

University of Wisconsin-Madison
Journalism/ History 808: History of Mass Communication
Spring 2019 - 3 credits - Wednesdays, 2-4 p.m. - White 7115

Prof. Kathryn McGarr - kmcgarr@wisc.edu
Vilas 5146 - OH: Mondays, 1-3 p.m.

Course Description

In this readings course, we'll work towards an understanding of how historians have dealt with major trends in mass communication, including the rise of the public sphere, the commercialization of news, and the creation and fracturing of political consensus. We'll address questions that are historical as well as historiographical: What role has media played in the formation of political institutions and movements, and how has policy, in turn, shaped media? Can print build community? In what ways are press freedom and democracy constitutive? Why has media history been outside the mainstream of the historical profession?

The books in this course are a mix of classic works that have defined the field and newer works that give it its current direction. We'll also bridge the divide in scholarship between history and mass communication, two disciplines with overlapping interest in how society functions. The focus will be on societies and institutions in the United States, with a brief foray into precedents in England and France, but I welcome the international perspectives that you may bring from other courses or your own lives.

Student Learning Outcomes

- Analyze and engage with the arguments and evidence of historians of communication
- Produce original scholarship through historiographical work and/or archival research

Course Requirements

1. You should come to class every week having read the assigned material closely and prepared to discuss it. Part of your preparation for class discussion will involve writing a one-page "admission ticket" for seminar. Your ticket might be a question or a series of questions; alternatively, it might be observations about what you think is important or surprising about the readings before you; or you might identify either points of connection or ruptures with the reading from previous weeks. Whatever else it is, your admission ticket should be an authentic and carefully thought-out reaction—not something forced or dashed-off. Please email me your ticket by 7 a.m. of the day we meet for class (as a double-spaced, Times New Roman, 12-pt Word doc). This will help me set the agenda for discussion.

Active participation and thoughtful tickets are 60% of your final grade.

2. On May 5 by 5pm, you will turn in to Canvas a 15-20 page paper. You have three options:
 - a) A historiographical essay.
-or-
 - b) A draft of a historical research paper for a conference you could imagine applying to in the future (note whether it's for OAH, AHA, AEJMC, AJHA, ICA, or another conference in your field) with primary source research done in the Wisconsin Historical Society.
-or-
 - c) Select an established historian of mass media and read their "canon." Write an intellectual biography describing what you see as their central preoccupations, methodologies, and contributions. What are the questions their work raises and does not answer? How do they exemplify (or fail to exemplify) the broader development of the subfield? What is the relationship

between earlier and later work? Note that in order for this exercise to be successful, you will need to select someone who has written at least two books and several articles in the field.

Your paper is 40% of your final grade.

Please submit to Canvas a one-page proposal for your paper by Friday, April 5 at 5pm.

Academic Integrity

By enrolling in this course, each student assumes the responsibilities of an active participant in UW-Madison's community of scholars in which everyone's academic work and behavior are held to the highest academic integrity standards. Academic misconduct compromises the integrity of the university. Cheating, fabrication, plagiarism, unauthorized collaboration and helping others commit these acts are examples of academic misconduct, which can result in disciplinary action. This includes but is not limited to failure on the assignment/course, disciplinary probation or suspension. Substantial or repeated cases of misconduct will be forwarded to the Office of Student Conduct & Community Standards for additional review. For more information, refer to studentconduct.wiscweb.wisc.edu/academic-integrity/.

This class will follow university guidelines concerning scholastic misconduct and grievance procedures. You should all know what plagiarism is — using someone else's words, design or thoughts in your own work. This involves cutting and pasting material from others, using images for which you don't have the rights, taking from stories or papers written by other students or writers, or fabricating material. Your work should only include your own writing, paraphrased material or direct quotes from sources. If you have questions about plagiarism or whether what you're doing is wrong, please ask. You will not be punished for asking, but you will be disciplined for plagiarism.

Accommodations for Students With Disabilities

University of Wisconsin-Madison supports the right of all enrolled students to a full and equal educational opportunity. The Americans with Disabilities Act (ADA), Wisconsin State Statute (36.12), and UW-Madison policy (Faculty Document 1071) require that students with disabilities be reasonably accommodated in instruction and campus life.

Reasonable accommodations for students with disabilities is a shared faculty and student responsibility. Students are expected to inform me of their need for instructional accommodations by the end of the third week of the semester, or as soon as possible after a disability has been incurred or recognized. I will work either directly with you or in coordination with the McBurney Center to identify and provide reasonable instructional accommodations. Disability information, including instructional accommodations as part of a student's educational record, is confidential and protected under FERPA. For more information about accommodations and related services, visit the McBurney Disability Resource Center (www.mcburney.wisc.edu).

Diversity and Inclusion

Diversity is a source of strength, creativity and innovation for UW-Madison. We value the contributions of each person and respect the profound ways their identity, culture, background, experience, status, abilities and opinion enrich the university community. We commit ourselves to the pursuit of excellence in teaching, research, outreach and diversity as inextricably linked goals. The University of Wisconsin-Madison fulfills its public mission by creating a welcoming and inclusive community for people from every background – people who as students, faculty and staff serve Wisconsin and the world. (diversity.wisc.edu)

Credit Standards (3 Credits)

The credit standard for this course is met by an expectation of a total of 145 hours of student engagement with the course learning activities.

Course Readings and Schedule

These books are available for purchase at the university bookstore, and most you should be able to find used on Amazon. They're also on reserve at the Journalism Reading Room (2130 Vilas Hall), or are available in full online through UW Library.

