

## **MMC 2604: Mass Media & You**

Summer B: Monday–Friday, 3:30 p.m. – 4:45 p.m.

Instructor: Jason A. Cain

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Office hours: Tuesdays & Wednesdays, 2-3 p.m.

### **Course Description**

This course is designed to increase your media literacy. In order to do so, we will examine the history of various mass media and examine their effects. The examples used in this course are selected in hopes that they will improve your understanding of how media impact culture.

### **Assigned Textbooks**

Campbell, R., Martin, C. R., & Fabos, B. (2013). Media and Culture: 8th edition. Boston: Bedford/ St. Martin's. ISBN-13: 978-1-4576-0491-1; ISBN-10: 1-4576-0491-4

### **CE-Learning Sakai**

We will use the [E-learning \(Sakai\)](#) to upload the grades and course-related materials. Log in and browse around to become familiar with our site. Feel free to ask any questions.

\*Note: For further assistance, there's a tutorial and Help menu and you can use, or you can contact the UF Computing Help Desk located at the Hub. If you need help, call 352-392-4357, e-mail [helpdesk@ufl.edu](mailto:helpdesk@ufl.edu) or visit the helpdesk in person.

### **Course Objectives**

1. Gain tools to increase your media literacy, and increase and awareness of how the media shape our perceptions of the world.
2. Learn history of mass media, and understand the relationship of technological advancements to communication.
3. Learn some media effects theories, and their criticisms.
4. Gain a clear idea of how the media impacts your culture.

### **Attendance Policy**

Course attendance is mandatory. Students are expected to show-up on-time for class meetings, as outlined in this syllabus. Students are responsible for making up any material missed due to absences. If you are absence for any acceptable reasons, a note from the Dean of Students Office will be requested. (<http://www.dso.ufl.edu/supportservices/>)

According to the Registrar's Office at the University of Florida, an acceptable reason for an absence is outlined below:

“In general, acceptable reasons for absence from class include illness, serious family emergencies, special curricular requirements (e.g., judging trips, field trips, professional conferences), military obligation, severe weather conditions, religious holidays and participation

in official university activities such as music performances, athletic competition or debate. Absences from class for court-imposed legal obligations (e.g., jury duty or subpoena) must be excused. Other reasons also may be approved.” Source:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx#absences>

Missing a class or two can have a big impact on your final grade because we have a lot of information to be covered in each class. With that in mind, please be on time for class. **Do not talk or make rude noises during the lectures; such disruptions will have a damaging effect on your grade**

In addition:

**-MOBILE PHONE USE FOR TEXTING OR TALKING IS PROHIBITED AND WILL AFFECT YOUR GRADE.-**

The best idea is to just turn them off before coming to class. If there is a reason that you need to have yours on during class, let me know **before class starts**.

I also reserve the right to restrict the use of laptops during class if such action is necessary. No professor or lecturer appreciates being in front of a room full of students on Facebook, checking email, or just surfing the web. If this becomes an issue even with a few students the whole class runs the risk of being able to use their laptops.

### **Grading**

Students will be evaluated based on three tests, quizzes, a grade for participation, and a final project. There are a total of 500 points available for class.

### ***Assignments:***

- A. Three Tests worth 20% of the grade each (100 points each)
- B. Four **UNANNOUNCED** Quizzes (10 point each)
- C. Class Participation (60 Points)
- D. Group Project (100 points)

### ***Notes on Exams/Make Ups***

All tests will be a combination of multiple choice, true/false, listening, and matching. Questions are taken from reading assignments, lectures, and viewing material shown in class. Exams may possibly be given through Sakai. **Lecture notes/slides WILL NOT will not be available for those with unexcused absences.**

Make up exams will **ONLY** be given for excused absences. The University’s explanation of excusable absences will be observed and can be found here:

<http://www.registrar.ufl.edu/catalog1011/policies/regulationattendance.html#absences>

Documentation (doctor's note, proof of attendance) will be required for and absence to be excused. If you have a conflict and are not entirely sure whether the absence will be excused, contact me at least a week ahead of time to make sure.

### ***Extra Credit***

There will be no individual extra credit offered. Any extra credit offered will be given to the entire class. Total extra credit if offered will not exceed 5% (25 pts) of course grade.

### ***Grading:***

A 100.00-90.00  
B+ 89.99-87.00  
B 86.00-83.00  
B- 82.99-80.00  
C+ 79.99-77.00  
C 76.99- 73.00  
C- 72.99-70.00  
D+ 69.99-67.00  
D 66.99-63.00  
D- 62.99-60.00  
F 59.99-0

### **Academic Honesty**

A helpful explanation of academic honesty and plagiarism is hosted on the College's and University's websites at <http://www.jou.ufl.edu/academic/jou/honesty> and <http://www.dso.ufl.edu/sccr/honorcode.php>, respectively.

### **Students with Disabilities**

Students requesting classroom accommodations 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 accommodations. If you are requesting special accommodations, please contact the [Dean of Students Office](#) at 392-1261 or visit them on campus at P202 Peabody Hall for more information.

### **Finally**

This syllabus is your contract with your instructor. It outlines your responsibilities for this term and tells you how you can succeed in this course. It also outlines our duties and responsibilities as your instructor. That being said, this syllabus is subject to revision at the discretion of the instructor. You'll be notified in advance of any revisions in class and via e-mail.

## **A TENTATIVE COURSE SCHEDULE OF SORTS!**

### Week 1

July 1 – Syllabus Course Intro  
July 2 – Chapter 1  
July 3 – Chapter 1, Start Chapter 2  
July 4 – Holiday  
July 5 – Outside Class Work

### Week 2

July 8 – Chapter 2  
July 9 – Chapter 3  
July 10 – Chapter 3  
July 11 – Chapter 4  
July 12 – Test 1

### Week 3

July 15 – Chapter 5  
July 16 – Chapter 5  
July 17 – Chapter 6  
July 18 – Chapter 7  
July 19 – Chapter 7

### Week 4

July 22 – Chapter 8  
July 23 – Chapter 8  
July 24 – Chapter 9  
July 25 – Chapter 9  
July 26 – Test 2

### Week 5

July 29 – Chapter 10  
July 30 – Chapter 10  
July 31 – Chapter 11  
Aug 1 – Chapter 11  
Aug 2 – Project Work Day

### Week 6

Aug 5 – Chapter 12  
Aug 6 – Chapter 13

Aug 7 – Test 3  
Aug 8 – Project  
Aug 9 – Project