RTV4700: Media Law & Policy
Fall 2025

Instructor: Lynn Li
Email: jiayue.li@ufl.edu (please contact me through UF email); phone number: 206-428-8441
Office: TBD
Office hours: 12pm-2pm on Thursdays and by appointment
Classroom Location: LEI 0104 (Campus map: https://campusmap.ufl.edu/#/index/0009)

Required Textbook
- Christopher S. Reed, Digital Media Law: A Practical Guide for the Media and Entertainment Industries. Our textbook is available through UF Library Course Reserve. This may mean that you need to download and install the UF VPN for use when off campus. Visit https://it.ufl.edu/ict/documentation/network-infrastructure/vpn to install the UF VPN.
- Other readings will be available on 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.

We'll meet **in person on Tuesdays from 5:10pm to 6:00pm** and **Thursdays from 4:05 PM to 6:00 PM in LEI 0104** (Campus map: https://campusmap.ufl.edu/#/index/0009)

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 are expected to:
- Complete all assigned readings and materials before class
- Collaborate with peers on in-class assignments and discussions
- Submit all assignments (e.g., discussion posts, peer evaluations, and exams) by their listed deadlines

Assignment Descriptions

Most assignments will be completed during class, but all submissions must be completed on time via Canvas.

Extra Credit: Possibilities for extra credit will be available in the form of select activities on Canvas. These may include optional discussion posts or reflective assignments offered during the semester. Each extra credit activity will be worth up to 1 point, for a maximum of 2 points total.

In-Class Coursework

- Pop Quizzes (10% of final grade)
- There will be 9 short in-class pop quizzes throughout the semester, each based on the weekly assigned reading. Quizzes will consist of multiple-choice or true/false questions and will be administered during **Tuesday** sessions.
- There will be no Canvas submission or make-up opportunities for missed quizzes unless you have an excused absence.
- Your lowest score will be dropped.

- In-Class Group Presentations (25% of final grade)

- Each **Thursday**, students will work in groups to prepare and deliver a short presentation (7–10 minutes, including Q&A) related to that week's topic.
- During the first half of class, groups will collaborate to research and prepare their presentations. In the second half, groups will present to the class.
- Each group will choose a relevant **real-world** case, story, news report, or example that connects to the week's topic and use it to illustrate the key concepts/ideas in the reading in their presentation. Presentations should **aim to inspire class discussion**.

- Each student in the group is expected to participate in preparation, presentation, and Q&A.
- Presentation groups will be randomly assigned each week.

In-Class Presentation Rubric (Total: 25 points per group)

Clear explanation of real-word case/story	5
Relevance to weekly topic	5
Group collaboration (even effort & participation)	5
Engagement with audience / Q&A	5
Clarity of delivery	5

- Presentation Discussion Posts (25% of final grade)

☐ Group Discussion Post (x1, written collaboratively):
Each Thursday, **each group** will upload a discussion post to Canvas. This post should include:
1. A brief summary of the case/story/example they presented (key points)
2. Their discussion prompt or reflection questions (what they want others to think about or respond to)
3. **A minimum of 200 words, written collaboratively as a group**.

☐ Individual Discussion Posts (x3, written individually):
Each student will write three **individual** responses to **other** groups' or students' posts (**at least 75 words each**). Please don't respond to your own group's discussion post.

So, each group submits **one collaborative post**, while each student **writes three individual responses on their own**.

Note
1. The group discussion post must be uploaded **by the end of class on Thursdays**. Groups who do not upload their post on time will **receive partial credit** for that week's group discussion post, depending on how late the post is uploaded. It's encouraged that groups write and upload their post **while preparing their class presentation**.

2. Students will have time near the end of class to write their individual responses. The three individual discussion posts are **due on Friday at 11:59pm** on Canvas. **All three responses must be submitted to receive credit** for that week's individual discussion posts. Missing one or more will result in **zero credit** for that week's individual discussion posts.

