

Media & Politics MMC 3614

MMC 3614 (all sections) - 3 credit hours - Fall 2015 – E-Learning on Canvas

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Weimer Hall 2039D, W 12:45-2:30 (online & in-office) or by appointment

Course Objectives

This course examines the role of media in shaping American politics. By the end of the course you will be able to recognize the fundamental role of media in shaping the public's perception of politicians, the government, and the political structure. You will be able to evaluate the strengths and weaknesses of certain media sources and develop ways to ascertain the validity of information from media sources. You will be able to identify how the media affects political figures, the ways in which political figures respond to, influence, or even manipulate news coverage.

Course Materials

The required text for this course is "Mass Media and American Politics" (Ninth Edition) Doris A. Graber and Johanna Dunaway ISBN 9781452287287. Any additional readings will be posted on Canvas.

Course structure

This course is web-only. A learning module has been set up for each section of the class. For the first nine weeks the modules correspond with one week of class. All Assignments & Quizzes are due Sunday by midnight. It is your responsibility to follow and adhere to this schedule. Assignments and the final paper will evaluate how well you grasped the concepts of the course. There will not be a final exam (or any exam) so approach this course as a seminar in which you gain knowledge by applying it - not an exercise in memorization.

Course Requirements

Reading/Lecture Quizzes = 30% (10 quizzes x 3% each)

Assignments/Candidate Examples = 30% (6 assignments x 5% each)

Prospectus = 10%

Final Paper & Online Presentation = 30%

Presentation Feedback (up to 3% extra credit)

The following are brief summaries of Course Requirements – more detailed information can be found on Canvas:

Reading/Lecture Quizzes are online quizzes designed to help ensure you are reading the text, and any additional articles posted on Canvas, as well as watching the lecture and associated videos for each module. The quizzes are not timed and you may use your text or other online resources to help you answer questions.

Assignments/Candidate Examples - Your first assignment is to choose a candidate to follow their media coverage throughout the semester. The following five assignments require you to submit links to media coverage or portrayals of your candidate in the

media. You will explain how the coverage or portrayals demonstrate an aspect of your reading or lecture in the assigned module.

Prospectus – This is a proposal and outline for your final paper that will include an annotated bibliography.

Final Paper & Online Presentation – Requirements will vary depending on the option you choose. It may be a full-length research paper with a simple online presentation or a more dynamic and detailed online presentation with a shorter paper.

Presentation Feedback – You may earn up to 3 extra credit points on your final grade by evaluating your fellow students’ presentations. Detailed feedback and/or discussion of presentations will be required to earn all three points. This is the only extra credit that will be offered.

Determining Your Grade

Passing Grade	A	A-	B+	B	B-	C+	C	C-	D+	D	D-	S
Grade Points	4.0	3.67	3.33	3.0	2.67	2.33	2.0	1.67	1.33	1.0	.67	0

Deadlines

All work is due at the time listed on Canvas under assignments. Assignments and Quizzes are always due by midnight on Sunday of the week they are listed.

You are responsible for managing due dates and times. Inevitably there are power outages and computer problem. Waiting until the last minute makes it hard to work around these things and you are encouraged to stay well ahead of deadlines. I will assume if you waited until the last minute that you were aware a problem could occur and chose to take the chance. I respect my students and expect you to treat this course as they would a job by taking responsibility for their work and their deadlines.

***If you have Canvas problems your first line of defense will be to contact the UF HelpDesk at 392-HELP. If they cannot resolve your issue, please forward me a copy of the receipt they email you and propose a solution. I will not accept assignments via email unless you have a receipt from UF HelpDesk showing you contacted them first to resolve your problem.

If there are extreme circumstances keeping you from completing an assignment, discussion, or paper, please email me as soon as possible. The University’s policy on absences is at <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

Communications

The best way to reach me outside of office hours is by email at hcowart@ufl.edu. Please feel free to drop by my office, which is on the second floor of Weimer in the graduate department offices. If you’re facing the elevator you’ll go through the doors to your left and left through the entrance. You’ll see a bunch of ominous-looking cubicles in the hallway. On the back row find 2039D.

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, due dates will not change – please plan accordingly. Unless otherwise listed, all work is due at the end of the week in which it is listed. For example, Subject Assignment 1 is due at midnight Sept. 6.

Module	Date & Module	To Do
1	08/24-08/30 Introduction	Watch introduction video Quiz #1 Review Syllabus and Assignments Begin Candidate Research
2	08/31-09/6 Ch. 1 – Media Power and Government Control	Read Ch. 1 (pg. 2-25) Quiz #2 Candidate Assignment #1

3	09/07-09/13 Ch. 2&3 – Ownership, Regulation, and Guidance of Media; Press Freedom and the Law	Read Ch. 2 (pg. 29-48) Ch. 3 (pg. 52-77) Quiz #3
4	09/14-09/20 Ch. 4 – Media and Politics in the Changing Media Landscape	Read Ch. 4 (pg. 80-98) Quiz #4 Candidate Assignment #2
5	09/21-09/27 Ch. 5 – News Making and News Reporting Routines	Read Ch. 5 (pg. 106-136) Quiz #5 Candidate Assignment #3
6	09/28-10/4 Ch. 6 – The Media as Policy Makers	Read Ch. 6 (pg. 142-167) Quiz #6 Candidate Assignment #4
7	10/5-10/11 Ch. 12 – Incivility, Negativity, and Bias in the Media	Read Ch. 12 (pg. 343-362) Quiz #7 Candidate Assignment #5
8	10/12-10/18 Ch. 10 – Media Influence on Attitudes and Behavior	Read Ch. 10 (pg. 272-300) Quiz #8 Candidate Assignment #6
9	10/19-10/25 Ch. 11 – Elections in the Internet Age	Read Ch. 11 (pg. 309-337) Quiz #9 Watch Research Lecture
10	10/26-11/1 Ch. 13 – Current Trends and Future Decisions	Read Ch. 13 (pg. 370-394) Quiz #10 Work on Prospectus
11	11/2-11/8	Prospectus must be in by midnight 11/5 ***NOTE THURSDAY DEADLINE Homecoming
11	11/9-11/15	Prospectus returned by 11/12, begin paper Individual Meetings
11	11/16-11/22	Prospectus revisions (if required) due 11/18 Individual Meetings Optional Early Paper Deadline 11/22
	11/23-11/29	Thanksgiving – no assignments

12	11/30-12/06	Final Paper must be in by midnight 12/06 Individual Meetings
13	12/07-12/09	Presentation must be uploaded by midnight 12/07 Presentation Comments Due 12/09