

COM 410 Media History

Credit Hours: 3

In-Class Instructional Hours: 3

Labs: 0

Field Work: 0

Catalog Description:

Prerequisite. Junior or Senior status

Exploration of history and development of American journalism; focus on media and their relationship with technological, cultural, political, economic and other aspects of society

Reasons for Revision:

(Spring 2006) This course, formerly called Mass Communication History, was last revised in 1989. This revision is part of a general program review, through which Communication seeks to update its courses in light of departmental experience with the previous program version, evolving departmental needs, expanding scholarship in the field. Additionally, the department is undertaking this revision to position itself for accreditation by the Accrediting Council for Education in Journalism and Mass Communication.

Student Learning Outcomes: On completion of this course, students will be able to:	Course Content References:	Assessment:
1. Demonstrate an understanding of the major trends within the mass media throughout American history	I, II, III, IV	1. Exams, papers, applied projects, presentations
2. Demonstrate familiarity with the contributions of major figures in the history of American journalism and media	V	2. Exams, papers, applied projects, presentations
3. Effectively apply methodologies appropriate to historical research on media-related topics	I	3. Exams, papers, applied projects, presentations
4. Analyze antecedents, elements and consequences on a research topic or problem related to an aspect of media history	II, III	4. Exams, papers, applied projects, presentations

Course Content:

- I. Media history
 - A. Theory
 - B. Models of study
 - C. Types of and approaches to history
 - 1. Social
 - 2. Cultural
 - 3. Technological
 - 4. Ideologic
 - D. Types of and approaches to historical research
- II. Development of American journalism
 - A. Origins and antecedents
 - B. 18th Century
 - 1. Colonial era
 - 2. Revolutionary era
 - C. 19th Century
 - 1. Growth and expansion; frontier journalism
 - 2. Civil War
 - 3. Industrial revolution
 - 4. Muckraking and yellow journalism
 - 5. Dissident press
 - D. 20th Century
 - 1. First World War
 - 2. Depression and recovery; jazz journalism
 - 3. Second World War
 - 4. Social upheaval of the 1960s
 - 5. Technological developments of the 1980s and 1990s
 - E. 21st Century
 - 1. Alternative journalism
 - 2. Legacy of journalism history
- III. Influences on American Journalism
 - A. Cultural
 - B. Social
 - C. Technological
 - D. Legal
 - E. Political
- IV. Development of journalism as a profession
 - A. Historical influences
 - B. Other professional parallels
 - C. Professional organizations
 - D. Professional ethical codes and standards
- V. Key Figures in American journalistic history (examples)
 - A. Edward Bernays
 - B. Charles Dow and Edward Jones
 - C. D.W. Griffith
 - D. William Randolph Hurst
 - E. Sen. Joseph McCarthy
 - F. Marshall McLuhan
 - G. Edward R. Murrow
 - H. Joseph Pulitzer
 - I. John Peter Zenger

Resources:

Classic Scholarship in the Field.

- Blanchard, M. (1998). *History of mass media in the United States: An encyclopedia*. New York: Fitzroy Dearborn.
- Coward, J.M. (1999). *The newspaper Indian: Native American identity in the press, 1820-90*. Champaign IL: University of Illinois.
- Sproule, J.M., Short, G., Jowett, J., & Culbert, D. (Eds.). (1996). *Propaganda and democracy: The American experience of media and mass persuasion*. New York: Cambridge University Press.

Current Scholarship in the Field.

- Beasley, M.J., & Gibbons, S.J. (2002). *Taking their place: A documentary history of women and journalism* (2nd ed.). State College PA: Strata.
- Briggs, A., & Burke, P. (2001). *A social history of the media: From Gutenberg to the Internet*. Malden MA: Polity.
- Conboy, M.D. (2004). *Journalism: A critical history*. Thousand Oaks CA: Sage.
- Crowley, D., & Heyer, P. (2006). *Communication in history* (5th ed.). Boston: Allyn & Bacon.
- Erlich, M.C. (2004). *Journalism in the movie*. Champaign IL: University of Illinois
- Fellow, A. (2004). *American media history*. Belmont CA: Wadsworth.
- Fones-Wolf, E. (2006). *Waves of opposition: The struggle for democratic radio, 1933-58*. Champaign IL: University of Illinois.
- Hilmes, M. (2006). *Only connect: A cultural history of broadcasting in the United States* (2nd ed.). Belmont CA: Wadsworth.
- Howe, K. (2000). Understanding advertising: History, persuasion, techniques, mass media, target audiences and creation.
- Nord, D.P. (2001). *Communities of journalism: A history of American newspapers and their readers*. Champaign: University of Illinois.
- Robinson, D.J. (2004). *Communication history in Canada*. New York: Oxford University USA.
- Rodman, G.F. (2004). *Mass media in a changing world: History, industry, controversy*. New York: McGraw-Hill.
- Sloan, W.D., & Parcell, L.M. (2002). *American journalism, History, principles, practices*. Jefferson NC: McFarland.
- Stephans, M. (2006). *A history of news*. New York: Oxford University USA.

Periodicals:

Columbia Journalism Review
Editor & Publisher
Journalism Quarterly
Washington Journalism Review

Electronic and/or Audiovisual Resources