](#)

SAGE Vantage Technical Support: (800) 818-7243, ext. 7080

- Monday - Friday: 8:00 a.m. – 11:00 p.m. ET
- Saturday: 11:30 a.m. – 8:00 p.m. ET
- Sunday: 11:30 a.m. – 11:00 p.m. ET

>*Weekly Assignments and Deadlines*

The demands of RTV 3405: Media and Society require your *dedicated time, thought, participation, and attention to deadlines* to achieve *Gator Success!*

Each week, your Module will include the following, laid out in true broadcast media communications fashion:

1. From the Assignment Desk (Introduction)
2. This From your Executive Producer (Video of Module highlights)

3. The “Take-a-way” (Learning Objectives)
4. Production Resources (Readings and videos to supplement your eText readings)
5. Production Tasks (Required eText readings, Sage Vantage Activities, and Discussions)

In addition to your eText readings, you will have three types of Production Tasks, including Discussions, Knowledge and Video Checks, Chapter Quizzes, and an occasional Assignment. **Your weekly due date will be Sundays at 11:59 p.m.**, unless otherwise noted in the Assignment Silo or in Course Announcements. An Assignment Silo is located within each Module and offers you instructions for composing and posting your Canvas eLearning submission(s). Your Sage Activities submissions will be submitted within the Sage Vantage learning management system (LMS), which you can access directly through Canvas.

Weekly Production Tasks:

1. **Sage Vantage eText Activities.** These eText Knowledge and Video Checks, and Chapter Quizzes are offered in Sage Vantage and focus solely on the eText materials. The weekly due date for these activities is the same as the Module to which they are assigned.
2. **Discussions.** These are found both in the Discussions tab and in the corresponding weekly Module tab. Discussion is an integral part of this course. You will be asked to post a thoughtful response to a key topic question, including its prompts. You will be expected to demonstrate that you are thinking about the topics presented by supporting your platform with reliable and valid sources documented with APA Style in-text citations and corresponding References listings. Certain Discussions may also require you to respond to one or two student colleagues to receive credit. **Unless otherwise noted, ALL assignments should be submitted as MS Word documents (no .pdfs).**

This valuable learning activity enables you to conduct research, as well as share and defend your own opinions; participate in class debate; and post comments and questions to Assignment Silos. As a CJC student, make it a habit to keep your eyes and ears open for current events you can share during our discussions or in the General Course Discussion Board that may relate to Module topics. As always, please be aware of our “social contract” of [Netiquette](#) - respecting the contributions of others and helping to create a class environment that is welcoming and inclusive.

3. **Assignments.** These are practical, research related and offered in various Modules of the course.

Guidelines for Composing Submission Posts:

RTV 3405: Media and Society may be considered a **writing intensive**, self-directed course, which means that you must be motivated and time manage YOUR participation. My goal is to enhance your knowledge through learning activities *and* individual and group research related to “real world” scenarios and eText materials. Learning activities and Discussions deadlines are posted within each corresponding weekly Module as well as in the Syllabus tab.

EVERY submission should provide at least TWO credible and legitimate outside sources to defend your platform, referenced in APA Style. These are legitimate sources other than your Course eText. Also, please refrain from Wikis, as these can be edited by anyone, and information may not be accurate or valid. If your Module assignment includes a peer post or peer review, also provide at least **ONE credible and legitimate** outside source to defend your platform and to enhance the learning by your colleague.

See apastyle.apa.org AND citefast.com for assistance in formatting in-text citations and end-of-submission References listings. Your Text is one of your course guides, NOT your only source of information. Even if an assignment appears opinion-based, you should seek resources to support your platform. **I call this P-I-E [Platform, what YOU think and plan to defend – Investigation, supporting research information for your platform – Examples (provided to add credibility to your platform and the points you are attempting to make.)]**

Text-only submissions will be composed in an Assignment Silo. Unless otherwise noted, ALL assignments should be submitted as MS Word documents – NO .pdfs. Other MS Word formatting considerations include:

- ✓ Font – Times, 12 point
- ✓ One inch document margins
- ✓ In-text citations
- ✓ An end-of-submission References listing. DO NOT use any other title heading for “References” – do not use “Citations,” “Bibliography,” or “Sources.” Remember, if you list an in-text citation, it must have a properly APA formatted end-of-submission References listing.

