INTRODUCTORY TOPICS IN MASS COMMUNICATION:  
HISTORY OF MEDIA INDUSTRIES  
JMC:3185:0004 (019:169:004)  
SPRING 2015  
Mondays & Wednesdays, 3:30-4:45PM  
E120 Adler Journalism Building  
Prof. David Dowling  
Office: E334 Adler Journalism Building  
david-dowling@uiowa.edu  
Office hours: Mondays and Wednesdays 10:30AM-12:00PM, or by appointment

Course description and objectives  
Revolutionary changes in media and communication technologies have transformed information and entertainment in the last two centuries. This course traces the roots of today’s digital culture back to the wildly popular and profitable nineteenth-century weekly press. Beginning with the periodical press and its vital connections to the book publishing business, we will explore music and film industries as a process of media convergence—the blurring of lines between old and new media—throughout the twentieth and twenty-first centuries. Case studies of today’s media industry titans feature the stories behind the financial success of Rockstar Games (makers of Grand Theft Auto V), Google, and ESPN.

Required texts available at University Bookstore


Assignments

Midterm, 2 papers

“The Iowa Dozen”  
In this course, and throughout the curriculum of the SJMC at the University of Iowa,

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.

Policies and Resources:

- **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.” Students with legitimate difficulty in meeting a deadline should make advance arrangements with the professor for an extension; this may require turning in work before the due date. No emailed assignments please.

- **Attendance** will be taken at each class meeting. Excessive absences will result in the reduction of your grade.

- Make up work is only accepted for excused absences. **It is the student’s responsibility to obtain the content of classes missed through classmates who were in attendance.** Exchange contact information with a partner who will agree to give you the class notes in case you are absent. Never ask if you missed anything important; assume that it was important, and contact your partner for the notes.

- **Administrative Home:** The College of Liberal Arts and Sciences is the administrative home of this course and governs matters such as the add/drop deadlines, the second-grade-only option, and other related issues. Different colleges may have different policies. Questions may be addressed to 120 Schaeffer Hall, or see the CLAS Academic Policies Handbook at [http://clas.uiowa.edu/students/handbook](http://clas.uiowa.edu/students/handbook).

- **Electronic Communication:** University policy specifies that students are responsible for all official correspondences sent to their University of Iowa e-mail address (@uiowa.edu). Faculty and students should use this account for correspondences ([Operations Manual, III.15.2, k.11](#)).

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1 Does not apply to this course.
- **Accommodations for Disabilities:** A student seeking academic accommodations should first register with Student Disability Services and then meet privately with the course instructor to make particular arrangements. See www.uiowa.edu/~sds/ for more information.

- **Academic Honesty:** All CLAS students or students taking classes offered by CLAS have, in essence, agreed to the College's Code of Academic Honesty: "I pledge to do my own academic work and to excel to the best of my abilities, upholding the IOWA Challenge. 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." Any student committing academic misconduct is reported to the College and placed on disciplinary probation or may be suspended or expelled (CLAS Academic Policies Handbook).

- **CLAS Final Examination Policies:** The final examination schedule for each class is announced by the Registrar generally by the tenth day of classes. Final exams are offered only during the official final examination period. **No exams of any kind are allowed during the last week of classes.** All students should plan on being at the UI through the final examination period. Once the Registrar has announced the date, time, and location of each final exam, the complete schedule will be published on the Registrar's web site and will be shared with instructors and students. It is the student's responsibility to know the date, time, and place of a final exam.

- **Making a Suggestion or a Complaint:** Students with a suggestion or complaint should first visit with the instructor (and the course supervisor), and then with the departmental DEO. Complaints must be made within six months of the incident (CLAS Academic Policies Handbook).

- **Understanding Sexual Harassment:** Sexual harassment subverts the mission of the University and threatens the well-being of students, faculty, and staff. All members of the UI community have a responsibility to uphold this mission and to contribute to a safe environment that enhances learning. Incidents of sexual harassment should be reported immediately. See the UI [Comprehensive Guide on Sexual Harassment](#) for assistance, definitions, and the full University policy.

- **Reacting Safely to Severe Weather:** In severe weather, class members should seek appropriate shelter immediately, leaving the classroom if necessary. The class will continue if possible when the event is over. For more information on Hawk Alert and the siren warning system, visit the [Department of Public Safety website](#).

**REQUIREMENTS**
Two essays of 4-5 pages are required. Students may select any of the books to write their essays on. One of the two papers will be revised and expanded into an 8-10 page paper to
be submitted the day of the final exam. You will do a brief presentation of the paper during the final exam session.

