

# RTV 3001 Introduction to Media Industries

## Spring 2025

Monday, Period 9-10 (4:05 PM – 6:00 PM), Weimer 1064

Wednesday, Period 9 (4:05 PM – 4:55 PM), Weimer 1064

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Office: Weimer G31

Office Hours: 2:00 PM– 4:00 PM Monday OR by appointment. Please email instructor to schedule a Zoom or in-person meeting outside the regular office hours. Zoom

meetings are held in the instructor's Zoom room: <https://ufl.zoom.us/j/2305373468>

UF Canvas: <http://elearning.ufl.edu/>

### **Announcements**

Be sure to check the Announcements tab in the Canvas shell regularly for information on class assignments, changes and other class information. In addition, important information (but not all Announcements) will be sent via email when it is posted in this tab.

### **Course Textbook (Recommended)**

Medoff, Norman J., Kaye, Barbara K. (2021) *NOW Media: The Evolution of Electronic Communication*, 4th ed. Routledge.

### **Course Description**

The goal of this course is to analyze electronic media entities as *corporate and business systems* within the broader media operations in the diverse and pluralistic environment of the U.S. The content you will analyze, discuss, and interact with focuses on the electronic media industries of the United States. Starting with the history of electronic media, the course will provide an overview of the development of various forms of electronic media.

### **Course Objectives**

Students will gain knowledge of the telecommunication industry with an emphasis on learning specifically about broadcasting and cable. In addition, changes in new media, business practices, converging markets, and regulatory philosophies will be addressed. This course is designed to offer you an overview of the origins, organizations, and movements that have shaped electronic media. We will learn and discuss the following developments:

- The historical development of electronic media
- The technologies involved in the creation of electronic media
- The structure, economics, and regulation of electronic media
- The political and legal issues involved in content and management decisions
- The economics of electronic media, including programming and ratings
- The lexicon involved within subsets of the telecommunication industry

### **Learning outcomes include enhancing YOUR ability to:**

- Recognize and identify the technical characteristics of the electronic media
- Analyze and apply concepts and theories to the organizational structures of electronic media industries, including leadership and management structures
- Identify, define, and describe the business, social, and regulatory environments in which electronic media industries operate
- Independently research the historical and contemporary developments of electronic media industries, including business, leadership, and technological advances
- Participate in a classroom forum. Time management is imperative.

### **Course Design/Expectations**

#### **Lectures**

The in-person lectures will help you to understand key concepts and assignments. These are reinforced in an online homework system and in written submissions.

**Please note: Follow only the syllabus and Canvas for assignments, due dates and other relevant information.**

#### **Assignments**

You will have regular assignments, and these will be the basis for your final grade.

#### **Your Student Role Includes:**

- Completing the assignments by deadline
- Watching the class lectures
- Participating in ALL discussions and exercises
- Being innovative and entrepreneurial
- Communicating often with your professor
- Checking Announcements Tab VERY often
- Being an effective team player for all the team assignments!!!

#### **My Instructor Role Includes:**

- Facilitating your classroom success in a diplomatic, courteous, and fun environment
- Reviewing, grading, and offering commentary on your assignments
- Evoking discussion and having fun doing it!
- Resolving any issues that arise with assignments and other course materials
- Communicating often with YOU

You will have written assignments and discussion questions due during our course. There will be recorded lectures and supplemental videos for your viewing and learning.

#### **Homework**

In addition to your readings, you will have three kinds of homework.

First, under the Discussion tab for select modules you will find a discussion question. You should post a thoughtful response to this key topic question and **respond to at least two posts from your fellow students**. All responses should be placed in the “Discussion” section of your Canvas shell.

Discussion is an integral part of this course. You will be expected to read the assigned text chapter and accompanying readings and actively participate in weekly discussions through the “Discussions” tab in the Canvas e-learning site. You will be expected to demonstrate that you are thinking about the issues by asking questions, offering your own opinions and share justifications for those opinions, participating in class debate, posting comments and questions to the e-learning site and keeping your eyes and ears open for current events you can share during our discussions that may relate to class discussions. Please be respectful of the contributions of others and help create a class environment that is welcoming and inclusive.

