This course surveys the historical and cultural development of media in the United States and globally from the printing press to the digital age. It explores what media are, how they have changed, the many factors that inform these shifts, and the immense cultural and political impacts they have on the world and how we understand it. We pay special attention to how media intersect with race, ethnicity, gender, class, and sexuality over time.

The course format consists of two lectures (online) and a weekly discussion section (in person). It requires four exams and four written assignments. Media History and Culture also counts toward the General Education (GE) requirement for Historical Perspectives.

Media History and Culture fulfills the University of Iowa School of Journalism and Mass Communication’s *Media History, Media Literacy, and Multiculturalism* learning goals and objectives.

**Required Texts**
- All other readings are available on CANVAS under “Files”

**Lecture and Discussion Section Expectations:**

- **Lectures.** Lectures for this course will be delivered online this semester. I will post the lectures to CANVAS during the time when the course is scheduled—every Tuesday and Thursday by 12:30pm. They will be available until 11:59pm. I recommend that you watch/download the lectures during the time when this course is scheduled. If not, you will need to view them before your Friday discussion sections. Failure to do so will impact your participation grade, and will lower your chances of doing well on our exams and writing assignments.

- **Exams** will be given via ICON during our regularly scheduled class time—12:30-1:20. They will only be given when they are scheduled. See the course calendar for exam dates.

- **Attendance will be taken at each discussion section meeting.** University regulations require that students be allowed to make up examinations which have been missed due to illness, mandatory religious obligations, or other unavoidable circumstances or University
activities. Documentation is required for such excused absences. TAs will be livestreaming discussion section meetings via Zoom for those students with excused absences. These streams, however, will only be available during the time when the class is held.

- **Please stay off your phones during discussion sections.** I have asked the TAs to lower participation grades for those students on their phones and otherwise disengaged during the section meetings.

- **Late papers will be penalized 15 points for each day after the deadline (including weekends).** No exceptions.

- **Make up work** is only accepted for documented and excused absences. Never ask if you missed “anything important”—everything we do in this course is important. Otherwise, we would not do it.

- **Questions and concerns** about assignments, exams, and course content should first go to your TA. Your TA may then choose to consult with Professor Vogan for assistance in answering the question.

- **Drop-In Hours.** We will be doing drop-in hours via Zoom this semester. The link to and password for Professor Vogan’s drop-in hours are at the top of the syllabus. Please “come by” with any questions or concerns you have about readings, assignments, or the course as a whole. TAs will also be doing office hours via Zoom. Their links will be listed on their section-specific policies sheets.

- **Formatting.** We expect all written assignments to be typed, double-spaced, with one-inch margins all around, and in 12-point Times New Roman font. Be sure to follow all instructions carefully. We will subtract 10 points for each formatting requirement you do not follow.

- **Academic Integrity.** All graded work in this course must be your own. Cite all quotations, paraphrases, etc. If you have any questions as to whether or not your work might constitute plagiarism, please ask. Be sure to familiarize yourself with the Code of Academic Honesty: [http://clas.uiowa.edu/students/handbook/academic-fraud-honor-code](http://clas.uiowa.edu/students/handbook/academic-fraud-honor-code)

- **Writing Center.** If you are having any difficulties with or would simply like another opinion on your writing we encourage you to make use of the UI Writing Center: [https://writingcenter.uiowa.edu](https://writingcenter.uiowa.edu)

- **Other Needs.** If you have any other needs that might affect your performance in this course, please let us know as soon as possible so we can create a plan to accommodate them.
  - Some potentially helpful links:
    - Student Disability Services: [https://sds.studentlife.uiowa.edu](https://sds.studentlife.uiowa.edu)
    - University Counseling Service: [https://counseling.uiowa.edu](https://counseling.uiowa.edu)
    - Academic Resource Center: [https://uc.uiowa.edu/student-success/arc](https://uc.uiowa.edu/student-success/arc)
    - Map of study spaces on campus: [https://maps.uiowa.edu/study-spaces](https://maps.uiowa.edu/study-spaces)
Assignments/Grading (Detailed instructions for each writing assignment will be posted on CANVAS)

Participation and Professionalism (10%, 100 points)
We expect frequent and thoughtful participation in your discussion sections. This includes listening to others and working in groups as well as contributing during our class-wide discussions. We also expect professionalism. This means coming to lecture and discussion on time, being prepared, and consistently adding value to and enriching our course meetings—not simply showing up. Please note, attendance is separate from participation.

