MEDIA HISTORY & CULTURE
019:091
FALL 2014
Tuesdays & Thursdays, 12.30-1.20
Lecture Room 1 Van Allen Hall

Dr. Thomas Oates
Office: 728 Jefferson Building
thomas-oates@uiowa.edu

Office hours: Wednesdays 10-12 and Thursdays 1:30-2:30 pm, or by appointment

<table>
<thead>
<tr>
<th>Section</th>
<th>Time, day &amp; room</th>
<th>Instructor</th>
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<tbody>
<tr>
<td>A01</td>
<td>8:30-9:20 AM Friday</td>
<td>E132 AJB</td>
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<tr>
<td>A02</td>
<td>9:30-1020 AM Friday</td>
<td>E205 AJB</td>
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<tr>
<td>A03</td>
<td>10:30-11:20 AM Friday</td>
<td>E126 AJB</td>
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<tr>
<td>A04</td>
<td>11:30 AM-12: 20 PM Friday</td>
<td>E120 AJB</td>
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<td>A05</td>
<td>12:30-1:20 PM Friday</td>
<td>E120 AJB</td>
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<td>A06</td>
<td>2:30-3:20 PM Friday</td>
<td>E232 AJB</td>
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<td>A07</td>
<td>10:30-11:20 AM Friday</td>
<td>E120 AJB</td>
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<td>A08</td>
<td>3:30AM-4:20 PM Friday</td>
<td>E126 AJB</td>
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<td>A09</td>
<td>1:30-2:20 PM Friday</td>
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<tr>
<td>A10</td>
<td>8:30-9:30 AM Friday</td>
<td>E126 AJB</td>
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AJB = Adler Journalism Building
Course description and objectives

To understand the past and present of the United States, we must understand journalism and its role in identifying the public, its interests, and the perceived dangers threatening it. By addressing the broader social and political contexts within which American journalism has developed, we will learn about how journalists and other media workers have defined conflicts between elites and workers, men and women, and whites and other racial and ethnic groups as they struggled for power in this nation. This course and the text that Professor Frank Durham and I have written for it, *Defining the Mainstream: A Critical News Reader*, addresses the origins, themes, and continuities of the press, both mainstream and minority. By examining exemplary and exceptional moments, we can develop a better understanding of journalistic reactions and practices across time. We will explore how and why journalism has played a part in defining social meaning in the United States. This course fulfills a general education requirement in history and a pre-requisite requirement for the journalism major. Upon successfully completing the course, I hope that you will become a more informed and critical consumer of journalism. You should have an improved sense of how to evaluate historical accounts in general, and claims about journalism’s past in particular. I also hope that the course will help provide some context for interpreting journalism’s contemporary challenges, especially the ethical responsibility to invoke the public and its interests. To help you meet these goals, you will be required to complete two essay-based exams, an 8-10 page essay, and a final examination.

Required texts


“The Iowa Dozen”

These lectures, discussions, and related writing assignments reflect the School’s guiding principles, which are known as “The Iowa Dozen:”

We learn:
1. to write correctly and clearly
2. to conduct research and gather information responsibly
3. to edit and evaluate carefully
4. to use media technologies thoughtfully
5. to apply statistical concepts appropriately

We value:
6. First Amendment principles for all individuals and groups
7. a diverse global community
8. creativity and independence
9. truth, accuracy, fairness and diversity

We explore:
10. mass communication theories and concepts
11. media institutions and practices
12. the role of media in shaping cultures.

COURSE RULES AND RESPONSIBILITIES

- Some of the policies relating to this course are governed by its administrative home, the College of Liberal Arts and Sciences, 120 Schaeffer Hall.

- **Registration Deadlines** – Last day to drop without a W: Sept. 8. Last day to drop with a W: November 3.

- **Lectures** – Lectures will review and further develop concepts and themes from the readings and will introduce new concepts, themes, and examples. Exams will cover both the readings and lectures. Powerpoint slides from each lecture will be posted on ICON, but these slides will provide mere outlines, so regular attendance is crucial.

