University of Florida
College of Journalism and Communications
Department of Media Production, Management, and Technology

MMC6660: Communication, Technology, and Society
Spring 2026

Location: Weimer 1092
Time: Mondays, 12:50 PM - 3:50 PM

Course Instructor: Eugy Han, Ph.D.
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Office Hours Location: Room 3049, Weimer Hall
Office Hours: 4-5pm Monday; 2-3pm Tuesday

Course Description
Communication and technology are key cornerstones of the human experience and can have a lasting impact on societies around the world. As part of this class, we will explore issues relating to traditional and new media, information dissemination in societies, and the role of technology in changing our world and how we communicate. You will learn about and apply critical perspectives and theories to these issues and collaborate with classmates on a culminating project.

Course Objectives
- Learn about and be able to describe the history of communication, communication-related technologies, and how they have impacted society over time.
- Evaluate the role of communication-related theories in current issues within technology and society.
- Apply communication-related ethics to the ways in which we think about current issues.
- Summarize how various modalities and technological advances have changed our view on communication and the way we communicate.
- Brainstorm, research, write and present on a topic of your choosing that relates to communication, society, and technology.

Attendance
Since this is an MMC-level class, there will be no attendance check. However, failing to attend the class may cause lower grades due to the class participation grade.

Grade Overview
There are 1,000 points available in this course. Points are accumulated by earning grades for the following assignments, presentations, tests, and exercises.

Item	Point for Each Item	Frequency	Total Point

In-class discussion leading	50	2	100
Discussion question	50	8	400
Final Project: report	100	1	100
Final Project: presentation	100	1	100
In-class participation	20	15	300
Total			1,000

Grading Policy

The grading policy for this class follows the grading scheme of UF. More information on grades and grading policies can be found on the UF Grades and Grading Policies webpage (https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies).

A	934 or more points	B-	800-833 points	D+	667-699 points
A-	900-933 points	C+	767-799 points	D	634-666 points
B+	867-899 points	C	734-766 points	D-	600-633 points
B	834-866 points	C-	700-733 points	E	599 or fewer points

Assignments and Course Requirements

This course combines individual and group assignments that evaluate how well you acquire the knowledge and skills in this course. Assignments are due, via Canvas, at the start of class on the date listed unless otherwise indicated.

- **Discussion Questions:** Each week (from Week 2 to Week 13), students should submit at least two discussion questions a week before the class (Thursday midnight). Each question should be more than half of a page (double-spaced, 12-point Times New Roman). The question should be very detailed and include a student's insight about the topic. Discussion questions should include 'technology updates,' that is, the latest news about the technology or the social issue. Discussion questions should include appropriate examples or cases.
- **In-class Discussion Leading.** There will be a total of eight in-class discussions that will be led by students. Each group of students will be assigned to several in-class discussions as a discussion leader. Discussion leaders will prepare the week's discussion based on class materials and topics. It is highly recommended that discussion leaders do survey the topic of the week by collecting data and research papers to extend the discussion topic. If more than one student is assigned to a single week, discussion leading will be graded as a group effort. Discussion questions from students will be provided to discussion leaders on the weekend before the class. In

addition to those questions, discussion leaders should find and share extra examples or cases regarding the topic.

- **Final Project (report).** As a business strategy manager in an advertising/PR agency, media, or corporation, you are responsible for anticipating and preparing for future issues that could impact your organization's managerial directions. This report will discuss two important topics that are likely to have a significant impact on businesses in the near future:
    - You need to explain one or two topics that are important for your organization in the near future. You should address those questions in your report: 1) why the issue is important for human society, 2) who the main stakeholders of the issue are, 3) technology updates, and 4) what the impacts are on society. You must also connect the issue and your expertise or majors (advertising, public relations, journalism, media management, etc.) to discuss how the issue changes.
    - Finally, you will have a chance to discuss the solutions to the issue. Ideally, the final project includes academic theories or models in the report, but it is not mandatory. The expected volume of the report is 12-15 pages except for references (double-spaced, 12- point Times New Roman), but the report will not be over 20 pages.
- **Final Project (presentation).** You will present your final report to other students. In this 12-minute presentation, you will introduce the social issue you chose and discuss its impact on your major. After each presentation, we will have a session to discuss the presentation. Students will ask questions during the presentation.
- **In-class Participation.** This class is designed as a seminar-based course. It means that students should lead class activities, including in-class discussions. *If you are absent without arranging an accommodation prior to class, you will receive zero participation points for that session.*

Reading Class Material
To prepare for each class, you should read several research papers, reports, or news articles. Without reading, you cannot make appropriate discussion questions and fail to prepare the class well. That may cause lower grades for this class. Since your class participation also will be graded, reading papers and reports before the class is essential for this class. Reading materials will be provided if the material is not open access.

Tentative Schedule
Readings will be made available on Canvas.

	Date	Topic	Readings	Note
1	1/12	Media Effects; Sociological View on Media Technology	Framing for Digital Media Media Ecology	
MLK Day; No class				

2	1/26	Ethics and Societal Implications of Technology Responsible Innovation	1. Management for Responsible Innovation 2. Techno-utopianism 3. The Sisyphean Cycle of Technology Optional: Augmented Cane	Discussion 1
3	2/2	Information Disparity and Digital Divide	1. Technology Acceptance Model 2. Uses and Gratification: Social Media 3. Social Media Folk Theories Optional: Digital Divide	Discussion 2
4	2/9	Human Factors and Human Errors (misunderstanding and media literacy)	1. Media Literacy 2. Misinformation in and about science 3. Misinformation about health 4. Fake News	Discussion 3
5	2/16	Influence and Credibility (trust issue and social/new media)	1. Media Sources for Science 2. Celebrities vs. Influencers 3. Influencer Marketing for Children 4. Heuristic Processing and Bias	Discussion 4
6	2/23	Media in Activism and Social Change; Public Communication	1. Activism on Social Media 2. Social Media for Protest Behavior 3. Cancel Culture	Discussion 5
7	3/2	Individual Meetings for Checking-up	1. Submit a proposal for the final report 2. Prepare the discussion on the research proposal	
8	3/9	Data and AI	1. Data justice 2. LLM on Human Spoken Communication 3. AI-Mediated Communication 4. Data as Labor	Discussion 6

			Optional: Tracing the thoughts of a large language model	
Spring Break; No class				
9	3/23	Public Safety and Privacy Concerns	1. Social Media and Internet Safety 2. Social Media Marketing and Surveillance 3. Screenertia 4. Persuasion at scale	Discussion 7
10	3/30	The Self Online	1. Presentation of self online 2. Social networks 3. Adolescent 4. Loneliness	Discussion 8
11	4/6	Preparing Final Presentation	No class	
12	4/13	Final Presentation		
13	4/20	Submit final presentation & report (4/30)		

Academic Policies
Full policy here: https://syllabus.ufl.edu/syllabus-policy/uf-syllabus-policy-links/

Course Evaluations:
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/.

Accommodations for Special Needs:
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.

Honor Code:
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. If you have any questions or concerns, please consult with the instructor in this class.

Recording Policy:
Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The 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.

Disclaimer

This syllabus represents the instructor's current plans and objectives. As we go through the semester, those plans may need to change to enhance the class learning opportunity. Such changes, communicated clearly, are not unusual and should be expected.