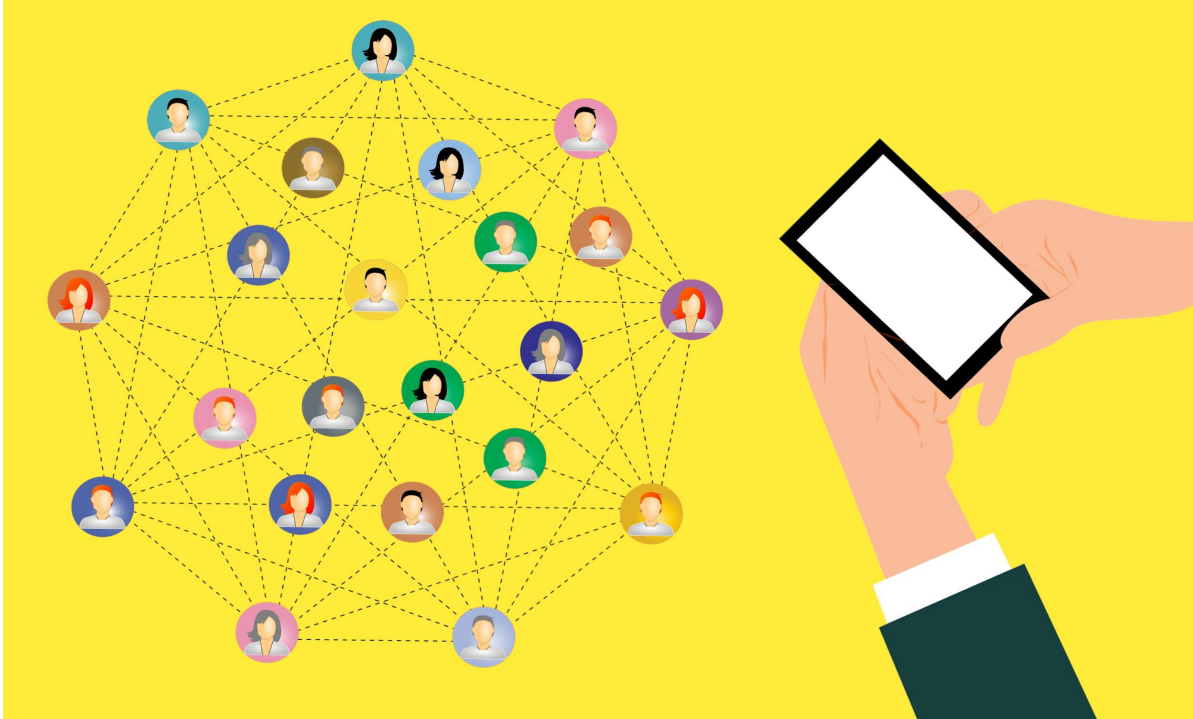


RTV4700: Media Law & Policy

Fall 2024

Online, Asynchronous



INSTRUCTOR: Dr. Jasmine McNealy

EMAIL: JMCNEALY@UFL.EDU Office: 3062 WEIMER HALL

OFFICE HOURS: VIRTUAL OFFICE HOURS: Tuesdays 9-11am BY APPT: <https://calendly.com/jmcnealy/office-hours>

TEACHING ASSISTANT: Lynn Li: JIAYUE.LI@UFL.EDU

REQUIRED TEXT:

- James Grimmelman, *Internet Law: Cases & Problems (ILCP)* (**14th Ed.**) available at: https://www.semaphorepress.com/InternetLaw_overview.html
- Course Material on Canvas and thru UF Library Course Reserve. This may mean that you need to download and install the UF VPN (<https://it.ufl.edu/ict/documentation/network-infrastructure/vpn>) for use when off campus.

Course Description

This course introduces the laws and policies affecting the past, present, and future of various forms of communication technology. Innovations in media tech pose pressing questions for courts and legislators. This course will introduce you to these legal and ethical issues and asks you to think critically about the answers and solutions for conflicts that arise. Our emphasis is on US law and the U.S. Constitution, including freedom of speech and expression as well as privacy, intellectual property, and defamation, and will touch on global legal phenomena. This course is completely online and asynchronous and has both individual and team-based learning components.

Course Objectives

This course covers a blend of technological, social, economic and legal issues in the creation of media technology law & policy. The goals of this class are as follows:

- That students demonstrate an understanding of relevant laws and regulations affecting media technology.
- That students demonstrate an understanding of U.S. constitutional principles relevant to media and technology.
- That students demonstrate an understanding of the power of regulatory agencies and judicial bodies.
- That students recognize current issues in media technology law & policy and the effects on the use, access, and creation of new media technology.
- That students be able to practically apply all the above in a variety of contexts.

