

RTV 3405 TELEVISION AND AMERICAN SOCIETY

Spring 2015 Section 029H

When: Monday 5:10pm-7:05pm
Wednesday 5:10pm -6:05 pm
Where: Weimer Hall 1065 (Gannett Auditorium)

Instructor: Dr. Yu-Hao Lee
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COURSE OBJECTIVES

Television, in general, remains the most popular entertainment form in the United States. While the technology, the industry, and the audience has changed over its history. Its political, social, and cultural influence is still significant today. This course will introduce students to television from multiple perspectives. We will cover the history of television, the television industry and the telecommunication profession, the unique narrative and affordances of television, its cultural influence on American and international societies, and theories of television effects.

You will learn...

- To analyze television programs critically and identify its persuasive attempts
- To apply political, social, psychological theories in explaining television effects
- How television content is produced and programming logic
- How technology changes affect the relationship between producers and audiences
- The history of television as a technology and cultural artifact
- Basic ethics and demands of the telecommunication profession

REQUIRED TEXTBOOK

1. Mittell, J. (2010). *Television and American Culture*. New York: Oxford University Press.
2. More required readings on the course site: <https://lss.at.ufl.edu>
select “e-Learning in Canvas,” and log in using your Gatorlink ID.

If you have problems with Canvas or any computer problems, please contact the UF Helpdesk by email (helpdesk@ufl.edu) or by phone (352-392-4357).

GRADES

Exam 1	100 Points
Exam 2	100 Points
Exam 3	100 Points
Group Project	100 Points
TOTAL	400 Points

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%)

EXAMS (3 x 100 points)

There are three exams in this class, each worth 100 points. The exam will consist of multiple-choice questions and short essays. There will be no make-up exams. No exceptions. The dates of the three exams are:

Exam 1: Feb. 11 (Wed)

Exam 2: Mar. 18 (Wed)

Exam 3: Apr. 15 (Wed)

GROUP PROJECT (100 points)

You will work in groups to pitch a TV program for an audience niche. You will be assigned to groups of () after the drop/add period has ended. A list of groups will be distributed via email and via Canvas. Later in the semester, we will do a lottery to determine the order of presentations. You will have exactly 5 minutes to present your project in class at the end of the semester. Your presentation should be polished and rehearsed.

TV program pitch: At the end of the semester, you will propose a new television program that will address a topic that is not addressed in current TV programs. You will “pitch” the program in groups of () in class during the last week of class. In your pitch, you need to make the case why your show will succeed for a specific channel. 1) You must provide a brief summary of the program and what issue are you trying to tackle with this new program. 2) Describe the audience you will attract and why it matters for the channel. 3) Design a market plan for your program to become a success. 4) Incorporate transmedia storytelling, describe your franchise plan. 5) You will also need to address the issue of negative representations of a group of your choosing (i.e.,

racial and ethnic minorities, persons with disabilities, women, members of the LGBT community, etc.) and find a way for your show to address representation issues. Use EVIDENCE to support your pitch, such as ratings for similar programs, audience survey, etc.

Each student in each group should submit an individual paper via Canvas by 11:59pm on Apr. 23 along with evaluation forms for the other members of your group.

More details on the project will be provided throughout the semester, and we will have group workdays to facilitate group work needed to finish the project.

EXTRA CREDITS (20 points Max):

You will have the opportunity to earn up to 20 extra credits throughout the semester. The extra credits will be earned through:

- a) Participating in activities announced in class and via email
- b) Quizzes throughout the semester

CLASS POLICY

Attendance: The class will start promptly at 5:10pm, if you come in late or have to leave early, please do so quietly without disturbing others in the class.

Electronic devices: You are allowed to bring laptops or tablets for note-taking. But uses of other electronic devices are strictly prohibited during class, ESPECIALLY CELLPHONES. Please turn your phone off or to silent mode during class and keep it tucked away.

Honor Code: As a student at this university, you have accepted a commitment to the Honor Code, and the principles of academic integrity, personal honesty, and responsible citizenship on which it was founded. As an instructor at this university, I am also charged with its enforcement and take that responsibility very seriously.

