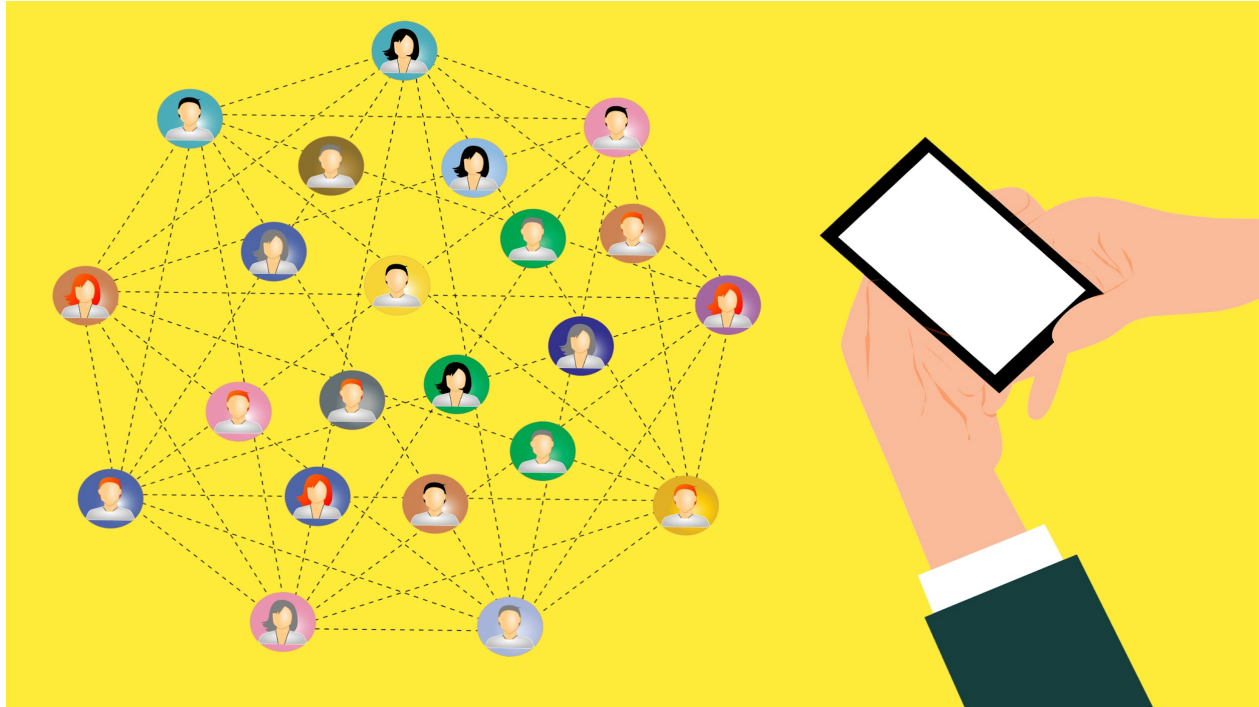


# RTV4700/CGS3065: Media Law & Policy + Legal and Social Issues in Computing Spring 2025 Live



**MEETING DAYS:** Monday 8:30-9:20am; Wednesday 8:30-10:25am in Weimer G030

**INSTRUCTOR:** Dr. Jasmine McNealy

**EMAIL:** [JMCNEALY@UFL.EDU](mailto:JMCNEALY@UFL.EDU) Office: 3062 WEIMER HALL (contact me thru UF email not Canvas)

**OFFICE HOURS:** Mondays 9:30-11:30am or BY APPT: <https://calendly.com/jmcnealy/office-hours>

**TEACHING ASSISTANT:** TBD

## **REQUIRED TEXT:**

- Christopher S. Reed, *Digital Media Law: A practical Guide for the Media and Entertainment Industries* available thru UF Library Course Reserve. This may mean that you need to download and install the UF VPN (<https://it.ufl.edu/ict/documentation/network-infrastructure/vpn>) for use when off campus.
- Case excerpts and other readings via Canvas

## **Course Description**

This course introduces the laws and policies affecting the past, present, and future of various forms of communication technology. Innovations in media tech pose pressing questions for courts and legislators. This course will introduce you to these legal and ethical issues and asks you to think critically about the answers and solutions for conflicts that arise. Our emphasis is on US law and the U.S. Constitution, including freedom of speech and expression as well as privacy, intellectual property, and defamation, and will touch on global legal phenomena. This course is completely online and asynchronous and has both individual and team-based learning components.