Second, there will be written assignments due during various modules of the course.

Third, there will be quizzes on the text materials due during various modules of the course.

### **Ownership Education**

As UF students, you are not passive participants in this course. All students in this Program have a background in marketing, advertising, public relations, journalism, or similar fields. This class allows you to not only take ownership of your educational experience but to also provide your expertise and knowledge in helping your fellow classmates. The Canvas shell will have an open Q&A thread where you should pose questions to your classmates when you have a question as it relates to an assignment or an issue that has come up at work. Your classmates along with your instructor will be able to respond to these questions and provide feedback and help. This also allows everyone to gain the same knowledge in one location rather than the instructor responding back to just one student which limits the rest of the class from gaining this knowledge.

### **Technical Requirements**

You will need an Internet connection to access your text and complete your assignments. You must be able to communicate with the instructor. Most communications can be done via email and the discussion board, but you may be asked to join Google Drive (a free online service) to share large files.

### **Course Policies**

#### ***Late Work and Make-up Policy***

You are expected to prepare and submit your assignments on a timely basis. Due dates are clearly laid out in this syllabus and in the attendant class calendar.

Deadlines are critical to this class as they will be in your professional career. All work is due on or before the due date. The class is open for working in advance if you know an upcoming due date will be an issue.

Extensions for deadlines will only be for preapproved emergencies. Minor inconveniences such as family vacation or minor illness are not valid reasons for extensions. **Without a discussion with the instructor in advance late work will NOT be accepted.**

Issues with uploading work for a grade is not an excuse. If you have technical difficulties with Canvas, there are other means to submit completed work. You may use email attachments or

even links to Dropbox folders to Instructor via UF email. Another suggestion to compensate for technical difficulties by not waiting until the last minute to submit work.

Work turned in late will not be accepted except for extreme circumstances (i.e. family emergencies.) If you anticipate not making a project deadline, please contact the instructor. **For late assignments, 10% of your grade will be deducted per calendar day, and no assignments will be accepted after 72 hours past the deadline.**

### ***Late Posted Assignments***

It is YOUR responsibility to meet our class assignment deadlines. **Should circumstances arise and you post an assignment after the due date, it is also YOUR responsibility to email me to let me know when you have posted your late assignment. I do not go back on a regular basis to look for late posted assignments.**

### ***Technical Issue Policy***

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. Contact UF helpdesk (352) 392-HELP.

### ***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.

**Students MUST inform their academic advisor before dropping a course**, whether for medical or non-medical reasons. Your advisor will assist with notifying professors and go over options for how to proceed with their classes.

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found in the attendance policies section of the online catalogue.

### ***Coursework Submissions***

In general, as noted throughout this syllabus, most coursework should be submitted through the Assignments tab in the Canvas classroom.

### ***Grading***

Grading parameters for the class projects are provided in the form of rubrics. These rubrics are detailed in this syllabus. Your work will be evaluated according to this distribution:

- 10 Discussion assignments - 300 points (30 points each)
- 10 Quizzes - 400 points (40 points each)
- 3 Written Assignments - 300 points (100 points each)

- TOTAL 100 points 100%

And letter grades will be determined 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: 60-66%
- E: 0-59%

## **Course Assignments**

### ***Discussion Assignments***

During select weeks of the semester you will need to provide a thoughtful analysis of a topical issue. Each week you will also post a response to two student's post that you either agree or disagree with.

You will find each discussion topic under each respective week in the Canvas classroom. Please keep these guidelines in mind as you create your weekly posts:

- 1) Your writing should be thoughtful, reflective, and focused. You should also attempt to be persuasive, by which I mean you should try to convince others, especially others who disagree with you, that you have a valid and credible perspective.
- 2) **At a minimum, your discussion posts should average at least 200 words.** You are strongly encouraged to document any facts you bring to bear in making your arguments. In general, when you provide factual information, it should be referenced.
- 3) **At a minimum, your comments on the postings of others should run at least 100 words.**
- 4) Your initial Discussion posts are due by Thursday at 11:59 PM ET. Comments on the posts of two classmates are due by Sunday at 11:59 PM ET. Late submissions will be penalized.

