MEDIA HISTORY AND CULTURE
JMC:1200:0AAA
SPRING 2019
Tuesdays & Thursdays, 9:30-10:45AM
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, and 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 or 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.

- 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 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.

**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**

Whole number percentages; no rounding:

- **A** 93% and above (461 points and up)
- **A-** 90-92% (450-460 points)
- **B+** 87-89% (435-449 points)
- **B** 83-86% (415-434 points)
- **B-** 80-82% (400-414 points)
- **C+** 77-79% (385-399 points)
- **C** 73-76% (365-384 points)
- **C-** 70-72% (350-364 points)
- **D+** 67-69% (335-349 points)
- **D** 63-66% (315-334 points)
- **D-** 60-62% (300-314 points)
- **F** 59% and below (299 points and under)

**Calendar**

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<thead>
<tr>
<th>Week 1</th>
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<tbody>
<tr>
<td><strong>Tuesday, January 15</strong></td>
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<tr>
<td>Welcome and course overview</td>
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<td><strong>Thursday, January 17</strong></td>
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<tr>
<td><strong>Reading: Revolutions in Communication</strong>, Introduction</td>
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<th>Week 2</th>
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<tr>
<td><strong>Tuesday, January 22</strong></td>
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<tr>
<td><strong>Reading: Ch. 1 The Divine Art</strong></td>
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Thursday, January 24

Week 3
Tuesday, January 29  Reading: Ch. 2 The Commercial and Industrial Media
Thursday, January 31  Friday, February 1
Personal Media History Due to CANVAS by 8PM

Week 4
Tuesday, February 5  Reading: Ch. 3 Print Media in the 20th and 21st Centuries
Thursday, February 7

Week 5
Tuesday, February 12  Reading: Ch. 4 Photography
Thursday, February 14

Week 6
Thursday, February 21

Week 7
Tuesday, February 26  Reading: Ch. 5 Cinema
Thursday, February 28

Week 8
Tuesday, March 5  Reading: Ch. 6 Advertising, PR, and the Crafted Image
Thursday, March 7

Week 9
Tuesday, March 12  Reading: Ch. 7 The 1st Electronic Revolution: Telegraph & Telephone
Thursday, March 14
Friday, March 15
Viral Media Analysis Due to CANVAS by 8PM

Spring Break, March 17-24

Week 10
Tuesday, March 26  Reading: Ch. 8 The New World of Radio
Thursday, March 28

Week 11
Thursday, April 4

Week 12
Tuesday, April 9  Reading: Ch. 9 Television: A New Window into the World
Thursday, April 11

Week 13
Tuesday, April 16  Reading: Ch. 10 Computers
Thursday, April 18
Friday, April 19
Native Ad Critique Due to CANVAS by 8PM
Week 14
Tuesday, April 23
Reading: Ch. 11 Digital Networks
Thursday, April 25

Week 15
Tuesday, April 30
Reading: Ch. 12 Global Culture
Thursday, May 2
Exam III

Exam Week
No final exam

CLAS Teaching Policies & Resources
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 other policies. These policies vary by college (https://clas.uiowa.edu/students/handbook).

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

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 should then discuss accommodations with the course instructor (https://sds.studentlife.uiowa.edu/).

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).

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).

CLAS Final Examination Policies
The final exam schedule for each semester 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 final exam information. No exams of any kind are allowed the week before finals (https://clas.uiowa.edu/faculty/teaching-policies-resources-examination-policies).

Making a Complaint
Students with a complaint should first visit with the instructor or course supervisor and then with the departmental executive officer (DEO), also known as the Chair. Students may then bring the concern to CLAS (https://clas.uiowa.edu/students/handbook/student-rights-responsibilities).

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