

Journalism 4820
History of American Media
Spring 2010
MW 11 a.m.-12:20 p.m.

Instructor: James E. Mueller, Ph.D., associate professor

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Office Hours: 12:30-2 p.m. Monday and Wednesday and by appointment.

Course Description and Objectives:

This course familiarizes students with the history of American media and the nature of historical research, especially when applied to the study of journalism.

After completing the course, you should be able to:

*Describe the main historical figures in American media history.

*Describe the main periods in American media history.

*Understand how the past has influenced the current media.

*Understand how historical research is conducted.

Text:

The Media in America: A History (Seventh Edition) edited by Wm. David Sloan.
Additional outside readings may be required during the semester.

Textbook policy

The Mayborn School of Journalism doesn't require students to purchase textbooks from the University Bookstore. Many are available through other bookstores or online.

Grading:

Your grade will be determined by performance on all activities. All activities will be given a point value, and the following grading scale will apply:

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|---|---|
| 90-100 percent of total points possible | A |
| 80-89 percent | B |
| 70-79 percent | C |
| 60-69 percent | D |
| Less than 60 percent | F |

Approximate Breakdown of Points:

I reserve the right to adjust our points and assignments as the semester progresses if the need should arise. Every effort will be made, however, to adhere to the following:

| | | |
|--|------------|--------------------|
| 10 quizzes @ 20 points each | 200 points | about 30% of grade |
| four 3-5 page papers @ 100 points each | 400 points | about 60% of grade |
| Attendance | 65 points | about 10% of grade |
| Total possible | 665 points | |

More detail about the writing assignments will be provided later, but they will include interviewing a person over age 70 about changes in media and three papers based on research of historical topics.

Students should remember as they monitor their grades during the semester that a C or better is required to count this course toward a journalism degree at North Texas.

Email

I will make every effort to respond within 24 hours to student email sent to me Monday through Friday. But because of the number of students I have in my classes and my other commitments for the university, I will not always be able to answer your email within that time frame. You should therefore avoid asking me important questions at the last minute.

Your email subject line should include "History of American Media." Your email should address me as Dr. Mueller, and you should include your full name in closing.

JOURNALISM REQUIREMENTS & GUIDELINES

Journalism Course Registration

1. The Mayborn School of Journalism, in conjunction with the Registrar's Office, has eliminated the need for individual class codes for the majority of journalism courses. Registration will begin on the dates noted in the schedule of classes each semester. The system is a live, first come/first serve program; thus, we are unable to maintain the traditional waiting list as has been in years past.
2. By registering for this course, you are stating that you have taken the required pre-reqs according to your catalog year and major/minor status. If the instructor later determines that you haven't taken and passed these requirements, then you may be dropped at any point in the semester. If you have questions about your pre-reqs, please see an advisor.
3. For a journalism major to be enrolled in any restricted 3000 and 4000 level classes, you must have taken and passed the GSP test, all pre-major courses, and Math 1680 and also have applied for major. Students must earn and maintain a 2.5 UNT and/or overall GPA (depending upon catalog year) to be eligible for major level courses.

Pre-majors must file a formal application for major status in the final semester of pre-major status to be eligible for early registration of major level classes in the following semester.

Re-taking Failed Courses

Students will not be allowed to automatically take a failed journalism course more than two times. Once you have failed a journalism course two times, then you will not be allowed to enroll in that course for 12 months. Once you have waited 12 months after failing a course twice, you may make an appeal to the professor teaching the course to be allowed to enroll a third time.

Disability Accommodation

The School of Journalism cooperates with the Office of Disability Accommodations to make reasonable accommodations for qualified students. If you have not registered with ODA, please do so, and present your written accommodation request to me by the 12th day of class.

SETE

The Student Evaluation of Teaching Effectiveness (SETE) is a university-wide online evaluation and a requirement for all UNT classes. The Mayborn School of Journalism needs your input to improve our teaching and curriculum. This short survey will be available at the end of the semester, providing you a chance to comment on how this class is taught. You're a critical part of our growth and success. We look forward to your input through SETE.

Academic Honesty

When you submit work for this class, that is the same as making a statement that you have produced the work yourself, in its entirety. Plagiarism, fabrication, copyright infringement, and similar uses of other people's work are unacceptable. You are expected to conform to the university Student Code of Conduct; see www.unt.edu/csrr.

Plagiarism, in a nutshell, is using other people's written words as your own. Some people consider the use of 7-10 words in a row, copied from another source, as plagiarism. Be sure to include citations when using other people's writing, because plagiarism is a serious offense in any discipline, especially in journalism. It's a firing offense in the professional world.

