

MMC 3614: Media and Politics

Spring 2025



Instructor

Daliso Leslie

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Meeting Time

Thursday 1250 - 350 PM

Office hours

Thursday 4:00 - 5:00 PM. Meetings must be scheduled in advance.

Description

This course aims to investigate the connection between media and politics, particularly in the aftermath of the 2024 US presidential election. Via a discussion-based, text, and current events - centered approach, we will unpack political campaigning and

organizing over the course of American history, and evaluate the media's role in helping parties and individuals achieve 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.

Approximate 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, and actually speak to each other.

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	Jan 13	Getting to Know You DUE: Your Why AND ALSO BRING: Your favorite things.
WEEK 2	Jan 20	My Why Continued DUE: Your Why and the policy issues that correspond with it.
WEEK 3	Jan 27	IDENTITY. Chapters 1 - 4 Group 1 Presentation
WEEK 4.	Feb 3	IDENTITY. Chapters 5 - 8 Group 2 Presentation
WEEK 5.	Feb 10	IDENTITY. Chapters 9 - 12 Group 3 Presentation
WEEK 6	Feb 24	IDENTITY. Chapters 13 - 14 Group 4 Presentation
WEEK 7	March 3	HEARTS AND MINDS. Chapters 1 and 2 Group 1 Presentation
WEEK 8.	March 10	HEARTS AND MINDS. Chapters 3 and 4 Group 2 Presentation Historical Political Slogans
WEEK 9	March 17	Spring Break. No class

WEEK 10	March 24	Medias and Movements Founding of America, Abolition and Reconstruction, Women’s Suffrage
WEEK 11	March 31	Media and Movements Civil Rights (Black Rights, Women’s Rights, LGBT rights)
WEEK 12	April 7	Media and Movements Racial Justice, Environmental Justice, Tea Party
WEEK 13	April 14	No Class Prepare Campaigns
WEEK 14	April 21	No Class Prepare Campaigns
FINAL	April 29	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.