

RTV 3405: TV AND AMERICAN SOCIETY

Fall 2014
Section 0884

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quickest to this form of communication)

Phone Number: 352-846-1048

T 10-11 (5:10PM-7:05PM)
R 10 (5:10PM-6:00PM)
Weimer 1064 (Gannett Auditorium)

Office: Weimer Hall G034
Office hours (Subject to change):
T (7:05PM-8:05PM)
R (6:00PM-8:00PM)

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 theoretical principals to real-world concepts in the television industry
- Identify, describe, or apply the tools and concepts appropriate for the telecommunication professions
- Identify historical antecedents of television, and how they have shaped the media landscape
- Recognize impact of television upon audiences from sociological and marketing standpoints
- Make connections between the television industry and other media industries/new media technologies

Textbook

Mittell, Jason (2009). Television and American Culture, Oxford University Press, USA (paperback, required) ISBN-10: 0195306678 OR ISBN-13: 978-0195306675

There may 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: 0884. Fall 2014."

PowerPoint slides from the lectures will be posted to Sakai at the end of each week (Usually 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)).

Course Policies

Coming late/Leaving early- Please be on time. Class will start promptly at 5:10 p.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. 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 three multiple choice-based exams for a total of **300 points**. **Please note that there are no other assignments in the class. I will not make exceptions for any individuals.** Extra credit may be offered at my discretion. Each extra credit assignment will earn you 1 extra credit point on top of your **final grade point average**. For instance, if you have earned a 70, 80, and a 90 on all three tests, your test average is an 80. If you have completed 3 extra credit assignments, then your final grade will be an 83. **Do not ask for extra credit and please pay attention to announcements regarding any extra credit opportunities.**

Exams

There will be three exams in this class, each worth 100 points. **NO MAKE-UP EXAMS.** The dates of the exams are:

Exam 1: September 23rd

Exam 2: October 30th

Exam 3: December 4th

Tips for Performing Well

- Attend class
- Read all weekly assigned materials before each class
- Closely read the Mittell book
- Pay attention to all black bolded words in the Mittell book
- Re-write notes/create flash cards
- Immediately start filling out and answering the study guide upon its release
- Treat the study guide as a GUIDE, as it is there to inform you of what topics/types of questions will be on the exam
- Understand that the study guide is not necessarily indicative of all the possible questions that will be on the exam

Grading Scale

I will be assigning grades according to the following scale:

A	279 or above (93% or more)	C	219 to 227 (73%-75%)
A-	270 to 278 (90%-92.99%)	C-	210 to 218 (70%-72%)
B+	258 to 277 (86%-89.99%)	D+	198 to 209 (66%-69%)
B	249 to 257(83%-85.99%)	D	189 to 197 (63%-65%)
B-	240 to 248 (80%-82.99%)	D-	180 to 188 (60%-62%)
C+	228 to 239 (76%-79.99%)	E	187 and below (0%-59%)

Please note that there is **NO ROUNDING** of grades.

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.

Online Evaluation

Students 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 students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results>.

Additional Information:

Information on current UF grading policies may be found here:

<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>. Additionally, requirements for class attendance and make-up exams, assignments and other work in this course are consistent with university policies that can be found in the online catalog at: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

Finally, I reserve the right to make necessary changes to the syllabus as I deem fit.

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

Week 1	August 25th-August 29th	Intro to Class; Why study TV?	Text, Introduction, pp.1-13
Week 2	September 1st – September 5th	Invention and history of TV	Text, Ch.11
Week 3	September 8th-September 12th	Programming and the Web of Ownership	Text, Ch.1
Week 4	September 15th-September 19th	Exchanging Audiences Viewing TV: Media Effects	Text Ch.2 Text, Ch. 9
Week 5	September 22nd-September 26th	Viewing TV: Media Effects September 23rd – Exam 1 Review September 25th – Exam 1	No assigned readings
Week 6	September 29th-October 3rd	Serving the Public Interest	Text, Ch.3
Week 7	October 6th-October 10th	Televised Citizenship	Text, Ch. 4
Week 8	October 13th-October 17th	Making Meaning: Television Production	Text, Ch. 5
Week 9	October 20th-October 24th	Telling Television Stories: Narrative Form in TV; Screening America: National Character on TV	Text, Ch. 6-7

Week 10	October 27th- October 31st	Screening America: National Character on TV October 28th – Exam 2 Review October 30th – Exam 2	No assigned readings
Week 11	November 3rd – November 7th	Representing Identity	Text, Ch. 8
Week 12	November 10th- November 14th	TV for Children No class November 11th – Veteran’s Day	Text, Ch. 10
Week 13	November 17th – November 21st	American Television in A Global Context	Text, Conclusion (pp.438-450)
Week 14	November 24th – November 28th	Television and New Media (Online distribution & relationship to video games) No class November 27th – Thanksgiving Holiday	TBA (To be announced)*
Week 15	December 1st- December 5th	December 2nd - Exam 3 Review December 4th - Exam 3	

GO GATORS!