Journalism-History 560  
History of Mass Communication  
Fall 2015

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COURSE DESCRIPTION: JH 560 reviews significant changes in the American news media and the role of the press in important periods in U.S. history. Attention is also given to the evolution of modern advertising and public relations, including the federal government’s efforts to manage public opinion.

REQUIREMENTS include a mid-term, paper, and final examination. Their timing and impact are:

- MIDTERM (Oct. 12)  25 percent of course grade
- PAPER (due in class, Nov. 23*)  25 percent of course grade
- SECTION PARTICIPATION  10 percent of course grade
- FINAL EXAM (5:05, Dec. 17)  40 percent of course grade

*Late papers are marked down; none will be accepted after December 11.

Graduate students will work directly with the professor, who will grade their examinations and supervise and grade their research papers.

REQUIRED READINGS


Paul Finkelman, ed., A Brief Narrative in the Case and Tryal of John Peter Zenger.  


Andie Tucher, Froth and Scum: Truth, Beauty, Goodness, and the Ax Murder in America’s First Mass Medium.
All books should be on reserve at the Journalism Reading Room, 2130 Vilas Hall.

**LECTURE AND READING SCHEDULE**

**Week 1:**
Introductions; the Advent of Printing in Early Modern Europe.
9/2

**Week 2:**
The Colonial Printer; Press Freedom in 18th Century America.
9/9
*Read:* Finkelman, *Brief Narrative.*

**Week 3:**
The Press and the American Revolution.
9/14

**Week 4:**
Degrees of Press Freedom, 1790-1812.
9/21
*Read:* Richard Buel (Learn@UW).

**Week 5:**
The Newspaper as Booster of Party and Region.
9/28
*Read:* Tucher, pt. 1.

**Week 6:**
The Penny Press and the Discovery of Objectivity.
10/5
*Read:* Tucher, pt. 2.

**Paper topic deadline, Friday, October 9**

**Weeks 7-8:**
The Rise of Independent Journalism.
10/12 & 10/19
*Read:* Summers.

**Week 9:**
The New Magazine.
10/26
*Read:* Scanlon.

**Week 10:**
The Coming of Mass Advertising.
11/2
*Read:* Meyers, ch. 1.

**Week 11:**
The Birth of Corporate Public Relations
11/9
*Read:* Baker (Learn@UW).

**Weeks 12-13:**
11/16 & 11/23
*Read:* Meyers, chs. 2-10.

**Papers due in class, Monday, November 23.**

**Week 14-15:**
The Rise and Fall (?) of Television News.
11/30 & 12/7
*Read:* Ponce de Leon.

**Week 16:**
The End of History.
12/14