MEDIA HISTORY AND CULTURE
JMC:1200:0AAA
SPRING 2020
Tuesdays & Thursdays, 9:30-10:20AM
Lecture Room 1 Van Allen Hall
Prof. David Dowling
Office: E334 Adler Journalism Building
david-dowling@uiowa.edu
Office hours: T/Th. 11AM-12:30PM drop in, or by appointment

Course Description

This course surveys the historical and cultural development of media in the U.S. and global community from the printing press to the digital age. Course format consists of two lectures and a discussion section weekly. Three exams and three written exercises are required. This course counts toward the General Education requirement for Historical Perspectives.

Required Text Available at University Bookstore


Objectives

This course fulfills the following UI SJMC learning goals:

- **Media Literacy**
  Understand the principles of media literacy and develop the skills necessary to access, analyze, and evaluate media messages across multiple media domains.

- **Multiculturalism**
  Demonstrate an understanding of the diversity of groups (including communities defined by gender, race, ethnicity, age, religion and sexual orientation) in a global society in relationship to communications.

- **Media History**
  Understand the history of media in the context of industries and identify transformations in audiences, engagement, and business practice over time. Grasp the significance of advances in mass communication technology for cultural production in domestic and global media markets from the printing press to the latest digital platforms. Trace the production of cultural meanings across historical periods as well as connections between business models and news consumption.
Lecture and Discussion Section Expectations:

- Please stay focused; no phones or other electronic devices in lecture and discussion section unless the assignment requires it. Come to class on time and remain for the full class period. Each session will begin and end at the designated time. Each technology policy violation and unexcused early departure = 20 points off. Each late arrival to lecture after two = 20 points off.

- **Attendance** will be taken at each discussion section meeting. *Each unexcused absence after two will result in ten points removed from your grade.*

- **Late papers** will be penalized ten points for each day (including weekends) after the deadline. Students with legitimate difficulty in meeting a deadline should make advance arrangements with the TA for an extension, and may require early submission of assignments.

- 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.

- **Questions and concerns** about assignments and exams should go to your TA. The TA may then choose to consult with the primary instructor for assistance in answering the question. *Your TA is always your first contact.*

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 another 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 media 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 media communication. It is in this spirit of mutual respect for classmates, professor, and subject matter that we begin our intellectual journey.

REQUIREMENTS
Three exams and three written assignments (2-3 pages each) are required.

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<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
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<tbody>
<tr>
<td>3 Exams</td>
<td>300 (100 pts. each)</td>
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<tr>
<td>3 Written Assignments</td>
<td>150 (50 pts. each)</td>
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<tr>
<td>Discussion Section Attendance/Participation</td>
<td>50</td>
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<td><strong>Course total</strong></td>
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In addition to lecture material not in the book, **Exam I** covers Introduction-chapter 4; **Exam II** chapters 5-8; **Exam III** chapters 9-12.

3 Written Assignments (2-3 pages each; see paper rubrics for additional information):
1. Personal Media History
2. Viral Media Analysis
3. Native Advertising Critique

**Grading Scale**
Rounding only from .5 up: A = 93% and above; A- = 90-92%; B+ = 87-89%; B = 83-86%; B- = 80-82%; C+ = 77-79%; C = 73-76%; C- = 70-72%; D+ = 67-69%; D = 63-66%; D- = 60-62%; F = 59% and below

**Calendar**

<table>
<thead>
<tr>
<th>Week 1</th>
<th>Tuesday, January 21</th>
<th>Welcome and course overview</th>
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<tr>
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<td>Thursday, January 23</td>
<td>Reading: <em>Revolutions in Communication</em>, Introduction</td>
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<tr>
<th>Week 2</th>
<th>Tuesday, January 28</th>
<th>Reading: Ch. 1 The Divine Art</th>
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<td>Thursday, January 30</td>
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<tr>
<th>Week 3</th>
<th>Tuesday, February 4</th>
<th>Reading: Ch. 2 The Commercial and Industrial Media</th>
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<td></td>
<td>Thursday, February 6</td>
<td>Personal Media History Due to CANVAS by 8PM</td>
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<td>Friday, February 7</td>
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<th>Week 4</th>
<th>Tuesday, February 11</th>
<th>Reading: Ch. 3 Print Media in the 20th and 21st Centuries</th>
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<td>Thursday, February 13</td>
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| Week 5 | Tuesday, February 18                       | Reading: Ch. 4 Photography                              |
Thursday, February 20

