RTV 3405: TV and American Society
Fall 2015 – Course Website: https://lss.at.ufl.edu - Select “e-Learning in Canvas.”

Instructor: Prof. Gladys L. Cleland (1986 M.A. JMC Gator!)
Email: clelangl@jou.ufl.edu or clelangl@gmail.com (personal)
Skype: By appointment – thegladbo

Welcome to “TV and American Society!”
The main learning objective is to provide you with an introduction and foundational knowledge for several topics:
The content you will analyze, discuss, and interact with focuses on television and its effect on American society and culture. Topics may include the evolution of television; milestones in TV history; theories about the media and how its content affects the political, social, cognitive, and behavioral aspects of life every day; the cultural practices surrounding TV and novel programming strategies; and what’s next in the development of media technology.

Your Student Role includes:
Completing the assignments by deadline; watching the class lectures; participating in ALL discussions and exercises; being innovative and entrepreneurial; and communicating often with your professor 😊

My Instructor’s Role includes:
Facilitating your classroom success in a diplomatic, courteous, and fun environment; reviewing, grading, and offering commentary on your assignments; evoking discussion and having fun doing it!; resolving any issues that arise with assignments and other course materials; and communicating often with YOU 😊 My bio is posted in your email.

- I am a highly interactive prof who is online throughout the day, but especially during the evening hours after I walk the dogs!
- I also am happy to speak with you via telephone and Skype by appointment.
- Finally, it is extremely important for you to know that I DID NOT create this class, so I may be discovering challenges along the way with you. Professionalism is expected!

Learning outcomes include enhancing YOUR ability to:
1. Recognize and identify television content and programming strategies
2. Analyze and apply concepts and theories to television content and programming strategies
3. Identify, define and describe the tools and technologies used in television content producing
4. Research and apply current industry strategies and evaluative measures to television content production and content delivery methods
5. Participate in an asynchronous classroom forum – working individually or in small groups – to produce deadline materials, addressing the lessons assigned for the successful completion of this course. Time management is imperative 😊
**Textbook:**

**E-Learning in Canvas:**
The class website is listed on the first page of this syllabus.

**Problems with access?** Please contact the UF Helpdesk by email (helpdesk@ufl.edu) or by phone (352.392.4357 – option 2). You also may seek assistance at Learning-support@ufl.edu and http://lss.at.ufl.edu/help.shtml

**Gator Honor Codes and Policies for Special Needs:**
*It is YOUR responsibility to research, read, understand and utilize the following codes and services to make each UF course experience productive, successful and enjoyable!*

1. **Academic Misconduct**
Academic honesty and integrity are fundamental values of the University of Florida community and the community of Communication professionals. Students should be sure they understand the “UF Student Honor Code” at: http://www.dso.ufl.edu/students/php

2. **Accommodation for Students with Disabilities:** Students requesting classroom accommodation must first register with the Dean of Students Office. The professional from the Dean of Students Office will provide documentation to the student, who then has the responsibility to provide that documentation to the Instructor when requesting accommodation. For more information, visit: http://ww.dso.ufl.edu/drc/

3. **Grading Policies:** Information on current University of Florida grading policies can be found at: http://www.registrar.ufl.edu/catalog/policies/regulationgrades.html

4. **Instructor Evaluation:** Students are highly encouraged 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 notified of specific times when they are open. Summary results of these assessments are available to students at https://evaluations.ufl.edu/results.

5. **Netiquette:** This is our classroom “social contract.” All members of the class are expected to follow rules of common courtesy in all forms of communication but, especially, email messages, threaded discussions and chats. Don’t forget to use professionalism, too, when interacting via a telephone or Skype conversation! Please read through the following guide for more information about common courtesy in online courses at: http://teach.ufl.edu/docs/NetiquetteGuideforOnlineCourses.pdf

**Grading (This is your guide to success!):**
***Your work will be evaluated according to the distribution outline on page 3. Late submissions receive a “zero” grade and, generally, there are no make-up assignments unless you have a doctor’s note, a documented emergency, or you have negotiated with me ahead of time.*** >>>Also, please note: There is no “extra-credit offered in this course.” <<<
Assignments (30%)
Students will complete assignments each week throughout the semester. These assignments are designed to show your understanding and mastery of the course material and its application. Assignments will vary in their nature, so stay tuned and pay attention!

Discussions (25%)
Throughout the semester, students will be asked to respond to prompt questions for discussion; research a topic or find a current article and provide a summary; or participate in an individual or group exercise to provide short commentary about that activity. Online classroom discussion post protocol is posted under Announcements, so make sure you read and understand it! The deadline for these exercises will be 11:55 p.m. Friday nights. Some discussion posts may require you to respond to one or two colleagues with substantial information to earn full assignment points. Read carefully!

Quizzes (20%)
Students will complete quizzes of various question length about course topics. The deadline for quizzes will be 11:55 p.m. Tuesday nights.

Final Pitch Project (25%)
For the final project, assigned groups will work collaboratively to create a sophisticated Multi-media and/or PowerPoint pitch for a TV show. The pitch should target a specific cable channel. As part of your grade, you also will need to submit evaluations of each of your group members. Failure to complete this portion of the final project will result in a five-point deduction specifically for YOU from the group’s overall project grade. Detailed information for this project will be posted under Announcements in Week 4.

Grade Scale:

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<th>Grade</th>
<th>Percentage Range</th>
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<tbody>
<tr>
<td>A</td>
<td>93 and above</td>
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<tr>
<td>A-</td>
<td>90-92.99</td>
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<tr>
<td>B+</td>
<td>86-89.99</td>
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<tr>
<td>B</td>
<td>83-85.99</td>
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<tr>
<td>B-</td>
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<td>D+</td>
<td>66-69.99</td>
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<td>D-</td>
<td>60-62.99</td>
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<td>59.99 and below</td>
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Course Schedule:
Each class week runs from Monday to Sunday, with the exception of the first week to include class colleagues who engaged in the ADD/DROP period.

- Assignment deadlines and other class details for each Module Week will be posted in the ANNOUNCEMENTS section of this online classroom, generally each Sunday – check both announcements and email at least twice per day!
Again, it is extremely important for you to know that I DID NOT create this class and I’m not the person you will see in the video lectures. I am a seasoned broadcast professional and academic journalist, so I’ll add some interesting topics along the way! Just remember, together we may discover some course design challenges. Professional courtesy and patience is appreciated!

Finally, until I am comfortable that everyone is settled into our weekly course routine, I will only UNMUTE class assignment for two weeks at a time. It’s important to keep everyone engaged together and to help our colleagues who may be having technical challenges. Thanks for your professionalism!

**Classes begin August 24 and end Dec. 9, 2015. Below is a tentative module schedule, which is subject to change.**

Module 1: Introduction to TV and American Society

Module 2: Invention and History of Television

Module 3: TV Industry – Production and Programming

Module 4: TV Industry – Ratings and Advertising

Module 5: Politics and TV: News, Public Television, and Regulation

Module 6: Politics and TV: Advertising and Debates

Module 7: TV as Textual Form: Making TV Meanings (TV Literacy)

Module 8: TV as Textual Form: Telling TV Stories (“The Pregnant I”)

Module 9: National Character, Class, and Race on TV

Module 10: Gender and Sexuality on TV

Module 11: Children’s TV

Module 12: TV, Digital Technology, and Convergence

Module 13: Fandoms and Cultural Practices of TV

Module 14: American TV in the Global Context

Final Week of Classes ~ “Go Forth and Communicate!” ~Prof. Gladys ☺