## **Course Objectives**

This course covers a blend of technological, social, economic and legal issues in the creation of media technology law & policy. The goals of this class are as follows:

- That students demonstrate an understanding of relevant laws and regulations affecting media technology.
- That students demonstrate an understanding of U.S. constitutional principles relevant to media and technology.
- That students demonstrate an understanding of the power of regulatory agencies and judicial bodies.
- That students recognize current issues in media technology law & policy and the effects on the use, access, and creation of new media technology.
- That students be able to practically apply all the above in a variety of contexts.

### Learning Outcomes:

Students completing the course will be able to:

- Define and describe relevant aspects of US media and technology law and policy
- Identify how systems of shared values influence the creation of laws, policies, and regulations.
- Recognize, evaluate and determine emerging policy issues and how it impacts the media and technology landscape.
- Critically consider constitutional amendments, acts, laws, and court decisions governing media technology in the United States and abroad.
- Collaborate with other learners in teams to solve problems.

### Course Methodology

Each week, students will be expected to:

1. Review the week's learning objectives.
2. Complete all assigned readings.
3. Review other assigned materials.
4. Come to class and engage with lecture and in-class activities
5. Complete and submit all assignments before the date of closure.

## ASSIGNMENT DESCRIPTIONS

### Grading Scale

The grade scale is as follows:

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

### Grading Parameters

Major Questions (3)	20%
Elevator Pitches (3)	30%
Quizzes (weekly):	40%
Participation (daily):	10%

**Quizzes:** (Almost) Each week there will be a quiz that each student must complete. The quizzes will cover the materials (readings, lectures, etc) from the immediate prior week. Quizzes will always be available through the Canvas class site. Quizzes will always be due by **8:30am Eastern Monday morning**. Each quiz is timed and must be completed within 10 minutes. Quizzes will consist of true/false and multiple-choice questions. Students may drop their lowest grade. **Barring emergencies, students may not make up missed quizzes. Quizzes are worth 40% of the final grade.**

**Participation:** Students are responsible for all information contained in the readings, lectures and other presentations. Students are expected to attend class and be prepared to participate, which means engaging with class discussion and activities. The participation grade will also include the **Squad Goals Assignment** and the **Office Hours Check-in Appt.** Participation is worth 10% of the final grade

**Elevator Pitches (3):** Here's where you get to be creative. Using video, audio, or some other interactive media, create a brief output of 2-3 minutes describing and explaining your thoughts of the possible outcome(s) of the case study will be considering for the entire semester based on the course. To do this you will need to know the course material, and read the case, and work together with other group members. To be successful, students must, at a minimum: **(1)** briefly describe the controversy as they understand it, **(2)** how the court came

to its decision, **(3) *creatively*** analyze and explain the issues. **(4)** Tell your colleagues what they need to know to understand this case and how it might be currently relevant. Pitches are worth **30% of your grade**. **You will be informed of your group number and by when you will need to complete your EPs (2) within the first week of class. You will also have specific workdays during which you can work with your squad to complete your assignment.**

**Major Questions:** Three times during the semester you will be prompted to respond to a set of question considering how the material we've covered in that section of the semester relates to your career/future goals as well as the ethical (or societal) implications of certain policies. You will be responsible for providing 3 responses: 1 individual response to the prompt **(150 words min)**, and **2 responses to your classmates (50 words min each)**. **Do not copy and paste the same response.** These assignments are worth **20% of your grade and always close at 11:59pm on the days assigned. Credit is only earned for complete assignments. DO NOT use AI to complete this assignment – it is obvious and impersonal.**

**Note: No partial credit will be provided for assignments. Grades of .5 and above will be rounded up.**

**Extra Credit:** Possibilities for extra credit will be available in the form of select activities on Canvas and participation in the SONA research study pools. Students may earn up **to two (2) points** of extra credit for participation in SONA. Points earned for participation in SONA are added to your final grade for the class. Points earned for activities other than SONA are added to your score for other assignments (ie quizzes).

