

# Media History

JRSM 4716-001

Fall 2019

Class meeting: MWF 11:30-12:25, MJ 100

## Joe Hayden, Ph.D.

**Office:** 304 Meeman Journalism Building

**Office Hours:** MW, 12:30-1:30 p.m., 4:30-5:30 p.m.

**Mobile number:** 901-678-4784

**Email:** jhayden@memphis.edu

## 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.

### Prerequisites

None.

### Textbooks, Software and Required Materials

Rodger Steitmatter, *Mightier Than the Sword: How the News Media Have Shaped American History*, 4th edition (Boulder, Colorado: Westview Press, 2012).

### Accessing the course website

1. Go to the University of Memphis eLearn home page: <http://elearn.memphis.edu>
2. Log in using your University of Memphis username and password.
3. In the Term Year course list available to you, click on the link for JRSM 4716-001 to enter your course and read the instructions on the welcoming page

### Course Requirements

- 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. If a student knows that they 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 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.
- Honors students will also write a three-page report on a book chosen in consultation with the instructor, then share their findings with the class in an informal, five-minute presentation.

### Grading

Attendance	50
Exams (3 @ 100 points each)	300
Report	100
Wild Card	50
<i>Class Presentation (grad students)</i>	<i>50</i>
TOTAL	500 (550 grad students)

### Honors Grading

Attendance	50
Exams (3 @ 100 points each)	300
Report	100
Wild Card	50
<i>Book report/presentation</i>	<i>50</i>
TOTAL	550 ( <i>honors students</i> )

A+ = 96.5-100%; A = 92.5-96.4%; A- = 89.5-92.4%  
B+ = 86.5-89.4%; B = 82.5-86.4%; B- = 79.5-82.4%  
C+ = 76.5-79.4%; C = 72.5-76.4%; C- = 69.5-72.4%  
D+ = 66.5-69.4%; D = 59.5-66.4%  
F 0-59.4%

## COURSE SCHEDULE

### *Week 1, Aug. 26 - 30*

Introduction. From writing to printing. Origins of the free press.  
Readings: Introduction

### *Week 2, Sept. 2 - 6*

Colonial newspapers. First Amendment.  
Readings: Ch. 1

*Week 3, Sept. 9 - 13*

Alien and Sedition Acts. The Penny Press.

Readings: Chs. 2 and 3

Assignments: Choose a report topic (Fri., Sept. 13).

*Week 4, Sept. 16 - 20*

Telegraphy. Photography.

Visit to the library

*Week 5, Sept. 23 - 27*

The Civil War. Lincoln.

**Exam 1**

*Week 6, Sept. 30 – Oct. 4*

Thomas Nast and Boss Tweed. Yellow Journalism. Spanish-American War.

Readings: Chs. 4 and 5

*Week 7, Oct. 7 - 11*

The Muckrakers. Magazines. Objectivity. Theodore Roosevelt.

Readings: Ch. 6

*Week 8, Oct. 14 - 18*

World War I. Woodrow Wilson. Radio. Newsreels.

**Exam 2**

*Week 9, Oct. 21 - 25*

Public Relations. Cinema.

Readings: Chs. 7 and 8

*Week 10, Oct. 28 – Nov. 1*

The Great Depression. Franklin Roosevelt. World War II.

Readings: Ch. 9.

*Week 11, Nov. 4 - 8*

Cold War. Television. Civil Rights Movement.

Readings: Chs. 10 and 11

*Week 12, Nov. 11 - 15*

John F. Kennedy. LBJ. Vietnam War.

Readings: Ch. 12

*Week 13, Nov. 18 - 22*

Richard Nixon. Watergate. Cable TV.

Readings: Ch. 13

Assignments: **Report** due Friday, Nov. 22.

*Week 14, Nov. 25 - 29*

Internet. Social Media.

Readings: Chs. 14-16

*Week 15, Dec. 2 - 4*

Wrap-up.

Readings: Ch. 17

*Final Exam*

Monday, Dec. 9, 10:30-12:30

## **ASSESSMENT AND OUTCOMES**

### **Five Pillars in JRSM 4716**

- *Critical Thinking:* Students examine changes in values and practices and are encouraged 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.
- *Multimedia:* Students examine the origin and evolution of various media forms, including the adaptation of new technology.
- *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.