Books, listed in the order in which you need them:

- Elizabeth Eisenstein, *The Printing Revolution in Early Modern Europe: Second Edition* (Cambridge: Cambridge University Press, 2005).
- Paul Starr, *The Creation of the Media: Political Origins of Modern Communications* (New York: Basic Books, 2004).
- David Nord, *Communities of Journalism: A History of American Newspapers and Their Readers* (Urbana: University of Illinois, 2001).
- Julia Guarneri, *Newsprint Metropolis: City Papers and the Making of Modern Americans* (Chicago: University of Chicago Press, 2017).
- T. Jackson Lears, *Fables of Abundance: A Cultural History of Advertising* (New York: Basic Books, 1994).
- Sam Lebovic, *Free Speech and Unfree News: The Paradox of Press Freedom in America* (Harvard University Press, 2016).
- Edward S. Herman and Noam Chomsky, *Manufacturing Consent: The Political Economy of the Mass Media* (Pantheon Books, 1988).
- Wendy Wall, *Inventing the "American Way": The Politics of Consensus from the New Deal to the Civil Rights Movement* (Oxford University Press, 2008).
- Daniel Hallin, *The Uncensored War: The Media and Vietnam* (1986; University of California Press, 1989).
- Matthew Pressman, *On Press: The Liberal Values that Shaped the News* (Harvard University Press, 2018).
- Nicole Hemmer, *Messengers of the Right: Conservative Media and the Transformation of American Politics* (University of Pennsylvania Press, 2016).

*Articles, individual chapters, and any other supplementary material we need during the semester are on Canvas as PDFs, signified with asterisks in the schedule.

Week 1: Introduction to the History of Mass Communication

- Jan. 23 *James Carey "The Problem of Journalism History" (1974) and *Michael Schudson, "Introduction" in *James Carey: A Critical Reader*, Eve Stryker Munson and Catherine A. Warren, eds. (University of Minnesota Press, 1997).
- *Allan Nevins, "American Journalism and Its Historical Treatment," *Journalism Quarterly*, 36, no. 4 (December 1, 1959):411-22, 519.
- *John Nerone, "Theory and History," *Communication Theory*, 3, no. 2 (May 1993): 148-57.
- *Margaret A. Blanchard, "The Ossification of Journalism History: A Challenge for the Twenty-First Century," *Journalism History*, 25, no. 3: (Autumn 1999): 107-12.

No admission ticket due this week; come to the first discussion prepared to discuss the articles and chapters listed above.

Weeks 2-3: Origins

- Jan. 30 Eisenstein, *The Printing Revolution in Early Modern Europe*
- *Robert Darnton, "An Early Information Society: News and the Media in Eighteenth-Century Paris," *American Historical Review* 105, no. 1 (February 2000):1-35.
- Feb. 6 Starr, *The Creation of the Media*, pp. ix-150

Weeks 4-5: Communities

- Feb. 13 Nord, *Communities of Journalism*
- Feb. 20 Guarneri, *Newsprint Metropolis*

Week 6: Archives - Visit to the Wisconsin Historical Society during class on this day

- Feb. 27 *David Paul Nord, "The Practice of Historical Research," in *Mass Communication Research and Theory*, ed. by Guido H. Stempel III, David H. Weaver, and G. Cleveland Wilhoit (Boston: Allyn and Bacon, 2003)
- *Marion Marzolf, "American Studies—Ideas for Media Historians?" *Journalism History* 5, no. 1 (Spring 1978): 1, 13-16.
- *Jean Ward, "Interdisciplinary Research and Journalism Historians," *Journalism History* 5, no. 1 (Spring 1978): 1, 17-19.

In your ticket for this class about the readings, incorporate a paragraph describing how your current research agenda could benefit from archival research. Or, if you're a historian and all your research is archival, identify two collections at the Wisconsin Historical Society that could be useful to your future work.

Weeks 7-8: Advertising and Consumption

- March 6 *Selections from Pamela Walker Laird, *Advertising Progress*
- *Roland Marchand, "The Corporation Nobody Knew: Bruce Barton, Alfred Sloan and the Founding of the General Motors Family" *The Business History Review*, Vol. 65, No. 4, The Automobile Industry (Winter, 1991), pp. 825-875.
- March 13 Lears, *Fables of Abundance*

Week 9 SPRING BREAK

Weeks 10-11: Freedom and Democracy

- March 27 Lebovic, *Free Speech and Unfree News*
- Starr, *The Creation of the Media*, Chapters 7, 8, 11, 12
- April 3 Herman and Chomsky, *Manufacturing Consent*, Chapters TBD

*Eric Herring and Piers Robinson, "Too Polemical or Too Critical? Chomsky and the Study of the News Media and Foreign Policy," *Review of International Studies*, Vol. 29, No. 4 (Oct., 2003), pp. 553-568

Please submit to Canvas a **one-page proposal for your paper** by Friday, April 5 at 5pm.

Weeks 12-13: Consensus

April 10 Wall, *Inventing the "American Way"*

April 17 Hallin, *The Uncensored War*, pp. 3-113; 211-216

*James Boylan, "Declarations of Independence," *Columbia Journalism Review*, November/December 1986, 29-45.

Weeks 14-15: Objectivity

April 24 Pressman, *On Press*

May 1 Hemmer, *Messengers of the Right*

May 8 by 5pm – **final paper** due on Canvas