

**University of Southern California**  
**Annenberg School for Communication**  
**School of Journalism**  
**Journalism 201: History of News in Modern America**  
**Autumn 2007**

**Instructor:** Félix F. Gutiérrez, Professor of Journalism and Communication

**Graduate Assistants:** Brooke-Sidney Gavins and Elizabeth (Emily) Henry.

**Campus Office:** ASC 326B, 213-821-6260, [ffgutier@usc.edu](mailto:ffgutier@usc.edu)

**Home Office:** 510-531-7481. If no answer, please leave a voicemail and I will call you back.

**Office Hours:** Monday, 2:30 p.m.-3:30 p.m., Tuesday, 1:00 p.m.-2:00 p.m., Wednesday, 11:00 a.m.-11:45 a.m. I am also available by appointment.

**Class Details:** Mondays and Wednesdays, Noon-1:50 p.m., ASC 204

**Textbook:**

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

**About the Course:**

Although this class is titled the History of News in Modern America, it begins centuries earlier with people and places away from North America so that we can better understand how news got to where it is today and where it might be in the future.

The primary textbook, Anthony R. Fellow's American Media History, was chosen for you because it documents the development of North American journalism and puts it in the political, economic and social context of the times that different things happened. From the book you will get the details of how news media have evolved and how some key people and events shaped that evolution. This basic journalism history will be supplemented by other readings and guest speakers.

The book and required supplemental readings will provide the background for the topics to be expanded upon, analyzed and discussed at each class session. You will be called upon to participate, so be sure to finish the assigned readings before the session at which that topic will be discussed.

A site for this course has been activated on USC's Blackboard system. You will be able to access supplemental readings, outside events, and participate in other course activities by accessing the course on Blackboard. The URL is <http://blackboard.usc.edu>. To enter the site you must be registered in the class and log on with your username minus @usc and password.

**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 25 points of the 500 total available semester points for this course.

### Grading and Grades

All student work will be read and evaluated. The Examinations are designed to give you a chance to show how much you have learned and what you make of it. The Pop Quizzes are unannounced and will be based on the required reading for that class session. Your attendance and participation in class is very important if you hope to do well. Although attendance will not be taken at each class, the pop quizzes will be used to assess attendance. If you are not present without an excused absence and a quiz is given, you won't get credit for that quiz. Your 2057 Obituary is due at the beginning of class on September 5 and is a chance to project your personal and professional future as it relates to news media. The Activity/Internship/Class Contribution reports are two 500-word reports on your work with campus media, journalism or public relations organizations, an outside professional internship, or presentation you make to the class.

If you miss class, check with a classmate for notes on what you missed. Make up examinations will not be given except in case of serious emergencies with written documentation. If such an emergency does occur, please let me know as soon as you are able to do so.

Assignment of points used in determining the final grade will be as follows:

(1) First Examination	100 points
(2) Second Examination	100 points
(3) Pop Quizzes (Four or Five)	100 points
(4) Your 2057 Obituary	25 points
(5) Activity/Internship/Class Contribution (2@25 points)	50 points
(4) Final Examination	<u>125 points</u>
TOTAL	500 points

Final Grades will be assigned by tabulating the total number of points you accumulate for the semester: 500-450=A, 449-400=B, 399-350=C, 349-300=D, 299-Below=F. Grades **may have plus or minus designations** (i.e. B+) appended within grade categories once the points are totaled and score groupings are analyzed.

### **Guide to Schedule of Class Activities**

Content: Material to be covered in the class that day.

Read: Read this material before coming to the class that day.

Due: Assignment to be turned in at this class session.

Do: Do before the next class.

#### **First Week**

##### **August 27: Welcome to Journalism's Yesterdays: They'll Help Guide You to Tomorrow. Journalism's Roots Before North America**

Content: Introduction of the professor and class assistants, organization of the course, why it is important for journalists to understand journalism's history, the beginnings of journalism in and out of America.