You can find the complete honor code via this link:

<https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>

Among the activities that could result in Honor Code violations are plagiarism, cheating, misrepresenting sources, the unauthorized use of others' work, etc. Consult me if you are uncertain about your Honor Code responsibilities within this course.

Special Needs: According to University policy, students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide appropriate documentation to you and you should provide this documentation to me when requesting specific accommodation. It is your responsibility to initiate this conversation early in the semester and you should plan to meet with me during office hours to discuss this.

TENTATIVE SCHEDULE

Date	Topic	Readings
<u>Week1</u>		
Jan. 7 (W)	Welcome & Introduction	
<u>Week2</u>		
Jan. 12 (M)	Why study television? History of TV	Textbook: Introduction (p.1-13) Textbook: Ch.11
Jan. 14 (W)	History of TV (cont.)	
<u>Week3</u>		
Jan. 19 (M)	MLK day (No class)	
Jan. 21 (W)	TV & convergence	The cultural logic of media convergence - Jenkins (2004)
<u>Week4</u>		
Jan. 26	The TV industry	Textbook : Ch. 1
Jan. 28	Participatory audience	Spoiling survivor-Jenkins (2006)
<u>Week5</u>		
Feb. 2 (M)	Exchanging audience	Textbook: Ch. 2 Recounting the Audience-Lotz (2009)
Feb. 4 (W)		
<u>Week6</u>		
Feb. 9 (M)	Serving the public interest Exam 1 review	Textbook: Ch. 3
Feb. 11 (W)	Exam 1	
<u>Week7</u>		
Feb. 16 (M)	TV and political citizenship	Textbook: Ch. 4 Not Your Parents Presidential Debate- McKinney & Rill (2009)
Feb. 18 (W)	Group worktime	
<u>Week8</u>		
Feb. 23 (M)	Narrative forms in TV	Textbook. Ch. 6

Feb. 25 (W)	Transmedia storytelling	Searching for the Origami Unicorn- Jenkins (2006)
<u>Week9</u> Mar. 2 (M) Mar. 4 (W)	SPRING BREAK (No class)	
<u>Week10</u> Mar. 9 (M) Mar. 11 (W)	Screening America Identity on the screen	Textbook: Ch.7 Textbook: Ch. 8
<u>Week11</u> Mar. 16 (M) Mar. 18 (W)	American TV's global influence Exam 2 review Exam 2	Textbook: Ch. 11
<u>Week12</u> Mar. 23 (M) Mar. 25 (W)	History of media effects Methods of studying TV Cultivation theory	20 th century media effects -McDonald (2009) TV news and cultivation of fear-Romer et al. (2003)
<u>Week13</u> Mar. 30 (M) Apr. 1 (W)	Agenda setting/Framing/Priming Social cognitive theory	Framing, agenda setting, and priming- Scheufele & Tewksbury (2007) Beyond Vicary's fantasies- Karremanns & Vicary (2006) Watch: Social cognitive theory
<u>Week14</u> Apr. 6 (M) Apr. 8 (W)	Excitation transfer theory & Catharsis hypothesis Information literacy and TV	TV viewing and psychological arousal- Zillmann (1991) Jenkins, 2005
<u>Week15</u> Apr. 13 (M)	Future of TV (wrap up) Exam 3 review	

Apr. 15 (W)	Exam 3	
<u>Week16</u> Apr. 20 (M) Apr. 22 (W)	Group presentations	

Tips for doing well in this course

1. Come to class regularly. The PowerPoint slides are NOT substitutes for coming to class and do not cover all the course content.
2. Take notes! This will help you retain information and help you with studying for the exam.
3. Do the reading BEFORE class and don't be afraid to ask questions. Never try to read everything right before the exam.
4. Study for the review session, so that your questions can be answered during review.
5. Find a friend in class with whom you can study and share notes with.
6. See the instructor as soon as possible (during office hour or by appointment) if you are having trouble with the course.