

# RTV 3405

## MEDIA AND SOCIETY



When: Tuesday 4:05-6:00 pm  
Thursday 4:05-4:55 pm

Where: LEI 0242

Instructor: Fanjue Liu, M.A.

E- mail: [fanjueliu@ufl.edu](mailto:fanjueliu@ufl.edu)

Office hours: By appointment

The best way to reach me is through email. I check my email very frequently, even on weekends. If you send me an email, I will respond within 24 hours. Send me the email again if you do not hear back from me after 48 hours.

## COURSE DESCRIPTION

- This course will teach students to examine media and communication from multiple perspectives, focusing on the social, cultural, and personal influence of media today. We will discuss media technology and narratives, focusing on key theoretical approaches to understanding media and society with an emphasis on those frameworks associated with mass communication and mediated communication. 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.
- This course is comprised of lectures, presentations, online reading materials, and in-class discussions. As this course will offer you the tool and knowledge about media, technology, and society, the best teacher of this topic is EXPERIENCE. That is, how you apply your acquired tool and knowledge.

### Required readings

All readings including links to online sources will be available on Canvas ([elearning.ufl.edu](https://elearning.ufl.edu)).

## COURSE OBJECTIVES

By the end of the semester, your success in this class will be indicated by how well you can:

- Identify the basic concepts and applications of a variety of theories about media.
- Apply theories to the analysis of media phenomena.
- Evaluate the uses and purposes of theory.
- Propose questions of communication models and research and develop an ability to formulate.
- Your own applications of theory and research.

# OUTCOME ASSESSMENT

Discussion Leadings-20%

Weekly Discussion-20%

Quizzes – 20%

Participation – 10%

Final Project - 30%

Total – 100%

## GRADE EQUIVALENTS (%)

A = 94-100

A- = 90-93.99

B+ = 87-89.99

B = 83-86.99

B- = 80-82.99

C+ = 77-79.99

C = 73-76.99

C- = 70-72.99

D+ = 67-69.99

D = 63-66.99

D- = 60-62.99

E = 0-59.99

I will post grades on Canvas before I submit them. It is your responsibility to check them before the grade submission deadline (May. 05). Let me know immediately if there are miscalculations or errors. Otherwise, the grades are final and non-negotiable. As there are many extra credits opportunities throughout the semester that you can take advantage of to improve your grades, I do not round up decimal points in the grades.

# ASSIGNMENTS

## PARTICIPATION (10%)

Attendance will be taken randomly throughout the semester. The goal is to keep track of how you are doing in class and in life. You are allowed one unexcused absence throughout the semester. If you miss class more than 2 times, 2 points (0.5%) will be deducted from your grade for each missed class onward.

## WEEKLY DISCUSSION (20%)

This course will use some real-life examples to help enhance your critical thinking about the implications of different media effects theories. You will be asked to participate in discussion forums and answering questions from the discussion prompts corresponding to the materials of each module. The specific list of questions for each discussion is posted in the corresponding eLearning discussion forum. Your posts and comments should be thoughtful and include concept applications and relevant examples. The discussion is due every Friday by 11:59 pm.

## DISCUSSION LEADING (20%)

Starting from Module 2.1 (Feb. 7), we will have a rotating group of students lead the discussion on every Thursday. The presentation is your opportunity to educate the class about a specific theory or group of theories and to lead a discussion on how that theory and media effects apply to society today. Your group presentation should run for about 60 minutes. You will sign up for topics based on your interests, and I will do my best to assign everyone to a topic of his or her choice. Directions and details will be provided in a separate handout.

## QUIZZES (20%)

There will be two quizzes administered over the semester. The content on the exams will be drawn from lectures and readings. The quizzes will be held in W4 and W12 online on Canvas. So during these two weeks, I will upload the exam review on Canvas on Tuesday, and the quiz will be open from Tuesday 4:00 pm to Sunday 11:59 pm for you to take.