### **Professional Values and Competencies in JRSM 4704**

- 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
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity
- Think critically, creatively and independently

### **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 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/prV©cis or write a research paper.

## How assessment of student learning will be met

### *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*

- Write a research report.
- Participate in discussions/debates in class.

## JOURNALISM AND STRATEGIC MEDIA 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. Undergraduate students are to begin the portfolio in JRSM 3900 and graduate students are to begin in JRSM 7002. Students are to contribute to it in every skills course thereafter. The portfolio should contain samples of the student's work from courses and/or professional experiences and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in their capstone courses.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. Students may use any content management system, but students are encouraged to use WordPress, Wix or SquareSpace. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but they 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 lives, via a common email service, such as Gmail.

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 writing 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**

Students must have their UofM email accounts activated. Students using another provider, such as Google, are required to have all UofM email forwarded to that account. Students should go to the <http://iam.memphis.edu> website to implement forwarding of UofM email. Students are required to check their email daily. They are responsible for complying with any email sent to by professors or others in the University.

### **Electronic devices**

Some classes require a tablet, laptop or a smartphone. Others do not. Instructors will set the policy for their specific classes.

### **Attendance**

Class attendance is mandatory in Journalism and Strategic Media. Students may be assigned a failing grade for the semester for nonattendance or habitual late arrival. No late work will be accepted without prior arrangements with the class professor. Students may not be permitted to make up any missing work unless it is for an absence because of 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). Journalism and Strategic Media is a professional program, and students are expected to understand and comply with deadlines. Students who have some problem making it to class on time should make arrangements to correct the problem or consider taking another class. Students should consider this class as a "job" in the educational process and be on time just as they would elsewhere.

### **Course repetition**

Majors and minors who fail to earn the minimum passing grade ("C-") in a class required by their program of study in Journalism and Strategic Media more than three times will be dropped from the program.

Students may not use or submit work from a previous course, even if it is the same course being repeated, to fulfill requirements for assignments in another course. If students wish to substantially rework the original submission, or to work with the same general idea, that may be permissible upon discussion with and written approval from the professor of the current course. All written work will be checked for policy adherence via TurnItIn.com. All creative work will be checked for policy adherence by the professor, and judged against previous submissions. The only exception to this policy is the student's online portfolio and its attendant pieces (for example, the résumé and logo).

## Academic integrity

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

Further, as this is a journalism and strategic media 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 rating originality of your ideas. Also to evaluate proper use and assignment of sources. As part of this process, you may require to submit electronic as well as hard copies of your work. Other instructions to follow may also be given. By taking this course, you agree that all assignments may undergo this review process. The assignment may be included as a source document in Turnitin.com's restricted access database. It is solely for the purpose of detecting plagiarism in such documents. Assignments not submitted according to the instructor's procedures may be penalized or may not be accepted at all. (*Office of Legal Counsel, October 11, 2018*)

## Online SETEs

Students are urged to complete the SETEs evaluation of this course. Once the instructor has posted grades, student can immediately see that grade, provided they have completed a the SETE for that class. To access evaluation forms, students should log in to MyMemphis using their UUIDs and email passwords; click on the gray "Student" tab; complete an evaluation for each course listed and hit the "Submit" button at the bottom of the form. Completing the SETE will only take a few minutes. Faculty take the evaluations very seriously and use them to improve courses and instructional quality. Student feedback is essential and is appreciated.

## Deadlines

All deadlines are firm. This is journalism and strategic media. Students needing an extension on an assignment must receive approval from the 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 must follow the AP Stylebook and accepted rules of grammar and punctuation. Students are responsible for learning these rules and checking their work for errors.

## Disability and accommodations

Students who need an accommodation based on the impact of a disability should contact the Office for Disability Resources for Students at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

## Diversity and inclusivity

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. Media 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.

### **Student support**

Students who are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, should visit the Office of Student Accountability, Outreach & Support page to learn about resources that can help: <https://www.memphis.edu/saos/sos/crisis-resources.php>. Any student who faces personal challenges including, but not limited to securing their food or housing and believes this may affect their performance in the course is urged to contact the Office of Student Accountability, Outreach & Support (901-678-2187) located in the University Center, Suite 359 for assistance. Students may also talk with course instructors about the challenges they are experiencing. Instructors may be able to assist in connecting with campus or community support.