Additional online APA Style Resources:

apastyle.apa.org
citefast.com
[The Perdue Owl](#)

Again, ALL Assignment Submissions are due Sundays at 11:59 p.m., unless otherwise noted. To help you time manage your weekly activities and assignment preparation, below are suggested organizational deadlines:

- Complete weekly lectures and readings on Monday/Tuesday
- Complete weekly Knowledge and Video Checks on Wednesday
- Submit Initial Discussion post on Thursday
- Submit any required Discussion peer replies/reviews on Friday/Sunday
- Complete Chapter Quizzes on Friday/Saturday

>Coursework Submissions

In general, as noted throughout this syllabus, coursework should be submitted in the correct corresponding Module Assignment Silos, found in Canvas or Sage Vantage. **Assignments, peer responses, or peer reviews not submitted in the correct place will not receive credit.** Please review the [Canvas Help for Students](#) and the [Sage Vantage Help Videos](#) and articles for assistance.

>Late Work and Make-up Policy

You are expected to prepare and submit your assignments by the required deadlines. There are no make-up options for work or deadlines missed, except for serious medical or DSO-documented challenges as noted below. **DO NOT EMAIL ME any assignments unless I request that action.**

Deadlines are critical to this class as they are in all professional fields in the communication industry. All work is due on or before the due date. Extensions for deadlines will only be for preapproved emergencies and must be documented through the Dean of Students Office - ["You Matter, We Care."](#) Minor inconveniences such as family vacation or minor illness are not valid reasons for extensions.

Issues with uploading work for a grade is not an excuse. If you are experiencing any type of technical issues, call the UF Computing Help Desk, which is staffed 24/7. You will need to provide the representative with your UFID, and you must obtain a service "Ticket Number" that you will provide to me so I can verify your call and technical issue. Another suggestion to compensate for technical difficulties is to plan ahead, time manage, and submit all work prior to the required deadline.

>Emergency and Extenuating Circumstances Policy

Life happens. Students who face emergencies, such as a major personal medical issue, a death in the family, serious illness of a family member, military enactment, or other situations beyond their control should notify their instructors immediately.

Students then must also contact the [Dean of Students Office](#) for documentation on the [medical withdrawal or drop process](#).

Students also MUST inform their academic advisor before dropping a course, whether for medical or non-medical reasons. Your advisor will assist with notifying professors and go over options for how to proceed with their classes.

>Attendance Policy

This is an online asynchronously delivered course, so attendance in the form of calling roll will not occur. However, you will be expected to **check in daily** and to perform your required assignments by the deadlines specified.

>Class Demeanor

Mastery in this class requires preparation, passion, and professionalism. These attributes are especially true for online courses. All members of the class are expected to follow this "social contract" of rules for common online interaction courtesy through all email messages, threaded discussions and chats: https://www.cise.ufl.edu/wp-content/uploads/2019/08/CISE_Netiquette_Guide.pdf.

Students are expected, within the requirements allowed by University policy, to attend class, be on time, and meet all deadlines. Work assigned in advance of class should be completed as directed. Full participation in online and live discussions, group projects, and small group activities **is expected**.

The role of your UF faculty is to identify critical issues related to the course, direct you to and offer relevant information, assign appropriate learning activities, create opportunities for assessing your performance, and communicate the outcomes of such assessments in a timely, informative, and professional way. This is characterized as faculty being essential to your learning. Feedback is essential for you to have confidence that you have mastered the material and for me to determine that you are meeting all course requirements.

At all times it is expected that you will welcome and respond professionally to assessment feedback, that you will treat your fellow students and me with respect, and that you will contribute to the success of the class as best as you can.

