

RTV 3001 (14666 | 27400): Intro: Media Industries & Professions

Spring 2026 – <http://elearning.ufl.edu/>. **Our course begins Monday, Jan. 12! Please study the important information below. Warning: Long document!**

Course Facilitator:

E-mail:

Cell:

Video Lecturer: Prof. Bob Hughes. [Prof. Hughes is not participating in this online section, so Dr. Cleland will be your primary contact. **Please contact Dr. Cleland with your questions.**]

Office Hours: Fridays, 10 a.m. to Noon. To set up a Zoom appointment, please contact me prior to Friday, so I may send you a direct link. I also promote my asynchronous availabilities in Course Announcements.

Expect a response to any query within 24 hours (if not a lot sooner!), except on the weekends. I receive a lot of messages, so if I do not respond - please send me a nudge; thanks!

Be sure to check the Announcements tab in the Canvas Course Shell regularly for information on class assignments, changes, and other procedural information. In addition, essential information (but not all Announcements) will be sent via email.

Course Description | Learning Goals

The goal of this 3-credit hour 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 United States. There are no prerequisites for enrolling in this course.

The content you will analyze, discuss, and interact with focuses on the electronic media industries of and professions within the US. Starting with the history of electronic media, the course will provide an overview of the development of various forms of electronic media and their impact on users.

Students will gain a 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 about 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, social, 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.

Weekly Activities* include:

W1: Orientation – Autobiography; Contract; Quiz

W1: Module 1 – “Media Technology in Your Lifetime” – Discussion and Quiz

W2 : Module 2 – “Radio: From Infancy to the Internet” – Discussion and Quiz

W3: Module 3 – “Television: From Black and White to Color and Digital” – Discussion and Quiz

W4: Module 4 – “Radio Station Programming” – Discussion and Analysis Activity

W5: Module 5 – “Television Station Programming” – Discussion and Analysis Activity

W6: Module 6 – “Streaming Services Programming” – Modules 4, 5, 6 Quiz

W7: Module 7 – “Internet: From Arpanet to the World Wide Web” – Discussion and Mid-Course Survey

W8: Module 8 – “The Digital World” – Discussion and Quiz

W9: Module 9 – “Advertising: The Backbone of Broadcasting” – Discussion and Quiz

W10: Module 10 – “Tracking the Audience” – Television Analysis Assignment

W11: Module 11 – “The Impact of Social Media” – Discussion and Quiz

W12: Module 12 – “The Business of Broadcasting” – Discussion

W13: Module 13 – “Behind the Scenes in Broadcasting” – Quiz

W14: Module 14 – “The Movies” – Assignment and Quiz

W15: Module 15 – Convergence: Tying It All Together” – Assignment and End-of-Course Survey

**Activities and Due Dates subject to change*

Course Objectives

By the end of this course, you will be able to:

1. Recognize and identify the technical characteristics of the electronic media
2. Analyze and apply concepts and theories to the organizational structures of electronic media industries, including leadership and management structures
3. Identify, define, and describe the business, social, and regulatory environments in which electronic media industries operate
4. Independently research the historical and contemporary developments of electronic media industries, including business, leadership, and technological advances

5. Demonstrate use of APA writing and referencing style, using resources from the required APA Style Manual, apastyle.apa.org and citefast.com.
6. Analyze and apply principles of collegial discussion and commentary (Netiquette), using the integrated program, Kritik.
7. Participate in an asynchronous classroom forum. Time management is imperative. Let's have some fun, too!

Course Requirements and Policies

Required Textbooks and Resources

1. Medoff, Norman J., Kaye, Barbara K. (2025) *NOW Media: The Evolution of Electronic Communication*, 5th ed. Routledge. **[Required – must purchase]**

>>**Please note that this course will be participating in the UF All Access program.** Copy and paste the following URL then login and select “Opt-In”. This is how you will gain access to your required course materials - <https://www.bsd.ufl.edu/G1CO/IPay1f/start.aspx?TASK=INCLUDED>

UF All Access will provide you with your required materials digitally at a reduced price and the ability to pay using your student account. This option will be available starting one week prior to the semester starting and ending three weeks after the first day of class. You will have the option of either an eText or hardcover textbook.

2. ***Kritik360*** (www.kritik.io/kritik360). **All Access ISBN: 9781777263102.** Check Course Announcements for registration and access information. **[Required – must purchase]**

Kritik is a peer-to-peer learning and evaluation platform. Kritik360 puts you, the student, at the center of your learning. Kritik is focused on this important goal: To help you develop critical thinking, communication, and evaluation skills in a collegial forum (applying Netiquette), which will prepare you for success both in and out of the classroom.

