

## Cover Sheet: Request 15352

### Proposed changes to Management and Strategy track in Telecommunications major

#### Info

Process	Specialization New/Modify/Close Ugrad
Status	Pending at PV - University Curriculum Committee (UCC)
Submitter	David Ostroff dostroff@ufl.edu
Created	10/18/2020 5:27:13 PM
Updated	11/7/2020 3:45:51 PM
Description of request	Replace an in-College elective requirement with a requirement that students in the Management and Strategy track complete either MMC 4302, World Communication Systems, or RTV 3411, Race, Gender, Class, and Media.

#### Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	JOU - Telecommunicatio 23030000	David Ostroff		10/18/2020
Management and Strategy 8-semester Plan.docx					10/18/2020
College	Approved	JOU - College of Journalism and Communications	James Babanikos		10/19/2020
No document changes					
Associate Provost for Undergraduate Affairs	Approved	PV - Associate Provost for Undergraduate Affairs	Casey Griffith		10/27/2020
No document changes					
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			10/27/2020
No document changes					
Office of the Registrar					
No document changes					
Student Academic Support System					
No document changes					
Catalog					
No document changes					
College Notified					
No document changes					

# Specialization|Modify for request 15352

## Info

**Request:** Proposed changes to Management and Strategy track in Telecommunications major

**Description of request:** Replace an in-College elective requirement with a requirement that students in the Management and Strategy track complete either MMC 4302, World Communication Systems, or RTV 3411, Race, Gender, Class, and Media.

**Submitter:** David Ostroff dostroff@ufl.edu

**Created:** 10/19/2020 4:34:40 PM

**Form version:** 2

## Responses

**Specialization Name** Management and Strategy

**Specialization Code** RTV

**Effective Term** Earliest Available

**Effective Year** Earliest Available

**Is this an Undergraduate Innovation Academy Program** No

**Current Curriculum for Specialization** Management and Strategy

Coursework

Course List

Code	Title	Credits
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Required Core Coursework

ADV 3008	Principles of Advertising	3	
ENC 3254	Professional Writing in the Discipline 1	3	
JOU 3002	Understanding Audiences	3	
MMC 1009	Introduction to Media and Communications 1	1	
MMC 2121	Writing Fundamentals for Communicators 1	3	
MMC 3203	Ethics and Problems in Mass Communications 1		3
or RTV 4432	Ethics and Problems in Telecommunication		
RTV 2100	Writing for Electronic Media 1	3	
RTV 3001	Introduction to Media Industries and Professions		3
RTV 3405	Media and Society	3	
RTV 4500	Telecommunication Programming	3	
RTV 4506	Telecommunication Research	3	
or MMC 3420	Consumer and Audience Analytics		
RTV 4700	Telecommunication Law and Regulation	3	
RTV 4800	Telecommunication Planning and Operations (Spring Only)		3
VIC 3001	Sight, Sound and Motion 1	4	

Operations Block

Select two: 2 6

MMC 3420

Consumer and Audience Analytics

RTV 4420

New Media Systems 1

RTV 4506

Telecommunication Research (Fall Only) 1

RTV 4590

Digital Games in Communications

RTV 4591

Applications of Mobile Technology

RTV 4811

Innovation in Media

RTV 4910

Telecommunication Undergraduate Research (with approval)

RTV 4930

Special Study in Telecommunication (with approval)

Electives

Electives inside college 8

Total Credits 55

1

Minimum grade of C required

2

Courses cannot be used to fulfill other requirements

**Proposed Changes** Require MMC 4302 World Communication Systems or RTV 3411 Race, Gender, Class and Media

in lieu of an inside-College elective

**UF Online curriculum change** No

**Pedagogical Rationale/Justification** The faculty believes students need greater exposure to information and education about diverse and global cultures. The management and strategic thinking surrounding the electronic media increasingly rely on knowledge and understanding of diverse consumers, producers, and distribution systems.