- **Discussion sections** – Each week, following the lectures, discussion sections will provide opportunities to discuss and review material from the week, seek clarification about course concepts and other details, and work towards success on exams and the paper. Usually, questions pertaining to the week’s material will be posted on ICON’s discussion board before the Tuesday lecture. Students can earn ten points by fulfilling three requirements: (1) Posting to the discussion board at least 12 hours before your section meets will earn you three points. (2) Participating in your weekly section meeting will earn you five points. (3) Excellent contributions (those that contribute substantially to productively moving discussion forward) will earn two additional points.

- **Computer responsibilities** — You are responsible for knowing how to use a computer. This includes maintaining back-up files of your work. Losing an assignment due to failure to back up a file will result in a “zero” for the assignment. You must have a uiowa.edu account and be able to receive e-mail there. Check this account regularly and forward to your primary account if necessary. All email communication for the course (both sent and received mail) must move through your uiowa.edu account. Course announcements will also be posted on ICON, so be sure to check in regularly.

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1 Does not apply to this course.
• **Professionalism** – You should treat this course with the level of professionalism you would bring to a job. Your do not need to dress up, but please observe the following guidelines for professional behavior:

- Come to class prepared. Do not skip class meetings for trivial reasons. Read the assigned readings before class. Focus carefully on the material when in class.

- Engage fully to our collective work of learning. Please do not engage in behavior that detracts your (and possibly others’) attention from the course. Cellular phones should be silenced and put away for the entirety of class. Laptops and other screens should be used only to advance learning on the topic at hand.

- Be courteous and professional in your correspondence for this course, using proper grammar and modes of address.

In the unlikely event that you miss a class, please remember the following:

- Unexcused absences from discussion meetings will lower your professionalism grade. It’s impossible to contribute when you are absent, you may be out of the loop in future discussions because of something you missed. If you have an excused absence, please consult with me about a make up assignment.

- Exam questions will frequently be drawn from course lectures and discussions, so it’s your responsibility to obtain notes, assignment sheets, and whatever else you might have missed – do not ask me or your TA for them if you missed class. It might be a good idea to find a partner and agree to fill each other in when you miss class. Never, ever (ever!) ask if you missed anything important. Assume that you did and take the necessary steps to catch up.

- Excepting officially excused absences or other extraordinary circumstances, you will not be allowed to make up work you missed. If you are sick with the flu, please do not come to class until you are well again. You need not bring a doctor’s note in such circumstances. Instead, please use the “Absence from Class” form available here:

- **Studying** — In addition to the time you spend in class, you should spend 5-6 hours per week working on this course. You should use this time to complete and carefully review the assigned reading, review your notes on readings and lectures, complete written assignments, and prepare for exams. Some weeks will be more work-intensive than others, so plan ahead and budget your time accordingly. Start your written assignment early. The Writing Center and the Speaking Center are valuable resources for this course. Writing Center: [http://www.uiowa.edu/~writingc/](http://www.uiowa.edu/~writingc/) Speaking Center: [http://clas.uiowa.edu/rhetoric/for-students/speaking-center](http://clas.uiowa.edu/rhetoric/for-students/speaking-center)

- **Deadlines** – Deadlines are to be treated with the utmost seriousness. Late papers will be penalized one letter grade for each weekday after the deadline. For example, a paper assessed as a “B-” which is due on Thursday and turned in on Monday is two weekdays late and would therefore receive a “D-.”

- **Academic Fraud** – We are bound by the Code of Academic Honesty, in which each of us agreed to do “my own academic work and to excel to the best of my abilities, upholding the IOWA Challenge [http://thechallenge.uiowa.edu/meet/index.html](http://thechallenge.uiowa.edu/meet/index.html). I promise not to lie about my academic work, to cheat, or to steal the words or ideas of others; nor will I help fellow students to violate the Code of Academic Honesty.” Attempting to disguise another’s work as your own is therefore strictly forbidden. Words that are not your own must be clearly identified by the use of quotation marks. Paraphrased material must be properly cited. We examine papers carefully for signs of
plagiarism and will prosecute offenders to the fullest extent of university policies. Consciously or unconsciously plagiarizing is lazy, foolish, self-defeating, and extremely ill-advised. The University provides penalties for plagiarism ranging from disciplinary probation to dismissal from the University. We will review the proper techniques to research and write papers and tests correctly to avoid even accidental plagiarism. If you are in doubt as to whether you may be plagiarizing, ask for help from your section leader. Ignorance or indifference to these guidelines is not a defense.