Pronouns. We must all do our sincere best to practice the proper [Netiquette](#). Because this is an online course, I will use pronouns that correspond with your published first name on the class roster. No disrespect is intended or implied. Some faculty, including myself, may interact with over 100 students per semester, so keeping track is a challenging feat. Your collaboration is appreciated and valued as we do our best to offer respect.

>Ownership of Education

As UF students, **you are not passive participants in this course**. All students in this Program have a background in marketing, advertising, public relations, journalism, or similar fields. This class allows you to not only take ownership of your educational experience, but to also provide your expertise and knowledge in helping your fellow classmates. The Canvas Course Shell will have an open Q&A thread (General Course Discussion Board) where you should pose questions to your classmates when you have a question as it relates to an assignment or an issue that has come up at work. Your classmates along with your instructor will be able to respond to these questions and provide feedback and help. This also allows everyone to gain the same knowledge in one location rather than the instructor responding back to just one student which limits the rest of the class from gaining this knowledge.

Of note is plagiarism and [self-plagiarism](#). Do not commit either and read the linked materials so you understand the difference. IF you plagiarize, there are serious UF consequences in accordance with the [UF Student Honor Code](#). More detailed information is provided under a separate heading below in this document.

Artificial Intelligence and Wikis. I believe AI is a wonderful tool to kickstart your research and to help you to outline your thoughts, but to offer a submission totally created by AI is unacceptable and, in my courses, constitutes plagiarism. Any UF Online student in this Course Section caught using ChatGPT, Copilot, or any other AI-assisted resources will be considered in violation of the University's published policy on Academic Misconduct found in the Course Syllabus and on the University's Official. Violators will be subject to the appropriate sanctions. Also, the use of **Wikis** as an APA Style Reference for Course Discussions is unacceptable. While it is recognized that Wikis also can be a helpful resource tool for beginning research, they are not considered reliable research tools because the information contained within can be edited by anyone and may not meet the rigors for accuracy and scholarly academic research.

Grading – Check your weekly Modules for all activities.

Your final grade will be composed of and calculated as such:

Sage Vantage eText Activities (50%)

You will complete Knowledge and Video Checks and Chapter Quizzes each week using the Sage Vantage eText learning management system (LMS). These activities are designed to showcase your understanding, mastery, and integration of the course material presented via the main course shell and via the eText through Sage Vantage. Required Sage Vantage activities must be completed by the due date of the Module in which they appear – otherwise, they will receive a zero grade. Again, satisfactory completion of these activities is also required to pass this course.

Discussions (25%)

At the end of most Modules, you will be asked to respond to a key topic question, including its prompts, for discussion. This will require you to conduct related research or to find a current article and provide a summary. All sources used in your submissions must include APA Referencing Style to avoid the perception of plagiarism or self-plagiarism. You also may be required to participate in a peer review or group exercise to provide short commentary about and references for that activity.

CAPSTONE/Final Project (25%)

Detailed information for this project will be sent via Canvas email and posted under course **Announcements approximately Week 5. Special notation: Satisfactory completion of the Capstone Project is necessary to pass this course.**

>Rubrics

Some grading parameters for assignments may be provided in the form of rubrics. These rubrics may be found with the corresponding learning activity within each assigned Module. Rubrics offer a guide for approaching your assignment, so you understand the “mastery themes” your instructor is generally looking for when evaluating your submissions. Your work will be evaluated according to the UF Canvas Grading Scale offered below.

>Grade Distribution

The calculation and distribution of grades follows the UF Grading Policy and Scheme below. For more information about the overall UF Grading Policies, visit [current UF grading policies.](#) Upon calculating Final course grades - where warranted - I always grade in favor of the student based on course attendance, collegial interaction, and overall improvement. Remember, my goal is not to fail you, but to help YOU to achieve *Gator Success* 😊 However, you must do your part!

