

RTV 3405: TV AND AMERICAN SOCIETY

Fall 2013
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

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

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: 4492. Fall 2013."

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:

Twitter

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 **@valiants87** 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. 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 exams and a project, each worth 100 points, for a total of **400 points**.

Exams

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

Exam 1: Sep. 20

Exam 2: Oct. 25

Exam 3: Dec. 2

Group Pitch Project

At the end of the semester, you will propose a new television program that you believe will be able to deliver an importance audience segment to a **cable channel** of your choosing. You will “pitch” the program in **groups of five (5)** in class during the last week of class, making the case why your show will succeed for the channel. You must provide a brief summary of the program, describe the audience you will attract and why it matters for the channel, and how your pitch will fulfill the logic of television production to become a success. 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 counter such problems for the channel’s reputation.

You will be assigned to groups of five after the drop/add period has ended. A list of groups will be distributed via email and via Sakai. After mid-term, we will do a lottery to determine the order of presentations. You will have **exactly 5 minutes** to present your pitch in class. Your presentation should be polished and rehearsed, designed to sell your idea and convince the class that this show will be a success. You may use visuals such as slides, but you must get Prof. Palomba a copy of the visuals or send a link to an online version before class begins; excessive time spent setting up media counts as part of your allocated 5 minutes.

Each student in each group should submit a copy of the pitch via Sakai by noon on November 15. More details on the project will be provided throughout the semester, and we will have class workdays to facilitate group work needed to finish the project.

Extra Credit

Students will have the opportunity to earn up to **20 points extra credit** throughout the course of the semester. You may also think of this as a “cap,” as once you reach **20 points of extra credit, doing more extra credit(if available) will not count towards your final grade**. 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	379 or above (93% or more)	C	319 to 327 (73%-75%)
A-	370 to 378 (90%-92.99%)	C-	310 to 318 (70%-72%)
B+	358 to 377 (86%-89.99%)	D+	298 to 209 (66%-69%)
B	349 to 357(83%-85.99%)	D	289 to 297 (63%-65%)
B-	340 to 348 (80%-82.99%)	D-	280 to 288 (60%-62%)
C+	328 to 339 (76%-79.99%)	E	287 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>.

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

Aug. 21-23	Intro to Class; Why study TV?	Text, Introduction, pp.1-13
Aug. 26-30	Invention and history of TV	Text, Ch.11
Sep. 2-6	NO CLASS SEPT. 2 – LABOR DAY Programming and the Web of Ownership	Text, Ch.1
Sep. 9-13	Exchanging Audiences Viewing TV: Media Effects	Text Ch.2 Text, Ch. 9
Sep. 16-20	Viewing TV: Media Effects Sept. 18 – Exam 1 Review EXAM 1: Sep. 20	
Sep. 23-27	Serving the Public Interest	Text, Ch.3
Oct. 30-4	Televised Citizenship	Text, Ch. 4

Oct. 7-11	Making Meaning: Television Production	Text, Ch. 5
Oct. 14-18	Telling Television Stories: Narrative Form in TV; Screening America: National Character on TV	Text, Ch. 6-7
Oct. 21-25	Screening America: National Character on TV Oct. 23 – Exam 2 Review Oct. 25 – Exam 2	
Oct. 28-Nov. 1	Representing Identity	Text, Ch. 8
Nov. 4-8	TV for Children NO CLASS NOV. 8 (Friday) – HOMECOMING-GO GATORS!	Text, Ch. 10
Nov. 11-15	NO CLASS NOV. 11: VETERANS' DAY (Monday) American Television in A Global Context	Text, Conclusion (pp.438-450)
Nov. 18-22	Group Presentations	
Nov. 25-29	Nov. 25 Group Presentations NO CLASS NOV. 27 & 29: THANKSGIVING	
Dec. 2-4	Dec. 2 Exam 3 Review Dec. 4 Exam 3	