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
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<tbody>
<tr>
<td>4 Reading Quizzes</td>
<td>200 (50 pts. each)</td>
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<tr>
<td>Midterm Exam</td>
<td>200</td>
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<tr>
<td>2, 4-5 Pg. Essays</td>
<td>200 (100 pts. each)</td>
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<tr>
<td>Revised Essay</td>
<td>200</td>
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<tr>
<td>Participation</td>
<td>150</td>
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<tr>
<td>Final Presentation</td>
<td>50</td>
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<tr>
<td><strong>Course total</strong></td>
<td><strong>1000</strong></td>
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**Grading scale**

- A: 90% and above
- B: 80% and above
- C: 70% and above
- D: 60% and above
- F: below 60%

**Calendar**

**Week 1**
Wednesday, January 21  
Introductions and course overview

**The Popular Press**

**Week 2**
Monday, January 26
Reading: *Revolutions in Communication*: Intro-Ch. 1
Wednesday, January 28
Reading: *Revolutions in Communication*: Ch. 2

**Week 3**
Monday, February 2
Reading: *Ruth Hall*, Chs. 54-75 (pp. 109-166)
Wednesday, February 4
Reading: *Ruth Hall*, Chs. 76-90 (pp. 167-211) (Quiz 1)

**Week 4**
Monday, February 9
Reading: *Ruth Hall*, Select and read 20 articles between pages 213-376
Wednesday, February 11
Reading: *Flash Press*, Intro-page 54

**Week 5**
Monday, February 16
Reading: *Flash Press*, 129-132; 165-191; 207-219
Wednesday, February 18
Reading: *Revolutions in Communication*: Chapter 3 (Essay Option on Nineteenth-Century Periodical Press Due)

**Book and Digital Longform Industries**
Week 6
Monday, February 23
Reading: Reluctant Capitalists: Chapters 1-2
Wednesday, February 25
Reading: The Future of Digital Longform, “In the Beginning” & “Executive Summary” www.longform.towcenter.org

Week 7
Monday, March 2
Reading: The Future of Digital Longform, “The New Gate” & “The City Section” (Quiz 2)
Wednesday, March 4
Reading: The Future of Digital Longform, “The Amplifiers” & “A New Day” (Midterm Exam; Essay Option on Book/Digital Longform Industry Due)

The Film Industry
Week 8
Monday, March 9
Reading: Revolutions in Communication, Section 2 Intro-Chapter 5
Wednesday, March 11
(Quiz 3); View in advance: The Greatest Movie Ever Sold; UI Main Library Media Collection, Video Record 33595 DVD
Optional Reading: Ch. 6, Revolutions

Music and Television Industries
Week 9
Monday, March 23
Reading: Revolutions in Communication, Section 3 Intro-Chapter 8 (Essay Option on Film Industry Due)
Wednesday, March 25
Reading: Revolutions in Communication Chapter 9

Week 10
Monday, March 30
Reading: Visit Grantland.com, Deadspin.com and read the following article on ESPN: http://www.nytimes.com/2013/08/27/sports/ncaafootball/to-defend-its-empire-espn-stays-on-offensive.html?pagewanted=all&_r=0

Online Media Industries

Wednesday, April 1
Reading: Revolutions in Communication, Section 4 Intro-Chapter 10 (Essay Option on Music and Television Industries Due)

Week 11
Monday, April 6
Reading: Revolutions in Communication Chapter 11
Wednesday, April 8
Reading: Revolutions in Communication Chapter 12 (Quiz 4)

Case Study I: Google

Week 12
Monday, April 13
Reading: In the Plex: Part 1 (pages 9-68)
Wednesday, April 15
Reading: In the Plex: Part 2

Week 13
Monday, April 20  Reading: In the Plex, Part 4 (Part 3 optional)
Wednesday, April 22  Reading: In the Plex, Part 7 & pages 383-389 (Parts 5 & 6 optional)

Case Study II: Rock Star Games

Week 14
Wednesday, April 29  Reading: Jacked, Chaps. 9-16

Week 15
Monday, May 4  Reading: Jacked, Chaps. 17-Epilogue (Essay Option on Google and/or Rock Star Games due)
Wednesday, May 6  Evaluations; Revision Project Discussed

Exam Week  Revised Paper (8-10 pp.) and Brief Presentation Due at Final

Final Exam – To Be Announced

Maintaining a Professional Environment

- Be courteous and professional in your correspondence for this course, using proper grammar and proper modes of address.
- Come prepared and be ready to contribute. Do not skip class meetings. Focus on the material when in class.
- Do not read the newspaper, text, sleep, surf the web, pass notes, or otherwise engage in behavior that distracts your (and possibly others’) attention from the course.

Media scholarship is founded upon the use of evidence and logic to formulate forceful and convincing claims. Insights and comments will be judged strictly on the merit of their content and use of textual support without regard to the individual who asserts it. The assertion of any personal, or “editorial” values beyond the scope of the course content is not required, and should be made only at the student’s discretion.

In addition to respecting one and other in class, students will approach the course’s readings and films as academic material for active study rather than passive entertainment. The study of journalism and mass communication, like the work of anthropology, involves examining texts to discover how a culture thinks about itself. In an exciting, safe classroom environment, in which the student’s social class, ethnic background, gender orientation or other personal attributes will not come under scrutiny or judgment, satisfaction will derive from finding profound meaning in the world of mass communication. It is in this spirit of mutual respect for classmates, professor, and subject matter that we begin our intellectual journey.