

# **JOUR 503 – Fall 2018**

## **History of Journalism and Mass Communication**

204 Stauffer-Flint Hall - Tuesdays and Thursdays -- 11:00 a.m. – 12:15 p.m.  
Course number 19333

### **Associate Professor David W. Guth, APR**

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Office Hours: 12:15 – 1:00 TR and by appointment

**Course description and objectives:** This course is an exploration of the interplay between society and media. We will explore the evolution of "new media" through history, especially U.S. media. Please keep in mind that each of the new ways of communicating ("the media") presented in your book and in class were new media at the time they evolved into society. You will learn diverse perspectives of historical analysis, the factual basis for journalism and mass communication history, and an appreciation of history as a product of a variety of factors (such as social, cultural and economic forces). Overall, I hope you will gain an understanding of why things are the way they are in the area of your chosen career path.

**Textbook:** Folkerts, Teeter and Caudill, *Voices of a Nation: A History of Media in the United States*, Fifth Edition.

### **Internet Resources:**

**Blackboard:** <http://courseware.ku.edu>

**Professor Guth's web site:** <http://people.ku.edu/~dguth>

### **Grading:**

Blackboard Essay Questions (4)	200 points (total)
Tests (2)	300 points (total)
Final Exam	200 points
Personal History Paper	200 points
Attendance/Participation	100 points
Graduate paper (grad students only)	250 points

**Grade Scale (percentage):** A=92-100, A-=90-92, B+=88-90, B=82-88, B-=80-82, C+=78-80, C=72-78, C-=70-72, D+=68-70, D=62-68, D-=60-62, F=0-60.

**Blackboard Essay Questions:** There will be four short essay (150-250 words) discussion questions posted periodically on the course Blackboard site. Each will be answered within Blackboard prior to an announced deadline. Each is worth 50 points and will be graded for content, spelling and grammar.

**Tests and the Final Exam:** Each of the tests is worth 150 points. The final exam is worth 200 points. Exams will consist of multiple-choice questions and will be machine graded. Study guides will be available in advance of each exam. Please bring two No.2 pencils to each exam. *Please note: The time, date and location of the final exam are established by KU. However, in the event that a student has (3) three or more final examinations scheduled on the same day, no student shall be obligated to take more than two exams on that day. No later than two weeks before Stop Day, the student shall notify the instructor(s) from the highest numbered course(s) not having a common final exam of the need to provide a make-up examination to be administered at a mutually acceptable time.*

**Personal History Paper:** This paper will be worth 200 points and will involve primary and secondary research. Details of the assignment will be announced.

**Attendance/Participation:** Professor Guth thinks he has a great sense of humor – a sentiment you may or may not share. However, he is not interested in conducting a 16-week monologue. We should all agree that the course would be a lot more enjoyable for everyone if there were an active discussion. For that reason, 100 points have been set aside for an attendance and discussion grade. Half will be based on attendance and the other half on the quality of contribution each student makes to the class. It is important that you feel comfortable expressing ideas and opinions in this class. I welcome and encourage you to share differing perspectives and diverse experiences and to be respectful of others whose viewpoints and experiences may not be the same as your own.



“Legendary broadcaster” Ted Baxter (center) meets Walter Cronkite.

**Special Note for Graduate Students:** In order to receive graduate credit for this course, graduate students are expected to complete an extra assignment. While the specifics of the assignment will be developed in consultation with your professor, it will likely

involve a 10 - 20 page paper that demonstrates graduate-level research and writing. Please meet with Professor Guth for more information on this assignment.

### **Journalism School Policy on Classroom Attendance:**

"No student may add a journalism class after the 20th day of a semester. Students must attend their classes and laboratory periods. Instructors may take attendance into account in assessing a student's performance and may require a certain level of attendance for passing a course. Instructors may choose to drop students from a course, based on attendance, without consent. The School of Journalism reserves the right to cancel the enrollment of students who fail to attend the first class or laboratory meeting.

"The KU Office of Student Financial Aid is required by federal law to determine whether students who receive aid are attending each class in which they are enrolled. Instructors are required to report to that office absences of students who have stopped attending and names of those who have enrolled but never have attended. Students who do not attend classes may be required to repay federal and/or state financial aid. Students who receive any form of financial aid should learn all requirements including minimum hours of enrollment and grades to qualify for and retain that aid."