As part of the participation grade, each student will turn in a passage from the week’s reading along with some thoughts on it most Fridays (see the course schedule). The passage should be no more than one paragraph. It should be followed by a short (again, no more than one paragraph) discussion of why the student found it so interesting, useful, or even confusing. Students will turn these into CANVAS by the time class begins on the date when they are due.

Exams (60%, 600 points)
Exams (150 points each) will consist mostly of multiple-choice questions. Exam 4 will be given during the Final Exam period assigned by the Registrar’s Office. Exam 4 will only be given during the time period the Registrar’s Office designates.

Writing Assignments (30%, 300 points)
These three writing assignments (worth 100 points each) will require students to interpret, compare, and apply concepts from class. They will be turned in to your Discussion Sections’ CANVAS sites as Word (.doc) files.

Grading Scale
A (93-100%), A- (90-92%), B+ (87-89%), B (83-86%), B- (80-82%), C+ (77-79%), C (73-77%), C- (70-72%), D+ (67-69%), D (63-66%), D- (60-62%), F (>60%)

Grading Expectations for Written Work
The “A” assignment follows all instructions perfectly and demonstrates a degree of engagement, insight, organization, sophistication, persuasiveness, and originality that exceeds the task’s baseline requirements. It has been carefully revised and edited. As a result, it is free of any writing errors or typos.

The “B” assignment follows all instructions and is expertly organized, persuasive, and insightful. It has been revised and contains very few, if any, writing errors and typos. It, however, does not exceed baseline requirements to the same degree as the “A” paper and may lack the “A” paper’s originality and sophistication.

The “C” assignment follows instructions, meets the task’s basic expectations, but evidences little engagement with the assignment beyond this point. In other words, it gets the job done. It likely contains some writing errors and typos, though not to an overwhelming or distracting degree.
The “D” assignment does not carefully follow instructions and demonstrates a lack of engagement, creativity, and care evidenced by writing errors, factual errors, poor organization, inconsistencies, excessive repetition, etc.

The “F” assignment does not follow instructions and/or is incomplete.

**Course Schedule**

**Week 1**
- Tuesday, August 25  
  Course Overview
- Thursday, August 27  
  Reading: *Revolutions in Communication*, Introduction; McLuhan, “The Medium is the Message” (CANVAS)
- Friday, August 28  
  Discussion Section Introductions

**Week 2**
- Tuesday, September 1  
  Reading: Ch. 1 The Divine Art
- Thursday, September 3
- Friday, September 4  
  Passages

**Week 3**
- Tuesday, September 8  
  Reading: Ch. 2 The Commercial and Industrial Media; Jordan, “A Century Ago, Progressives Were the Ones Shouting Fake News” [http://theconversation.com/a-century-ago-progressives-were-the-ones-shouting-fake-news-90614](http://theconversation.com/a-century-ago-progressives-were-the-ones-shouting-fake-news-90614)
- Thursday, September 10
- Friday, September 11  
  Passages

**Week 4**
- Tuesday, September 15  
  Exam 1
- Thursday, September 17  
  Reading: Ch. 3 Print Media in the 20th and 21st Centuries; Wells, “Lynch Law In America” (CANVAS); Roosevelt “The Man with the Muck-Rake” (CANVAS)
- Friday, September 18  
  Passages

**Week 5**
- Tuesday, September 22  
Thursday, September 24
Friday, September 25  Passages

Week 6
Tuesday, September 29  Reading: Ch. 5 Cinema
Thursday, October 1
Friday, October 2  Writing Assignment 1 (Due to CANVAS by 8:00 p.m.) / No Passages Due

Week 7
Tuesday, October 6  Reading: Gunning, “The Cinema of Attractions” (CANVAS); Screening, The Immigrant
Thursday, October 8
Friday, October 9  Passages

Week 8
Tuesday, October 13  Exam 2
Thursday, October 15  Reading: Ch. 6 Advertising, PR, and the Crafted Image
Friday, October 16  Passages

Week 9
Tuesday, October 20  Reading: Ch. 8 The New World of Radio; Meacham, “Why Trump is More Father Coughlin than FDR”
https://www.nytimes.com/2018/05/03/opinion/trump-father-coughlin-roosevelt.html ; Sterling “Fireside Chats”

Thursday, October 22
Friday, October 23  Passages

Week 10
Tuesday, October 27  Reading: Ch. 9 Television
Thursday, October 29
Friday, October 30  Writing Assignment 2 (Due to CANVAS by 8:00 p.m.) / No Passages Due
### Week 11