**Week 6**
Tuesday, February 25  
**Reading:** “Fanny Fern,” “New York Ledger” and any 10 of “Her Columns” at [http://fannyfern.org](http://fannyfern.org)  
Rebecca Harding Davis profile: [https://college.cengage.com/english/lauter/heath/4e/students/author_pages/early_nineteenth/davis_re.html](https://college.cengage.com/english/lauter/heath/4e/students/author_pages/early_nineteenth/davis_re.html)

Thursday, February 27  
**Exam I**

**Week 7**
Tuesday, March 3  
Thursday, March 5  
**Reading:** Ch. 5 Cinema

**Week 8**
Tuesday, March 10  
Thursday, March 12  
**Reading:** Ch. 6 Advertising, PR, and the Crafted Image

**Spring Break, March 15-21**

**Week 9**
Tuesday, March 24  
Thursday, March 26  
Friday, March 27  
**Reading:** Ch. 7 The 1st Electronic Revolution: Telegraph & Telephone  
**Viral Media Analysis Due to CANVAS by 8PM**

**Week 10**
Tuesday, March 31  
Thursday, April 2  
**Reading:** Ch. 8 The New World of Radio

**Week 11**
Tuesday, April 7  
Thursday, April 9  
**Reading:** ESPN: Protecting the Empire  
**Exam II**

**Week 12**
Tuesday, April 14  
Thursday, April 16  
**Reading:** Ch. 9 Television: A New Window into the World

**Week 13**
Tuesday, April 21  
Thursday, April 23  
Friday, April 24  
**Reading:** Ch. 10 Computers  
**Native Ad Critique Due to CANVAS by 8PM**

**Week 14**
Tuesday, April 28  
Thursday, April 30  
**Reading:** Ch. 11 Digital Networks

**Week 15**
Tuesday, May 5  
Thursday, May 7  
**Reading:** Ch. 12 Global Culture

**Exam Week**  
**Exam III during exam week; time and location TBA**
Absences and Attendance
Students are responsible for attending class and for contributing to the learning environment of a course. Students are also responsible for knowing their course absence policies, which will vary by instructor. All absence policies, however, must uphold the UI policy related to student illness, mandatory religious obligations, including Holy Day obligations, unavoidable circumstances, or University authorized activities (https://clas.uiowa.edu/students/handbook/attendance-absences). Students may use this absence form to aid communication; the instructor will decide if the absence is excused or unexcused (https://clas.uiowa.edu/sites/default/files/ABSENCE%20EXPLANATION%20FORM2019.pdf).

Academic Integrity
All undergraduates enrolled in courses offered by CLAS have, in essence, agreed to the College's Code of Academic Honesty. Misconduct is reported to the College, resulting in suspension or other sanctions, with sanctions communicated with the student through the UI email address (https://clas.uiowa.edu/students/handbook/academic-fraud-honor-code).

Accommodations for Disabilities
UI is committed to an educational experience that is accessible to all students. A student may request academic accommodations for a disability (such as mental health, attention, learning, vision, and physical or health-related condition) by registering with Student Disability Services (SDS). The student is then responsible for discussing specific accommodations with the instructor. More information is at https://sds.studentlife.uiowa.edu/.

Administrative Home of the Course
The College of Liberal Arts and Sciences (CLAS) is the administrative home of this course and governs its add/drop deadlines, the second-grade-only option, and related policies. Other colleges may have different policies. CLAS policies may be found here: https://clas.uiowa.edu/students/handbook.
Communication and the Required Use of UI Email

Students are responsible for official correspondences sent to the UI email address (uiowa.edu) and must use this address for all communication within UI (Operations Manual, III.15.2).

Complaints

Students with a complaint about an academic issue should first visit with the instructor or course supervisor and then with the Chair of the department or program offering the course; students may next bring the issue to the College of Liberal Arts and Sciences. For more information, see https://clas.uiowa.edu/students/handbook/student-rights-responsibilities.

Final Examination Policies

The final exam schedule is announced around the fifth week of classes; students are responsible for knowing the date, time, and place of a final exam. Students should not make travel plans until knowing this information. No exams of any kind are allowed the week before finals. Visit https://registrar.uiowa.edu/final-examination-scheduling-policies.

Nondiscrimination in the Classroom

UI is committed to making the classroom a respectful and inclusive space for all people irrespective of their gender, sexual, racial, religious or other identities. Toward this goal, students are invited to optionally share their preferred names and pronouns with their instructors and classmates. The University of Iowa prohibits discrimination and harassment against individuals on the basis of race, class, gender, sexual orientation, national origin, and other identity categories set forth in the University’s Human Rights policy. For more information, contact the Office of Equal Opportunity and Diversity (diversity.uiowa.edu).

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 must uphold the UI mission and contribute to a safe environment that enhances learning. Incidents of sexual harassment must be reported immediately. For assistance, please see https://osmrc.uiowa.edu/.