

RTV3001: Intro to Media Industries & Professions

Semester: Spring 2026 (Jan. 12 – April 22, 2026)

Credits: 3

Meeting Time: **in-person** Tues. 11:45am-1:40pm, & Thurs. 12:50-1:40pm - **0100 McCarty C**

Instructor: Jasmine McNealy, 3062 Weimer Hall, jmcnealy@ufl.edu **TA:** *tbd*

Office Hours: Thursday 10:30am - 12:30pm or by appointment

Course Description

This course offers a critical introduction to the structure, function, and business practices of contemporary media industries, including traditional sectors (radio, television, film) and new digital and platform-based media. Moving beyond a focus solely on content, we will explore the economic, technological, political, and cultural forces that shape media production, distribution, and consumption. Students will investigate potential roles within these industries—from content creation and production to revenue generation and support services—through active, collaborative learning and role-based assignments.

Required Textbook

- **Kotz, A. D., & Havens, T. (2024). *Media Industries in the Digital Age: How Media Businesses Work Today*.** Polity Press.

Course Learning Objectives (CLOs)

Upon successful completion of this course, students will be able to:

1. **Analyze** the key economic, technological, and regulatory forces driving change in contemporary media industries.
2. **Differentiate** between the primary funding models and their impact on media content and business strategy.
3. **Identify and articulate** the functions, practices, and challenges of various professional roles across the media value chain (content, revenue, production, support).
4. **Evaluate** the implications of digital disruption, platform aggregation, and new technologies for media organizations.
5. **Collaborate effectively** in a professional, role-specific manner to track industry developments and contribute to a shared knowledge base.

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.

Assignments and Grading

Assignment	Description	% of Grade	CLOs Addressed
Weekly Reading Quizzes (11 total)	Short, non-cumulative quizzes on the assigned chapter readings. (Lowest 2 scores dropped)	15%	1, 2, 4
Course Wiki Collaborative Notes	Collaborative notetaking for every class meeting, with a focus on your assigned group role.	20%	1, 2, 3, 5
Discussion Leads (Canvas) (x2)	Post an industry story ~1 min video analysis (2 times per semester).	20% (10% each)	1, 4, 5
Video Discussion Replies (Weekly)	Reply to 6 peer discussion leads with ~30 sec video responses.	15%	1, 3, 4, 5
Meeting for success	Make a ~5 min appointment with the instructor	5%	1-5
"Understanding Your Opps" Assignments (x3)	Critical analysis of a specific media industry role based on the media industry units (content, revenue, production, support).	25% (6.25% each)	3, 5
TOTAL		100%	

Assignment Descriptions

Group Roles & Wiki Notes (Collaborative - on Canvas)

Students will be permanently assigned one of four group roles for the semester. All students will take general notes on the day's topic within the section in the shared wiki that specifically highlights information *most relevant* to their assigned industry function.

- **Content:** Focus on creative development, intellectual property, and editorial processes.
- **Revenue:** Focus on business models, advertising, subscriptions, and financial planning.
- **Production:** Focus on logistics, technology, labor, and execution (pre- to post-production).
- **Other Support Services:** Focus on legal/regulatory, human resources, data/analytics, and marketing/PR.

Discussion Leads & Video Replies (on Canvas)

- **Lead:** Twice during the semester, you will post a current news article (within the last 2 weeks) about the media industries, along with a (minimum) 1 minute video analyzing the story through the lens of course concepts. Discussion Lead videos must be posted by **11:59pm Tuesday** of your assigned week.
- **Reply:** Each week you must post a (minimum) 30 second video response to **at least 2** different peer leads throughout the week, offering a critical thought, counterpoint, or extension of the discussion. Replies must be **posted by 11:59pm Friday** of each week.
- Includes "Meeting for Success" and "Introduce Yourself" assignments.

"Understanding Your Opps" (x3) (Feb. 13, Mar.12, April 22)

This assignment, due three times throughout the semester (roughly coinciding with major textbook sections), requires you to research a specific job role (an "opp") related to the media industry units we explore and write a critical analysis. You will:

1. **Select** a real-world, specific job title (e.g., "Director of Product Management, Hulu" or "Line Producer, Indie Feature Film") that fits with the media industry unit being explored.
2. **Analyze** the responsibilities, required skills, and the role's impact on the business model.
3. **Reflect** on how the job intersects with the week's course concepts and how/whether you could see yourself in the role.
4. **Format:** A 500-word analysis submitted to Canvas.

Weekly Quizzes

Each week students must complete a quiz based on the readings for the week. Quizzes close at **11:45am every Tuesday**. Each quiz will be made up of 10 multiple choice questions and worth 10 points each. Students will have 10 minutes to complete each quiz. Students may drop their 2 lowest grades. **Barring emergencies, students may not make up missed quizzes.**

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 3001" 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).