View/Edit Grading Scheme

UF Canvas Grading Scheme		Select Another Scheme
Name:	Range:	
A	100 %	to 94.0%
A-	< 94.0 %	to 90.0%
B+	< 90.0 %	to 87.0%
B	< 87.0 %	to 84.0%
B-	< 84.0 %	to 80.0%
C+	< 80.0 %	to 77.0%
C	< 77.0 %	to 74.0%
C-	< 74.0 %	to 70.0%
D+	< 70.0 %	to 67.0%
D	< 67.0 %	to 64.0%
D-	< 64.0 %	to 61.0%
E	< 61.0 %	to 0.0%

For more on the university’s grading policies please visit <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

Quick Review of Course Policies

1. **Course Format.** The Module requirements for this independent study course demand efficiency and expediency! It will be imperative for you to time manage and to keep on task because each week may be composed of several assignments. Sometimes, there may be both content and deadline changes as the course progresses, so monitor Course Announcements often for details.
2. **Minimum Technology Requirements.** You will need a consistent Internet connection to access your eText, view the video and podcast offerings, attend online sessions, and to complete and submit your academic tasks – activities, assignments, and discussions.
3. **Materials/Supply Fees.** Other than the registration cost for Sage Vantage, there are no other materials or supplies required for the completion of this course.
4. **Attendance Policy.** This is an online course, delivered asynchronously, so there is no formal “roll call” attendance policy. However, course analytics record when you have signed into the course shell, the level of your participation activity, and the attempts you’ve made to submit an assignment. Again, this is a **WRITING INTENSIVE**, self-directed course, which means that you must be motivated, and time manage YOUR participation to adhere to your deadlines.
5. **DRC Accommodation Letters.** So we may collaborate toward facilitating your course success together, please submit your documentation to me via email no later than the end of the first week of classes.
6. **Course Submissions.** In general, this is noted throughout this Course Syllabus, with detailed specifics offered for each course activity. *The devil is in the details* – read all assignment instructions carefully before you submit and post your questions to the General Course Discussion Board well before your due date and time. Everyone in our course section can respond and I monitor this forum often.
7. **Due Dates.** Weekly assignments and discussions (including those with peer responses), and Sage Vantage activities, are **due Sundays at 11:59 p.m.**, unless otherwise noted on the assignment page. You will submit your work in the appropriate **Assignment Silo** (the location where assignments are posted by you). Also, no credit will be assessed for submissions or peer responses posted in the incorrect Assignment Silo or location.
8. **Missed assignments – Life happens.** If you miss any assignments for medical reasons, family deaths, illnesses, or military service (if you are documented as military personnel with DSO), please reach out to me ASAP. You also are required to report these challenges to the [Dean of Students Office](#). An assessment of your challenge will be determined by a DSO professional and *potential* arrangements for a late submission are suggested – not guaranteed. You will need to provide a doctor’s note or other required documentation to DSO. **DO NOT email your assignment to me, unless instructed to do so.** Any other missed assignments result in a “zero” grade; there is no extra credit work offered in this course.
9. **Dropping this course.** You must inform your academic advisor before dropping a course, whether for medical or non-medical reasons. Your academic advisor will assist you with notifying your professors and review your options when seeking a “course drop.”
10. **Contacting the Course Facilitator.** Please contact me, Dr. Cleland, with your questions via email (at <mailto:clelangl@ufl.edu>) and I will get back to you within 24 hours during the workweek, if not sooner. Weekends, not so much, but I will try if I can. I am an interactive prof, who enjoys engaging with my students, so reach out as needed. Also, monitor Course Announcements for the posting of asynchronous online office hours (when I will be in the online chat within the Course Shell).
11. **Asking questions.** If you have general questions about the subject matter or the course policies, please post them to the General Course Discussion Board for all to see and to potentially answer. Other students also may have similar concerns, and this way the questions and answers may be

shared by the entire class. We will learn together like professional colleagues 😊 To iterate, I will answer your question(s) within 24 hours. It may be longer during the weekend. If you have a personal question, please contact me directly. You will sign a [Syllabus Contract](#), so there may be times when I will refer you back to various Course materials to seek out answers as part of your investigative training – a great lesson in resourcefulness for mass media practitioners.