- **Office hours** – You should feel free to stop by during office hours to receive clarification about course concepts or assignments, discuss ideas for projects relating to the course, or just to talk about journalism history in an unstructured way. Come alone or if you prefer, with a group of classmates. Don’t be a stranger.

- **Reacting Safely to Severe Weather** – If the warning system indicates severe weather, we should immediately seek shelter in the innermost part of the building, if possible at the lowest level. Stay clear of windows and free-standing expanses. The class will reconvene after the severe weather has ended.

- **Special accommodations** – I want to hear from anyone who has a disability that may require some modification of seating, testing or other class requirements. Please contact me during my office hours, by e-mail or after class. Special academic arrangements for students with disabilities are handled in cooperation with Student Disability Services (www.uiowa.edu/~sds/). Students who feel they need special accommodations for any aspect of the course are encouraged to contact SDS and to speak with the instructor and/or TAs early in the semester, so that accommodation can be made as soon as possible.

- **Conflict resolution** – Should conflict arise, please seek to resolve them with us directly. Students seeking to resolve a conflict should first contact myself, then, should the issue remain unresolved, David Ryfe (Director of the School of Journalism and Mass Communication). For more information, see the CLAS Student Academic Handbook at: www.clas.uiowa.edu/students/academic_handbook/ix.shtml.

- **Sexual harassment policy** – Sexual harassment will not be tolerated. We all have a duty to report incidents of sexual harassment immediately. See the UI Comprehensive Guide on Sexual Harassment at www.uiowa.edu/~eod/policies/sexual-harassment-guide/index.html for assistance, definitions, and the full University policy. Immediately report any concerns to Professor Oates or Director David Ryfe (AJB 305).
REQUIREMENTS

One objective of every General Education course in the College of Liberal Arts and Sciences at the University of Iowa is to provide students with sound writing experiences. In spite of its large size, there will be ample opportunities to demonstrate your learning in writing. Each student will complete an essay, several writing exercises, and three exams, which will include essays of varying length.

The schedule of papers and tests, as well as the credit assigned to each, will be as follows:

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<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
<th>Date</th>
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<tbody>
<tr>
<td>Exam 1</td>
<td>50</td>
<td>September 30</td>
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<tr>
<td>Exam 2</td>
<td>75</td>
<td>November 4</td>
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<tr>
<td>Workshop</td>
<td>10</td>
<td>November 7</td>
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<tr>
<td>Historical Interview</td>
<td>50</td>
<td>November 18</td>
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<tr>
<td>Discussion participation</td>
<td>100</td>
<td>Semi-weekly (10 @ 10 pts. each)</td>
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<tr>
<td>Professionalism</td>
<td>15</td>
<td>Cumulative</td>
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<tr>
<td>Final exam</td>
<td>100</td>
<td>The final examination schedule for each class is announced around the fifth week of the semester by the Registrar. Final exams are offered only during the official final examination period. Do NOT make travel plans for finals week!</td>
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Course total 400
**Grading scale**

Course grades will be distributed according to the following scale

- **A**: 370 and above
- **A-**: 369-358
- **B+**: 357-346
- **B**: 345-330
- **B-**: 329-318
- **C+**: 317-306
- **C**: 305-290
- **C-**: 289-278
- **D+**: 277-266
- **D**: 265-250
- **D-**: 249-238
- **F**: 237 and below

**Calendar**

**Week 1**

- **Tuesday, August 26**: Introductions and course overview
- **Thursday, August 28**: Defining and Containing American Democracy
  
