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MMC 6660 Mass Comm & Society

UF College of Journalism & Communications

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Syllabus – Fall 2013 – Section 2985

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FYI – THIS IS 99% COMPLETED – THERE MAY BE SOME FINE-TUNING BEFORE THE START OF THE SEMESTER. – DR. R

Instructor: Ronald R. Rodgers

Email: Because I find both the UF and Sakai email systems clunky, for this class let's use my Gmail account only. It is rr194602@gmail.com

I will respond as soon as possible within 24 hours Monday through Friday

Email Policy

- The email should be as specific as possible.
- It should include your full name.
- You should also note that I check my email **once** in the morning and **once** in the evening Monday through Friday.
- I should also note that I do not read emails of more than half a screen long. If you have that much to say, then let's have a conversation.

Meeting Time:

Monday: Periods 6, 7 and 8 (12:50 p.m.-3:50 p.m.)

Classroom: Weimer G030

Office: 3058 Weimer Hall **Office phone:** 392-8847

Office Hours: See [Link to my schedule](#)

Favorite Saying: [東 \(east\) 問 \(question\) 西 \(west\) 答 \(answer\)](#)

Course Description

The purpose of this course is to give students in journalism, advertising, public relations, telecommunications, other mass communications fields, and anyone else interested in mass communications – and that should be everyone – the opportunity to explore issues in the interaction between mass media/mass communication institutions and society.

The course is aimed at helping students to develop a critical perspective on mass media as they consider different ways in which media institutions and media content affect – and are affected by – individuals and society.

Requirements for Class

Tools

- A laptop computer with a fully charged battery – bring to every class.
- Set up a free [WordPress.com](#) blog for MMC 6660 Mass Media & Society class using the Twenty Twelve theme (<http://theme.wordpress.com/themes/twentytwelve/>).
- When you set up blog, make sure the comments do not have to be moderated by you before anyone else can see them.
- Put a test post on your blog so that my reader will accept your RSS feed. Include some biographical background on yourself, your research interests, and your future goals.
- Send the url for your blog to me through email. Be sure to activate the link. **Deadline:** By end of first class.
 - Here is an excellent WordPress worksheet from Prof. Mindy McAdams on the basics of setting up a blog: http://www.jtoolkit.com/blogg/wp_tips.html

Books

Required Text: [The Media and Modernity: A Social Theory of the Media](#) by [John B. Thompson](#)
Stanford, CA: Stanford University Press, 1995.

FYI: [Review](#) of The Media and Modernity

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3. [The Rise of Mediated Interaction](#) 81
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6. [The Remooring of Tradition](#) 179
7. [Self and Experience in a Mediated World](#) 207
8. [The Reinvention of Publicness](#) 235

FYI: The links to our text above are to a preview only version on Google Books. One research trick to keep in mind with many Google Books is that you can search for words or terms within the book and your search should take you to the page where those words or terms appear.

Other Readings: Assigned as links from Course Schedule each week.

Here are some links to cheap books: abebooks <http://www.abebooks.com/> & half.com by ebay <http://www.half.ebay.com/>

Follow my Tumblr blog **Media Is Plural:** <http://mediaisplural.tumblr.com/>

Follow me on Twitter <http://benton.org/help/subscriptions> Subscribe to either e-mail or RSS feed to your reader and review each day. This offers you a view of breaking media issues. I will often refer to this in our discussions.

Log in to Sakai at <http://lss.at.ufl.edu> If you are unfamiliar with Sakai or have any questions, check out the [e-Learning FAQs](#). If you encounter a problem while using e-Learning, you should immediately contact the Help Desk to get assistance.

Stylebook

You are required to follow APA style for all your citations and reference lists in this course. Thus, you will need a stylebook or some access to one. Either:

Publication Manual of the American Psychological Association. [Link to Google Books](#)

Or

A Pocket Style Manual by Diana Hacker. [Link to Google Books.](#)

Some Recommended Books & Websites:

Communication Research: Strategies and Sources by Rebecca B. Rubin, Alan M. Rubin, Linda J. Piele, and Paul M. Haridakis, 2010. (Wadsworth Cengage Learning). (If you are a new master's student, this book will help you develop your research skills to meet the expectations of the Graduate Faculty.) [Link to Google Books](#)

Mass Communication and American Social Thought: Key Texts, 1919-1968 by John Durham Peters and Peter Simonson, 2004 (Rowman & Littlefield). [Link to Google Books](#)

Purdue Online Writing Lab's Research and Citation Resources

<http://owl.english.purdue.edu/owl/section/2/>

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1.