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. [Information on current UF grading policies for assigning grade points.](#)

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. 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.](#)

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 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.

Academic Resources:

- 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.
- Public Speaking Lab: (Dial Center, 501 Rolfs Hall). Offering online and in-person help developing, organizing, and practicing oral presentations. Contact email: publicspeakinglab@clas.ufl.edu.

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.

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>. E-learning technical support: Contact the UF Computing Help Desk at 352-392-4357 or via e-mail at helpdesk@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://my-ufl.bluera.com>.** 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: January 12 – April 22, 2026

Week and Dates	Topics & Reading	Assignments
1 Jan. 13 (T), Jan. 15 (Th)	Course Introduction / What are Media Industries? (<i>Ch. 1</i>) <i>Have course reading complete by Thursday Jan. 15</i>	<ul style="list-style-type: none"> • Review the Syllabus • Survey • “Introduce Yourself” discussion assignment on Canvas
2 Jan. 20 (T), Jan. 22 (Th)	Foundations / What Everyone Needs to Know (<i>Ch. 2</i>)	<ul style="list-style-type: none"> • Quiz 1 (Ch. 1 & 2) by 11:45am • Class wiki (during class)
3 Jan. 27 (T), Jan. 29 (Th)	Digital Disruption / Internet Distribution's Impact (<i>Ch. 3</i>)	<ul style="list-style-type: none"> • Quiz 2 (Ch. 3) • Class wiki (during class)
4 Feb. 3 (T), Feb. 5 (Th)	Revenue Model 1: Advertising / The Change in Ad-Funded Media (<i>Ch. 4</i>)	<ul style="list-style-type: none"> • Quiz 3 (Ch. 4) • Class wiki (during class) • Discussion Leader
5 Feb. 10 (T), Feb. 12 (Th)	The Ad Business / Advertiser-Funded Media (<i>Ch. 5 & 6, focus on digital</i>)	<ul style="list-style-type: none"> • Quiz 4 (Ch. 5/6) • Class wiki (during class) • Discussion Lead <p>Understanding your Opps #1 Closes Friday, Feb. 12 at 5pm</p>
6 Feb. 17 (T), Feb. 19 (Th)	Revenue Model 2: Consumers / Consumer-Funded Media (Legacy & Digital) (<i>Ch. 7</i>)	<ul style="list-style-type: none"> • Quiz 5 (Ch. 7) • Class wiki (during class) • Discussion Leader

7 Feb. 24 (T), Feb. 26 (Th)	The Subscription Age / Platforms, Bundling, and Consumer Spending (<i>Ch. 8</i>)	<ul style="list-style-type: none"> Quiz 6 (Ch. 8) Class wiki (during class) Discussion Lead
8 Mar. 3 (T), Mar. 5 (Th)	Regulation & Policy / Governments and Media (<i>Ch. 9</i>)	<ul style="list-style-type: none"> Quiz 7 (Ch. 9) Class wiki (during class) Discussion Leader
9 Mar. 10 (T), Mar. 12 (Th)	Adaptation 1 / 'Old' Media Adaptation (Film/TV/Music) (<i>Ch. 10</i>)	<ul style="list-style-type: none"> Quiz 8 (Ch. 10) Class wiki (during class) Discussion Lead <p>Understanding your Opps #2 Closes Friday, Mar. 12 at 5pm</p>
SPRING BREAK: Mar. 14 – Mar. 21 (No Classes)		
10 Mar. 24 (T), Mar. 26 (Th)	Adaptation 2 / Mass Culture vs. Microcultures (<i>Ch. 11</i>)	<ul style="list-style-type: none"> Class wiki (during class) Discussion Lead
11 Mar. 31 (T), Apr. 2 (Th)	Work in the Simple-Professional Mode / The Creator Economy (<i>Ch. 12</i>)	<ul style="list-style-type: none"> Quiz 9 (Ch. 11/12) Class wiki (during class) Discussion Lead
12 Apr. 7 (T), Apr. 9 (Th)	The Future 1: New Frontiers / Metaverse, VR, and Emerging Sectors (<i>Ch. 13, Sec. 1-2</i>)	<ul style="list-style-type: none"> Quiz 10 (Ch. 13, Sec. 1-2) Class wiki (during class) Discussion Lead

13 Apr. 14 (T), Apr. 16 (Th)	The Future 2: AI & Ethics / Generative AI and Key Issues (Ch. 13, Sec. 3-4)	<ul style="list-style-type: none">● Quiz 11 (Ch. 13, Sec. 3-4)● Class wiki (during class)● Discussion Lead
April 20/22 Understanding your Opps #3 Closes <u>Wednesday, April 22 at 5pm</u>		