In this department, students face a range of penalties for plagiarism (depending on the importance of the assignment): a grade of "F" on a minor assignment; a request that the student drop the class; withdrawal of the student from the class, initiated by the professor; an "F" in the course; a referral to the UNT Center for Student Rights and

Responsibilities; a notation on the student's transcript; and suspension or expulsion from the university. A combination of these penalties may also be used.

Course policies:

This is a course in a professional field and as such students will be expected to adhere to standard workplace rules regarding deadlines and attendance. In other words, students are expected to attend every class, show up on time and turn in work on time.

Attendance will be taken at the beginning of class. Students who are not in class by the time roll is taken will be counted absent. Students who are tardy are responsible for notifying the instructor, immediately after class, that they attended class that day. Students who notify the instructor will be marked tardy instead of absent. Two tardies will equal one absence.

Attendance points will be awarded as follows:

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|----------------------------------|-----------|
| No more than 1 unexcused absence | 65 points |
| Two unexcused absences | 59 points |
| Three unexcused absences | 46 points |

Students with more than four unexcused absences will earn 0 points for attendance and will in effect have lowered their semester grade a full letter grade.

Students who are more than a few minutes late may be denied admission to that day's class and counted absent. Students who disrupt the class with side discussions with classmates, ringing cell phones or other distractions may be asked to leave the class and will be counted absent.

Assignments, unless otherwise indicated, must be typed and double-spaced. **Late assignments will not be accepted except in the rare case of a documented illness or family emergency.**

Documentation for an illness is a note from a doctor or nurse that states explicitly that the student was too ill to attend class. Documentation for a family emergency could be a note from a relative explaining the emergency and should include a phone number so the instructor can verify the note. **Any such documentation must be turned in during the class period immediately following the absence(s).**

Tentative Course Calendar (Chapter numbers refer to the textbook. Assigned reading should be done before class.)

Week beginning:

Jan. 18 No class on Monday. Why Study Media History? Historiography. Read Introduction.

Jan. 25 Beginnings of Mass Communication. Read Chapters 1-2. **Quiz 1, Jan. 27.**

Feb. 1 The Colonial and Revolutionary Press. Read Chapters 3-4. **Quiz 2, Feb. 3.**

Feb. 8 The Party Press. Read Chapters 5-6. **Quiz 3, Feb. 10.**

Feb. 15 The Penny Press and Antebellum Press. Read Chapters 7-8. **Paper 1, Feb. 17.**

Feb. 22 The Civil War and the Frontier Press. Read Chapters 9-10. **Quiz 4, Feb. 24.**

March 1 The First New Journalism. Read Chapters 11 and 12. **Quiz 5, March 3.**

March 8 Editorial Cartoons and Comics. **Quiz 6, March 10.**

March 15 Spring Break. No class.

March 22 Magazines Read Chapters 13 and 20. **Paper 2, March 24.**

March 29 Advertising. Read Chapters 14 and 21. **Quiz 7, March 31.**

April 5 Public Relations. Read Chapter 22. **Quiz 8, April 7.**

April 12 Radio and Entertainment. Read Chapters 18-19. **Quiz 9, April 14.**

April 19 The Media and the World Wars. Read Chapters 17 and 18. **Paper 3, April 21.**

April 26 The Media Since 1945. Read Chapters 23 and 24. **Quiz 10, April 28.**

May 1 Modern media. Read Chapter 25. Work on Paper 4.

In lieu of a final exam, students will turn in and discuss Paper 4 during the final exam period for this class, which is 10:30 a.m. to 12:30 p.m. Friday, May 14, in this room.

Statement of Student Learning Outcomes, UNT Journalism

Since 1969, the UNT Department of Journalism has been accredited by the Accrediting Council on Education in Journalism and Mass Communication. This national accreditation also extends to the Mayborn Graduate School of Journalism, the only accredited professional master's program in Texas. About one-fourth of all journalism and mass communication programs in the United States are accredited by ACEJMC. National accreditation enhances your education here, because it certifies that the department and graduate school adhere to many standards established by the council. Among these standards are student learning outcomes, covered by journalism courses in all sequences.

This course, JOUR 4820, will help to meet the student learning outcomes that have been checked by your professor, Dr. James E. Mueller.

Each graduate must:

- Understand and apply First Amendment principles and the law appropriate to professional practices.
- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.
- Demonstrate an understanding of the diversity of groups in a global society in relationship to communications.
- Understand concepts and apply theories in the use and presentation of images and information.
- Work ethically in pursuit of truth, accuracy, fairness and diversity.
- Think critically, creatively and independently.
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work.
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.
- Apply basic numerical and statistical concepts.
- Apply tools and technologies appropriate for the communications professions in which they work.

August 23, 2005