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.

• **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.

• **Questions and concerns** about assignments, exams, and course content should first go to your TA. The 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)
    ▪ 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

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
- **Tuesday, August 21**: Course overview
- **Thursday, August 23**: Reading: *Revolutions in Communication*, Introduction; McLuhan, “The Medium is the Message” (CANVAS)

## Week 2
- **Tuesday, August 28**: Reading: Ch. 1 The Divine Art
- **Thursday, August 30**: Reading: Ch. 2 The Commercial and Industrial Media; Jordan, “A Century Ago, Progressives Were the Ones Shouting Fake News”

## Week 3
- **Tuesday, September 4**: Reading: Ch. 2 The Commercial and Industrial Media; Jordan, “A Century Ago, Progressives Were the Ones Shouting Fake News”
- **Thursday, September 6**: Writing Assignment 1 (Due to CANVAS by 8:00 p.m.)
- **Friday, September 7**: Reading: Ch. 2 The Commercial and Industrial Media; Jordan, “A Century Ago, Progressives Were the Ones Shouting Fake News”

## Week 4
- **Tuesday, September 11**: Reading: Ch. 3 Print Media in the 20th and 21st Centuries; Wells, “Lynch Law In America” (CANVAS); Woodward and Bernstein, Excerpt from *All the President’s Men* (CANVAS)
- **Thursday, September 13**: Reading: Ch. 3 Print Media in the 20th and 21st Centuries; Wells, “Lynch Law In America” (CANVAS); Woodward and Bernstein, Excerpt from *All the President’s Men* (CANVAS)

## Week 5
- **Tuesday, September 18**: Reading: Ch. 4 Photography; Berger, “Rarely Seen Photos of Japanese Internment”
- **Thursday, September 20**: Exam I

## Week 6
- **Tuesday, September 25**: Exam I
- **Thursday, September 27**: Reading: Ch. 6 Advertising, PR, and the Crafted Image

## Week 7
- **Tuesday, October 2**: Reading: Ch. 8 The New World of Radio; Lasar, “How AT&T Conquered the 20th Century”
- **Thursday, October 4**: Writing Assignment 2 (Due to CANVAS by 8:00 p.m.)
Tuesday, October 9  Reading: Ch. 9 Television: A New Window into the World
Thursday, October 11
Friday, October 12  Writing Assignment 2 (Due to CANVAS by 8:00 p.m.)

Week 9
Tuesday, October 16  Reading: Minow, “The Vast Wasteland” (CANVAS)
Thursday, October 18  Screening: Harvest of Shame

Week 10
Tuesday, October 23  Reading: Newcomb and Hirsch, “Television and a Cultural Forum” (CANVAS); Spigel, “Women's Work” (CANVAS)
Thursday, October 25

Week 11
Tuesday, October 30  Exam 2
Thursday, November 1  Reading: Barlow, “Declaration of Cyberspace Independence” (CANVAS); Greenberger, “The Computers of Tomorrow” (CANVAS)

Week 12
Tuesday, November 6  Reading: Ch. 10 Computers
Thursday, November 8

Week 13
Tuesday, November 13  Reading: Ch. 11 Digital Networks
Thursday, November 15
Friday, November 16  Writing Assignment 3 (Due to CANVAS by 8:00 p.m.)

Week 14
Tuesday, November 20  No Class: Thanksgiving Break
Tuesday, November 22

Week 15
Tuesday, November 27  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, November
Week 16


Thursday, December 6  Complete Evaluations at ICON>Student Tools

Exam Week  Exam 3 – Date TBA

The College of Liberal Arts and Sciences Policies and Procedures

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 Student Academic 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. Scroll down to k.11.)

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: The College of Liberal Arts and Sciences expects all students to do their own work, as stated in the CLAS Code of Academic Honesty. Instructors fail any assignment that shows evidence of plagiarism or other forms of cheating, also reporting the student’s name to the College. A student reported to the College for cheating is placed on disciplinary probation; a student reported twice is suspended or expelled.

CLAS Final Examination Policies: Final exams may be offered only during finals week. No exams of any kind are allowed during the last week of classes. Students should not ask their instructor to reschedule a final exam since the College does not permit rescheduling of a final exam once the semester has begun. Questions should be addressed to the Associate Dean for Undergraduate Programs and Curriculum.

Making a Suggestion or a Complaint: Students with a suggestion or complaint should first visit the instructor, then the course supervisor, and then the departmental DEO. Complaints must be made within six months of the incident. See the CLAS Student Academic 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 Public Safety web site.
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.