

RTV 3405: TV AND AMERICAN SOCIETY

Summer A 2013
Section 0959
TW 6-7, R 6
McCarty Hall 100

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Office hours: TWR 2p-3p or by
appointment

COURSE OVERVIEW AND OBJECTIVES

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

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: 8252, Spring 2013."

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

COURSE POLICIES

Lecture materials- PowerPoint slides from the lectures will be posted to Sakai shortly before class. **Please do not use posted materials as a substitute for class attendance and be aware that attendance may be taken for extra credit.**

Coming late/Leaving early- Please be on time. **Class will start promptly at 3:30 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- **Please bring a laptop or tablet to class for attendance checks and for note taking,** but use of cell phones, MP3 players (iPods, Zunes, etc.), and eReaders (Kindles, Nooks, etc.), and any other electronic devices is prohibited in class unless otherwise specified. **Please turn off or silence all electronic devices besides laptops, tablets, and translators and store them away during class.**

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 to contact 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 a review of an exam or to request credit** that has not been posted. **ALL grades are final after one week. This includes extra credit and attendance points.**

COURSE-RELATED SOCIAL MEDIA

Twitter- I will use Twitter to periodically distribute items of interest to the class under the login **@RTV3405UF**. I also would encourage students to share interesting articles, blogs, thoughts, etc., with the entire class via Twitter using the hashtag **#RTV3405**. You may also follow me on Twitter, **@jmahone79**.

Pinterest- I have set up several Pinterest boards with clips and pictures relevant to class. Please note that the Pinterest is a work in (very slow) progress. You may access it from <http://pinterest.com/drpopnote/>. It is not organized according to our syllabus currently. That will be an ongoing project throughout the semester.

EVALUATION

Progress in this course is assessed through three exams. The breakdown of grades is as follows:

Exam 1	100 points
Exam 2	100 points
Exam 3	100 points
TOTAL POINTS	300 points

Exams

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

- Exam 1: May 23**
- Exam 2: June 6**
- Exam 3: June 20**

Grading Scale

I will be assigning grades according to the following scale:

A	279 or above (93% or more)	C	219 to 227 (73%-75.99%)
A-	270 to 278 (90%-92.99%)	C-	210 to 218 (70%-72.99%)
B+	258 to 269 (86%-89.99%)	D+	198 to 209 (66%-69.99%)
B	249 to 257 (83%-85.99%)	D	189 to 197 (63%-65.99%)
B-	240 to 248 (80%-82.99%)	D-	180 to 188 (60%-62.99%)
C+	228 to 239 (76%-79.99%)	E	187 and below (0%-59.99%)

Extra Credit

Students will have the opportunity to earn up to **15 points extra credit** throughout the course of the semester. These points will be earned through participating in activities announced in class, via email, and on Sakai.

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.

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

May 14-16	Intro To Course; Why Study TV?; Exchanging Programming; Exchanging Audiences	Text, Introduction (pp. 1-13), Ch. 1-2
May 21-23	Serving the Public Interest; Televised Citizenship EXAM 1 - MAY 23	Text, Ch. 3-4
May 28-30	Making Meaning; Telling TV Stories	Text, Ch. 5-6
June 4-6	Screening America; Representing Identity EXAM 2 - JUNE 6	Text, Ch. 7-8
June 11-13	Viewing TV; TV for Children	Text, Ch. 9-10
June 18-20	TV’s Transforming Technologies; American TV in Global Context EXAM 3 - JUNE 20	Text, Ch. 11, Conclusion (pp. 438-449)