[adrianapmasscom](#)

November 5, 2012 at 4:14 PM | [#1](#)

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This is the best class I've ever had

1. May 2, 2011 at 6:41 PM | [#1](#)

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6. May 2, 2011 at 6:48 PM | [#6](#)

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This is a blog for MMC 6660 Mass Communication & Society at the University of Florida's College of Journalism and Communications taught by Dr. Ronald R. Rodgers. If you want to know more about moi, please click on the photo.

1. Peers' Blogs, Cohort and Discussion Groups

- [Gabriela Tamariz](#)
- [Kaitlyn Igo](#)
- [Kristin Letsch](#)

- [Minch Minchin](#)
- [Rin Woo \(우린\)](#)
- [Serumun Ubwa \(Sese\)](#)

2. Class Info

- [A Class Blog: Media Is Plural](#)
- [Class Blogs](#)
- [Video Sked](#)

A List of Media Topics

- [Media & Construction of Reality/Meaning Through the Active Audience](#)
- [Media & Critiques of Capitalism & Consumerism & the Commodification of Journalism to the Detriment of Democracy](#)
- [Media & Cultural Studies](#)
- [Media & Democracy](#)
- [Media & Digital-Driven Globalization](#)
- [Media & Ideology](#)
- [Media & Its Effects](#)
- [Media & Its Effects in the Digital World](#)
- [Media & Its Use](#)
- [Media & Journalism History](#)
- [Media & Money](#)
- [Media & Political Influence](#)
- [Media & Privacy](#)
- [Media & Professions & Objectivity & Media Routines & Norms](#)
- [Media & Public Sphere & Public \(Civic\) Journalism](#)
- [Media & Representation of the Marginalized “Other”](#)
- [Media & Structure & Agency](#)
- [Media & The Digital World](#)
- [Media & Theory](#)
- [Media Web Resources](#)

A Series of Media Blogs & Websites

- [Cliometrics](#)
- [FourthEstate.net: Visualizing the Influence of Media](#)
- [Free Expression Policy Project](#)
- [FreePress.net](#)
- [Pop History Dig: Exploring the History & Power of Popular Culture](#)
- [Rough Type](#)

About Knowing What Is True

- [On Trueness](#)

- [Out of True](#)
- [Rashomon \(Or how do we know what is true?\)](#)

About Mass Media

- [Mass Communication Chronology](#)
- [Mass Media Groups](#)
- [Mass Media Sites](#)
- [Who Owns Media – 2012](#)

ALT MEDIA

- [AlterNet](#)
- [American Spectator](#)
- [Association of Alternative Newsmedia](#)
- [Consortiumnews.com](#)
- [Counterpunch](#)
- [Democracy Now](#)
- [Mediastorm](#)
- [Mother Jones](#)
- [National Review](#)
- [PJ Media](#)
- [SlitNation \(Left & Right News Media Aggregated\)](#)
- [The Nation](#)
- [Think Progress](#)
- [World Internet News](#)

Blogroll

- [The Self Illusion: How Our Social Brain Constructs Who We Are](#)

Censorship

- [10 Most Censored Countries](#)
- [Censorship by Karl Marx](#)
- [Great Minds on Censorship](#)
- [How Censorship in China Allows Government Criticism but Silences Collective Expression](#)
- [WeFightCensorship.org](#)
- [You Can't Say That on Television: 40 Years of Debating Dirty Words](#)

Construction of Reality

- [Rashomon \(Or how do we know what is true?\)](#)
- [You've Got to be Carefully Taught](#)
- [You've Got To Be Carefully Taught – Video](#)

- [Youve Got To Be Carefully Taught – Lyrics](#)

Critiques of Media

- [Twitter Hate](#)

Media History

- [Communities of Journalism: A History of American Newspapers and Their Readers](#)
- [Growth of Newspapers Across U.S.: 1690-2011](#)
- [Hegel: Reading Newspapers Substitutes for Morning Prayers](#)
- [Journalism is NOT Media](#)
- [Media History Project](#)
- [Media History Timeline](#)
- [Media Myth Alert](#)
- [Newspaper Circulation Over Last Two Decades](#)
- [Origin of Word "News" Traced by Student](#)
- [Past is Present](#)
- [Publick Occurrences](#)
- [The Staple of News by Ben Johnson](#)
- [Yellow Journalism: A Timeline](#)

Media Movies

- [Broadcast News](#)
- [Network](#)
- [Network \(Famous Scene\)](#)
- [Video – UbuWeb: Film & Video](#)
- [Videos – UbuWeb](#)

