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.

The course format consists of two lectures and a weekly discussion section. It requires three exams and three 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

Lecture and Discussion Section Expectations:
- The Classroom. Beyond simply teaching you about media history and culture, we want to build an environment where we are both challenged and encouraged to develop our thinking and writing. We also want to create a comfortable and positive climate. Neither of these goals can be met without everyone’s cooperation. We promise to do our best as instructors this term and we expect the same commitment, motivation, and enthusiasm from all of you. We also expect frequent and thoughtful participation. As a basic rule for our class meetings please treat everyone with kindness, understanding, and respect. Each class member brings a unique perspective and background to the course that will aid us in grasping the materials covered and in developing our skills as thinkers, writers, and members of the UI community. It is crucial that we respect this diversity and foster the texture it brings to our course. Being a respectful member of the course also means refraining from any actions that might distract your classmates (surfing the Web during class, texting, etc.) and negatively impact their ability to learn the course content.
• **Stay focused.** Come to class on time and remain for the full class period. Do not pack your bags until class is over (We will not keep you past our allotted time). No phones, please. If you bring a laptop, please use it only for note taking. We will be keeping an eye on students during the lecture, if you are on your phone or using your laptop for anything other than taking notes, we will deduct points from your participation grade.

• **Attendance will be taken at each discussion section meeting.** 15 points will be subtracted from your final grade for every unexcused absence after 2. 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.

• **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. 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”—everything we do in this course is important. Otherwise, we wouldn’t 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.

• **Office Hours.** Our office hours are for you. Please come by with any questions or concerns you have about readings, assignments, the course as a whole, or your academic and professional career. If for some reason you are unable to make it during our office hours, we are happy to set up an appointment at a mutually convenient time.

• **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 me 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)
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.**

**Exams (60%, 600 points)**
Exams (200 points each) will consist mostly of multiple-choice questions. Exam 3 will be given during the Final Exam period assigned by the Registrar’s Office. **Exam 3 will only be given during the time period the Registrar’s Office designates.**

**Writing Assignments (30%, 300 points)**
These three short writing assignments (100 points each) will require students to interpret, compare, and apply concepts encountered in 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**

<table>
<thead>
<tr>
<th>Day</th>
<th>Activity</th>
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<tbody>
<tr>
<td>Tuesday, August 27</td>
<td>Course overview</td>
</tr>
<tr>
<td>Thursday, August 29</td>
<td>Reading: <em>Revolutions in Communication</em>, Introduction; McLuhan, “The Medium is the Message” (CANVAS)</td>
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**Week 2**

<table>
<thead>
<tr>
<th>Day</th>
<th>Activity</th>
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<tbody>
<tr>
<td>Tuesday, September 3</td>
<td>Reading: Ch. 1 The Divine Art</td>
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<tr>
<td>Thursday, September 5</td>
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**Week 3**

<table>
<thead>
<tr>
<th>Day</th>
<th>Activity</th>
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</thead>
<tbody>
<tr>
<td>Tuesday, September 10</td>
<td>Reading: Ch. 2 The Commercial and Industrial Media; Jordan, “A Century Ago, Progressives Were the Ones Shouting Fake News” <a href="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</a></td>
</tr>
<tr>
<td>Thursday, September 12</td>
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<tr>
<td>Friday, September 13</td>
<td><strong>Writing Assignment 1 (Due to CANVAS by 8:00 p.m.)</strong></td>
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**Week 4**

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<tr>
<th>Day</th>
<th>Activity</th>
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<tbody>
<tr>
<td>Tuesday, September 17</td>
<td>Reading: Ch. 3 Print Media in the 20th and 21st Centuries; Wells, “Lynch Law In America” (CANVAS); Woodward and Bernstein, Excerpt from <em>All the President’s Men</em> (CANVAS)</td>
</tr>
<tr>
<td>Thursday, September 19</td>
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**Week 5**

<table>
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<th>Day</th>
<th>Activity</th>
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<tr>
<td>Thursday, September 26</td>
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**Week 6**

<table>
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<tr>
<th>Day</th>
<th>Activity</th>
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<tbody>
<tr>
<td>Tuesday, October 1</td>
<td><strong>Exam 1</strong></td>
</tr>
<tr>
<td>Thursday, October 3</td>
<td>Reading: Ch. 5 Cinema: The Image Comes Alive</td>
</tr>
</tbody>
</table>

**Week 7**
Tuesday, October 8  
Reading: Gunning, “The Cinema of Attractions”

Thursday, October 10

Week 8

Tuesday, October 15  
Reading: Ch. 6 Advertising, PR, and the Crafted Image

Thursday, October 17

Friday, October 18  
Writing Assignment 2 (Due to CANVAS by 8:00 p.m.)

Week 9

Tuesday, October 22  
Reading: Ch. 8 The New World of Radio; Lasar, “How AT&T Conquered the 20th Century”  

Thursday, October 24

Week 10

Tuesday, October 29  
Reading: Ch. 9 Television: A New Window into the World

Thursday, October 31

Week 11

Tuesday, November 5  
Exam 2

Thursday, November 7  
Reading: Minow, “The Vast Wasteland” (CANVAS); Screening:  
*Harvest of Shame*

Week 12

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

Thursday, November 14

Week 13

Tuesday, November 19  
Reading: Ch. 11 Digital Networks

Thursday, November 21

Friday, November 22  
Writing Assignment 3 (Due to CANVAS by 8:00 p.m.)

Week 14

Tuesday, November 26  
No Class: Thanksgiving Break

Tuesday, November 28
Week 15

Tuesday, December 3  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)

Thursday, December 5

Week 16


Thursday, December 12  Exam 3

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/
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.
FOLLOW US

Stay up-to-date on deadlines, events, scholarships, internships, alumni & more!

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www.linkedin.com/school/19128785