

Mass Media and You

MMC 2604
Three credit hours
Spring 2015
T5-6 (11:45-1:40)
R6 (12:50-1:40)
MCCC 100

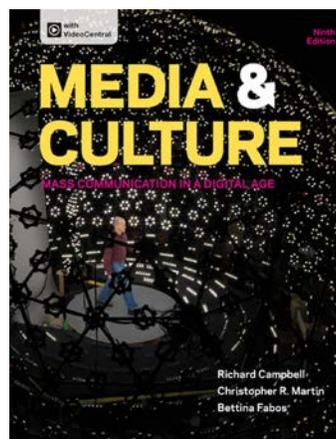
Holly Cowart
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Weimer Hall G044
Office hours: M (1:50-2:50 p.m.)
R (2-4 p.m.) and by appointment

Course Objectives

In this course you will examine the roles and effects of contemporary mass media on society. Course objectives include increasing media literacy through examination of the history of various mass media. In this course you will consider the rights, responsibilities and ethics of media. You will explore the relationship between governments, audiences and media companies as well as the economic, political and social determinates of media content.

Course Materials

The required text for this course is
“Media and Culture: Mass Communication in a Digital Age” ninth edition
(ISBN 978-1457628313).



Buy or rent your textbook as soon as possible. If you encounter a delay (shipping, financial aid, bookstore supply or any other reason) it is your responsibility to find a solution. You are welcome to share textbooks as a way to cut costs. If you choose to use an earlier version, you will need to identify the changes including the reordering of chapters. You are responsible for all the assigned reading material on exams.

Course Requirements

To demonstrate an understanding of the material covered in this course:

- Three tests (30 percent each; 90 percent total)
- Four assignments (10 percent total, see breakdown below)
 1. Media Monitoring (4 percent)
 2. Film Response 1 (2 percent)
 3. Film Response 2 (2 percent)
 4. Film Response 3 (2 percent)

Determining Your Grade

Your overall grade is based on the grades you earn on each of the course requirements listed above. Final grades are rounded up. For example, an 89.5 rounds up to a A-, but a 89.4 remains a B+.

A	A-	B+	B	B-	C+	C	C-	D+	D	D-	E
100-93	92-90	89-87	86-83	82-80	79-77	76-73	72-70	69-67	66-63	62-60	59-0

Attendance and Assignments

Class attendance is important. You should expect some test material to be covered solely in class. The University Catalog outlines specific rules regarding absences available at:
<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

Evidence of a legitimate absence (i.e. a doctor’s note requesting the student be excused) will be required for a make-up test. Please notify me by email within 24 hours of a missed test to schedule a makeup. Students involved in University activities such as athletics are responsible for identifying any tests they will miss, providing me with notification of the absence and scheduling a makeup exam.

Film response assignments are due two weeks after the film is shown in class. These are short assignments that should take less than an hour to complete. By keeping the assignment open for two weeks I am giving you time to deal with any technical or other emergencies that tend to arise when assignments are due.

Therefore, the assignment deadlines are not flexible. The electronic submission system will shut you out when the assignment is due.

Class Decorum & Technology

Please be respectful of everyone in the class and arrive on time. Use social media and the internet in class responsibly. If you have the ability to look up information or resources that pertain to class, please do. Feel free to share relevant examples or information you find online during class, when appropriate, or outside of class via email.

Where to sit

This semester we are trying something new. MCCC 100 has a bit of a slope in the back so the best seats are near the front on either side. Any seat in the middle is also going to be good because I can easily see you. The worst seats are in the back on the left and right sides. Students who sit in the last several rows on either side tend to pay less attention, are harder for me to see and are less likely to be called on for that reason.

This semester we are going to reserve those areas in the back on the right and left of the auditorium for students who are still on the fence about being in class. This class tends to have above-average attendance for its size. When it's possible I like to hear your thoughts and discuss your reactions to things like television shows, movies, advertisements or any number of other media-related content. Separating the engaged from the disengaged is an effort to further facilitate these discussions. So if you want to come to class, but paying full attention and taking notes isn't your thing, or you know you want to spend time texting or shopping online, just sit in the back left or right of the auditorium. I won't judge you. If you happen to hear something that sounds interesting, feel free to move up.