Do: Read Fellow, Introduction, "Before the American Experience," and Chapter 1, "The Colonial Years."

##### **August 29: Colonial Press and their Practices**

Content: The role of journalism in Spanish and English colonies prior to independence.

Read: Fellow: Introduction, "Before the American Experience," and Chapter 1, "The Colonial Years."

Do: The year is 2057. You just died. Write your obituary of at least 500 words double spaced.

#### **Second Week**

##### **September 3: Labor Day: No Class**

##### **September 5: Revolutionary Journalism**

Content: Were The Editors of the American Revolution Really Revolutionaries?

Read: Fellow, Chapter 2, "The Press and the Revolution" and Carol Sue Humphrey, "Literacy, Newspapers, Pamphlets and Revolutionary Democracy," pp. 52-54.

Due: **Two copies** of your obituary in the year 2057.

#### **Third Week**

##### **September 10: First Amendment Forces and Freedoms**

Content: Is there a fatal flaw in the First Amendment?

Read: Fellow, Chapter 3, "The Press and the Founding of a Nation."

##### **September 12: American Media from Class to Mass**

Content: Jacksonian Democracy and the Penny Press

Read: Fellow, Chapter 4, "A Press for the Masses" and Alexis de Tocqueville, "Unlimited Power of the Majority in the United States, and Its Consequences."

#### **Fourth Week**

##### **September 17: Voices for Women and Minorities: Right from the Start**

Content: The beginnings of media for and by women and people of color.

Read: Clint C. Wilson II, Felix Gutiérrez and Lena M. Chao, "Alternatives: Colorful Firsts in Class Communication," pp. 261-288, and Maurine Beasley and Sheila Gibbons, "Voicing Women's Experiences," pp. 31-52.

**September 19: The Press Goes to War: Mexican, Civil, Indian and Spanish American**

Content: How journalism and war coverage evolved in the fifty years between the United States' two forgotten wars against México and Spain.

Read: Fellows, Chapter 5, "A Divided Nation, A Divided Media" and assigned readings.

**Fifth Week**

**September 24: The Rise of Big City Newspapers and their Editors**

Content: Signs of the Times: Big Cities, Big Newspapers, and Big Editors

Read: Fellow, Chapter 6, "The Yellow Press and the *Times*."

**September 26: Yellow Journalism and the Yellow Peril,**

Content: How journalists promoted the Yellow Peril of the late 19<sup>th</sup> and early 20<sup>th</sup> centuries. Review for the first examination.

Read: Assigned press coverage of Chinese, Japanese, Koreans, Filipinos and other Asian Pacific people in the United States from the 1860s to the 1920s.

Do: Prepare for the first examination.

**Sixth Week**

<b>October 1: First Examination</b>
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**October 3: The Rise of National Magazines, National Audiences and Muckraking Journalism. Review for the First Examination.**

Content: How magazines from *Harper's Illustrated Weekly* to the *Police Gazette* became the first national news media and how muckraking magazines became a watchdog for the public on corporate and government abuses of power

Read: Fellow, Chapter 7, "Magazines, Muckraking, and Public Relations," pp. 181-205.

**Seventh Week**

**October 8. Public Relations: Mobilizing the Press and the Public**

Content: The rise and development of public relations from press agents to public relations agencies in the early 20<sup>th</sup> century, including government efforts to mobilize public opinion in support of World War I.

Read: Fellow, Chapter 7, "Magazines, Muckraking, and Public Relations," pp. 205-213, and George Seldes, *Witness to a Century*, pp. 74-90.

**October 10: Public Relations: Connecting With the Public Through the Press and Beyond**

Content: Presentation on the historical roots of public relations by Jerry Swerling, Professor of Professional Practice and Director of Public Relations Studies.

Read/View: Websites sponsored by a company, organization, cause or public event.

**Eighth Week**

**October 15: Journalism Goes to the Movies and to the Public**

Content: Presentation on public perceptions of journalists and journalism by Joe Saltzman, Professor of Journalism and Director of the Image of Journalists in Popular Culture.