University Policy for Accommodating Students with Disabilities and Recognizing Diversity

Students requesting accommodation for disabilities must first register with the [Dean of Students Office \(DSO\)](#). The Dean of Students Office may also be reached at (352.392.8565). Once registered and validated, a DSO professional will provide documentation to the student, who must then provide this documentation to me when requesting accommodation. You must submit this documentation **prior to** submitting assignments or taking the quizzes or exams. Accommodations are not retroactive; therefore, students should contact the DSO office as soon as possible at the beginning of the term for which they are seeking accommodation.

Recognizing Diversity: A component of ALL UF Courses, whether on-campus or online, is to create an environment that fosters the expression of diverse backgrounds, opinions, methods of presentation, and to teach tolerance with respect. Your suggestions and opinions are encouraged and appreciated as we interact in evolving social learning environments.

University Policy for Academic Misconduct

Academic honesty and integrity are fundamental values of the University of Florida community, the College of Journalism and Communications (CJC) community, and the community of Communication professionals. You must be certain that you have read and understand the UF Student Honor Code at <https://archive.catalog.ufl.edu/ugrad/1617//advising/info/student-honor-code.aspx>

Making fact errors on a project includes, but is not limited to, plagiarism and self-plagiarism, inaccurate or fabricated information, inaccurate or undocumented statistics, misspellings of proper names, misquotes, and more. These infractions may result in a final grade deduction, a DSO hearing, course failure, and a notation in your academic file. Please proofread and fact check your writing, sources, and information carefully! While each assignment is monitored by a Turnitin review, the ultimate responsibility for academic integrity is with you. Again, make certain to read and understand the [UF Student Honor Code](#). And the College's [Code for Academic Honesty](#).

>>If you need help, please ask. [Online tutoring](#) also is available<<

Getting Canvas and Personal Help

Getting Help

>Technical Difficulties

For help with technical issues or difficulties with Canvas, please contact the [UF Computing Help Desk](#) at:

- <http://helpdesk.ufl.edu> Links to an external site.
- 352-392-HELP (4357)
- Walk-in: HUB 132

Issues with uploading work for a grade is not an excuse. If you are experiencing any type of technical issues, call the UF Computing Help Desk, which is staffed 24/7. You will need to provide the representative with your UFID, and you must obtain a service "Ticket Number" that you will provide to me so I can verify your call and technical issue. Another suggestion to compensate for technical difficulties is to plan ahead, time manage, and submit all work prior to the required deadline.

>Health and Wellness Resources

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

>Academic and Student Support

- **Career Connections Center:** For career assistance and counseling services, visit the [UF Career Connections Center](#) website or call 352-392-1601.
- **Library Support:** For various ways to receive assistance concerning using the libraries or finding resources, visit the [UF George A. Smathers Libraries Ask-A-Librarian](#) website.
- **Teaching Center:** For general study skills and tutoring, visit the [UF Teaching Center](#) website or call 352-392-2010.
- **Writing Studio:** For help with brainstorming, formatting, and writing papers, visit the [University Writing Program Writing Studio](#) website or call 352-846-1138.

Course Evaluations

As we learned in our section on Netiquette, every online course participant is 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 on the GatorEvals [Providing Constructive Feedback](#) FAQ page. 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 the [GatorEvals](#) website. Summaries of course evaluation results are available to students at the [GatorEvals Public Results](#) page. More information about UF's course evaluation system can be found at the [GatorEvals Faculty Evaluations](#) website. Help me and your other online instructors to become more effective in our classes; thanks!

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 the material contained on this site. There is a lot of helpful information that can save you time and help you meet the objectives of the course.
- Print out the Course Summary 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 will 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.

You've got this, Gator! I believe in YOU 😊

#BelieveAndAchieve!