

University of Florida
College of Journalism and Communications
Department of Telecommunication

Media and Society
RTV 3405 (0959) – Summer-A 2021

Instructor: Yewande O. Addie

When: *Whenever it is convenient for you to watch the lectures; I will be uploading them every Monday*

Where: *Wherever you have access to the Internet and the privacy to listen to the lectures*

Contact email: yewande.addie@ufl.edu

Office: *Somewhere in my apartment*

Office Hours: Available via email or by appointment

COURSE DESCRIPTION

This course provides a broad introduction to key theoretical approaches to understanding media and society with an emphasis on those frameworks associated with mass communication and mediated communication. We will apply theory to understand the meanings of facts about media content, audiences, and organizations. As we look at examples from news media, social media, and emerging media, we will ponder the nature of evidence and theory, and think about how we analyze these media phenomena.

You will learn

- To analyze media critically and identify its persuasive attempts
- To understand how media systems are shaped by societal factors and technological advances
- To understand how media content shape the society and create perceptions of the society
- To develop critical insight on how different communities are represented and affected by media
- To apply political, social, psychological theories in explaining media effects

TEXTBOOK

There are no required textbooks for this class. Relevant readings will be uploaded on canvas along with the slides.

GRADE

Quiz 100 Points

Assignments 100 Points

Class participation 100 Points

TOTAL 300 Points

A	93% or higher	C	70%-74.99%
A-	90%-92.99%	D+	65%-69.99%
B+	85%-89.99%	D	60%-64.99%
B	80%-84.99%	F	0%-59.99%
C+	75%-79.99%		

ASSIGNMENTS

1. **Quiz:** Every Monday, except for the last Monday of our class (6/14/2021), I will post a quiz on canvas, which will be due by the following Friday at noon. NO MAKE-UP. There will be a total of five quizzes and they will be a mix of true/false and multiple-choice type questions. Each quiz will be worth 20 points.
2. **Assignments:** There are only two assignments in the whole semester for this course. However, each assignment is worth 50 points. Each assignment is similar in format, each will be a “summary paper” of what you have learned so far. The first assignment will be due after the first three lectures and the paper will be based on the first three topics (scientific methods and media effects research, media and news, and media and globalization). The second paper will summarize topics from the second half of the course (media representation, media and health; and media privacy and computer mediated communication).
 - a. **Format:** Each summary paper needs to be between 5-7 pages, including references. You will style and write them in [APA format](#) (i.e. proper headings, in text citations, bibliography/reference list etc.). The summary papers should be double-spaced, 12-font size, and written in Times New Roman font.
 - b. **Content:** Each paper will be divided into three parts:
 - i. **Introduction:** You will summarize the three topics you learned. You will cite the readings that were assigned to you on these topics in your summary. This part can be divided into three paragraphs since there are three different topics. The introduction should not be more than one and a half pages.
 - ii. **Application:** In this part, you will pick a current event topic that has been extensively covered in the media or has been trending in social media. The topic should be relevant to one of the topics you summarized in the introduction. Then you will use any of the theories that you have learned that can be applicable to describe the coverage of the current event or the event itself. You might want to use citations here to cite the current event that you picked to analyze and the theory that you are using to theoretically analyze the current event (i.e. if the theory has been used previously by scientists to analyze similar events). This is where your “library search” will come in handy to find

academic journal articles relevant to your theory.

iii. Conclusion: This part should include the most important things for you that you have learned in these topics and why they are important to you.

You also need to mention, if any of these learning you would apply in your professional and personal life and how. The conclusion is basically a self-reflection of your takeaway from what you were taught.

3. Discussion Posts: Starting on Monday, May 17, I will post some questions based on the readings from the following week on Canvas. You will be required to respond to those questions thoughtfully and critically. You can even add your own thoughts on the readings and respond to a classmate's comments, respectfully. You will have the whole week to complete your readings and respond to the discussion posts. The posts will be due on Mondays by 12 p.m. For example, on 5/17/2021 I will be posting discussion questions on the readings from 5/24/2020. Your posts will be due by noon on 5/24/2020. The purpose of the discussion posts is twofold- first, it is a way to gauge your participation; and second, hopefully, it will keep you engaged with the weekly topics.