Read: Fellow, Chapter 8, "American Film."

**October 17: March 28: Photojournalism: Is a Picture Worth 1,000 Words?**

Content: A look at early movie newsreels, the works of Pulitzer Prize-winning photojournalists and the stories behind their photos.

**Ninth Week**

**October 22: The Rise of Radio and Radio Docudramas**

Content: The rise of radio and its role in news and dramatic presentations of important events, including a viewing of “Note of Triumph: The Golden Age of Norman Corwin,” 2006 Academy Award winning documentary.

Read: Fellow, Chapter 9, “Radio and Its Promises.”

**October 24: The Rise of Radio and Government Regulation**

Content: The concurrent development of radio as a national mass medium and the Federal government’s regulatory role in broadcast media, including the rise role of radio journalists as celebrities.

**Tenth Week**

**October 29: Television News: Combining Sight, Sound and Motion**

Content: The growth of television as the nation’s dominant mass medium for news.

Read: Fellow, Chapter 10, “Television: Progress and Problems.”

**October 31: Making it in Broadcasting: What it takes. Review for Second Examination**

Content: Television and radio journalists and their reporting, editing and presentation of news and public affairs. Guest presentation: Pat Dean, Professor of Professional Practice and Associate Director, School of Journalism. (Invited)

Do: Review for the second examination.

**Eleventh Week**

<b>November 5: Second Examination</b>
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**November 7: Marketing and Advertising: Journalism’s Not-So-Silent Partner**

Content: The role of advertising and marketing on the media and the public.

Read: Fellow, Chapter 11, “Advertising as a Social and Political Force.”

**Twelfth Week**

**November 12: Advertising: A Second Look at the Hidden Persuaders**

Content: A look at print and television advertising and why they are and are not effective. Second Examination review.

**November 14: Objectivity: Who is a Journalist/What is Journalism?**

Content: Who has been a journalist? Who is a journalist today? Who will be a journalist tomorrow?

Read: Fellow, Chapter 12, “The Media and National Crises.”

**November 16: Last day to drop a class with a mark of “W”**

### **Thirteenth Week**

#### **November 19: Out From the Closets: Coverage of GLBT Issues in the News**

Content: How news media have covered and didn't cover sexual orientation issues over the years. Presentation by Laura Castaneda, Associate Professor of Professional Practice and Larry Gross, Professor and Director of the School of Communication.

Read: Larry Gross, "Fit to Print: Journalism."

**November 24: No Class. Have a great Thanksgiving!**

### **Fourteenth Week**

#### **November 26: Counterpoints: The Role of the Black Press**

Content: Movie: "Soldiers Without Swords"

Read: Assigned reading from Armistead Pride and Clint C. Wilson II, "A Mission Lost or New Directions?"

#### **November 28: Racial, Ethnicity and the News Media: The Fights for Front Door Access to the First Amendment**

Content: Efforts by journalists, advocacy groups, and educators to integrate the news media following the 1968 Kerner Commission report on urban violence. Presentation by Jay T. Harris, Wallis Annenberg Chair in Journalism and Communication, and Frank O. Sotomayor, Associate Director, Institute for Justice and Journalism.

Read: Assigned readings documenting the efforts for racial justice in the media.

### **Fifteenth Week**

#### **December 3: Ethnic Media Through the 20<sup>th</sup> Century**

Content: Ethnic media journalists and the life, death and rebirth of ethnic news media in the United States during the 20<sup>th</sup> century.

Read: Assigned reading on ethnic media.

#### **December 5: Journalism: From Mass Media to Class Media, Review for the Final**

Content: A look at journalism's past as a preview to journalism's future. Review of the course for the final examination.

Read: Assigned reading and anything else you haven't read during the semester.

### **Finals Week**

**Friday, December 14: FINAL EXAMINATION, 11 a.m.-1 p.m.**

**Thanks for being part of the class. Have a great Winter Break!**