Communications

The best way to reach me outside of class time and office hours is by email at hcowart@ufl.edu. Please feel free to drop by my office, which is on the ground floor of Weimer, or speak to me after class.

Evaluations

You are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but you will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results>.

Academic Integrity

You are bound by The UF 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 (<http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>) specifies a number of 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 let me know.

Special Assistance

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. 352-392-8565
<https://www.dso.ufl.edu/drc/>

Counseling & Wellness

The University provides wellness resources and counseling. Students should take advantage of these if they are feeling overwhelmed academically, personally or socially. The Counseling & Wellness Center website is <http://www.counseling.ufl.edu/cwc/> Students may also contact me if they need assistance taking advantage of the Counseling & Wellness resources.

Class Schedule

The following schedule is subject to change. However, test dates will not change – please plan accordingly. Content is listed the day it is covered in class. For example, read Ch. 1 by Wednesday, Aug. 27.

Week	Monday	Wednesday
1 – Introduction & Why We Study Media	TBD - Course Introduction Review Syllabus <i>Media Diary Assigned – Due Sep. 8</i>	TBD - Ch. 1 Mass Communication: A Critical Approach – includes the culture and evolution of mass communication, the role of media, media literacy and the critical process
2 – Digital Media & Convergence	TBD	TBD Digital Media and Convergence – history of the internet, its influence on media, economic issues
3 – Digital Media & Convergence	TBD - Ch. 3 Media Diary Due Digital Gaming and the Media Playground - history, trends in gaming	TBD – Digital Media Social Media and What’s Next <i>Discuss Media Diary Results</i>
4 – Sounds & Images	TBD - Ch. 4 Sound Recording and Popular Music – history, business of music, internet influence on the business model	TBD - Ch. 5 Test Review Popular Radio and the Origins of Broadcasting – history and evolution of the radio industry <i>Guest Speaker: Heather Halak</i>
5 – Sounds & Images	TBD Test 1	TBD - Ch. 6 Television and Cable: The Power of Visual Culture – history, development of cable and network television, major industry changes
6 – Sounds & Images	TBD - Ch. 7 Television and Cable Cont. – <i>Guest Speaker: Ginger Blackstone</i> Movies and the Impact of Images – evolution of movies	TBD Ch. 7 Movies and the Impact of Images – evolution of movies, Hollywood’s golden age, trends and censorship
7 – Words & Pictures	TBD - Ch. 8 Newspapers: The Rise of Decline of Modern Journalism – history, ownership, new business models, changes facing the industry	TBD “Page One: Inside the New York Times” <i>Film Response 1 Assigned – Due Oct. 22</i>
8 – Words & Pictures	TBD - Ch. 8 Newspapers: social media as a distributor of news content, online news consumption	TBD - Ch. 9 Test Review Magazines in the Age of Specialization – development of modern American magazines, economic concerns
9 – The Business of Mass Media	TBD Test 2	TBD Film Response 1 Due “The Greatest Movie Ever Sold” <i>Film Response 2 Assigned – Due Nov. 5</i>
10 – The Business of Mass Media	TBD - Ch. 11 Advertising and Commercial Culture – industry trends, internet advertising	TBD - Ch. 11 Advertising and Commercial Culture – effects on children, consumers
11 – The Business of Mass Media	TBD - Ch. 12 Public Relations and Framing the Message – history, practice, PR and democracy	TBD - Ch. 14 Film Response 2 Due The Culture of Journalism: Values, Ethics, and Democracy – ethics, influence of online journalism, redefining journalism
12 –Democratic Expression and the Mass Media	TBD 10 Ch. 15 Media Effects and cultural approaches to Research – research on media effects, critical cultural approaches	TBD - Ch. 15 Media Effects and cultural approaches to Research – research on media effects, critical cultural approaches

13 – Digital Journalism	TBD The Programmer Journalist <i>Guest Speaker: Mindy McAdams</i>	TBD “PressPausePlay” <i>Film Response 3 Assigned – Due Dec. 3</i>
14 – TBD	TBD	TBD
15 – Democratic Expression and the Mass Media	TBD Legal Controls and Freedom of Expression – origins, major cases	TBD - Ch. 16 Film Response 3 Due Test Review Legal Controls and Freedom of Expression – origins, major cases
16 – Test	TBD Test 3	