**Inclement Weather and Special Needs** - In the event of inclement weather, the decision to cancel classes is made by KU officials. To determine whether weather-related conditions have canceled classes, call 864-7669 (864-SNOW). The Office of Student Access Services, 22 Strong Hall, 785-864-2620 (v/tty), coordinates accommodations and services for KU students with disabilities. If you have a disability for which you may request accommodation in KU classes and have not contacted Student Access Services, please do so as soon as possible. Please also contact your professor privately in regard to this course

### **Original Work**

The expectation when you come to this class is that you have come to learn, to be creative, to stretch your imagination, and expand your skills. Therefore, all the work you do in this class must be original. That means no "recycling" of assignments or papers from other classes in the J-School or outside the J-School. Do not recycle old high school assignments. Do not recycle research papers, news stories or marketing plans. If you wrote a news story on Jayhawk alums who served in Afghanistan for a class last semester, you cannot revise that slightly and resubmit it as a new assignment. If you conducted a research study on how companies respond to crisis, you cannot modify that and submit it to your professors.

We assume the work you do for this class is original to this class. Any efforts to recycle material will be regarded as academic dishonesty.

**Copying or Recording** - Course materials prepared by the instructor, as well as content of all lectures presented by the instructor, are the instructor's property. Video and audio recording of lectures without instructor consent is prohibited. On request, the instructor usually will permit students to record lectures, on the condition that these recordings are only used as a study aid by the individual making the recording. Unless the instructor gives explicit permission, recordings of lectures may not be modified and must not be transferred or transmitted to any other person, whether or not that individual is enrolled in the course.

### **Diversity**

Think about the relationship between media and audiences and learn how to meet the needs of diverse audiences. In this class, it is important that you feel comfortable expressing ideas and opinions. We welcome and encourage you to share differing perspectives and diverse experiences and to be respectful of others whose viewpoints and experiences may not be the same as your own.

### **Concealed Weapons Policy**

Individuals who choose to carry concealed handguns are solely responsible to do so in a safe and secure manner in strict conformity with state and federal laws and KU weapons policy. Safety measures outlined in the KU weapons policy specify that a concealed handgun:

- Must be under the constant control of the carrier.
- Must be out of view, concealed either on the body of the carrier, or backpack, purse, or bag that remains under the carrier's custody and control.
- Must be in a holster that covers the trigger area and secures any external hammer in an un-cocked position
- Must have the safety on and have no round in the chamber.

### **And Finally...**

Any rebroadcast or retransmission of pictures, sounds or descriptions of this class without the expressed written consent of the Commissioner of Major League Baseball is expressly prohibited.



**JOUR 503**  
**History of Journalism and Mass Communications**  
**Fall 2018 Calendar**  
 Subject to change

### August

Date	Topic	Reading	Assignment
T - 21	First class – Introduction and overarching themes		
R - 23	Beginnings	Chapter 1	
T - 28	Colonialism	Chapter 2	
R - 30	The Revolution		

### September

T - 4	The New Republic	Chapter 3	
R - 6	Diversity in the Early Republic	Chapter 4	
T - 11	Westward Ho!	Chapter 5	
R - 13	Ponies, Pigeons and the Telegraph	Chapter 6	<b>BB Essay Q1 due: 11:59 p.m. Sunday, Sept. 16.</b>
T - 18	The Birth of Photography		
R - 20	<b>Exam 1</b>		
T - 25	The Abolitionist Movement	Chapter 7	<b>Graduate paper topics due in class</b>
R - 27	J-School Generations Guest Lecturer TBA		<b>Personal History Paper Assigned</b>

### October

T - 2	The Civil War	Chapter 8	
R - 4	Modernization and Printed Products		
T - 9	Mass markets and Mass Culture	Chapter 9	
R - 11	Reconstruction		
T - 16	<b>Fall Break</b>		
R - 18	The Progressive Era	Chapter 10	<b>BB Essay Q2 due: 11:59 p.m. Sunday, Oct. 21.</b>
T - 23	Propaganda and WWI	Chapter 11	
R - 25	Dr. Teri Finneman, <i>Press Portrayals of Women Politicians.</i>		
T - 30	<b>Exam 2</b>		

## November

R - 1	Media and Consumer Culture	Chapter 12	
T - 6	Radio, Jazz Journalism and the Depression	Chapter 13	
R - 8	World War II	Chapter 14	<b>Personal History Paper due 11:59 p.m. Friday, Nov. 9.</b>
T - 13	Transition and Turmoil (Part 1)	Chapter 15	
R - 15	Transition and Turmoil (Part 2)	Chapter 16	<b>BB Essay Q3 due: 11:59 p.m. Sunday, Nov. 11.</b>
T - 20	The Kennedy Assassination		
R - 23	<b>Thanksgiving</b>		
T - 27	Diversity and the Media		
R - 29	The Business of Media	Chapter 17	<b>BB Essay Q4 due: 11:59 p.m. Sunday, Dec. 2.</b>

## December

T - 4	The Digital Age		
R - 6	Media and Democracy		<b>Graduate Papers Due</b>
F - 7	<b>Stop Day</b>		
R - 13	<b>Final Exam @ 10:30 a.m. NOTE: This time is established by University policy and may not be changed.</b>		