

History of Mass Communication  
Journalism 4716/6716-001  
Fall 2011  
11:30 to 12:25/Monday-Wednesday-Friday/Meeman 206

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1 to 3:30 p.m. Mondays; 9 to 11:30 a.m. Thursdays  
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## **COURSE SPECIFIC REQUIREMENTS**

### **CATALOGUE/COURSE 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.

### **PROFESSIONAL VALUES AND COMPETENCIES FOR HISTORY OF MASS COMMUNICATION:**

- 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.

**PREREQUISITE:** none

### **TEXTBOOK:**

Rodger Steitmatter, *Mightier Than the Sword: How the News Media Have Shaped American History* (Westview Press: Boulder, Colo, 1997).

### **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 a midterm, a final, and a half-dozen reading quizzes on texts covering such topics as the Stamp Act of 1765, the penny press, Civil War reporting, the Committee on Public Information (1917-1918), McCarthyism, and Watergate.
- Students will write and present a report analyzing contemporary news coverage of a noteworthy historical event by at least two 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 (NAME OF COURSE):**

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.

**CLASSROOM FORMAT:**

- Attendance and participation in this course is vital. Also, class time is valuable for discussion about issues and upcoming papers. Please contact the instructor in advance if there is an expected absence. The class meets on Mondays, Wednesdays and Fridays. Credit is given for attendance. Also, additional attendance credit is available for students who attend journalism events this semester.
- Exams are part of the course. There are three exams in the semester, and there is no chance to make them up. If a student knows that they will miss an exam, the student must inform the instructor in advance. Alternate arrangements will be made, but not after the exam has been missed. The exams will cover the materials covered in the class up to that point.
- Report is the final project in the course. The 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.

**GRADING:**

Attendance	50
Exams ( 3 @ 100 points each)	250
Report	200
<b>TOTAL</b>	<b>500</b>

- 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

**GRADUATE STUDENTS:** This course is offered at both the undergraduate and graduate levels. Enrolled graduate students are required to do work appropriate for their academic level. This includes, but is not limited to, a term paper on an assigned topic, class presentations, book reviews, and/or special projects. Graduate students should meet with the professor as soon as possible after the beginning of the term to work out arrangements for graduate level credit for the course.

**TENTATIVE TIMETABLE FOR HISTORY OF MASS COMMUNICATION**

Date	Topic	Readings	Due in class
Aug. 29-31-Sept. 2	Origins; Gutenberg; The Colonial Press; Meet the Franklins.	Introduction	
Sept. 5-7-9	No class Monday – Labor Day From Revolution to Constitution; Alien and Sedition Acts; Jackson and the Kitchen Cabinet	Chapter 1	Topic for Research Report due on Friday
Sept. 12-	Transportation and Communication; The Penny		

14-16	Press		
Sept. 19-21-23	Abolitionist Press; The Civil War; Technological Advances	Chapter 2 and 3	
Sept. 26-28-30	No class Monday – Instructor out; Boss Tweed; Photography	Chapter 4	1 <sup>st</sup> Exam on Friday
Oct. 3-5-7	Photography; Hearst, Pulitzer and the Yellow Press; The Muckrakers	Chapter 5-6	
Oct. 10-12-14	Theodore Roosevelt and Woodrow Wilson; World War I; Public Relations		Progress Report on Research Report due on Friday
Oct. 17-19-21	No class Monday - Fall Break; Kevin Slimp from Newspaper Technology Institute.		
Oct. 24-26-28	Cinema; Radio; Tabloids; Newsreels	Chapter 7	
Oct. 31-Nov. 2-4	The Depression; Franklin Roosevelt	Chapter 8	2 <sup>nd</sup> Exam on Friday
Nov. 7-9-11	World War II; The Cold War; Television; Murrow v. McCarthy	Chapter 9 and 10	
Nov. 14-16-18	Kennedy and Johnson; Civil Rights; The Kerner Commission	Chapter 11	
Nov. 21-23-25	Vietnam No class Wed., Fri. - Thanksgiving	Chapter 12	
Nov. 28-30-Dec. 2	The Pentagon Papers; Nixon and Watergate; The Reagan Era	Chapter 13 and 14	Research Report due on Friday
Dec. 5-7-	Gulf Wars I and II; Clinton; The Internet; 9/11	Chapter 15 and 16	Presentations of Research Reports due

9			all week
Dec. 12	Final Exam		Final Exam

## DEPARTMENT POLICIES

### 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.

### CELLPHONES:

You must turn them off during class.

### ATTENDANCE:

Class attendance is mandatory in the Department of Journalism. 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.

"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 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.

**DISABILITY:**

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

**EXIT EXAM FOR ALL JOURNALISM MAJORS:**

All Journalism majors are required to take the Journalism Exit Exam their last semester before graduation. Please contact the Journalism office staff anytime during the semester to sign up. You may take the test anytime there are open lab hours during the semester. You will not be certified to graduate until you have completed the test.

**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.