

**Media History**

JOUR4716-001.501

Fall 2016

MWF, 11:30 a.m. to 12:25 p.m.

Meeman 100

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**COURSE REQUIREMENTS****CATALOG DESCRIPTION:**

Major events, stories, personalities, and issues shaping development of mass communication with special emphasis on the history of American journalism, from advent of printing to the age of the Internet.

**PREREQUISITE:**

None

**TEXTBOOK:**

Rodger Steitmatter, *Mightier Than the Sword: How the News Media Have Shaped American History*, third edition (Boulder, Colorado: Westview Press, 2012).

**CLASSROOM FORMAT:**

- Attendance and participation are vital in this course. Smart people show up and contribute, thereby making the experience better for everyone. Weak students just make excuses.
- There are three exams in the semester, and there is no chance to make them up. If a student knows that he or she will miss an exam, the student must inform the instructor in advance. Alternative arrangements can be made, but not after the exam has been missed. The exams will cover the materials covered in the class up to that point.
- For the research report, students will compare at least two complete and original news accounts of some historical event. Reports should provide a brief synopsis (one or two paragraphs) in which students describe the event and then it should compare the coverage by different news sources. Finally, it should offer some analysis in which you explain or interpret differences in coverage. There are certain deadlines for the report throughout the semester. There is a one-letter grade penalty for each day the assignment is late.
- A “wild card” requirement is your chance to be creative and to work with others. You can create a short video, re-enact a scene, stage a debate, or do something to otherwise enlighten and entertain your classmates about media history. All efforts should be limited to 5 minutes.

**GRADUATE STUDENTS:**

- Graduate students will be expected to complete an additional assignment that will include a class presentation about some subject related to the history of mass communication. The class presentation will focus on a book that relates to one of the class topics. It is worth 50 points.

**GRADING:**

Attendance	50
Exams (3 @ 100 points each)	300
Report (1)	100
Wild Card	50
<i>Class Presentation (grad students)</i>	<i>50</i>
TOTAL	500 ( <i>550 grad students</i> )
A	465 to 500
A-	450 to 464
B +	435 to 449
B	415 to 434
B-	400 to 414
C+	385 to 399
C	365 to 384
C-	350 to 364
D+	335 to 349
D	315 to 334
D-	300 to 314

**TENTATIVE TIMETABLE FOR MEDIA HISTORY**

Date	Topic	Readings	Due in class
Aug. 22-24-26	Introduction; Writing to Printing; Origins of Free Press	Introduction, Chapter 1	
Aug. 29-31-Sept. 2	Colonial Newspapers	Chapter 2	Topic for Research Report due on Friday
Sept. 7-9	No class Monday due to Labor Day; The First Amendment; Alien-Sedition Acts; The Penny Press	Chapter 3, 4	
Sept. 12-14-16	Telegraph; Early Photography; Visit to the library	Chapter 5	
Sept. 19-21-23	The Civil War; Lincoln; 1 <sup>st</sup> Exam	Chapter 6	<b>1<sup>st</sup> Exam</b> Friday
Sept. 26-28-30	Thomas Nast and Boss Tweed; Yellow Journalism; The Spanish-American War;	Chapter 7	
Oct. 3-5-7	Objectivity and Magazines; The Muckrakers Theodore Roosevelt;	Chapter 8	Progress Report on Research Report due on Friday
Oct. 12-14	No class Monday due to fall break; Public Relations; Cinema	Chapter 9	
Oct. 17-19-21	World War 1; Radio and Newsreels; The Depression	Chapter 10, 11	
Oct. 24-26-28	Franklin Roosevelt; World War II; 2 <sup>ND</sup> Exam Friday	Chapter 12	<b>2<sup>nd</sup> Exam</b> on Friday
Oct. 31. Nov. 2-4	The 1950s-Cold War; Television; Civil Rights	Chapter 13	
Nov. 7-9-11	John Kennedy; Lyndon Johnson; Vietnam	Chapter 14	
Nov. 14-16-18	1960s media; Richard Nixon; 1970s TV entertainment	Chapter 15	Research Report due on Friday
Nov. 21	1980s Cable TV; The Reagan Era; No class Wed. or Fri. due to Thanksgiving	Chapter 16	
Nov. 28-30	The Internet; Wrap-up; Review	Chapter 17	
Dec. 5 (10:30-12:30)	Final Exam		<b>Final Exam</b>