Learning Outcomes:

Students completing the course will be able to:

- Define and describe relevant aspects of US media and technology law and policy
- Identify how systems of shared values influence the creation of laws, policies, and regulations.
- Recognize, evaluate and determine emerging policy issues and how it impacts the media and technology landscape.
- Critically consider constitutional amendments, acts, laws, and court decisions governing media technology in the United States and abroad.
- Collaborate with other learners in teams to solve problems.

Course Methodology

Each week, students will be expected to:

1. Review the week's learning objectives.
2. Complete all assigned readings.
3. Review assigned video and other materials.
4. Complete and submit all assignments by the due dates.

ASSIGNMENT DESCRIPTIONS

Grading Scale	
The grade scale is as follows:	
A	93-100
A-	90-92
B+	87-89
B	83-86
B-	80-82
C+	77-79
C	73-76
C-	70-72
D+	67-69
D	63-66
D-	60-62
E	Less than 60
Grading Parameters	
Discussion(s)	20%
Exams (3):	50%
Quizzes:	15%
The Ethics of... (3):	15%

Quizzes: Each week you are expected to complete, by yourself, a module quiz based on the lecture, videos, readings and other class materials for that week. Quizzes will be made of 10 multiple choice and true-false questions. You will have 10 minutes to complete the quiz. **Quizzes are worth 15%** of your grade and always close **Tuesdays at 11:59pm**. Barring emergencies, students may not make up missed quizzes.

Exams: There are **three (3)** non-cumulative exams in this course. Exams will always be available through the Canvas class site. Students will be able to complete the exam at any time during the exam day, however, exams are timed and must be completed within 50 minutes. Exams will consist of true/false and multiple-choice questions. Students may drop their lowest grade. This includes not taking the third exam. Students choosing to not take the third exam must inform the instructor **at least one (1) week before the exam**. Exams are **worth 50% of your grade** and close on the dates stated. Barring emergencies, students may not make up missed exams.

Weekly Discussion Syntheses: Students are responsible for all information contained in the readings, lectures and other presentations. Weekly discussion syntheses ask students to respond to prompts using the information class materials to analyze and answer the question. Students must include **4 posts: 1 individual response to the prompt (~100 words min.) and 3 responses to their classmates (50 words min. each).** **Do not copy and paste the same response.** Discussions are

worth **20% of your grade** and always close at 11:59pm Fridays.

The Ethics Of...: Three times during the semester you will be prompted to respond to a set of prompts and considering the ethical (or societal) implications of certain policies, whether governmental, corporate, or civil society. You will be responsible for providing 3 responses: 1 individual response to the prompt (150 words min), and 2 responses to your classmates (50 words min each). **Do not copy and paste the same response.** These assignments are worth **15% of your grade and always close at 11:59pm on the days assigned.**

Extra Credit: Possibilities for extra credit will be available in the form of select activities on Canvas and participation in the SONA research study pools. Students may earn up **to two (2) points** of extra credit for participation in SONA. Points earned for participation in SONA are added to your final grade for the class. Points earned for activities other than SONA are added to your score for the most recent exam.

OTHER IMPORTANT INFORMATION

Classroom Behavior and Course Policies

This course is conducted completely online. You should check the syllabus, at a minimum, at the beginning of each week as a reminder of upcoming assignments. The best way to reach me is using my ufl.edu email address. When you **email me**, please put "RTV 4700" followed by the subject of your email IN THE SUBJECT LINE. In addition, please include your full name and UFID number at the end of the email. Your email should adhere to the guidelines of [profession communication](https://www.advising.ufl.edu/docs/CAPProfessionalCommunication.pdf) (see <https://www.advising.ufl.edu/docs/CAPProfessionalCommunication.pdf> for assistance). You should address me as either Dr. or Prof. McNealy.

All grades are final after one week. No exceptions. If a student wishes to challenge a grade, they must contact me 48 hours after receiving their grade. In an email, the student should provide a detailed description of the substantive issue with their grade.

Academic Honesty and UF Policy

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-conducthonor-code/>) specifies several 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 the instructor or TAs in this class.

Plagiarism. A student shall not represent as the student's own work all or any portion of the work of another. Plagiarism includes but is not limited to:

1. Quoting oral or written materials including but not limited to those found on the internet, whether published or unpublished, without proper attribution.
2. Submitting a document or assignment which in whole or in part is identical or substantially identical to a document or assignment not authored by the student.

From *Regulations of the University of Florida, 6C1-4.047 Student Honor Code and Student Conduct Code: Sanctions*

A note on Chat GPT, LLMs, and other outside materials: Don't use them. You don't need them. You will spend more time making them work and reviewing the outputs than just completing the course assignments. If you do decide to use them, you are responsible for any errors or material that we have not covered in this course.