**Impact on Other Programs** None. The two courses are taught by the Department of Telecommunication

**Assessment Data Review** The following SLO's (2 and 5) directly apply to this proposal:

2. Understand professional ethical principles and the importance of truth, accuracy, fairness and diversity.

5. Think critically, creatively and independently

**Academic Learning Compact and Academic Assessment Plan** None

**Catalog Copy** Yes

## Management and Strategy 8-semester Plan

	<b>Semester One</b>	<b>Credits</b>
<a href="#"><u>AMH 2020</u></a>	United States Since 1877 ( <a href="#"><u>State Core Gen Ed Social and Behavioral Sciences</u></a> )	3
<a href="#"><u>ENC 1101</u></a>	Expository and Argumentative Writing ( <b>Critical Tracking</b> ; State Core Gen Ed Composition) 1	3
<a href="#"><u>STA 2023</u></a>	Introduction to Statistics 1 ( <b>Critical Tracking</b> ; State Core Gen Ed Mathematics) 1	3
Quest 1 (Gen Ed Humanities) <a href="#"><u>State Core Gen Ed Physical or Behavioral Sciences</u></a> 1		3 3
	Credits	15
	<b>Semester Two</b>	
<a href="#"><u>ECO 2013</u></a>	Principles of Macroeconomics ( <b>Critical Tracking</b> )	4
<a href="#"><u>MUL 2010</u></a>	Experiencing Music ( <a href="#"><u>State Core Gen Ed Humanities with International</u></a> )	3
Select one:		3
<a href="#"><u>THE 2000</u></a>	Theatre Appreciation (Gen Ed Humanities with Diversity)	
<a href="#"><u>ARH 2000</u></a>	Art Appreciation: American Diversity and Global Arts (Gen Ed Humanities with Diversity)	
<a href="#"><u>ENC 1102</u></a>	Argument and Persuasion (Gen Ed Composition; recommended elective) 1	3
Gen Ed Mathematics 1		3
	Credits	16
	<b>Semester Three</b>	
<a href="#"><u>ENC 3254</u></a>	Professional Writing in the Discipline 1	3
<a href="#"><u>MMC 1009</u></a>	Introduction to Media and Communications ( <b>Critical Tracking</b> ) 1	1
<a href="#"><u>MMC 2121</u></a>	Writing Fundamentals for Communicators 1	3
<a href="#"><u>RTV 3001</u></a>	Introduction to Media Industries and Professions ( <b>Critical Tracking</b> ) 1	3
Foreign language or Quantitative option 1		3
Gen Ed Physical or Biological Sciences 1		3
	Credits	16
	<b>Semester Four</b>	
<a href="#"><u>POS 2041</u></a>	American Federal Government (Gen Ed Social and Behavioral Sciences)	3
<a href="#"><u>RTV 2100</u></a>	Writing for Electronic Media ( <b>Critical Tracking</b> ) 1,2	3
<a href="#"><u>SPC 2608</u></a> or <a href="#"><u>ORI 2000</u></a>	Introduction to Public Speaking 1	3

	or Oral Performance of Literature 1 Sight, Sound and Motion	
<a href="#">VIC 3001</a>	1	4
Foreign language or Quantitative option	1	3
	Credits	16
		-
	<b>Semester Five</b>	
<a href="#">JOU 3002</a>	Understanding Audiences	3
<a href="#">ADV 3008</a>	Principles of Advertising	3
<a href="#">RTV 3405</a>	Media and Society	3
Business outside concentration course		4
Elective (outside college)		3
	Credits	16
	<b>Semester Six</b>	
<a href="#">SYG 2000</a> or <a href="#">PSY 2012</a>	Principles of Sociology (Gen Ed Social and Behavioral Sciences) or General Psychology	3
<a href="#">RTV 4500</a>	Telecommunication Programming ( <b>Critical Tracking</b> )	3
Electives (inside college)		6 3
<a href="#">MMC 4302 World Communication Systems</a> or <a href="#">RTV 3411 Race, Gender, Class and Media</a>		3
Operations block course 1	1	3
	Credits	15
	<b>Semester Seven</b>	
<a href="#">RTV 4506</a> or <a href="#">MMC 3420</a>	Telecommunication Research ( <b>Critical Tracking</b> ) or Consumer and Audience Analytics	3
<a href="#">RTV 4700</a>	Telecommunication Law and Regulation ( <b>Critical Tracking</b> )	3
Business outside concentration course		4
Elective (outside college)		2
Operations block course 2	1	3
	Credits	15
	<b>Semester Eight</b>	
Select one: <a href="#">POS 2112</a> <a href="#">INR 2001</a> <a href="#">CPO 2001</a>	American State and Local Government Introduction to International Relations Comparative Politics Ethics and Problems in Telecommunication ( <b>Critical Tracking</b> )	3
<a href="#">RTV 4432</a> or <a href="#">MMC 3203</a>	1 or Ethics and Problems in Mass Communications	3
<a href="#">RTV 4800</a>	Telecommunication Planning and Operations ( <b>Critical Tracking</b> )	3
Business outside concentration course		4
Elective (inside college)		2
	Credits	15
	Total Credits	124

1

2

Minimum grade of C required

[MMC 2100](#) or [JOU 3109C](#) is accepted in lieu of [RTV 2100](#)

For semesters 7-8, students must complete two professional courses.

Up to six credits of professional internship credit may count toward graduation. Internships for credit require department approval, and a letter from the internship supervisor outlining duties and contact information. Internship application forms, information, and policies are available on the Department of Telecommunication website.

**MMC 4302: World Communication Systems  
Fall 2020  
College of Journalism and Communications  
University of Florida**

Instructor: Jennifer Braddock, Ph.D.

Email: [jbraddock@ufl.edu](mailto:jbraddock@ufl.edu)

Twitter: @drjbraddock

Office Hours (via Zoom): By appointment, hours flexible to include evenings and weekends

Course Website: <https://elearning.ufl.edu>

Course GroupMe:

This semester we will focus on gaining an understanding of world communication systems by exploring historical foundations of global communication to include early advancements, technology, social, political and economic factors, theoretical paradigms and the mass media itself among other topics. Against a backdrop of the major trends in the field of communication, students will be equipped to evaluate the use of media tools and approaches around the world.

**Course Objectives:**

- 1) Demonstrate knowledge of historical trends and foundations for mass communication and the world (i.e. world systems)
- 2) Develop intercultural communication competencies to include awareness, effectiveness and mindfulness.
- 3) Gain a cognitive understanding of frameworks for mass media.
- 4) Demonstrate practical application of the concepts discussed to your own country and your assigned country.
- 5) Display knowledge of the relationship between news media, communication technologies (digital, AI, etc.) and trends, and international communication.
- 6) Evaluate and apply communication techniques from a variety of global perspectives.
- 7) Compare, contrast, and critique current theories, paradigms and social movements in world communication.
- 8) Identify areas of future research/application of new communication paradigms, technologies, and platforms in the global marketplace
- 9) Transfer knowledge gained to the professional communication arena in individual areas of study and/or interest.
- 10) Become more culturally and internationally minded concerning the mass media
- 11) Identify areas of bias, discrimination and inequality in the media to improve upon our own work in this field
- 12) Develop your own hypotheses about the future of global communication systems

**No Required Text:**

All reading/viewing materials will be provided within each module.