Out-of-Class Coursework

- ● Exams (<u>30%</u> of final grade)
- - There are three (3) non-cumulative exams in this course. Exams will always be available through the Canvas class site.
- - Students will be able to complete the exam at any time during the exam week, however, exams are timed and must be completed within 50 minutes.
- - Exams will consist of true/false and multiple-choice questions.
- - Exams are worth 30% of your grade and close on the dates stated (Thursday 9/11, Thursday 10/16, and Wednesday 12/3) at 11:59pm. Barring emergencies, students may not make up missed exams.

- ● Peer Evaluation (<u>10% </u>of final grade)
- - Each student will complete a **peer evaluation** of their group members based on their contributions during presentation prep.
- - The evaluation will be submitted via Canvas in the form of a survey with short written responses. Prompts will be provided.
- - Since this class relies heavily on collaborative assignments, peer evaluations are intended to help ensure that all group members contribute fairly. **Peer evaluations will remain confidential and will only be viewed by the instructor.**
- - Peer evaluations are due by **Friday at 11:59pm** each week. **Late submissions will receive half credit.**

  Important: Your presentation credit may be affected by your peers' evaluations of your participation. Low peer evaluations may result in a lower individual score for that week's presentation.

Date	Agenda & Readings	Assignment(s)
8/21 (Thu)	Introduction Read: The syllabus	
8/26 (Tue)	The US Legal System Read: Textbook Chapter 1-2	
8/28 (Thu)		Class presentation Group discussion post **due by the end of the class**

		Individual discussion posts & peer evaluation due at **11:59pm on Friday**
9/2 (Tue)	Freedom of Expression Read: ● Textbook Chapter 3 ● Read case: Packingham v. North Carolina	
9/4 (Thu)		Class presentation Group discussion post **due by the end of the class** Individual discussion posts & peer evaluation due at **11:59pm on Friday**)
9/9 (Tue)	No class meeting - Exam 1	Exam 1 opens
9/11 (Thu)	No class meeting - Exam 1	Exam 1 closes: Thursday (9/11) at 11:59pm
9/16 (Tue)	Radio & Television Read: Textbook Chapter 9	
9/19 (Thu)		Class presentation Group discussion post **due by the end of the class** Individual discussion posts & peer evaluation due at **11:59pm on Friday**)
9/23 (Tue)	The Internet Read: ● Textbook Chapter 10 ● Case: Reno v. ACLU	
9/26 (Thu)		Class presentation Group discussion post **due by the end of the**

		class Individual discussion posts & peer evaluation due at **11:59pm on Friday**)
9/30 (Tue)	Defamation Read: ● Textbook Chapter 4 ● Case: Gertz v. Robert Welch Inc	
10/2 (Thu)		Class presentation Group discussion post **due by the end of the class** Individual discussion posts & peer evaluation due at **11:59pm on Friday**)
10/7 (Tue)	Privacy and Publicity Read: Textbook Chapter 5	
10/9 (Thu)		Class presentation Group discussion post **due by the end of the class** Individual discussion posts & peer evaluation due at **11:59pm on Friday**)
10/14 (Tue)	No class meeting - Exam 2	Exam 2 opens
10/16 (Thu)	No class meeting - Exam 2	Exam 2 closes: Thursday (10/16) at 11:59pm
10/21 (Tue)	Commercial Speech and Advertising Read: Textbook Chapter 8	
10/23 (Thu)		Class presentation Group discussion post **due by the end of the class**

		Individual discussion posts & peer evaluation due at **11:59pm on Friday**)
10/28 (Tue)	Newsgathering Read: Textbook Chapter 6	
10/30 (Thu)		Class presentation Group discussion post **due by the end of the class** Individual discussion posts & peer evaluation due at **11:59pm on Friday**)
11/4 (Tue)	Intellectual Property: Media as IP User Read: Textbook Chapter 11	
11/6 (Thu)		Class presentation Group discussion post **due by the end of the class** Individual discussion posts & peer evaluation due at **11:59pm on Friday**)
11/11 (Tue)	No class - Holiday	
11/13 (Thu)	Intellectual Property: Media as Producer Read: Textbook Chapter 12	Class presentation Group discussion post **due by the end of the class** Individual discussion posts & peer evaluation due at **11:59pm on Friday**)
11/18 (Tue)	Special topic (TBD)	
11/20 (Thu)		Class presentation Group discussion post **due by the end of the class** Individual discussion posts & peer evaluation due at **11:59pm on Friday**)