Media Regulation

- [Kill Newspaper-TV Crossownership Rule, Now](#)

Media Thinkers

- [Clay Shirky](#)
- [David Lewis-Williams](#)
- [Evgeny Morozov](#)
- [George Lakoff](#)
- [International Journal of McLuhan Studies](#)
- [Jean K. Chalaby](#)
- [Manuel Castells](#)
- [Mikhail Bakhtin](#)
- [Nicholas Carr](#)
- [Nicholas Carr](#)

- [Nicholas Carr's Blog](#)
- [Sherry Turkle — Technology & Self](#)
- [Stuart Hall](#)
- [Walter Benjamin](#)

Media Videos

- [A History of Campaign Advertising](#)
- [A Public Right to Hear and Press Freedom in an Age of Networked Journalism](#)
- [Digital Nation: Life on the Digital Frontier](#)
- [Going Feral on the Net: the Qualities of Survival in a Wild, Wired World](#)
- [James Gleick / The Information: A History, a Theory, a Flood](#)
- [Nieman Journalism Lab's Videos](#)
- [Open Mind on Media](#)
- [Writer-producer Matthew Weiner](#)

On Culture & Values

- [World Values Survey](#)

On Theories, Models, Effects

- [Historical Summary of Media Effects Research](#)
- [Hostile Media Effect re Bias](#)
- [Marxists Internet Archive](#)
- [Technology as Materialized Action](#)
- [Theory of Mass Society](#)

Paradigm Shifting

- [A New Language of Journalism](#)
- [Why We Killed Our College Daily Paper for a More Digital Future](#)

Pressure on the Press

- [How the US Press Lost Its Way](#)
- [Propaganda campaign against USA Today journalists](#)
- [Who Needs Yesterday's Papers? by Alexander Cockburn](#)

Propaganda

- [Darpa Wants to Master the Science of Propaganda](#)

Rashomon

- [Lippmann on News & Truth](#)
- [Real-Life Rashomon?](#)

Research - Advertising

- [A History of Campaign Advertising](#)

Research - Journalism

- [Epistemology of News](#)
- [Future of Journalism \(abstracts\)](#)
- <http://ReadingListontheMedia&SciencePolicyDebates>
- [Nieman Reports](#)
- [Reading List for Media, Technology and Democracy](#)

Research - Magazines

- [American periodicals series online, 1740-1900](#)
- [Magazines on Google Books Search](#)
- [Media History Digital Library](#)
- [Old Magazine Articles](#)
- [Periodical Articles Online](#)
- [Sports Illustrated Vault](#)
- [Time Magazine Archive \(1923-present\)](#)

Research - Newspapers

- [Catalog of Digital Historical Newspapers \(NewspaperCat\)](#)
- [Chronicling America](#)

Research - Public Sphere

- [Public Sphere Forum](#)
- [Public Sphere Guide](#)

Research - Scholarly Journals

- [Blog on Predatory Publishers](#)
- [JSTOR Journals](#)

Research - Tools

- [Citation Machine](#)
- [Evernote](#)
- [HathiTrust Digital Library](#)

- [Library of Congress](#)
- [Scrivener](#)
- [Zotero](#)

Slipperiness of Language

- [From Education of Henry Adams](#)

Social Media & Networking

- [Social Media And The History Of Influence](#)
- [Twitter dot dash](#)
- [What Happens On The Internet Every 60 Seconds?](#)
- [What Happens Online in 60 Seconds?](#)

Stereotyping

- [Cover of Swiss Magazine Draws Accusations of Racism](#)
- [Photographer says CNN's first edit of her Appalachia photos misrepresented her work](#)
- [Think Progress on Media Representation](#)
- [You've Got to be Carefully Taught](#)

THEORY

- [An A to Z of Theory](#)
- [Transportation Theory](#)

Wise Words From Past

- [The World Outside And The Pictures In Our Heads – Lippmann](#)
- [Watchman of the City – W.T. Stead](#)

Writing

- [A Language Primer: Grammar, Punctuation and Word Use](#)
- [Grammar Resources](#)
- [Purdue Online Writing Lab \(OWL\)](#)
- [The WritersDiet Test](#)

Recent Posts

- [The Reflexivity of Modernity](#)
- [“...an ostentation often mendacious, always superficial.”](#)
- [Twitter Hate](#)

- [Media & Critiques of Capitalism & Consumerism & the Commodification of Journalism to the Detriment of Democracy](#)
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