### **Expectations:**

MMC 4302 is an upper-level course and the work students submit in this course should be a reflection of higher-level cognition, critical thinking, writing, and overall academic abilities. In addition, I expect students to complete all assignments on time, to be respectful of one another and the instructor, and to do their best work. These expectations apply not only to interactions within Canvas, but also to communication via email, in GroupMe, and during live meetings.

### **Attendance Policy:**

This is an asynchronously delivered course so there is no attendance requirement. However, students are responsible for all material posted in Canvas to include announcements, grades, assignment updates, changes, etc. The instructor reserves the right to update materials at any time.

### **Emergency and extenuating circumstances policy:**

Students who face emergencies, such as a major personal medical issue, a death in the family, serious illness of a family member, or other situations beyond their control should **notify their instructors immediately**. Students are also advised to contact the Dean of Students Office if they would like more information on the medical withdrawal or drop process: <https://www.dso.ufl.edu/care/medical-withdrawal-process/>.

## **Assignments**


Below is a short description of the assignments. More complete descriptions of each assignment are available on the course site in Canvas.

### **Discussion Posts (Written or Video) (14 total, 140 pts.)**

Students will create ONE (1) Discussion Post each week in response to prompts and/or questions posed by the instructor in video lecture. The questions posed each week will be different so be sure to **answer the question(s) posed within each lecture**. Posts will take one of two forms as indicated by the instructor DURING LECTURE:

- 1) Students may be asked to submit a post of at least **400-500** words in length and should completely answer each and every question posed by the instructor.

OR

- 2) Students may be asked to submit a video post of 3-5 minutes in length during which they should completely answer each and every question posed by the instructor. Canvas has a video recording platform for your use, but students may submit video files if that is easier. Look for the  icon in the Discussion board, 'Reply' platform in Canvas to record your video. Please do not read from a transcript for video responses. You may use notes with short bullet points, but deliver your post extemporaneously.

At the end of the lecture post or video students will include **TWO (2) discussion questions** to encourage engagement with their colleagues. **These questions are NOT included in your 400-500 word count** for written posts. These questions should spur additional, thoughtful discussion/expression of reactions among your peers (not just 'yes' or 'no' questions). Then, students will **respond to at least TWO (2) other students'** posted discussion questions with 100-300 word responses under the Discussions tab in Canvas. **ONE of those TWO responses must be the person who posted directly before you. If you were the first to post on the discussion board, choose any two posts to respond to.** Discussion Posts are due no later than **Saturday at 11:59 PM EST** each week.

1. Saturday night: Matt posts his Discussion Post of 400-500 words or his 3-5 minute video and adds 2 discussion questions at the end (discussion questions not a part of his word count).
2. Matt then goes to two other students' (Susie and Tim) Discussion Posts on the discussion board and answers all of their discussion questions in 100-300 word responses no later than MONDAY night. **One of those (Susie) is the person who posted to the discussion board just above Matt.** Responses to video posts should always be written.

The goal is to have a system of thoughts, questions, and responses among the class so that we have engagement and discussion similar to an in-class experience. Students who fail to answer all questions will lose points. Where applicable, Discussion Posts should include thoughtful responses and discourse that connects what is discussed throughout the lecture to the student's own experiences in communication and global systems. There will be fourteen (14) Discussion Posts this semester and each one is worth ten (10) points. See the section entitled 'Deadlines' for the late policy, located toward the end of the syllabus.

Discussion Post Grading Rubric					
0	1-3	4-6	7-9	10-12	13-15
No Post is submitted or post includes plagiarized content (all content must be appropriately cited or	The post fails to meet the word count/length requirement. The post is not well organized and fails to cover all of the readings/questions and/or does not contain discussion question/responses for	The post fails to meet the word count/length requirement but does cover the material (or vice versa), is not well presented or well thought out.	The post meets the word count/length requirement and covers the questions posed in lecture. The level of response is average with	Post is accurate, relevant and well written or audio/video is clear. The student addresses all questions in the prompt with thoughtful and reflective ideas that have substance and depth. Content is cited	Post is accurate, relevant and well written or audio/video is clear. The student addresses all assigned readings/videos with reflective ideas that



student will receive a 'o')	colleagues. There are many spelling or grammar errors or content is not appropriately cited.	Ideas are not organized nor do they offer something new to the discussion. There may be several grammatical or spelling errors or content is not appropriately cited. Or student fails to post/respond to 2 questions.	disorganized ideas or the ideas are not well presented. There may be grammatical or spelling errors as well, or content is not appropriately cited and/or student fails to post/respond to 2 questions on peer posts.	appropriately (Ex. "According to Servaes (2006)..."). Post either does not meet requirement for word count/length or has spelling/grammatical errors. Post includes questions and student responds to two other questions and continues the discourse where applicable.	have substance and depth. Ideas are original and offer something new to the discussion. Content is cited appropriately (Ex. "According to Servaes (2006)..."). Post meets requirements for word count/length and is without grammatical or spelling errors. Students pose and thoughtfully respond to at least 2 questions from other students.
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### **Weekly Quizzes (14 total, 140 pts.)**

There will be timed online quiz assessments in Canvas covering materials from each week's module. Quizzes will be composed of **5 questions** each and may cover lecture material, textbook material, and any other readings or media provided in the course module. Students will have **15 minutes** to complete each quiz (3 minutes per question). LockDown Browser is **REQUIRED** for all quizzes (see below).