3. American Psychological Association (APA) Resource Referencing Style.
<https://apastyle.apa.org/> **[Required – FREE online]**
 - a. Links to additional APA Resources will be provided in the Course Syllabus Tab.

Minimum Technology Requirements

You will need a consistent Internet connection to access your text, view the lectures, attend online class sessions, and complete your assignments. You may contact the UF Computing Help Desk for details.

Materials/Supply Fees

There is a \$2.50 supply fee for this course.

Zoom

Zoom is an easy-to-use video conferencing service available to all UF students, faculty, and staff that allows for meetings of up to 100 participants.

You can find resources and help using Zoom at the [University of Florida's Zoom site](#).

Attendance Policy and Missed Assignments

This is an online asynchronously delivered course, so attendance in the form of “roll calling” will not occur. However, you will be expected to **check in more than once daily** and to perform your required assignments by the deadlines specified. If you miss any assignments ONLY for medical reasons, family deaths, illnesses, or military, please reach out to me ASAP. If you are not documented as military personnel with DSO – please do so. **You are required to report these challenges to the Dean of Students Office (<https://dso.ufl.edu/>).** An assessment of your challenge will be determined by a DSO professional and *potential arrangements* for a late submission suggested. You will need to provide a doctor’s note or other medical documentation **to DSO, NOT your faculty facilitator or instructor.** DO NOT email your assignment unless you are instructed to do so. Any other missed assignments result in a “zero” grade. There is no extra credit offered in this course. To review the University’s Attendance Policies, please visit: [Attendance Policies < University of Florida \(ufl.edu\)](#)

Late Work and Make-up Policy

You are expected to prepare and submit your assignments by the required deadlines. **To iterate, there are no make-up options for work or missed deadlines, except for serious medical or DSO-documented challenges as noted. DO NOT EMAIL ME any assignments unless I request that action.**

Deadlines are critical to this class as they are in all professional fields in the communication industry. All work is due on or before the due date. Extensions for deadlines will only be for approved emergencies and must be documented through the Dean of Students Office - ["You Matter, We Care."](#) Minor inconveniences such as family vacation or minor illness are not valid reasons for extensions.

Issues with uploading work for a grade is not an excuse. If you are experiencing any type of technical issues, call the UF Computing Help Desk, which is staffed 24/7. You will need to provide the representative with your UFID, and you must obtain a service “Ticket Number” that you will provide to me so I can verify your call and technical issue. Another suggestion to compensate for technical difficulties is to plan ahead, time manage, and submit all work prior to the required deadline.

Emergency and Extenuating Circumstances Procedures

Life happens. Students who face emergencies, such as a major personal medical issue, a death in the family, serious illness of a family member, military enactment, or other situations beyond their control should notify their instructors immediately.

Students must then contact the [Dean of Students Office](#) to submit documentation on the [medical challenge or to request to drop or withdraw from the course](#).

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

Canvas and Kritik Coursework Submissions

In general, as noted throughout this syllabus, coursework should be submitted through the correct corresponding Module Assignment Silos, found in the Canvas classroom for each activity or exercise. Assignments, peer reviews, or peer responses not submitted in the correct place will not receive credit. Please review the [Canvas Help for Students](#) and [Kritik](#) videos and [articles](#) for assistance.

How to get help with Kritik: If you have any questions about Kritik360, please use **the live chat**. A human agent will respond promptly within a few minutes from 9 am-5 pm eastern time Monday to

Friday. Outside of these hours, you'll receive a reply that they will be back the next business day - but *don't worry!* They monitor around the clock and will still respond to urgent requests within a few hours. You can also visit <https://help.kritik.io> to view a variety of helpful articles.

Weekly Assignments Deadlines

All Assignment Submissions are due Sundays at 11:59 p.m., unless otherwise noted. To help you manage your weekly work and assignment preparation, below are **suggested deadlines**:

- Complete weekly Module lectures on Monday
- Submit initial Module Discussion post and any other assignments on Thursday
- Submit Module Discussion peer posts and/or Kritik peer replies on Saturday
- Quizzes on Sunday

Class Demeanor (Professionalism)

Mastery in this class requires preparation, passion, and professionalism. These attributes are especially true for online courses - we call this *social contract*, "[Netiquette](#)." 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**.

