INTRODUCTORY TOPICS IN MASS COMMUNICATION: 
HISTORY OF MEDIA INDUSTRIES
019:169:003 (JMC:3832:0003)
SPRING 2014
Tuesdays & Thursdays, 9:30-10:45AM
146 Adler Journalism Building
Prof. David Dowling
Office: E334 Adler Journalism Building
david-dowling@uiowa.edu
Office hours: Tuesdays and Thursdays 11AM-12:30PM, 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
Bill Kovaric, Revolutions in Communication $34.95 ISBN-13: 978-1441114600
Joyce W. Warren, ed. Ruth Hall and Other Writings by Fanny Fern $25.95 ISBN-13: 
978-0813511689
Laura J. Miller, Reluctant Capitalists: Bookselling and the Culture of Consumption 
Steven Levy, In the Plex: How Google Thinks, Works, and Shapes Our Lives $27.00 
0470936375

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\(^1\)

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](http://clas.uiowa.edu/students/handbook)).

\(^1\) 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.

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<tr>
<th>Assignment</th>
<th>Points</th>
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<tr>
<td>4 Reading Quizzes</td>
<td>200 (50 pts. each)</td>
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<td>Midterm Exam</td>
<td>200</td>
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<td>2, 4-5 Pg. Essays</td>
<td>200 (100 pts. each)</td>
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<td>Revised Essay</td>
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<td>Participation</td>
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<td>Final Presentation</td>
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<td><strong>Course total</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**  
Tuesday, January 21  
Introductions and course overview

**Periodical Press and Book Industries**

Thursday, January 23  
**Reading:** *Revolutions in Communication*: Intro-Ch. 1

**Week 2**  
Tuesday, January 28  
**Reading:** *Revolutions in Communication*: Ch. 2  
Thursday, January 30  
**Reading:** *Ruth Hall*, Chs. 54-75 (pp. 109-166)

**Week 3**  
Tuesday, February 4  
**Reading:** *Ruth Hall*, Chs. 76-90 (pp. 167-211) (Quiz 1)  
Thursday, February 6  
**Reading:** *Ruth Hall*, Select and read 20 articles between pages 213-376

**Week 4**  
Tuesday, February 11  
**Reading:** *Flash Press*, Intro-page 54  
Thursday, February 13  
**Reading:** *Flash Press*, 129-132; 165-191; 207-219

**Week 5**  
Tuesday, February 18  
**Reading:** *Revolutions in Communication*: Chapter 3 (Essay Option on Nineteenth-Century Periodical Press and Book Industries Due)  
Thursday, February 20  
**Reading:** *Reluctant Capitalists*: Chapters 1-2
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<th>Week 6</th>
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<td>Tuesday, February 25</td>
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<td>Thursday, February 27</td>
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<th>Week 7</th>
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<td>Tuesday, March 4</td>
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**The Film Industry**

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<th>Thursday, March 6</th>
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<td><strong>Reading:</strong> Revolutions in Communication, Intro to Section 2-Chapter 4</td>
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<th>Week 8</th>
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<td>Tuesday, March 11</td>
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<td>Thursday, March 13</td>
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March 18-20: Spring Break

**Music and Television Industries**

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<th>Week 9</th>
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<td>Tuesday, March 25</td>
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<td>Thursday, March 27</td>
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<th>Week 10</th>
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<td>Tuesday, April 1</td>
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**The Online Media Industry**

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<th>Thursday, April 3</th>
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<td><strong>Reading:</strong> Revolutions in Communication, Intro to Section 4-Chapter 10 (Essay Option on Music and Television Industries Due)</td>
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<th>Week 11</th>
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<td>Tuesday, April 8</td>
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<td>Thursday, April 10</td>
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**Case Studies: Google and Rock Star Games**

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<th>Week 12</th>
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<td>Tuesday, April 15</td>
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<td>Thursday, April 17</td>
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<th>Week 13</th>
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<td>Tuesday, April 22</td>
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<td>Thursday, April 24</td>
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Week 14
Tuesday, April 29  

Thursday, May 1  
Reading: *Jacked*, Chaps. 9-16

Week 15
Tuesday, May 6  
Reading: *Jacked*, Chaps. 17-Epilogue (Essay Option on Google and/or Rock Star Games due)

Thursday, May 8  
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.