To successfully navigate these assessments students should complete all other assignments within the module first (to include watching lectures, reading assigned texts, viewing any media, and Discussion Posts). There will be fourteen (14) quizzes this semester, and each must be completed by Saturday evening at 11:59 PM EST of the week assigned.

#### **About LockDown Browser**

This course requires the use of LockDown Browser by Respondus for quizzes and exams. This browser blocks access to the rest of Canvas, or to any other site on the Internet, or any other application on your computer. It prevents anyone from using notes or Googling answers, and thus helps ensure a level playing field.

You can learn more about the LockDown Browser by watching this [video](#). (Note: We will use only the LockDown Browser, not the Respondus Monitoring webcam feature.)

Before the first quiz, download the LockDown Browser to your laptop from this [website](#).

Note access to each quiz can be made *only* through LockDown Browser. If you try to access a quiz through a conventional browser such as Chrome, Firefox, or Safari, Canvas will generate an error message and forbid access.

### **Country Presentation (150 pts.)**

Students will complete a country project that will become material for the course this semester. This project will consist of PowerPoint presentation slides and a TRANSCRIPT presentation along with a discussion question.

Here are the steps for this assignment:

1. Choose and rank in order of personal preference **five (5)** international countries **ONE FROM EACH of the following REGIONS: Latin America, Africa (non-MENA), Asia, Europe, and MENA (Middle East and Northern Africa) countries** and submit the ranked list to the Canvas assignment by **Saturday 9/19 at 11:59 PM EST**. Preference will be given by the date I receive the submission followed by the ranking of topics. Individuals that fail to meet the deadline will be assigned at will. Country assignments will be posted as an announcement in Canvas.
2. Once assigned a country, students will then create a coherent and concise PowerPoint presentation of approximately 10-15 slides. Students will outline and evaluate the media systems present while also making specific reference (complete with summary) to no fewer than **three (3) concepts** from the course materials (lectures, readings, discussions, etc.).

The Presentation will consist of PowerPoint slides with a transcript of 2-3 FULL, well-formed paragraphs per slide.

3. Upload your completed work into Canvas no later than **the Wednesday deadline assigned to each region of the world (see below)**.

Deadlines by region:

- Latin American and African (non-MENA) Country Presentations due Wednesday, 11/4 at 11:59 PM EST
- Asian Country Presentations due Wednesday, 11/11 at 11:59 PM EST
- MENA Country Presentations due Wednesday, 11/18 at 11:59 PM EST
- European Country Presentations due Wednesday, 11/25 at 11:59 PM EST

### **Self-Reflection Paper (2-3 pages, 70 pts.)**

Over the course of the semester, students will have ample occasion for relating the course materials to their own experiences. The self-reflection paper offers students the opportunity to share their thoughts on world communication systems from their own perspectives in a 2-3 page paper. The paper is due Wednesday, 12/9 at 11:59 PM ET.

## Point Distribution

Assignments	Point Value
Discussion Posts (14x10 pts)	140
Quizzes (14x10pts)	140
Self-reflection paper (1)	70
Country Presentation (1)	150
<b>Total Points</b>	<b>500</b>

## Feedback

One of the most important ways that professors can interact with their students is through feedback on assignments. You can expect to receive very specific, constructive feedback on your work to include Discussion Posts and major assignments. In some instances, I will provide track changes documents to assist students with writing skills to improve their posts. As a general rule, you should receive your scores and feedback on submitted posts within 7-10 days. The Country Project will not be graded until the end of the term. Also, keep in mind that the Discussion Posts will not be graded until 1-2 weeks after submission to allow time for commenting plus the 7-10 day grading period.

## Modules

Module/Week	Readings/Lecture/Media	Assignments
Module 1, 8/31-9/5	Video Introduction to the Course and Syllabus	Introduction Post, Join GroupMe
Module 2, 9/8-9/12	Video Lecture Topic: Global Communication, (all readings linked in modules)	Discussion Post, Quiz 1
Module 3, 9/14-9/19	Video Lecture, Topic: The Medium	Discussion Post, Quiz 2 Country Ranked Email due Saturday 9/19, 11:59 PM EST
Module 4, 9/21-9/26	Video Lecture, Topic: The Message	Discussion Post, Quiz 3
Module 5, 9/28-10/3	Video Lecture, U.S. Media Conglomerates	Discussion Post, Quiz 4
Module 6, 10/5-10/10	Topic: CNN and 24-hour News	Discussion Post, Quiz 5
Module 7, 10/12-10/17	Video Lecture, Topic: Non-U.S. Multimedia Conglomerates	Discussion Post, Quiz 6