The role of your UF faculty is to identify critical issues related to the course, direct you to and offer 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. This is characterized as faculty being essential to your learning. 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.

Ownership of 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 Course 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.

Of note is plagiarism and [self-plagiarism](#). Do not commit either and read the linked materials so you understand the difference. IF you plagiarize, there are serious UF consequences in accordance with the [UF Student Honor Code](#). More detailed information is provided under a separate heading below in this document.

Artificial Intelligence, Wikis, and Dictionaries. I believe AI is a wonderful tool to kickstart your research and to help you to outline your thoughts, but to offer a submission totally created by AI is unacceptable and, in my courses, constitutes plagiarism. Any UF Online student in this Course Section caught using solely ChatGPT, Copilot, or any other AI-assisted resources will be considered in violation of the University's published policy on Academic Misconduct found in the Course Syllabus and on the University's Official. Violators will be subject to the appropriate sanctions. Also, the use of **Wikis or Dictionaries** as an APA Style Reference for Course Discussions is unacceptable. While it is recognized that Wikis and Dictionaries can be a helpful resource tool for beginning research, they are not considered reliable research tools because the information contained within can be edited by anyone and may not meet the rigors for accuracy and scholarly academic research (Wikis), or may be explained in ways unrelated to the course's contextual research (Dictionaries).

Course Design and Policies

Lectures

The recorded materials by Prof. Hughes will guide you to understand key concepts and assignments. Dr. Cleland will provide assignment feedback and facilitate Course direction within the Course Shell. You, too, will be an active participant engaged in peer assignment feedback through Kritik. All materials are reinforced in this online homework system with detailed and scholarly written submissions.

Learning Activities - READ THOROUGHLY:

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

>>First, under the **Discussion tab** for select Modules you will find a discussion question (DQ). Or, you will find DQs listed in the Modules through Kritik. You should post a thoughtful response to this key topic question and **respond to at least two posts from your fellow students. Your initial post should contain at least TWO APA in-text citations with corresponding References listings at the end of your submission – use the title “References”; peer response posts should contain at least ONE.** All responses should be submitted in the appropriate Module's "Assignment Silo" – the place where you compose a text-only response or upload a response in a MSWord document format. An incorrect submission may result in a zero or reduced-point grade. Canvas offers many Help Guides for your review.<<

Discussion is an integral part of this course. You will be expected to read the assigned text chapter and any accompanying materials to actively participate in weekly discussions through the "Discussions" tab in the Canvas e-learning site, or through Kritik. You also will be expected to demonstrate that you are thinking about the issues by asking questions, offering your own examples and opinions, and sharing scholarly research justifications for those opinions. You are also expected to participate in respectful class debates, posting comments and questions to the e-learning site. As a CJC student, it is a given that you keep your eyes and ears open for current events that you can share during our 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.

Grading Policy

Some grading parameters for assignments may be provided in the form of **rubrics**. These rubrics are found with the corresponding task within each assigned Module. Your work will be evaluated according to the UF Canvas Grading Scale posted in Course Announcements.

Rubrics are guides to help you focus and organize your materials. Some assignments will offer rubrics and others may not. Please be advised that although you may feel you followed the rubric, that generally does not result in a perfect grade. Your faculty member or course facilitator also looks for comprehension and application of course materials and skill improvement in your submissions when evaluating your assignments.

For more information about the overall UF Grading Policies, visit [current UF grading policies](#).

Dr. Cleland note: Upon calculating Final course grades - where warranted - I always grade in favor of the student based on course attendance, collegial interaction, and overall improvement.

University of Florida Policies

Academic Policies & Resources

While several policies and resources are highlighted in subsequent pages of this Course Syllabus, a comprehensive listing of Academic Policies & Resources are available for your review at: [UF Syllabus Policy Links - Online Course Syllabi - University of Florida](#)

University Policy on Accommodating Students with Disabilities

Students requesting accommodation for disabilities must first register with the [Dean of Students Office \(DSO\)](#). The Dean of Students Office may also be reached at (352.392.8565). Once registered and validated, a DSO professional will provide documentation to the student, who must then provide this documentation to me 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 DSO office as soon as possible at the beginning of the term for which they are seeking accommodation.

University Policy on Academic Conduct

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 honesty 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 [Student Honor Code and Student Conduct Code](#) specifies a number of 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 your Course Faculty.

