RTV4420 New Media Systems - Fall 2025

Instructor: Sunny Xu

Email: qingxu@ufl.edu

Meeting Time & Room:

Monday 12:50 PM - 2:45 PM @ Weimer 3020

Wednesday 12:50 PM - 1:40 PM @ Weimer 3024

Office Hours 💁 : Monday 10:45-12:45 AM or by appointment
Office Location: Weimer Hall R3218 or Zoom

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.

Course Learning Objectives

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

- Describe and explain the "media system," including:
    - o "The internal and external influences on the development and use of communication technologies.
    - o "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

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. Stay organized by keeping track of your schedules and take responsibility for your academic performance.

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

Readings

There are no required textbooks for this class. All the readings and videos will be posted on Canvas or E-Learning http://elearning.ufl.edu.

Select "e-Learning in Canvas," and log in using your Gatorlink ID. If you have problems with Canvas or any computer problems, please contact the UF Helpdesk by email (helpdesk@ufl.edu) or by phone (352-392-4357).

Outcome Measurements

Participation & attendance	15%
Ice-breaking Introduction	5%
Quizzes	30%
Discussion Leading	20%
Final Project Draft	10%
Final Project	20%
Total	100%
Extra credits (optional)	3%

UF | UNIVERSITY *of* FLORIDA

Participation. Regular attendance and participation are crucial to achieving the course objectives. To monitor your progress, attendance will be randomly checked throughout the

semester. While we understand that occasional absences may be unavoidable, we allow twice unexcused absences without penalty. However, if you miss more than two classes, a deduction of 2 points (0.5%) will be applied to your final grade for each subsequent absence.

Ice-breaking Introduction (Due Saturday 9/6, @ 11:59PM**).** To foster initial connections, please post 1–2 paragraphs in the discussion forum. Feel free to share any relevant information you are comfortable with, such as your year in school, major, hobbies, hometown, and career plans.

Quizzes (Quiz 1, 2, 3 due Wednesday 9/24, 10/22, 11/19 @ 11:59 PM**).** These quizzes will cover material from weeks 1-4, weeks 5-8, and weeks 9-14, respectively. Each quiz will consist of a mix of question types, including single-choice, multiple-choice, true-false, and open-ended questions, and will be based on material covered in lectures and readings. To accommodate your schedules, each quiz will be available one week in advance, and there will be no class on the Tuesday it is due. It is essential to plan accordingly, as except in cases of emergency, missed quizzes cannot be made up.

Discussion Leading (Sign up by 9/6, 11:59 PM**).** Starting from Week 3, we will introduce a rotating group (1-2 students) discussion leadership format. Every <u>Thursday (from 1/30)</u>, a designated group of students will lead the class discussion on a specific topic. This is an opportunity for you to delve into a particular theory or set of theories, explore their applications to media effects, and facilitate a thought-provoking discussion on their relevance to contemporary society.

Presentation Guidelines:

- Each group presentation will last approximately <u>50 minutes.</u>
- You will have the opportunity to sign up for topics that align with your interests, and I will strive to assign each student to their preferred topic.
- Select your weeks by 9/6.
- Detailed instructions and guidelines will be provided in a separate handout.

![UF University of Florida logo]

Final Group Project (Draft Due Saturday 10/25 @ 11:59 PM; Report Due Monday 12/8 @ 11:59 PM**).** You will be randomly assigned to groups (2-3 people) after the drop/add period has ended. A list of groups will be distributed via Canvas.

The group project is required to write a scenario about the impact of an emerging future state component of the media system. You will also present your work to the class.

Scenarios are used by public and private organizations to consider possible futures and are particularly useful during periods of uncertainty, such as the current situation in media and communication. They are "stories," which further enhance your skills in communicating ideas. This exercise requires you to think about the various influences on the evolution of media and media technologies. Still, it does not require the collection and analysis of "hard data," a skill you may not yet have.

Extra credits (Due 12/3 @ 11:59 PM**).** Up to 3 extra credits (out of 100) will be offered for research participation through CJC's SONA research management system. Please register a SONA account and choose studies to participate in to receive extra credits for this class.

Grading Scale

A (93-100)	B (83-86)	C (73-76)	D (63-66)
A- (90-92)	B- (80-82)	C- (70-72)	D- (60-62)
B+ (87-89)	C+ (77-79)	D+ (67-69)	E (Below 60)

Follows current UF policies
(https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx).

