
Required Textbook

Anthony R. Fellow, American Media History, Wadsworth Publishing, 2005.

This book is available at the USC Bookstore. Used and new copies are also widely available on internet sites such as Amazon.com, half.com, and barnesandnoble.com. A reserve copy will be available in the ARC (ASC 104).

In addition to this book, you will also be required to read occasional supplemental readings. All of these readings will be posted online and accessible through the course's Blackboard page.

Course Requirements

Exams: You will complete two in-class midterm examinations and a final examination. The midterms will be held on **February 20** and **April 2**. On these tests, you will identify terms, answer short questions, and write an essay that answers a broader question. Each midterm is worth twenty-five percent (25%) of your total course grade. The final exam will be held on Friday, **May 9**, 11am to 1pm. The structure of the final will be similar to the midterms. The final is worth thirty percent (30%) of your total course grade. You must bring a bluebook to all exams.

Assignments: You will write two short media analyses (2-3 pages, double-spaced) in this course. In these papers, you will analyze a primary source document from the history of American journalism. Specific instructions for each assignment will be provided at least one week prior to its due date. Due to the large size of this class, email submissions will NOT be accepted. You must turn in a paper copy to receive credit. These assignments are due on **March 5** and **April 21**. Each paper is worth ten percent (10%) of your total course grade. Late assignments are graded down one full grade for each day they are late.

Attendance and Discussion: It is extremely difficult to get a good grade in this class without consistent attendance. It is *your responsibility* to get notes or assignments for any missed class sessions. If you miss class, be sure to check Blackboard for announcements, assignments, or handouts. Throughout the semester, there will be opportunities for discussion and participation. Students who consistently and energetically participate in class discussion will receive extra credit points that may raise their final course grade.

Cell Phones: Please turn off cell phones before entering class.

Grading

Your course grade will be based upon the following:

Midterm Exam I	25% (<i>February 20</i>)
Midterm Exam II	25% (<i>April 2</i>)
Assignment I	10% (due March 5)
Assignment II	10% (due April 21)
Final Exam	30% (<i>May 9</i>)

Grading will be done on a +/- basis.

Other Information

Plagiarism/Academic Integrity. Plagiarism is defined as taking ideas or writings from another and passing them off as one's own; in journalism and in public relations, this means appropriating the words or ideas of another without clear attribution. The following is the Annenberg School of Journalism's policy on academic integrity as published in the university catalogue: "Since its founding, the USC School of Journalism has maintained a commitment to the highest standards of ethical conduct and academic excellence. Any student found guilty of plagiarism, fabrication, cheating on examinations or purchasing papers or other assignments will immediately receive a failing grade in the course and will be dismissed from the School of Journalism. There are no exceptions to the school's policy."

Academic Accommodations. Any students requesting academic accommodations based on a disability are required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP when adequate documentation is filed. Please be sure the letter is delivered to the professor as early in the semester as possible. DSP is open Monday through Friday, 8:30 a.m.-5 p.m. The office is located in the Student Union room 301 and their phone number is (213) 740-0776.

Internship Credit. The value of professional internships as part of the overall educational experience of our students has long been recognized by the School of Journalism. Accordingly, while internships are not required for successful completion of this course, any student enrolled in this course who undertakes and completes an approved internship during this semester shall earn academic credits herein of an amount equal to one percent of the total available semester points for this course.

Course Outline

Week 1, January 14, 16: Course Introduction, "Journalism" in Colonial America

Reading: Fellow, Intro and Chapter 1 (1-37)

Week 2, January 23: The Press, the American Revolution, and the Founding of the Country

NO CLASS ON JAN. 21, MLK HOLIDAY

Reading: Fellow, Chapters 2 and 3 (38-83)

Week 3, January 28, 30: The Press and American Politics in the 19th Century

Reading: Fellow, Chapter 4 (85-112); Alexis de Tocqueville, "Unlimited Power of the Majority in the United States, and Its Consequences" (on Blackboard)

Week 4, February 4, 6: The Rise of the Urban Press in Industrializing America

Reading: Fellow, Chapter 5 (113-149); Wilson, Gutierrez, and Chao, "Alternatives: Colorful Firsts in Class Communication," (263-288); Beasley and Gibbons, "Voicing Women's Experience" (31-52) (on Blackboard)

Week 5, February 11, 13: Muckrakers, Jingoism, and the Yellow Press in Progressive America

Reading: Fellow, Chapters 6 and 7 (150-215)

Week 6, February 20: **Midterm exam 1** (bring blue book to class)

NO CLASS ON FEB. 18, PRESIDENTS HOLIDAY

Week 7, February 25, 27: Magazines, Advertising, and the Rise of Consumer Culture
Reading: Fellow, Chapter 11 (313-335); Marchand, "Apostles of Modernity" (1-24) (on Blackboard)

Week 8, March 3, 5: The Great Depression, Photojournalism, Radio, and Newsreels
Assignment 1 due Wednesday, March 5
Reading: Fellow, Chapter 9 (245-276)

Week 9, March 10,12: World War II, the Media, and Propaganda
Film Screening: *Note of Triumph: The Golden Age of Norman Corwin*
Reading: Fellow, Chapter 8 (219-244); read 10 Ernie Pyle columns of your choosing from <http://journalism.indiana.edu/news/erniepile/>

SPRING BREAK: NO CLASS

Week 10, March 24, 26: Journalism, McCarthyism, and Television in the 1950s
Reading: Fellow, Chapter 10 (277-312); Feldstein, "I Wanted the Whole World to See" (263-304) (on Blackboard)

Week 11, March 31, April 2: The Media and Civil Rights Movement; **Midterm Exam 2** (April 2)
No New Reading

Week 12 April 7, 9: The Rise of the Gay and Lesbian Press in America
Reading: Loftin, "ONE magazine and Its Readers;" Alwood, "Gay News, Straight Media" (101-117), "Gay Power, Gay Politics" (181-196) (on Blackboard)

Week 13, April 14, 16: The Vietnam War, Watergate, and the Press
Reading: Fellow, Chapter 12 (336-374)

Week 14, April 21, 23: 24-Hour News Media, Scandals, and Tabloids
Film screening, Monday, April 21: *Network*
Assignment 2 due Monday, April 21
Reading: Read a current issue of *The National Enquirer*, *The Globe*, or *Star*; watch network news broadcast, *O'Reilly Factor*, and *Countdown with Keith Olberman*

Week 15, April 28, 30: Journalism and the Internet; Course Review
Reading: To Be Announced

FINAL EXAM: FRIDAY MAY 9, 11-1

QuickTime™ and a
TIFF (Uncompressed) decompressor
are needed to see this picture.