*NOTE: Schedule and syllabus are subject to change based on the needs of this class.*

## **FIVE PILLARS OF JOUR4716**

- *Professionalism*: Students learn about the development of professional norms, procedures and culture over the last century.
- *Writing*: Students are required to write an analysis of news coverage.
- *Multimedia*: Students examine the origin and evolution of various media forms, including the adaptation of new technology.
- *Critical Thinking*: The course emphasizes changes in values and practices and encourages students to reconcile those shifts with today's media landscape.
- *Media Literacy*: Students gain perspective on present-day media industries and institutions by studying the historical forces shaping their development.

## **PROFESSIONAL VALUES AND COMPETENCIES FOR JOUR4716:**

- Understand and apply the principles and laws of freedom of speech and press, including the right to dissent, to monitor and criticize power and to assemble and petition for redress of grievance.
- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.
- Demonstrate an understanding of the diversity of groups in a global society in relationship to communications.
- Think critically, creatively and independently;
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.

## **HOW PROFESSIONAL VALUES AND COMPETENCIES WILL BE MET:**

### **Cognitive Objectives To Be Mastered (Ability To Explain, Analyze, Understand, Think Critically):**

- Students will obtain both a better understanding of the American past in general and the history of American mass media in particular.
- Students will analyze past events, people, and institutions from a variety of angles—social, political, economic, and cultural.
- Students will explore the origin and subsequent course of the following themes: censorship and freedom; war correspondence; propaganda; communication technologies; minority voices; evolving ideals, such as objectivity, social responsibility, and civic journalism.

### **Performance Standards To Be Met (Demonstrable Skills, Abilities, Techniques, Applied Competencies):**

- Students will successfully pass two midterm exams and a final exam that will cover class presentations and readings from the textbook.
- Students will write and present a report analyzing contemporary news coverage of a noteworthy historical event by at least two original news sources.
- In addition to the other requirements, graduate students will write three book reviews/précis or write a research paper.

## **HOW ASSESSMENT OF STUDENT LEARNING WILL BE MET FOR JOUR4716:**

The class is designed to give students the historical context for mass media in America.

### *Awareness:*

- Becoming aware of the social, political, economic, technological, and cultural forces shaping modern mass communication.

### *Understanding:*

- Understanding the historical development of communication media, along with the underlying individuals, institutions, events, and issues surrounding them.

### *Application:*

- Passing three exams.
- Writing a research report.
- Discussion/debate in class.

## **PROFESSIONAL VALUES AND COMPETENCIES FOR JOURNALISM PROGRAM:**

The Accrediting Council on Education in Journalism and Mass Communication requires that, irrespective of their particular specialization, all graduates should be aware of certain core values and competencies and be to

- understand and apply the principles and laws of freedom of speech and press, for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
- demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
- demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
- understand concepts and apply theories in the use and presentation of images and information;
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- think critically, creatively and independently;
- conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- apply basic numerical and statistical concepts;
- apply tools and technologies appropriate for the communications professions in which they work.

## **ASSESSMENT OF STUDENT LEARNING FOR JOURNALISM PROGRAM:**

The Council seeks to promote student learning and encourages experimentation and innovation.

Assessment is a system of evaluation of student learning at the course or unit level (as opposed to grading at the individual level). Three criteria should guide assessment of student learning:

- Awareness: familiarity with specific information, including facts, concepts, theories, laws and regulations, processes and effects.
- Understanding: assimilation and comprehension of information, concepts, theories and ideas.
- Application: competence in relating and applying skills, information, concepts, theories and ideas to the accomplishment of tasks.

## **DEPARTMENT POLICIES**

### **PORTFOLIO REQUIREMENT:**

All students in the Department of Journalism and Strategic Media are required to develop and maintain an active portfolio of their work. Students are to begin the portfolio in JOUR 2121 and contribute to it from every course thereafter. The portfolio should contain samples of the student's work from his/her courses and/or professional experience and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in the capstone course for their majors.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. The department requires students to use WordPress to build their portfolio sites. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but must keep the portfolio active for six months following graduation from the University of Memphis.

