

## RTV 3405 TV and American Society Summer 2015 – Section 0959

**When:** Tuesdays and Wednesday:  
3:30 p.m. to 6:15 p.m.

Thursday: 3:30 p.m. to 4:45 p.m.

**Where:** CSE A101

**Instructor:** Robert H. Wells

**Contact:** rhwells@ufl.edu;  
(352) 846-1107

**Office hours:** Tuesdays and Wednesdays  
2 p.m. to 3 p.m. or by appointment

**Office:** GO38 Weimer Hall

### COURSE OBJECTIVES

Television remains the most popular entertainment form in the United States. While the technology, the industry, and the audience has changed over history, TV's political, social, and cultural influence is still significant today. This course will introduce you 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

Mittell, J. (2010). *Television and American Culture*. New York: Oxford University Press.

More required readings will be available 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 phone: (352) 392-4357 or by email: [helpdesk@ufl.edu](mailto:helpdesk@ufl.edu).

## GRADES

Exam 1	100 Points
Exam 2	100 Points
Exam 3	100 Points
Paper	100 Points
<b>TOTAL</b>	<b>400 Points</b>

A	90 percent or more	D	60 to 69 percent
B	80 to 89 percent	E	0 to 59 percent
C	70 to 79 percent		

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

**Exam 1: May 26 (Tues.)**

**Exam 2: June 4 (Thurs.)**

**Exam 3: June 18 (Thurs.)**

## PAPER

You will write a paper that analyzes a television show of your choice. The paper should be 10 pages (not including references), Times New Roman, 12 point, double-spaced, APA style. You must cite any references used. The paper should address these points:

- Why you chose the television program
- The show's genre
- The show's intended audience
- The history of the show's production, including the writers and producers
- The show's ratings and if you think they should be higher or lower and why
- Why the show might be on the channel it is shown on
- The ideology presented in the show
- The main protagonists and antagonists of the show
- The show's narrative and episodic structure
- The potential positive and negative effects of the ideology(s)

- The stereotypes presented in the show and potential negative and/or positive effects of them as well as how they are used
- Any examples of transmedia storytelling with the show
- How convergence technology may affect the show
- Based on the above topics you've learned more about in this class, what you might do differently with the show if you were in charge

## CLASS POLICY

**Attendance:** The class will start promptly at 3:30 p.m. 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 prohibited during class, especially cellphones. Please turn your phone off or to silent mode during class and keep it tucked away. Although I understand how these technologies are now integrated into our daily lives, improper use of the technologies during class can be especially distracting to others around you.

**Academic Honesty:** You are expected to honor UF's honor code and act with the utmost integrity. UF's honor code is found here: <https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>.

If you are found violating UF's honor code in this class, which includes but is not limited to cheating and plagiarizing, you will be reported to the Dean of Students.

**Class Room Accommodation:** According to UF 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 meet with me during office hours to discuss this.

### Resources:

Division of Student Affairs (352) 392-1261. <http://www.ufsa.ufl.edu>

Counseling & Wellness Center (352) 392-1575. <http://www.counseling.ufl.edu>

Disability Resource Center (352) 392-1261. <http://www.dso.ufl.edu/drc>

SNAP (352) 392-7627. <http://www.police.ufl.edu/community-services/student-nighttime-auxiliary-patrol-snap/>. There is also a SNAP app available for Apple and Android.

**Evaluations:** At the end of the semester, we will take time to do class evaluations. The link to the evaluations is located here: <https://evaluations.ufl.edu/evals/>.

**COURSE CALENDAR --** You are expected to have completed the readings for the day before coming to class. The calendar may be adjusted during the semester but any adjustments will be made clear in class and on Canvas.

<b>Date</b>	<b>Topic</b>	<b>Readings</b>
<b>Week 1</b> <b>May 12 (Tues.)</b> <b>May 13 (Wed.)</b> <b>May 14 (Thurs)</b>	Welcome & Introduction Why TV & History of TV TV & convergence	Textbook: Introduction (p.1-13) and Ch.11 The cultural logic of media convergence - Jenkins (2004)
<b>Week 2</b> <b>May 19 (Tues.)</b> <b>May 20(Wed.)</b> <b>May 21 (Thurs)</b>	The TV industry; Participatory audience Exchanging audiences Serving the public interest	Textbook : Ch. 1; Spoiling survivor-Jenkins (2006) Textbook: Ch. 2; Recounting the Audience-Lotz (2009) Textbook: Ch. 3
<b>Week 3</b> <b>May 26 (Tues.)</b> <b>May 27(Wed.)</b>  <b>May 28 (Thurs)</b>	<b>Exam 1</b> TV and political citizenship; TV Narratives  Transmedia storytelling	Textbook: Ch. 4 and Not Your Parents Presidential Debate-McKinney & Rill (2009); Textbook: Ch. 6  Searching for the Origami Unicorn-Jenkins
<b>Week 4</b> <b>June 2 (Tues.)</b>  <b>June 3 (Wed.)</b> <b>June 4 (Thurs)</b>	Screening America; Identity on the screen American TV's global influence; Discuss papers <b>Exam 2</b>	Textbook: Ch.7; Textbook: Ch. 8  Textbook: Ch. 11
<b>Week5</b> <b>June 9 (Tues.)</b>  <b>June 10 (Wed.)</b>  <b>June 11 (Thurs)</b>	History of media effects and Methods of studying TV; Cultivation Theory Agenda setting/Framing/Priming; Social cognitive theory  Excitation transfer theory & Catharsis hypothesis	20 <sup>th</sup> century media effects -McDonald TV news and cultivation of fear-Romer et al. (2003) Framing, agenda setting, and priming-Scheufele & Tewksbury (2007); Watch: Social cognitive theory TV viewing and psychological arousal-Zillmann (1991)
<b>Week6</b> <b>June 16 (Tues.)</b>  <b>June 17 (Wed.)</b>	Information literacy and TV; Future of TV (wrap up) No Class; Papers due by 11:59	Confronting the challenges-Jenkins (2005) (skim: pp.15-104)

<b>June 18 (Thurs)</b>	p.m. <b>Exam 3</b>	
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