Classroom Demeanor & Netiquette

Members of the class are expected to follow rules of common courtesy in all email and discussions. Please read the [Netiquette Guide for Online Courses](https://www.cise.ufl.edu/wpcontent/uploads/2019/08/CISE_Netiquette_Guide.pdf) (https://www.cise.ufl.edu/wpcontent/uploads/2019/08/CISE_Netiquette_Guide.pdf).

Security

Remember that your UF password protects you from pranks and more serious harm.

- Don't share your password with anyone
- Change your password if you think someone else might know it
- Always logout when you are finished using the system

Absences in General

Students should make every effort to complete the assignments for the course as schedule each class as scheduled. You may complete assignments ahead of schedule, but you will not receive credit for work completed after the deadline without prior clearance outside of documented illness or other absence approved under UF policy. Because this class is based on group work, students should follow both the guidelines provided here and adhere to their squad goals as agreed upon at the beginning of the semester.

No alternative assignments will be provided for a student who misses an exam without properly notifying the instructor.

Religious Holidays

The university calendar does not include observance of any religious holidays. The Florida Board of Governors and state law govern university policy regarding observance of religious holidays. Students shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith with prior notification to the instructor. Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence. Students shall not be penalized due to absence from class or other scheduled academic activity because of religious observances.

Student Illness

Students who are affected by illness should contact UF [Student Health Care Center \(SHCC\)](#) or a home physician who can provide medical care. In any case, please inform me if your health is making it difficult for you to complete class assignments.

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.

Tech Support and Netiquette

This course is delivered completely on Canvas and uses video recordings. For tech support please contact UFIT at <http://helpdesk.ufl.edu>. I suggest using Chrome or Firefox as browsers for accessing course content. You can also get more information at <http://elearning.ufl.edu>.

Online discussions can be fruitful and interesting. It is my expectation for this course that you give your classmates the utmost respect when interacting with them in this course. Remember that it is much different to communicate thoughts and opinions over discussion boards than in person. Be respectful to your classmates' ideas, ask insightful questions for clarity, read with consideration, and give criticism with professionalism.

Both students and faculty each have a responsibility to maintain an appropriate learning environment online. I expect that we will all show professional courtesy and good netiquette in our discussions. 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. If there is a way your classmates and I should address you, please let us know.

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/>.”

Looking forward to a fun and interesting semester!

COURSE SCHEDULE

Date	Topic + Reading	Assignment(s)
Week 1: Aug 22	Introduction to class The Syllabus READ THE SYLLABUS!! ILCP: 46-55 (Lessig + Zittrain) – Make sure you have the 14 th Ed.	Discussion 1: Introduce yourself Review Canvas and materials
Week 2: Aug 26-30	Free Expression + Theory ILCP: 119-130; 630-34; 639-646	Quiz Weekly Discussion
Week 3: Sep 2-6	Expression con’t (Violence) ILCP: 136-148, 152-156 (Start at “Harassment”)	Quiz Weekly Discussion
Week 4: Sep 9-13	Expression con’t (Violence and Sex) ILCP: 574-580 (Start at “B. Intermediary Liability”); 157-168	Quiz Weekly Discussion
Week 5: Sep 16-20	Exam 1 Closes: Wednesday Sep. 18 @ 11:59pm The Ethics Of... Closes: Friday Sep. 20 @ 11:59pm	
Week 6: Sep 23-27	Defamation ILCP: 148-150; 220-227 (Start at “C. Anonymity,” also consider the “Skanks of LA” thought problem on p. 227)	Quiz Weekly Discussion
Week 7: Sep 30 - Oct 4	Platform rights/responsibilities ILCP: 588-609 (Start at “C. Section 230)	Quiz Weekly Discussion
Week 8: Oct 7 – 11		

	Invasion of Privacy ILCP: 171-174; 237-250	Quiz Weekly Discussion
Week 9: Oct 14-18	Data Privacy ILCP: 250-262; 270-276 (Start at "In Re Snapchat")	Quiz Weekly Discussion
Week 10: Oct 21-25	Exam 2 Closes: Wednesday Oct 23 @ 11:59pm. The Ethics Of... Closes: Friday Oct 25 @ 11:59pm	
Week 11: Oct 28 - Nov 1	Copyright ILCP: 405-414; 430-436	Quiz Weekly Discussion
Week 12: Nov 4 – 8	Copyright continued ILCP: 466-479	Quiz Weekly Discussion
Week 13: Nov 11 – 15	Copyright continued ILCP: 488-501	Quiz Weekly Discussion
Week 14: Nov 18 - 22	Trademark ILCP: 369-378; <i>Matal v. Tam (Canvas)</i>	Quiz Weekly Discussion The Ethics of closes Nov. 22 @ 11:59pm
Week 15: Nov 25 - 27	No Class – Thanksgiving Break	
Week 16: Dec 2 - 4	Exam 3 Closes: Dec 4 @ 11:59pm Wednesday	