Personal attacks or disrespect towards others is inappropriate and will cost you points on the assignment. I will watch and determine if I feel a discussion is inappropriate if needed. Your goal should be to help the author of the post you are commenting on see another perspective.

## **University Policies**

### ***University Policy on Accommodating Students with Disabilities***

Students requesting accommodation for disabilities must first register with the Disability Resource Center. 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.

### ***Netiquette: Communication Courtesy***

All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. Please read this netiquette guide for online courses.

### ***Class Demeanor:***

Mastery in this class requires preparation, passion, and professionalism. Students are expected, within the requirements allowed by university policy, to attend class, be on time, and meet all deadlines. Work assigned in advance of class should be completed as directed. Full participation in online and live discussions, group projects, and small group activities is expected.

My role as instructor is to identify critical issues related to the course, direct you to and teach relevant information, assign appropriate learning activities, create opportunities for assessing your performance, and communicate the outcomes of such assessments in a timely, informative, and professional way. Feedback is essential for you to have confidence that you have mastered the material and for me to determine that you are meeting all course requirements.

At all times it is expected that you will welcome and respond professionally to assessment feedback, that you will treat your fellow students and me with respect, and that you will contribute to the success of the class as best as you can.

### ***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
- <https://elearning.ufl.edu/>

Note: 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.

### ***Additional Resources***

The following resources are available:

- UF Distance Learning's Getting Help page
- UF Care page <https://care.dso.ufl.edu/>

- Counseling and Wellness resources (352-392-1575)

Should you have any complaints with your experience in this course please follow the student complaint process to submit a complaint.

***Course Evaluation:***

Students in this class are participating in a new course evaluation system called GatorEvals. The new evaluation system is designed to be more informative to instructors so that teaching effectiveness is enhanced and to be more seamlessly linked to UF's Canvas e-learning management system. Students can complete their evaluations through the email they receive from GatorEvals, or in their Canvas course menu under GatorEvals.

***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 and Student Conduct Code.

The University of Florida Honor Code was voted on and passed by the Student Body in the Spring 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.

“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.

***Academic Honesty***

All graduate students in the College of Journalism and Communications are expected to conduct themselves with the highest degree of integrity. It is the students' responsibility to ensure that they know and understand the requirements of every assignment. At a minimum, this includes avoiding the following:

***Plagiarism:*** Plagiarism occurs when an individual presents the ideas or expressions of another as his or her own. Students must always credit others' ideas with accurate citations and must use quotation marks and citations when presenting the words of others. A thorough understanding of plagiarism is a precondition for admittance to graduate studies in the college.

***Cheating:*** Cheating occurs when a student circumvents or ignores the rules that govern an academic assignment such as an exam or class paper. It can include using notes, in physical or electronic form, in an exam, submitting the work of another as one's own, or reusing a paper a student has composed for one class in another class. If a student is not sure about the rules that govern an assignment, it is the student's responsibility to ask for clarification from his instructor.

***Misrepresenting Research Data:*** The integrity of data in mass communication research is a paramount issue for advancing knowledge and the credibility of our professions. For this reason, any intentional misrepresentation of data, or misrepresentation of the conditions or circumstances of data collection, is considered a violation of academic integrity. Misrepresenting data is a clear violation of the rules and requirements of academic integrity and honesty.

Any violation of the above stated conditions is grounds for immediate dismissal from the program and will result in revocation of the degree if the degree previously has been awarded. Students are expected to adhere to the [University of Florida Code of Conduct](#).

### ***CLASS INTELLECTUAL PROPERTY***

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

A "class lecture" is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture **does not** include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To "publish" means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.

##End syllabus