11/25-11/27	No class - Holiday	
12/1-12/3	Exam 3	Exam 3 closes: **Wednesday (12/3) at 11:59pm**

Other Important Information

Classroom Behavior

- Since most assignments in this course are collaborative, it's essential that we maintain a respectful and supportive classroom environment. It is my expectation for this course that you give your classmates the utmost respect when interacting with them in this course. Be respectful to your classmates' ideas, ask insightful questions for clarity, read with consideration, and give criticism with professionalism.
- We all share responsibility for maintaining an inclusive and supportive learning environment. This means showing respect for all identities and perspectives, including but not limited to race, ethnicity, religion, gender, sexual orientation, disability, and political views.
- Hateful or discriminatory behavior will not be tolerated. If there's a name, pronoun, or way you'd like to be addressed, please feel free to let me know.
- The best way to reach me is using my ufl.edu email address. When you email me, please put "RTV 4700" followed by your subject in the subject line. In addition, please include your full name and UFID number at the end of the email.

Absences

- Because this is a highly participatory, workshop-style course, it is not designed for asynchronous completion. Regular attendance and in-class engagement are necessary to meet the course objectives.
- **No alternative assignments** will be provided for a student who misses an exam or other assignments without properly notifying the instructor.
- Excessive **unexcused** absences will result in a lower grade or failure of the course.
- If you need to miss a class, please contact me as early as possible so we can discuss possible arrangements.

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 Conduct Code specifies a number of behaviors that are in violation of this code and the possible sanctions. See the UF Conduct Code website for more

[information.](information) If you have any questions or concerns, please consult with the instructor or TAs in this class.

- Requirements for class attendance and make-up exams, assignments, and other work in the course are consistent with university policies. See UF Academic Regulations and Policies for more information regarding the University Attendance Policies.
- Information on current UF grading policies for assigning grade: https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/

Accommodation for Students with Disabilities

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center. See the "Get Started With the DRC" webpage on the Disability Resource Center 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.

Course Evaluation

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online. Students can complete evaluations in three ways:

- The email they receive from GatorEvals
- Their Canvas course menu under GatorEvals
- The central portal at https://my-ufl.bluera.com

Guidance on how to provide constructive feedback is available at https://gatorevals.aa.ufl.edu/students/. Students will be notified when the evaluation period opens. Summaries of course evaluation results are available to students at https://gatorevals.aa.ufl.edu/public-results/.

In-Class Recording:

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. Th only allowable purposes are (1) for personal education 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 deliver by an 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 presentation 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 guest 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.

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. Call 866-281-6309 or email ask@ufl.libanswers.com for more information.
- Academic Resources: 1317 Turlington Hall, Call 352-392-2010, or to make a private appointment: 352- 392-6420. Email contact: teaching-center@ufl.edu. General study skills and tutoring.
- Writing Studio: Daytime (9:30am-3:30pm): 2215 Turlington Hall, 352-846-1138 | Evening (5:00pm-7:00pm): 1545 W University Avenue (Library West, Rm. 339). Help brainstorming, formatting, and writing papers.
- Academic Complaints: Office of the Ombuds; Visit the Complaint Portal webpage for more information.
- Enrollment Management Complaints (Registrar, Financial Aid, Admissions): View the Student Complaint Procedure webpage for more information.
- UF Student Success Initiative: Visit https://studentsuccess.ufl.edu/ for resources that support your success as a UF student.

Campus Health and Wellness Resources:

UF Whole Gator Resources: Visit https://one.uf.edu/whole-gator/discover for resources that are designed to help you thrive physically, mentally, and emotionally at UF.