Course Calendar (subject to change)

Week	Topic / Agenda	Assignment / Due
Week 1	• 8/25 Class Orientation, syllabus review 📚 • 8/27 (New) Media & Communication	
Week 2	• 9/1 Holiday – No Class • 9/3 Perspectives on technology & society	9/6 Self-Introduction Chart 🧩
Week 3	• 9/8 Media effects • 9/10 💻 The Communications System	

Week 4	• 9/15 How Communication Technologies Spread 🔢 • 9/17 Factors Influence Communication Tech	
Week 5	• 9/22 📒 Scenarios: An Introduction • 9/24 Quiz 1	9/24 📝 Quiz 1
Week 6	• 9/29 The Scenario Project 🕹️ • 10/1 Resources for scenario planning	
Week 7	• 10/6 Emerging Technologies-AR/VR • 10/8 Emerging Technologies- High-Speed Broadband 📡	
Week 8	• 10/13 Emerging Technologies - AI Deepfakes • 10/15 🛰️ Emerging Technologies-5G/6G	
Week 9	• 10/20 Bibliography • 10/22 Quiz 2	10/22 📝 Quiz 2 10/25 Final Project Draft
Week 10	• 10/27 📒 Paraphrasing • 10/29 Forecasting and Planning	
Week 11	• 11/3 Computer-Mediated Communication • 11/5 Discussion Leader Opportunity	
Week 12	• 11/10 Human-Machine Communication • 11/12 Moral Experimentation with New Technology	

Week 13	• 11/17 Team Work on final project ⭐ • 11/19 Quiz 3	11/19 📝 Quiz 3
Week 14	• 12/1 🎤 Final Project Presentation • 12/3 Wrap Up & Snacks 🎉	
Week 16	• 12/8 ⏳ Finalize Final Project	12/8 Final Project Report

Course Policies

Flexibility. We believe the semester plan outlined in the calendar is realistic. However, the instructor reserves the right to adjust the course content, assignments, exams, and other activities based on the class's overall ability to maintain the planned pace. Disclaimer Except for changes that substantially affect implementation of the evaluation (grading) statement, this syllabus is a guide for the course and is subject to change

Attendance. Although this course is entirely online, you are expected to watch the weekly lectures and complete all assignments by the posted due dates. Relevant university policies can be found in the online catalog at:
https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx

Late/Makeup Work. All assignments are due by the posted deadlines. Students are advised to plan their schedules to accommodate all course requirements and avoid last-minute submissions. However, I understand that sometimes life happens. Exceptions to the late or makeup submission policy will only be considered for acceptable reasons, such as documented emergencies (e.g., medical emergencies, family emergencies). Please notify the instructor before the due date and provide an appropriate alternative timeframe for completion.

Incomplete. A course grade of incomplete will be permitted only for serious illness documented by a physician. A timetable for completing the course work must be set before the incomplete is given.

Netiquette. All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. CISE_Netiquette_Guide.pdf (ufl.edu)

Accommodation for Students with Disabilities. Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc/) 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.

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/

University Policies

University Policy on Academic Misconduct. Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at https://sccr.dso.ufl.edu/wpcontent/uploads/sites/4/2018/08/The-Orange-Book-Web.pdf

The University of Florida Honor Code reads as follows:

The Honor Pledge: We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity by abiding by the Student 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."

Student Conduct Code. All students in the College of Journalism and Communications are expected to conduct themselves with the highest degree of integrity. It is the students' responsibility to ensure that they know and understand the requirements of every assignment. At a minimum, this includes avoiding the following:

Plagiarism. Plagiarism occurs when an individual presents the ideas or expressions of another as his or her own. Students must always credit others' ideas with accurate citations and must use quotation marks and citations when presenting the words of others.

Cheating. Cheating occurs when a student circumvents or ignores the rules that govern an academic assignment such as an exam or class paper. It can include using notes, in physical or electronic form, in an exam, submitting the work of another as one's own, or reusing a paper a student has composed for one class in another class. If a student is not sure about the rules that govern an assignment, it is the student's responsibility to ask for clarification from his instructor.

University resources

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 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

GatorWell Health Promotion Services: 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: Contact the UF Computing Help Desk at 352-392-4357 or via e-mail at helpdesk@ufl.edu.

A list of useful UF resources can be found here: http://www.ufl.edu/academics/resources