<b>Module 8, 10/19-10/24</b>	Video Lecture, Topic: Global issues, Music, MTV, Magazines	Discussion Post, Quiz 7
<b>Module 9, 10/26-10/31</b>	Video Lecture, Topic: The Digital World	Discussion Post, Quiz 8
<b>Module 10, 11/2-11/7</b>	Topic: Global Advertising	Discussion Post, Quiz 9, Latin America/Africa presentations DUE Wednesday, 11/4
<b>Module 11, 11/9-11/14</b>	Video Lecture, Topic: Communication for development and social change, Latin America and Africa (non-Arab) Country Presentations	Discussion Post, Quiz 10, Asia presentations DUE Wednesday, 11/11
<b>Module 12, 11/16-11/21</b>	Video Lecture, Topic: Media and Asia, Asian Country Presentations	Discussion Post, Quiz 11, MENA country presentations DUE Wednesday, 11/18
<b>Module 13, 11/23-11/25</b>	Video Lecture, Topic: Middle East and Northern Africa (MENA) and Country presentations	Discussion Post, Quiz 12, Europe presentations DUE Wednesday, 11/25
<b>Module 14, 11/30-12/5</b>	Video Lecture, Topic: Euromedia, European Country Presentations	Discussion Post, Quiz 13
<b>Module 15, 12/7-12/9</b>	Video Lecture, Topic: The Future of World Communication Systems	Discussion Post, Quiz 14, Self-Reflection due 12/9

## Grading Scale

A	93-100	463-500
A-	90-92	448-462
B+	87-89	433-447
B	83-86	413-432
B-	80-82	398-412
C+	77-79	383-397
C	73-76	363-382
C-	70-72	348-362
D+	67-69	333-347
D	63-66	313-332
D-	60-62	298-312
E	Below 60	0-297

## Course Policies

- Student Effort

As with any course, students will benefit from their own effort in learning the class materials and participating fully in activities, group work, readings, etc. Student grades are often a good reflection of their attitudes and motivations in coursework.

- Professionalism

Students are expected to maintain the appropriate level of professionalism, cooperation, and language in all aspects of this course including, but not limited to, weekly posts and responses to said posts, written assignments, presentations, and interactions with the instructor and colleagues. Students should also incorporate suitable standards for grammar, spelling, and word choice. Please see the Online Writing Lab (OWL) at Purdue for a refresher if necessary: <https://owl.english.purdue.edu/>.

- Deadlines

Follow all deadlines as printed in the course syllabus and weekly modules. Assignments turned in late will be assessed a 5-point deduction per day late. Discussion posts (and comments) turned in late will receive a 1-point deduction per day late.

Students should utilize time management skills when completing assignments, particularly when dealing with other concerns present in daily life (jobs, children, other commitments, etc.). Students are strongly encouraged to work on assignments and readings throughout the week rather than waiting until the end of the week to avoid missed deadlines, particularly in the case of major assignments.

- Communication

If students have questions or concerns they are encouraged to communicate with the instructor via email or Zoom. Please allow 48 hours for email responses (and/or to set up a Zoom appointment) unless otherwise indicated throughout the semester.

- University Policy on Accommodating Students with Disabilities:

Students requesting accommodation for disabilities must first register with the Dean of Students Office (<http://www.dso.ufl.edu/drc/>). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

Students with Disabilities who may need accommodations in this class are encouraged to notify the instructor and contact the Disability Resource Center (DRC) so that reasonable accommodations may be implemented. DRC is located in room 001 in Reid Hall or you can contact them by phone at 352-392-8565.

University counseling services and mental health services:

- Netiquette: Communication Courtesy:

All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats.

<http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf>

- Diversity Statement

I acknowledge that it is possible that there may be both overt and covert biases in the course's material due to the lens and/or period of time in which it was written. Please contact me with feedback if you have any suggestions to improve the quality of the course materials.

Furthermore, I would like to create a learning environment for my students that supports diversity of thoughts, perspectives and experiences, and honors your identities (including race, gender, class, sexuality, religion, ability, etc.) To help accomplish this:

If you have a name and/or set of pronouns that differ from those that appear in your official records, please let me know.

If you feel like your performance in the class is being impacted by your experiences outside of class, please don't hesitate to come and talk with me. I want to be a resource for you.

If you prefer to speak with someone outside of the course, Joanna Hernandez, CJC director of inclusion and diversity, is an excellent resource. You can email her at [jhernandez@jou.ufl.edu](mailto:jhernandez@jou.ufl.edu).

If something was said in class (by anyone) that made you feel uncomfortable, please talk to me about it.

- Class Recordings

Our class sessions may be audio visually recorded for students in the class to refer back and for enrolled students who are unable to attend live. Students who participate with their camera engaged or utilize a profile image are agreeing to have their video or image recorded. If you are unwilling to consent to have your profile or video image recorded, be sure to keep your camera off and do not use a profile image. Likewise, students who un-mute during class and participate orally are agreeing to have their voices recorded. If you are not willing to consent to have your voice recorded during class, you will need to keep your mute button activated and communicate exclusively using the "chat" feature, which allows students to type questions and comments live. The chat will not be recorded or shared. As in all courses, unauthorized recording and unauthorized sharing of recorded materials is prohibited.

- Getting Help:

For issues with technical difficulties for E-learning in Canvas, please contact the UF Help Desk at:

- [Learning-support@ufl.edu](mailto:Learning-support@ufl.edu)
- (352) 392-HELP- select option 2
- <http://helpdesk.ufl.edu>

\*\* Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from LSS when the problem was reported to them. The ticket number will document the time and date of the problem. You MUST e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up.

