

RTV 3405: TV AND AMERICAN SOCIETY

Fall 2012
Section 4492
MWF 3 (9:35a – 10:25a)
Weimer 1064 (Gannett Auditorium)

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Course Overview

This course introduces students to the history of television and the medium's effects on American society. Students will learn about the invention of television; milestones in the history of television; media effects theories; the political, social, cognitive, affective, and behavioral effects of television content; and new television technologies.

Student Learning Outcomes

- Identify, describe, or apply concepts and theories in the use and presentation of TV content
- Identify, describe, or apply professional ethical principles and the importance of truth, accuracy, fairness and diversity
- Identify, describe, or apply the tools and technologies appropriate for the telecommunication professions
- Gather information, conduct research and evaluate information by methods appropriate to the telecommunication professions
- Communicate effectively in forms and styles appropriate to the telecommunication professions, audiences and the purposes they serve

Textbook

Harris, R.J. (2009). *A Cognitive Psychology of Mass Communication*, 5th ed. Routledge. (required)

There will be additional required readings posted to E-Learning in Sakai. See below for details about accessing E-Learning in Sakai site.

E-Learning in Sakai

This class has a website available through e-Learning in Sakai. To access the site, go to <https://lss.at.ufl.edu/>, select "e-Learning in Sakai," and log in using your Gatorlink ID. Select the tab labeled "RTV 3405: 4338, Spring 2012."

PowerPoint slides from the lectures will be posted to Sakai at the end of each week (Friday morning) and will only cover the topics that I have lectured on so far. In other words, **I will not post or distribute slides in advance of lectures, so please do not ask me to do so.** PowerPoint presentations are a tool to enhance learning and should not be used as a substitute for attending lectures and reading course materials.

You should check Sakai at least twice per week for extra credit opportunities as well as to obtain additional required readings. If you have problems with Sakai or any computer problems, please contact the UF Helpdesk by email (helpdesk@ufl.edu) or by phone (352-392-HELP (4357)).

Social Media and Interactive Tools

This class will be using social media and other interactive tools to facilitate student learning, discussion, and interest. Three specific tools will be used in this class:

Pinterest

Pin boards for this course are available at <http://pinterest.com/drpopnote/>. Boards correspond to the major topics in the class and are meant to provide easy tools for engaging with the material.

Socrative

The interactive online platform Socrative will also be used for interactive activities in class during lecture, particularly for exam reviews. Socrative is accessible through laptops, tablets, and smartphones at <http://m.socrative.com/student/#joinRoom>. Our Socrative room number is **31951**.

Twitter

In addition to Pinterest and Socrative, Twitter will be used to pass along items of interest related to class topics using hashtag **#RTV3405** (so you can find tweets about class easily). In addition, you can use Twitter and the hashtag to share items of interest with the class. My Twitter handle is **@jmahone79** for those who wish to follow me.

Course Policies

Coming late/Leaving early- Please be on time. Class will start promptly at 9:35 a.m. If you must come in late, please do so as quietly as possible. If you must leave early, again, please do so as quietly as possible and without disturbing those around you.

Electronic devices- Laptops and tablets may be used in class to take notes and to participate in interactive activities. **Cell phones are prohibited except for Socrative activities. Those in violation of this policy will be asked to leave.**

Talking in class- **Please do not have conversations with others around you during lecture.** If you have a question or need clarification, please raise your hand and ask me. Save other discussions for when class is over.

Grades and the 24/7 Rule- When I post any grades, I will send an email to the class via the listserv. **Please wait 24 hours after a grade is posted before contacting me** if it is missing or if you believe it is incorrect in case there is an error. Following this, **you have one week (7 days) to request AND complete a review of an exam or to request credit** that has not been posted. **ALL grades are final after one week. This includes any extra credit points. Any requests received after one week will be disregarded.**

Student Evaluation

Student progress in this course is evaluated through a combination of ten quizzes, each worth 10 points, and three exams, each worth 100 points, for a total of **400 points**.

Exams

There will be three exams in this class, each worth 100 points. Each exam will be administered twice. Your highest score will be your grade for the exam. **NO MAKE-UP EXAMS. NO EXCEPTIONS.** The dates of the exams are:

Exam 1: Sep. 19 & 21

Exam 2: Oct. 24 & 26

Exam 3: Dec. 3 & 5

Quizzes

In additions to the exams, there will be 12 online weekly quizzes, each worth 10 points. The **two lowest scores will be dropped**, and your **10 HIGHEST scores will account for the final 100 points towards the final grade**. The quizzes will be posted to Sakai and will **open at 11:00 a.m. Friday morning** and will **close at 11:59 p.m. Sunday night**. These quizzes will be posted every week except exam weeks and Thanksgiving week:

Quiz dates:

Aug. 24-26	Oct. 12-14
Aug. 31-Sep. 2	Oct. 19-21
Sep. 7-9	Nov. 2-4
Sep. 14-16	Nov. 9-11
Sep. 28-30	Nov. 16-18
Oct. 5-7	Nov. 30-Dec. 2

There will be no extensions for individual quizzes and no make-ups.