Students should have a professional email address they plan to use throughout their professional life, via a common email service, such as Gmail or Yahoo.

All portfolios must contain the following items:

- Samples of work from courses and/or professional activities. (Example: Broadcasting students must include a video reel)
- A current résumé
- A personal profile
- Contact information/means of contact
- Social media links

Students might wish to include a blog, video reels, photograph galleries, SoundSlides presentations, design PDFs, audio files, and Storify pieces as examples of professional work. The professional work should ultimately be tailored to the career the student seeks after graduation. Thus, each student's portfolio should show a unique blend of work.

**EMAIL:**

You must have your UM email account activated. If you are using another provider such as Google, you are required to have your UM email forwarded to that account. Go to the <http://iam.memphis.edu> website to implement forwarding of UM email. You are required to check your email daily. You are responsible for complying with any email sent to you by your professor or the University.

**MOBILE PHONES AND LAPTOPS:**

Some classes require a tablet, laptop or a smartphone. Others do not. Your instructor will set the policy for her/his specific class.

**ATTENDANCE:**

Class attendance is mandatory in the Department of Journalism and Strategic Media. You may be assigned a failing grade for the semester for nonattendance, or habitual late arrival. No late work will be accepted without prior arrangements, which are acceptable to your professor. Students may not be permitted to make up any missing work unless it is for an absence due to illness or other catastrophic emergency such as a death in the family that can be documented (e.g. with a doctor's note or a copy of the newspaper obituary). This is a professional program for journalists who are expected to understand and comply with deadlines. If you have some problem making it to class on time make arrangements to fix the problem or consider taking another class. You should consider this class your "job" in the educational process and be on time just as you would elsewhere.

**CHEATING:**

In addition to university-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses, or a student receiving any assistance from others for work assigned to be done on his/her own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. That may include grade reductions or seeking dismissal of the student from the university.

Further, as this is a journalism/mass communication class, students are expected to comply with copyright law, and must have sufficient permission to use any copyrighted materials used in creative projects, unless otherwise informed in cases of exercises or reproduction.

"Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for an evaluation of the originality of your ideas and proper use and attribution of sources. As part of this process, you may be required to submit electronic as well as hard copies of your written work, or be given other instructions to follow. By taking this course, you agree that all assignments may undergo this review process and that the assignment may be included as a source document in Turnitin.com's restricted access database solely for the purpose of detecting plagiarism in such documents. Any assignment not submitted according to the procedures given by the instructor may be penalized or may not be accepted at all." (Office of Legal Counsel, October 17, 2005)

**ONLINE SETEs:**

You are urged to complete the SETEs evaluation of this course. Once your instructor has posted your grade, you can immediately see that grade, provided you completed a teacher evaluation for that class. How to access your evaluation forms: Log in using your UUID and email password; click on the gray “Student” tab; complete an evaluation for each course listed and hit the “Submit” button at the bottom of the form. It will only take a few minutes of your time. We take the evaluations very seriously and use them to improve courses and instructional quality. Your feedback is essential and will be appreciated.

**DEADLINES:**

Remember there’s a reason “DEAD” makes up half the word “deadline.” All deadlines are firm. This is journalism and strategic media. If you get into trouble, talk to your instructor. Exceptions will be made for reasonable circumstances if the student notifies the instructor prior to the due date.

**AP STYLE AND GRAMMAR:**

All written work in this class should follow the AP Stylebook and accepted rules of grammar and punctuation. If you don’t know the style for a particular phrase, look it up or ask your classmates or the instructor.

**DISABILITY:**

Any student who feels s/he may need an accommodation based on the impact of a disability should contact me privately to discuss your specific needs. Please contact the Office for Disability Services at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

**DIVERSITY:**

Students are required to respect the differences of others and treat all persons with respect. Discriminatory, derogatory and threatening language or behavior will not be tolerated. Further, students are expected to consider their work through a diverse mind. Mass communications reach a mass audience, and students should be aware of how those messages are received by a diverse audience.

**WEATHER POLICY:**

Always check with local media and the University of Memphis website regarding inclement weather. If the university is closed or classes are canceled, this course will not meet. However, students will still be responsible for that day’s work.