Computer Courtesy and Protection

Also, remember that your **password** is the only thing protecting you from pranks impersonation, or more serious harm as a violation of Netiquette, so:

- Do not share your password with anyone
- Change your password if you think someone else might know it
- Always log out when you are finished using the system.

Plagiarism

The [Student Honor Code and Student Conduct Code](#) states:

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

- Stealing, misquoting, insufficiently paraphrasing, or patch-writing
- Self-plagiarism, which is the reuse of the student's own submitted work, or the simultaneous submission of the student's own work, without the full and clear acknowledgment and permission of the Faculty to whom it is submitted
- Submitting materials from any source without proper attribution
- Submitting a document, assignment, or material that, in whole or in part, is identical or substantially identical to a document or assignment the student did not author."

The CJC Code of Conduct

All students in the College of Journalism and Communications (CJC) 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.

Class Intellectual Property

Students are allowed to record video or audio of in-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 instruct 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 the 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.

Getting Help

Technical Difficulties

For help with technical issues or difficulties with Canvas, please contact the [UF Computing Help Desk](#) at:

- <http://helpdesk.ufl.edu> [Links to an external site.](#)
- 352-392-HELP (4357)
- Walk-in: HUB 132

Any requests for make-ups (assignments, exams, etc.) due to technical issues should be accompanied by the "Ticket Number" received from the UF Computing Help Desk when the problem was reported to them. The ticket number will document the time and date of the problem. You should email your instructor within 24 hours of the technical difficulty if you wish to request a make-up.

Health and Wellness Resources

- **U Matter, We Care:** If you or someone you know is in distress, please email umatter@ufl.edu, call 352-392-1575, or visit [U Matter We Care](#) to refer or report a concern, and a team member will reach out to the student in distress.
- **Counseling and Wellness Center:** Visit the [UF Counseling & Wellness Center website](#) or call 352-392-1575 for information on crisis services and non-crisis services.

- **Student Health Care Center:** Call 352-392-1161 for 24/7 information to help you find the care you need, or visit the [UF Student Health Care Center](#) website.
- **University Police Department:** Visit the [UF Police Department](#) website or call 352-392-1111 (or 9-1-1 for emergencies).
- **UF Health Shands Emergency Room/Trauma Center:** For immediate medical care in Gainesville, call 352-733-0111, or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; Visit the [UF Health Shands Emergency Room/Trauma Center](#) website.

Academic and Student Support

- **Career Connections Center:** For career assistance and counseling services, visit the [UF Career Connections Center](#) website or call 352-392-1601.
- **Library Support:** For various ways to receive assistance concerning using the libraries or finding resources, visit the [UF George A. Smathers Libraries Ask-A-Librarian](#) website.
- **Teaching Center:** For general study skills and tutoring, visit the [UF Teaching Center](#) website or call 352-392-2010.
- **Writing Studio:** For help with brainstorming, formatting, and writing papers, visit the [University Writing Program Writing Studio](#) website or call 352-846-1138.

Course Evaluations

As we learned in our section on Netiquette, every online course participant is 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 on the GatorEvals [Providing Constructive Feedback](#) FAQ page. 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 the [GatorEvals](#) website. Summaries of course evaluation results are available to students at the [GatorEvals Public Results](#) page. More information about UF's course evaluation system can be found at the [GatorEvals Faculty Evaluations](#) website. Help me and your other online instructors to become more effective in our classes; thanks!

>>Tips for Success<<

Taking a course online can be a lot of fun! Here are some tips that will help you get the most of this course while taking full advantage of the online format:

- Schedule "class times" for yourself. It is important to do the coursework on time each week. You will receive a reduction in points for work that is turned in late!
- Read ALL the material contained on this site. There is a lot of helpful information that can save you time and help you meet the objectives of the course.
- Take full advantage of the online Discussion Questions, Discussion Boards, and Kritik! Ask for help or clarification of the material if you need it.
- Do not wait to ask questions! Waiting to ask a question until the weekend might cause you to miss a due date because faculty, facilitators, and instructors are not required to be online during that time..

- Do your work well before the due dates. Sometimes things happen. If your computer goes down when you are trying to submit an assignment, you will need time to troubleshoot the problem.
- To be extra safe, back up your work to an external hard drive, thumb drive, or through a cloud service.
- Remember, the 24/7 UF Computing Help Desk professionals are available to help YOU!

Words of Wisdom from Dr. Cleland:

"IF you BELIEVE, you will ACHIEVE!"

NOTES:

SAMPLE SYLLABUS