Other resources are available at <http://www.distance.ufl.edu/getting-help> for:

- Counseling and Wellness resources
  - <http://www.counseling.ufl.edu/cwc/Default.aspx>
  - 352-392-1575
- Disability resources
- Resources for handling student concerns and complaints
- Library Help Desk support

Should you have any complaints with your experience in this course please visit <http://www.distance.ufl.edu/student-complaints> to submit a complaint.

- Course Evaluation

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/>.

- University Policy on Academic Misconduct:

Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at <http://www.dso.ufl.edu/students.php>.

**The University of Florida Honor Code** was voted on and passed by the Student Body in the Fall 1995 semester. The Honor Code reads as follows:

Preamble: In adopting this Honor Code, the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Students who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action. A student-run



Honor Court and faculty support are crucial to the success of the Honor Code. The quality of a University of Florida education is dependent upon the community acceptance and enforcement of the Honor Code.

The Honor Code: “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity.”

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."

For more information about academic honesty, contact Student Judicial Affairs, P202 Peabody Hall, 352-392-1261.

- Plagiarism

You are responsible for knowing the definition of plagiarism and various kinds of academic dishonesty. Ignorance, i.e. “I didn’t realize that was plagiarism” is not an acceptable response, and will not excuse you from academic dishonesty violations, if discovered. While you are responsible for reading and understanding UF’s policy in its entirety, examples of academic dishonesty include:

- Using phrases or quotes from another source without proper attribution or quotation marks. For purposes of this class, five or more words (verbatim) from a source without proper attribution or quotation marks will be considered plagiarism.
- Paraphrasing without proper attribution (quotation marks not necessary, but the thoughts are not your own and require a citation).
- “Forgetting” to source material you use (same as above, intentional or not)
- Passing off others’ ideas as your own
- Turning in the same assignment or paper for two courses, i.e. “dual submission.”
- Stealing and/or copying other students’ work, whether on a test or assignment
- Bribery
- Fabrication of material

If you have any questions about plagiarism, or how to properly cite or attribute sources, please ask. I am always happy to show you how to correctly do this in your scholarly work.

APA-Style examples can be found at the OWL at Purdue.



## Spring 2020 Syllabus – RTV3411

Professor: Brittany Grubbs

Meeting Time: Online, class week runs from Monday-Sunday

Office Hours: Tuesdays 1-4pm; Email to arrange for phone or in-person meeting

Contact: [brittanygrubbs@ufl.edu](mailto:brittanygrubbs@ufl.edu), though I prefer all emails are sent through CANVAS.

### Course overview and goals

This course will help you identify, observe, understand, and analyze issues of race, gender, and class present in traditional as well as social media. These issues need scrutiny from the communications industries, their professionals, as well as media audiences in their relevance for national and global diversity. You will be able to:

- Identify how cultural, social, and economic privilege can influence the media and media products.
- Learn about the media's influence over culture and stereotypes.
- Challenge various assumptions about barriers to diverse audience reach.
- Adapt professional practices and personal views to fit the needs of a diverse population
- Develop sensitivity towards embracing differences in media coverage
- Become an informed media consumer

### Required texts

*Dines, G. & Humez, J. M. (2015). Gender, Race, and Class in Media: A Critical Reader. SAGE Publications, Inc. (4th edition).* You must buy or rent this edition – there are earlier editions and a 5th edition, but we are not using that new book this semester. Text chapters are required for your quizzes, exams, and meaningful inclusion and citation in ALL of your writing assignments beginning in Module 3; you are required to have your text to meet the deadlines of that module, including the discussion. If you lose or travel and forget your book, it is your job to replace or otherwise access your assigned chapters – do not contact the professor.

*APA Style Guide from Purdue Online Writing Lab & APA Style Blog* You will be required to use APA style for all your writing, including in-text citations and reference lists for discussion posts and your final Media Analysis Paper.

As this is a journalism and media class, you are also expected to be a regular and critical consumer of the news about current events and the media during this class. Not being a regular television, film, or other media consumer will not be an excuse for not knowing what is going on, completing work, or following directions. If you don't know what something is, use the internet or library to look it up.

### Recommended films

In addition to your required text and readings, I also highly recommend watching the following films, which are available to stream online and at most local public libraries. Alachua Public Libraries already has all these films available on DVD.

- *Indiana Jones and the Raiders of the Lost Ark (1981)*
- *The Karate Kid (1984)*
- *Forrest Gump (1994)*
- *The Help (2011)*

- *Pitch Perfect (2012)*
- *Hidden Figures (2016)*

### Course structure

This course is web-only – all work and assignments are available and due online on Canvas. No assignments will be accepted via email. All deadlines are Eastern Time. This syllabus and schedule are subject to change with notice via course announcements.