## OTHER IMPORTANT INFORMATION

### Classroom Behavior and Course Policies

This course is conducted completely in-person. You should check the syllabus, at a minimum, at the beginning of each week as a reminder of upcoming assignments. The best way to reach me is using my ufl.edu email address. When you **email me**, please put "RTV 4700" or "CGS3065" followed by the subject of your email IN THE SUBJECT LINE. In addition, please include your full name and UFID number at the end of the email. Your email should adhere to the guidelines of [profession communication](#) (see <https://www.advising.ufl.edu/docs/CAPProfessionalCommunication.pdf> for assistance). You should address me as either Dr. or Prof. McNealy.

Online and in-person discussions can be fruitful and interesting. It is my expectation for this course that you give your classmates the utmost respect when interacting with them in this course. Remember that it is much different to communicate thoughts and opinions over discussion boards than in-person. Be respectful to your classmates' ideas, ask insightful questions for clarity, read with consideration, and give criticism with professionalism.

Both students and faculty each have a responsibility to maintain an appropriate learning environment. I expect that we will all show professional courtesy and good etiquette in our discussions. Per university policy, we will all give due respect to individuals and topics dealing with differences of race, color, culture, religion, creed, politics, veteran's status, sexual orientation, gender, gender identity, and gender expression, age, disability, political affiliation, and nationalities. If there is a way your classmates and I should address you, please let us know.

Members of the class are expected to follow rules of common courtesy in all email and discussions. Please read the Netiquette Guide for Online Courses ([https://www.cise.ufl.edu/wpcontent/uploads/2019/08/CISE\\_Netiquette\\_Guide.pdf](https://www.cise.ufl.edu/wpcontent/uploads/2019/08/CISE_Netiquette_Guide.pdf) ).

**All grades are final after one week.** No exceptions. If a student wishes to challenge a grade, they must contact me 48 hours after receiving their grade. In an email, the student should provide a detailed description of the substantive issue with their grade.

### Academic Honesty and UF 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 Honor Code (<https://www.dso.ufl.edu/sccr/process/student-conducthonor-code/>) specifies several behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

**Plagiarism.** A student shall not represent as the student's own work all or any portion of the work of another. Plagiarism includes but is not limited to:

1. Quoting oral or written materials including but not limited to those found on the internet, whether published or unpublished, without proper attribution.
2. Submitting a document or assignment which in whole or in part is identical or substantially identical to a document or assignment not authored by the student.

From *Regulations of the University of Florida, 6C1-4.047 Student Honor Code and Student Conduct Code: Sanctions*

**A note on Chat GPT, LLMs, and other outside materials:** Don't use them. You don't need them. You will spend more time making them work and reviewing the outputs than just completing the course assignments. If you do decide to use them, you are responsible for any errors or material that we have not covered in this course.

### Security

Remember that your UF password protects you from pranks and more serious harm.

- Don't share your password with anyone
- Change your password if you think someone else might know it
- Always logout when you are finished using the system

### Absences in General

This course is in-person, and all assignments and materials will be available from the beginning of the semester. Therefore, students must complete all assignments before the date of closure as indicated on the course syllabus. You may complete assignments ahead of schedule, but you will not receive credit for work completed after closure without prior clearance outside of documented illness or other absence approved under UF policy.

### UF Absence Policy:

Acceptable reasons for absence from or failure to engage in class include: illness; Title IX-related situations; serious accidents or emergencies affecting the student, their roommates, or their family; special curricular requirements (e.g., judging trips, field trips, professional conferences); military obligation; severe weather conditions that prevent class participation; religious holidays; participation in official university activities (e.g., music performances, athletic competition, debate); and court-imposed legal obligations (e.g., jury duty or subpoena). Other reasons (e.g., a job interview or club activity) may be deemed acceptable if approved by the instructor.

**No alternative assignments will be provided for a student who misses a quiz or other assignment without properly notifying the instructor.**

### Religious Holidays

The university calendar does not include observance of any religious holidays. The Florida Board of Governors and state law govern university policy regarding observance of religious holidays. Students shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith with prior notification to the instructor. Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence. Students shall not be penalized due to absence from class or other scheduled academic activity because of religious observances.