Extra Credit

Students will have the opportunity to earn up to **30 points extra credit** throughout the course of the semester. These points will be earned through participating in activities announced in class, via email, and on Sakai.

Grading Scale

I will be assigning grades according to the following scale:

A	372 or above (93% or more)	C	292 to 303 (73%-75.99%)
A-	360 to 371 (90%-92.99%)	C-	280 to 291 (70%-72.99%)
B+	344 to 359 (86%-89.99%)	D+	264 to 279 (66%-69.99%)
B	332 to 343 (83%-85.99%)	D	252 to 263 (63%-65.99%)
B-	320 to 331 (80%-82.99%)	D-	240 to 251 (60%-62.99%)
C+	304 to 319 (76%-79.99%)	E	250 and below (0%-59.99%)

Academic Honesty

Students in this course are expected to uphold the UF Honor Code:

“On my honor, I have neither given nor received unauthorized aid in taking this exam.”

If you are caught cheating or helping someone else cheat, you will be subject to sanctions according to the procedures of Student Conduct and Conflict Resolution (SCCR): <http://www.dso.ufl.edu/sccr/procedures/honorcode.php>. If you suspect another student of cheating, please let me know, or call the Cheating Hotline (352-392-6999).

Accommodations for Students with Disabilities

Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to you. You will then provide that documentation to me when requesting accommodation.

Schedule- Asterisk (*) indicates reading posted to Sakai. Readings and schedule are subject to change at the instructor's discretion.

Aug. 22-24	Intro to Class; Why study TV?	Mittell, J. (2010). Why television? In Mittell, J. <i>Television and American Culture</i> (pp. 1-13). New York: Oxford.* (Mittell Why Television.pdf)
Aug. 27-31	Invention and history of TV; TV's new technologies	Mittell, J. (2010). Television's transforming technologies. In Mittell, J. <i>Television and American Culture</i> (pp. 403-437). New York: Oxford.* (Mittell History of Television.pdf)
Sep. 3-7	TV Use and Reliance; Media Effects	Text, Ch. 2, 3,12
Sep. 10-14	Production and Programming; Media Concentration	Mittell, J. (2010). Exchanging programming. In Mittell, J. <i>Television and American Culture</i> (pp. 17-53). New York: Oxford.* (Mittell Exchanging Programming.pdf)
Sep. 17-21	EXAM 1: Sep. 19 & 21	
Sep. 24-28	Political TV: News	Text, Ch. 7 Paletz, D.L. <i>The media in American politics</i> . New York: Longman.* (Paletz The Media in American Politics.pdf)
Oct. 1-5	Political TV: Advertising	Kaid, L.L. (2008). Political Advertising. In L.L. Kaid and C. Holtz- Bacha (Eds.). <i>The Encyclopedia of Political Communication</i> . Thousand Oaks, CA: Sage Publications.* (Kaid Holtz-Bacha Political Advertising.pdf)

Oct. 8-12	Political TV: Advertising; Political TV: Debates	Text, Ch. 8
Oct. 15-19	Political TV: Debates TELECOM ADVISORY COUNCIL: OCT. 19	McKinney, M.S. (2008). Debates. In L.L. Kaid and C. Holtz-Bacha (Eds.). <i>The Encyclopedia of Political Communication</i> . Thousand Oaks, CA: Sage.* (McKinney Debates.pdf)
Oct. 22-26	EXAM 2: Oct. 24 & 26	
Oct. 29-Nov. 3	Representing Identity on TV	Text, Ch. 4 Mittell, J. (2010). Representing identity. In J. Mittell (Au.), <i>Television and American culture</i> . (pp. 305-353). New York: Oxford.* (Mittell Representing Identity.pdf)
Nov. 5-9	Advertising NO CLASS NOV. 9: HOMECOMING (Friday)	Text, Ch. 5
Nov. 12-16	NO CLASS NOV. 12: VETERANS' DAY (Monday) Reality TV	Reiss, S., & Wiltz, J. (2004). Why people watch reality TV. <i>Media Psychology</i> , 6, 363-378.* (Why People Watch Reality TV.pdf)
Nov. 19-23	TV & Children NO CLASS NOV. 21 & 23: THANKSGIVING	Text, Ch. 9, 10 Mittell, J. (2010). Television for Children. In J. Mittell (Au.), <i>Television and American culture</i> . (pp. 383-402). New York: Oxford.* (Mittell Television for Children.pdf)
Nov. 26-30	Sports, Soaps, and Music	Text, Ch. 6
Dec. 3-5	EXAM 3	