Each learning module will run from Monday at 11:00 am to Sunday at 11:59 pm ET of a given week, including holidays. It is the student’s responsibility to follow and adhere to the course schedule on this syllabus. Modules usually consist of a PowerPoint lecture (with hyperlinked content you should click and read or watch), readings, media to watch or listen to, and a quiz/assignment. A midterm exam and a final exam cover the first and second half of the course. One final Media Analysis paper will also evaluate your mastery and understanding of the material. Any student repeating this class may not submit the same work or work on the same topic they submitted to the course in past semesters; all assignments must be original to this section. Final grades will be determined by the average grade calculated in the Canvas grade book and use the UF grading scale below:

The grade breakdown for this course is as follows:

#### Grading Rubric:

Module quizzes: (4 x 30 points) 120 points (12%)

Module assignments: (6 x 40 points) 240 points (24%)

Media analysis paper/proposal: (paper = 300 points), (proposal = 40) 340 points (34%)

Midterm and final exams: (2 x 150 points) 300 points (30%)

*Total: 1000 points (100%)*

A = 94-100	A- = 90-93	B+ = 87-89	B = 84-86
B- = 80-83	C+ = 77-79	C = 74-76	C- = 70-73
D+ = 67-69	D = 64-66	D- = 60-63	E = 59 or lower

LATE WORK WILL BE GIVEN HALF CREDIT. ONE EXTRA CREDIT OPPORTUNITY WILL BE OFFERED.

### Assignment Descriptions

**MODULE QUIZZES:** Students will complete an online quiz for each learning module, based on assigned readings, media, and lecture materials. Quizzes are open-book/note and vary in length from 10-20 questions with a 60-minute time limit. Quizzes will have true/false, multiple-choice, matching, and/or essay questions. Quizzes close Sundays at 11:59 pm ET.

**MODULE DISCUSSIONS:** Students are required to complete activities on specifically- assigned topics. Assignments may be an essay, PowerPoint, video, or group discussion that requires critical thinking and synthesis of our course materials to support a clear and original thesis statement. While you may and should cite our lectures in your writing, most of your course material citations should comprise our readings and assigned media. Lectures are extra. Assignments that do not meaningfully engage and cite at least one assigned textbook chapter from the module in which the discussion is assigned will receive an automatic zero (for example, at least one text chapter assigned in Module 3 must be used and properly cited in your discussion post for Module 3). Some assignments have additional required course materials like videos or journal articles. Contact the librarians for support on any outside research.

These assignments are your opportunity to demonstrate understanding and mastery of the concepts taught in this course, so your work here must be excellent, thorough, and properly cited in text and with a list of references using APA style. To receive credit, these responses must follow these instructions (also see the Writing Guidelines, the Analytical Writing Assignment Checklist, and the Analytical Writing Assignment Grading Rubric provided on canvas)

All assignment posts are due ON CANVAS Sunday nights by 11:59 pm ET, which corresponds with the end of the module that includes the. Any posts or parts of posts received after the deadline will not receive full credit; you must submit the ENTIRE post – including your reference list – before the deadline. Assignments that do not include complete reference lists that match the in-text citations in the post will have points taken off. Failure to provide references is also considered plagiarism and is therefore an honor code violation. The assignments are set up to automatically close at the deadline time, so work must be submitted via Canvas BEFORE 11:59pm ET.

**MEDIA ANALYSIS PAPER:** This assignment will require you to do a well-researched five-to-six-page intersectional analysis. You will submit a proposal for your film and approach for your paper in Module 6. The professor will provide your proposal with feedback and eventual approval. Specific, in-depth instructions will be posted in the assignment. Your job is to evaluate the content using feminist media criticism and examine the role and significance of an intersection of race/class/gender in the film you select. You will be expected to reference and cite multiple textbook chapters in this paper, and a strong paper will likely have a minimum of seven course materials as sources. Again, contact the librarians for help with any outside research you need or want to do for this assignment. Your paper may also address intersections of disability, sexuality, age, and body size, if they apply.

**MIDTERM AND FINAL EXAMS:** Students will complete midterm and final exams that will cover all course materials (including links in the lectures) for the first and second halves of the course, respectively. The final exam is not comprehensive. Exams will be open-book/note and have a two-hour time limit. The exam will consist of 25 true-false and multiple-choice questions and will allow you to view all the questions at once and be able to make revise your answers before you submitting. Exams open at 11am on Mondays and close at 11:59pm ET Sundays of exam weeks. See the dates for your midterm and final exams in the course schedule in this syllabus.

### Course Outline

#### **Week 1, January 6 - 12**

Module 1: Introduction & Class Requirements

Familiarize yourself with our syllabus, the course assignments and schedule, class policies, APA style, and how to succeed in an online course.

Read the syllabus and the assigned article, watch 2 videos, and review APA OWL

#### **Week 2, January 13 - 19**

Module 2: Intersectionality and Diversity - What is diversity, and why does it matter? What is media diversity? What is intersectionality, and why is it important?

#### **Week 3, January 20 - 26**

Module 3: The Media and Our Youth - How can the media impact young children? How can advertisements change the mindset of a young boy or girl? Why does this matter, and what can be done to change it?

**Weeks 4 & 5, January 27 - February 9**

Module 4: The Media & Stereotypes - What is stereotyping? How does stereotyping affect media audience? What are the most (and least) prevalent stereotypes?

**Week 6 & 7, February 10 – 23**

Module 5: The Media and Racism - What does racism in the media look like? Where did racism in the media originate? What are the most prevalent racist habits in the media?

**Week 8, February 24 – March 1**

Module 6: The Media and Feminism - What is Feminism? Why is it important and how has it evolved over previous generations? What is intersectional feminism?

**Week 9, March 2 - 8**

SPRING BREAK

**Week 10, March 9 - 15**

MIDTERM EXAM DUE BY SUNDAY, 10/20/19

Opens Monday 3/9/20 @ 11am & closes Sunday 3/15/20 @ 11:59pm

**Week 11, March 16 - 22**

Module 7: The Media and Advertising - How does advertising impact diversity? How are men and women represented, and what is body image? Should this content be changed?