**FINAL PROJECT  
(30%)**

For the final project, you will work in groups to pitch a TV program for an audience group. You will be randomly assigned to groups after the drop/add period has ended. A list of groups will be distributed via Canvas. You, as a group, will turn in a detailed plan of your proposed program at the end of the semester (A maximum of 15 pages, 12-sized font, double-spaced, not including references). Directions and details will be provided in a separate handout.

## Extra credits

Up to 3 extra credits (out of 100) will be offered for research participation through CJC's SONA research management system (<https://ufl-cjc.sona-systems.com>). Please register a SONA account and choose studies to participate in to receive extra credits for this class.

Check SONA regularly to see what studies have become available. Typically, it is not until around maybe the third week of the semester that studies will become available. You should NOT wait until the last minute to sign up for participation because people tend to procrastinate, and research opportunities will be limited by the end of the semester.

\*\*\*It is important that you allocate SONA credits to the correct course section. If you incorrectly allocated your credits to the wrong course number, contact the SONA administrators before the semester ends. If you do not correctly allocate your credits to this course, I will not be able to see your extra credits and your extra credits will not be added to your grade.

If you have any questions, please contact the CJC SONA administrator through this email: [uf-cjc-sonasystems@jou.ufl.edu](mailto:uf-cjc-sonasystems@jou.ufl.edu)

# CLASS POLICY

## Attendance

- You are allowed to have one unexcused absence during the semester. I expect that you will attend every class unless an emergency prevents you from doing so. If you find that you do have to miss a class due to an emergency, let me know immediately.

## Missing Deadlines or Late Assignments

- I DO NOT accept late assignments. In the communication field, meeting assignment deadlines is vital. The same holds true in this class. If you believe you have an exceptional reason for missing a deadline, please discuss it with me immediately and in advance. Fairness, both to me and to your classmates, requires that you meet all deadlines. Most often, I will count a missed deadline as a missed assignment, meaning that there will be a significant grade penalty, up to and including failure on the assignment. All assignments are due promptly at the start of class. Failure to turn in your assignments at the start of class will result in a late penalty at a minimum.

## Make-up Exam

- There will be no make-up exams. In the case of a medical emergency or other situation in which you need to reschedule the exam, it is your responsibility to provide proof to the instructor before the exam date or promptly after for the instructor to evaluate your situation.

## Classroom Etiquette

- The class does not tolerate harassment. Harassment consists of abusive behavior directed toward an individual or group because of race, ethnicity, ancestry, national origin, religion, gender, sexual orientation, age, physical or mental disability, including learning disability, mental retardation and past/present history of a mental disorder.
- The instructor expects that all students are adults and behave as adults. Students should behave in a professional manner throughout the semester and not engage in making excuses for not completing course requirements and leaving assignments to the last minute.

## Course Evaluation

- Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations. 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/>.

## Electronic devices

- You are allowed to bring laptops or tablets for note-taking. But uses of other electronic devices are strictly prohibited during class, ESPECIALLY cellphones. Please turn your phone off or to silent mode during class and keep it tucked away.

# CLASS POLICY

## Honor Code

- UF students are bound by The Honor Pledge which states, “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: “On my honor, I have neither given nor received unauthorized aid in doing this assignment.”
- The Honor Code (<https://www.dso.ufl.edu/sccr/process/student-conduct-honorcode/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with me. Please be aware that there is no penalty for asking questions, but the penalties for plagiarism are severe, including failure for this course or dismissal from the undergraduate's program.

## Special Needs

- University policy requires students requesting classroom accommodation to register with the Dean of Students Office. The Dean of Students Office will provide appropriate documentation to you, and you should provide this documentation to me at the beginning of the semester. It is your responsibility to initiate this conversation early in the semester.

## Software Use

- All faculty, staff, and students of the University are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

## Student Privacy

- There are federal laws protecting your privacy with regard to grades earned in courses and on individual assignments. See: <http://registrar.ufl.edu/catalog0910/policies/regulationferpa.html>