CLASS POLICY

Attendance: Since we will not be having in-person classes, your attendance will be taken through the discussion posts. I will post discussion questions based on every week's readings on Canvas discussion boards every Monday and you will be required to have answered those questions on the discussion board by the following Monday, 12 p.m. If you do not post a meaningful discussion on time, you will lose 20 points for each missed discussion. **No late posts will be accepted, without authorized excuse letters.**

Make-up: **There are no make-ups for any assignments.** If an extreme circumstance arrives, contact me. Please do not request for make-ups without proper documentation of the event that prevented you from submitting the assignment (doctor's note, funeral message, etc.).

Honor Code: As a student at this university, you have accepted a commitment to the Honor Code, and the principles of academic integrity, personal honesty, and responsible citizenship on which it was founded. As an instructor at this university, I am also charged with its enforcement and take that responsibility very seriously. You can find the complete honor code via this link:

<https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>

Among the activities that could result in Honor Code violations are plagiarism, cheating, misrepresenting sources, the unauthorized use of others' work, etc. Consult me if you are uncertain about your Honor Code responsibilities within this course.

Accommodations for Special Needs: Any student who has a need for accommodation based on the impact of a documented Disability, including special accommodations for access to technology resources and electronic instructional materials required for the course, should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Please contact me to discuss the specific situation by the end of the second week of classes or as soon as practical.

Course Evaluations: Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.”

TENTATIVE SCHEDULE

Date	Topic	Readings	Goals/Task
<p>Week 1 5/10/2021</p>	<p>Welcome & Introduction</p> <ul style="list-style-type: none"> ● Scientific Method ● Media Effects Research ● Library Search 	<ul style="list-style-type: none"> ● Dainton Ch. 1 ● Dainton Ch. 2 ● Turow 	<p>Review the syllabus to get an overview of the course and expectations.</p> <p>Learn to distinguish between the scientific methods of knowing and the other ways of knowing.</p> <p>Learn how to find journal articles.</p> <p>Quiz 1 DUE by Friday, May 14 at noon Based on Week 1 Readings + Slides</p>
<p>Week 2 5/17/2021</p>	<p>Media and News</p>	<ul style="list-style-type: none"> ● Agenda setting evolution ● Framing as a theory ● Morgan 	<p>Learning how news framing and agenda setting impact the perceptions of what is important and why it is important among the media consumers.</p> <p>Discussion Questions for Week 3 Readings Available NOW.</p> <p>Quiz 2 DUE by Friday, May 21 at noon Based on Week 2 Readings +</p>

			Slides
Week 3 5/24/2021	Media and globalization	<ul style="list-style-type: none"> ● Benjamin-New York Times ● Lustyik ● Waters 	<p>Learning about “neo colonialism” through Media.</p> <p>Discussion Questions for Week 3 Readings DUE Monday, May 24 at noon.</p> <p>Discussion Questions for Week 4 Readings Available NOW.</p> <p>Quiz 3 DUE by Friday, May 28 at noon Based on Week 3 Readings + Slides</p>
Week 4 5/31/2021	Media Representation	<ul style="list-style-type: none"> ● Griffin ● Wood-Gendered Media 	<p>Learning how different population groups, specially minority groups, are represented in the media and what are the impacts of it in the society</p> <p>Discussion Questions for Week 4 Readings DUE Monday, May 31 at noon.</p> <p>Discussion Questions for Week 5 Readings Available NOW.</p> <p>Quiz 4 DUE by Friday, June 4 at noon Based on Week 4 Readings + Slides</p> <p>Summary Paper 1 DUE</p>

			Friday, June 4 by 5pm
Week 5 6/7/2021	Media and Health	<ul style="list-style-type: none"> • Ch. 9: Media & Sex • Cohen & Slater 	<p>Learning about the effect of media messages on health issues such as body image, eating disorders, vaccination, etc.</p> <p>Discussion Questions for Week 5 Readings DUE Monday, June 7 at noon.</p> <p>Final Discussion Questions for Week 6 Readings Available NOW.</p> <p>Quiz 5 DUE by Friday, June 11 at noon Based on Week 5 Readings + Slides</p>
Week 6 6/14/2020	Media privacy and computer mediated communication	<ul style="list-style-type: none"> • Petronio • Walther_Parks 2 	<p>Becoming conscious about the use of social media. Learning what's safe to share and post. Learning the probable outcomes of sharing</p> <p>Final Discussion Questions for Week 6 Readings DUE Monday, June 14 at noon.</p> <p>Summary Paper 2 DUE Friday, June 18 by 5pm</p>

Note: Changes that occur to the syllabus will be posted on Canvas.