**Tuesday, November 3**  
Reading: Minow, “The Vast Wasteland” (CANVAS); Screening: *Harvest of Shame*

**Thursday, November 5**

**Friday, November 6**  
Passages

### Week 12

**Tuesday, November 10**  
Exam 3

**Thursday, November 12**  
Reading: Ch. 10 Computers; Barlow, “Declaration of Cyberspace Independence” (CANVAS), Greenberger, “The Computers of Tomorrow” (CANVAS)

**Friday, November 13**  
Passages

### Week 13

**Tuesday, November 17**  
Reading: Ch. 11 Digital Networks

**Thursday, November 19**

**Friday, November 20**  
Writing Assignment 3 (Due to CANVAS by 8:00 p.m.) / No Passages Due

### Week 14

**Tuesday, November 24**  
**No Class: Thanksgiving Break**

**Tuesday, November 26**

### Week 15

**Tuesday, December 1**  
Reading: Ch. 12 Global Culture; Xu “The Arab Spring, Social Media, and Human Rights” (CANVAS); Hempel, “Social Media Made the Arab Spring, but Couldn’t Save It” (CANVAS); “TikTok Has Its Arab Spring Moment” [https://www.reuters.com/article/us minneapolis-police-tiktok/tiktok-has-its-arab-spring-moment-as teen-activism-overtakes-dance-moves-idUSKBN2392WX](https://www.reuters.com/article/us minneapolis-police-tiktok/tiktok-has-its-arab-spring-moment-as teen-activism-overtakes-dance-moves-idUSKBN2392WX)

**Thursday, December 3**

**Friday, December 4**  
Passages Discussion Sections ONLINE

### Week 16

**Tuesday, December 8**  
Thursday, December 10

Friday, December 11  Exam 4 Review  Discussion Sections ONLINE

**Exam Week:** Exam 4 will be given during the time that the Registrar schedules for this course’s final exam. It will be the same length as the previous exams and it will only be given during this time.

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**The College of Liberal Arts and Sciences Policies and Procedures**

**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/.

Mental Health Resources for Students
http://counseling.studentlife.uiowa.edu
http://studenthealth.uiowa.edu/services/psychiatry
https://hr.uiowa.edu/livewell/managing-stress-and-behavioral-health
https://www.jccrisiscenter.org/24-hour-crisis-line/
24-Hour Crisis Line via The Johnson County Crisis Center
Hours: Available 24 hours a day, 365 days a year
Phone: (855) 325-4296; (319) 351-2726

Sexual Assault/Domestic Violence
If you have been the victim of a sexual assault or domestic violence on or off campus, or you know someone who has been assaulted and you want to find out more about available resources please contact the Rape Victim Advocate Program (RVAP), or Monsoon United Asian Women of Iowa, the UI Campus Police, or the Domestic Violence Intervention Project (DVIP).

Resources:
RVAP: (319) 335-6000 http://www.rvap.org/home/
Monsoon: (866) 881-4641 https://monsooniowa.org/programs-services/on-campus-victim-services/
DVIP: (800) 373-1043 http://dvipiowa.org/resources/
Campus Police: (319) 335-5022 https://police.uiowa.edu/police/reporting-sexual-assault

Resources for Students:

Writing Center: 110 English-Philosophy Building, 335-0188, http://writingcenter.uiowa.edu/

Speaking Center: 12 English-Philosophy Building, 335-0205, http://clas.uiowa.edu/rhetoric/students/speaking-center

Mathematics Tutorial Laboratory: 314 MacLean Hall, 335-0810, http://www.math.uiowa.edu/math-tutorial-lab

Campus Inclusion Team https://inclusionteam.uiowa.edu/

Student Disability Services: (319) 335-1462 https://sds.studentlife.uiowa.edu/

Office of Sexual Misconduct Response Coordinator: (319) 335-6200 https://sds.studentlife.uiowa.edu/

CLAS Academic Programs and Student Development: (319) 335-2633 https://clas.uiowa.edu/students
The Iowa Dozen

The mission of our School is to educate journalism and mass communication professionals, scholars and faculty. Through professional and creative research activities, they enhance a continually growing and evolving understanding of the social and cultural roles, responsibilities, and contexts for communicators in a democratic society, as well as in diverse global contexts.

To accomplish that mission:

We learn to ...

- Write correctly, clearly and well.
- Conduct research and gather information responsibly.
- Edit and evaluate carefully.
- Use media technologies thoughtfully.
- Apply statistical concepts accurately.

We value ...

- Free speech and First Amendment principles for all individuals and groups.
- A diverse global community.
- Creativity and independence.
- Truth, accuracy and fairness.

We explore ...

- Theories and concepts.
- The history, structure and economy of media institutions
- The role of media in shaping cultures.