

MMC 3614: Media and Politics

Fall 2024



Instructor

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Department of Media Production, Management, and Technology

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Meeting Time

Monday 1250 - 350PM

Office hours

Friday 11:30 - 12:30

Description

This course aims to investigate the connection between media and politics, particularly in the build-up to the 2024 US presidential election. Via a discussion-based, text centered approach, we will unpack an era of political campaigning and organizing that is increasingly identity-based, and evaluate the media's role in helping parties and individuals achieving their political goals.

Course Contents

The foundation of this course is classroom discussion, illuminated by weekly reading, group presentations, and individual writing assignments.

Required Texts

- 1) Fukuyama, Francis. Identity: The Demand for Dignity and The Politics of Resentment
- 2) Brader, Ted. Campaigning for Hearts and Minds: How Emotional Appeals in Political Ads Work.

Assignment Breakdown

Group Presentations: 40%

Individual Presentations: 30%

Papers: 30%

Course Philosophy

Unless otherwise stated, assignments are to be printed/presented in-person, as well as submitted via Canvas. Please invest in a printer or get familiar with the university's printing resources. Double space your writing, use a simple 12 point font, respect the page limits, and don't play with the margins.

This class is likely the least digital of the classes you'll take in this department, so be prepared to live without your laptops and tablets, except when asked.

Buy a notebook. Buy a pen. Take notes. Label your work. Staple your work. And most importantly: Proofread. Don't just paste your work into Grammarly. I am interested in YOUR thoughts, not those of Chat GPT.

Come to class on time. Not for me, but for your classmates.

Late assignments will not be accepted without prior notice.

Course schedule

WEEK 1

Aug 26

Getting to Know You

DUE: My Why
ALSO BRING: Your favorite things.

WEEK 2	Sept 2	My Why Continued DUE: My Why and the policy issues that correspond with it. **Labor Day. NO CLASS MEETING
WEEK 3	Sept 9	IDENTITY. Chapters 1 - 4 Group 1 Presentation
WEEK 4.	Sept 16	IDENTITY. Chapters 5 - 8 Group 2 Presentation
WEEK 5.	Sept 23	IDENTITY. Chapters 9 - 12 Group 3 Presentation
WEEK 6	Sept 30	IDENTITY. Chapters 13 - 14 Group 4 Presentation
WEEK 7	Oct 7	HEARTS AND MINDS. Chapters 1 and 2 Group 1 Presentation
WEEK 8.	Oct 14	HEARTS AND MINDS. Chapters 3 and 4 Group 2 Presentation
WEEK 9	Oct 21	HEARTS AND MINDS. Chapters 5 and 6 Group 3 Presentation
WEEK 10	Oct 28	HEARTS AND MINDS. Chapters 6 an 7 Group 4 Presentation

WEEK 11	Nov 4	ELECTION SPECIAL!! Paper DUE: Who will win the US presidential election, and why, based on an assessment of the voting populace and ideas put forth in the reading.
WEEK 12	Nov 11	**Veterans Day. NO CLASS MEETING Paper DUE: Post election response. What are some of the things that surprised you about the day of the election and its aftermath, particularly in relation to the reading?
WEEK 13	Nov 18	CAMPAIGNS Preliminary Campaign Presentation.
WEEK 14	Nov 25	**Thanksgiving. NO CLASS MEETING
FINAL	Dec 13	CAMPAIGNS Final Campaign Presentations

University Honor Code

The University of Florida has a standardized code for instructors which states:

We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity.

As students, you have a commitment to academic honesty as well, and it is as follows:

I understand that the University of Florida expects its students to be honest in all of their academic work. I agree to adhere to this commitment

to academic honesty and understand that my failure to comply with this commitment may result in disciplinary action, up to and including expulsion from the university.

There are six specific types of violations of the Academic Honesty Guidelines: cheating, plagiarism, bribery, misrepresentation, conspiracy and fabrication.

I hope you take this commitment to academic honesty and integrity seriously.

Accommodation 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 the student who must then provide this documentation to the Instructor when requesting accommodation.

Course Evaluations

Students are expected 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, and 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>.

Prerequisites

To take this course, you must have a grade of C or better in RTV 2100 and RTV 3000 and have junior standing in Telecommunication.

Student Resources

[UF Bookstore](#): Phone: 352-392-0194, Email: ufbookstore@bsd.ufl.edu

[Library Support](#): Various ways to receive assistance with respect to using the libraries or finding

[Teaching Center](#): General study skills and tutoring. Broward Hall, Phone: 352-392-2010 or 352- 392-6420.

[Writing Studio](#): Provides one-on-one consultations and workshops tailored to specific classes (graduate and undergraduate). 302 Tigert Hall, Phone: 352-846-1138.

[Information for Veterans](#): Veterans Affairs Certification: Phone: 352 - 294-2948

[U Matter, We Care](#): If you or a friend is in distress, please contact umatter@ufl.edu or Phone: 352-294-2273 so that a team member can reach out.

[Counseling and Wellness Center](#): 3190 Radio Road, Gainesville, FL 32611 Phone: (352) 392-1575, Fax: (352) 273-4738

[Sexual Violence Response](#): Victim services, Care Area, UF Police Department, and Title IX.

[University Police Department](#): Resources available include the Office of Victim Services and Community Services Division. Emergency: 9-1-1; Non-Emergency: 352-392-1111.

[Academic Planning](#): Academic advisors that can refer you to the wide array of resources that are available to UF students.

[Gator Connect](#): Online database of student organizations.

[Career Connection Center](#): Career assistance and counseling. Reitz Union, Phone: 352-392-1601.