  Reading: Chapter 1: Colonial Dissent

**Week 2**

- **Tuesday, September 2**: The Abolitionist Press
  
  Reading: Chapter 2: Abolition

- **Thursday, September 4**: The Struggle for Women’s Rights
  
  Reading: Chapter 3: Women’s Suffrage

**Week 3**

- **Tuesday, September 9**: The Politics of Race in the mid-19th Century
  
  Reading: Chapter 4: Tammany Hall

- **Thursday, September 11**: Demonizing the Labor Movement
  
  Reading: Chapter 5: Haymarket
Week 4
Tuesday, September 16  The New Journalism
Thursday, September 18  An Imperial America?
Reading: Chapter 6: Promoting and Resisting US Imperialism

Week 5
Tuesday, September 23  Progressivism
Reading: Chapter 7: Progressive Reform
Thursday, September 25  Review for First Exam

Week 6
Tuesday, September 30  Exam #1
Thursday, October 2  White Supremacy and Anti-Semitism
Reading: Birth of a Nation (second half)

Week 7
Tuesday, October 7  Instructions for Historical Interview
Thursday, October 9  Propaganda, Epistemology, and Democracy
Reading: Chapter 8: The Invention of Public Relations

Week 8
Tuesday, October 14  The Second Red Scare
Reading: Chapter 10: McCarthyism and the Press
Thursday, October 16  Television, Hollywood, and the 1950s
Reading: Carol Stabile, “Typhoid Marys of the Left: Gender, Race, and the Broadcast Blacklist”

Week 9
Tuesday, October 21  The Press and the Civil Rights Movement
Reading: Gene Roberts and Hank Klibanoff, “Little Rock Showdown”
Thursday, October 23  Civil Rights and the Southern Strategy
Reading: Chapter 11: Civil Rights

Week 10
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<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Reading</th>
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<tbody>
<tr>
<td>Tuesday, October 28</td>
<td><strong>Vietnam and the Mainstream Press</strong></td>
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<td></td>
<td><strong>Reading:</strong> Chapter 12: Vietnam</td>
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<tr>
<td>Thursday, October 30</td>
<td>Review for Exam #2</td>
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<td><strong>Week 11</strong></td>
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<tr>
<td>Tuesday, November 4</td>
<td>Exam #2</td>
<td></td>
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<tr>
<td>Thursday, November 6</td>
<td><strong>Covering Dissent: Radicalism and Law and Order</strong></td>
<td><strong>Reading:</strong> Todd Gitlin, “Public Nuisances”</td>
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<td><strong>Week 12</strong></td>
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<tr>
<td>Tuesday, November 11</td>
<td><strong>Pentagon Papers</strong></td>
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<td>Thursday, November 13</td>
<td><strong>Pentagon Papers, Part 2</strong></td>
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<td><strong>Week 13</strong></td>
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<td>Tuesday, November 18</td>
<td><strong>Reporting Watergate</strong></td>
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<td></td>
<td><strong>Reading:</strong> <em>All the President’s Men</em> (first half)</td>
<td><strong>Historical Interview Due</strong></td>
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<tr>
<td>Thursday, November 20</td>
<td><strong>Remembering Watergate</strong></td>
<td><strong>Reading:</strong> <em>All the President’s Men</em>, entire</td>
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<td><strong>Week 14</strong></td>
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<tr>
<td>Tuesday, December 2</td>
<td>9/11</td>
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<td><strong>Reading:</strong> Chapter 13: 9/11</td>
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<tr>
<td>Thursday, December 4</td>
<td><strong>The War on Terror</strong></td>
<td><strong>Reading:</strong> Chapter 14: The War on Terror</td>
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<tr>
<td><strong>Week 15</strong></td>
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<tr>
<td>Tuesday, December 9</td>
<td>Course review and Wrap up</td>
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<tr>
<td>Thursday, December 11</td>
<td>Review for Final Exam</td>
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**Exam Week**  
**Final Exam - TBD**