### Student Illness

Students who are affected by illness should contact UF [Student Health Care Center \(SHCC\)](#) or a home physician who can provide medical care. In any case, please inform me if your health is making it difficult for you to complete class assignments.

#### Accommodation for Students with Disabilities

Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation.

#### Tech Support

This course uses Canvas and for course materials. For tech support please contact UFIT at <http://helpdesk.ufl.edu>. I suggest using Chrome or Firefox as browsers for accessing course content. You can also get more information at <http://elearning.ufl.edu>.

#### Course Evaluations

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/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

**Looking forward to a fun and interesting semester!**

### COURSE SCHEDULE

Date	Topic + Reading	Assignment(s)
<b>Week 1: August 25 &amp; 27</b>	<b>Introduction to class</b> The Syllabus DML: Chapter 1 <i>Chaplinsky v. New Hampshire</i>	<b>Discussion 1:</b> Introduce yourself <u>Review Canvas and materials</u> Our Case Study for the semester Case brief in-class assignment
<b>Week 2: September 1 &amp; 3</b>  <b><u>NO CLASS Sept. 1</u></b>	<b>The US Legal System</b> DML: Chapter 2	Week 1 Quiz Due by 8:30am Sept. 3 <b>Squad Goals Assignment</b> Due: Sept. 3
<b>Week 3: September 8 &amp; 10</b>	<b>Freedom of Expression</b> DML: Chapter 3 <i>Packingham v. North Carolina</i>	Week 2 Quiz Due by 8:30am Sept. 8
<b>Week 4: September 15 &amp; 17</b>	<b>Radio &amp; Television</b> DML: Chapter 9 <i>FCC v. Pacifica</i>	Week 3 Quiz Due by 8:30am Sept. 15
<b>Week 5: September 22 &amp; 24</b>	<b>Sept. 22 – Work day</b> <b>Sept. 24 – EP #1 virtual presentations</b>	Week 4 Quiz Due by 8:30am Sept. 22 <b>EP #1</b> Due by 8:30am Sept. 24

<b>Week 6: September 29 &amp; October 1</b>	<b>The Internet</b> DML: Chapter 10 <i>Reno v. ACLU</i>	Week 5 Quiz Due by 8:30am Sept. 29 <b>Major Question #1</b> Due by 8:30am Oct. 1
<b>Week 7: October 6 &amp; 8</b>	<b>Defamation</b> DML: Chapter 4 <i>NYT v. Sullivan</i>	Week 6 Quiz Due by 8:30am Oct. 6
<b>Week 8: October 13 &amp; 15</b>	<b>Section §360</b> Grimmelmann pg: 595-617 (Sec. 230 – FOSTA)	Week 7 Quiz Due by 8:30am Oct. 13
<b>Week 9: October 20 &amp; 22</b>	<b>Privacy and Publicity</b> DML: Chapter 5 <i>Florida Star v. BIF</i>	Week 8 Quiz Due by 8:30am Oct. 20
<b>Week 10: October 27 &amp; 29</b>	<b>Oct. 27: Workday (remote)</b> <b>Oct. 29: EP Virtual Presentations</b>	Week 9 Quiz Due by 8:30am Oct. 27 <b>EP #2</b> Due by 8:30am Oct. 29
<b>Week 11: November 3 &amp; 5</b>	<b>Commercial Speech and Advertising</b> DML: Chapter 8 <i>Sorrell v. IMS Health</i>	<b>Major Question #2</b> Due 8:30am Oct. 29
<b>Week 12: November 10 &amp; 12</b>	<b>Intellectual Property: Media as IP User</b> DML: Chapter 11 <i>ABC v. Aereo</i>	Week 11 Quiz Due by 8:30am Nov. 10
<b>Week 13: November 17 &amp; 19</b>	<b>Intellectual Property: Media as IP Producer</b> DML: Chapter 12 <i>Re: Zarya of the Dawn</i>	Week 12 Quiz Due by 8:30am Nov. 17
<b>Week 14: November 24 - 29</b>	<b>Thanksgiving Break!</b>	
<b>Week 15: December 1 &amp; 3</b>	<b>EP #3</b> Due 8:30am Dec. 1 <b>Major Question #3</b> Due 8:30am Dec. 3	