**Week 12, March 23 - 29**

Module 8: The Media and Us Over Time: How has the media attempted to represent a diverse nation? What has gone wrong, and what has worked to improve society?

**Week 13, March 30 – April 5**

Module 9: The Media and Hashtags: What are the impacts of hashtags, and how have they made a mark on race, gender, and diversity? What are the consequences of using a hashtag in online discussions?

**Weeks 14, April 6 - 12**

Module 10: The Media and Industry Ownership: Does media ownership accurately represent the diversity of the US? If not, how does it differ?

**Week 15, April 13 - 19**

*Complete Media Analysis Papers - Due by Sunday, 4/19/20 by 11:59 pm*

**Week 16, April 20 - 26**

STUDY FOR YOUR FINAL EXAM

**Week 17, April 27 – May 1**

*FINAL EXAM DUE BY Friday, 5/1/20 (NOT SUNDAY!)*

*Opens Monday 4/27/20 @ 11am & closes Friday 5/1/20 @ 11:59pm*

**Deadlines**

Deadlines must be met to receive full credit for work, LATE WORK WILL BE GIVEN HALF CREDIT,

REGARDLESS OF THE CIRCUMSTANCE. ONE EXTRA CREDIT OPPORTUNITY WILL BE OFFERED.

If you encounter technical issues in submitting an assignment or taking a quiz or exam, you must CALL the UF HelpDesk at 352-392-HELP and immediately forward the e-ticket they e-mail you to the instructor. Do not use the Canvas help function. Any claims of technical issues without a HelpDesk e-ticket will not receive consideration. As you will have access to all materials and assignments well in advance, please plan accordingly and work ahead to avoid potential interruptions, as you are responsible for meeting our deadlines. Any technology issues with your own equipment will be your responsibility to repair, replace, or substitute to properly complete your work on time and will not be reason for deadline extension.

### Class environment

This course will cover sensitive topics. While all students are entitled to their opinions and strong feelings about one or more of the topics, each student should be mindful about expressing them. Remember that it is much different to communicate thoughts and opinions over discussion boards than in person. Both students and faculty each have a responsibility to maintain an appropriate learning environment online. It is expected that we will all show professional courtesy and good netiquette in our discussions. Do not use derogatory language in your discussion posts or assignments. Disrespect, direct or covert, will not be tolerated under any circumstances. If you have questions about the use of specific words or language that may be deemed derogatory, obscene, or biased in some way, clarify with the instructor via email before including such words/phrases in your work. Per university policy, we will all give due respect to individuals and topics dealing with differences of race, color, culture, religion, creed, politics, veteran's status, sexual orientation, gender, gender identity, and gender expression, age, disability, political affiliation, and nationalities.

### Students with disabilities

Students in need of accommodations must first register with the Disability Resource Center in the Dean of Students Office. The Disability Resource Center will provide documentation to the student, who must then provide this documentation to the instructor when making a request for accommodations. Please contact the professor within first two weeks of class with documentation to request accommodations. Accommodations cannot be applied retroactively.

### Academic honesty

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. The instructor of this class is bound to take that commitment seriously and encourages you to contact her with specific questions regarding the Honor Code and your responsibilities within this course.

Specifically, plagiarism will be grounds for significant penalty, including, but not limited to a failing grade/zero credit for the assignment and a possible failing grade for the course.

Plagiarism may include a failure to provide in-text or reference citations for sourced material, copying portions of others' work without appropriate citation, and inappropriately reusing your own work from this and other courses. Please note:

Quoted or copied language that is not original to you MUST BE IN QUOTES AS WELL HAS HAVE AN IN-TEXT CITATION. Paraphrased sources/ideas/concepts that are not original to you also need in-text citations. Failure to submit a full and accurate reference list of works cited with your posts and papers

before their deadlines is also considered plagiarism and therefore an academic integrity violation.

Unintentional plagiarism is STILL plagiarism and an honor code violation. Cheating is also a violation of the honor code and subject to the same penalties.

University of Florida students are expected to read, understand, and follow the Student Conduct & Honor Code. Violations of this code are taken very seriously and can result in your failure of this course and additional sanctions. I require you to watch this helpful Avoiding Plagiarism video from the Office Dean of Students at the start of the semester to help you with citations in your research and writing.

### Help with writing and study skills

The UF University Writing Program has several writing strategy videos available for free online to help you with planning, researching, organizing, citing, writing, and proofreading discussion posts and Media Analysis papers. The Writing Program also has a series of videos that focus specifically on grammar. Watch and use them! Finally, they have online videos that can help you with your study skills and test-taking strategies, too.

The new Writing Studio is a free service for current UF graduate and undergraduate students. Students can work one-on-one with a consultant on issues specific to their own development. Because their aim is to help students become more effective writers, they do not simply proofread or edit documents. They can, however, assist students to become better proofreaders and editors of their own work. Their main office is 302 Tigert Hall, and their office phone is 352-846-1138. They also offer online tutorials from 11am-4pm ET on Wednesdays. You must register in advance for all tutorials.

### Instructor evaluation

Students are highly encouraged to provide feedback on the quality of instruction in this course. These evaluations are conducted online at <https://evaluations.ufl.edu> and are typically open during the last two or three weeks of the semester. Thank you for taking the time to complete this process. Ignore Extra Credit Film Analysis until new submission