

SJSU School of Journalism and Mass Communications
Mass Comm 103, Section 1
History of American Media
Spring 2017

Course and Contact Information

Instructor:	Richard Craig
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Office Hours:	Wednesday 3:00-6:00 p.m. (DBH209H); Thursday 11:45 a.m.-12:45 p.m. (DBH108), and by appointment
Class Days/Time:	Tuesday-Thursday 4:30 p.m.-5:45 p.m.
Classroom:	DBH225

Faculty Web Page

Course materials such as syllabus, handouts, notes, assignment instructions, etc. can be found on my faculty web page at <http://www.profcraig.com>. You may follow me on Twitter at [@SJSUProfCraig](https://twitter.com/SJSUProfCraig) or on Facebook at <https://www.facebook.com/Profcraig>. You should regularly check your e-mail or my Facebook or Twitter to learn of any updates.

Syllabus Supplement

You are required to read all information on this syllabus and on the syllabus supplement, which lists policies that apply to all my classes. It is available on the class home page and on the Web at <http://www.profcraig.com/syllsup.html>.

Course Description

Development of mass communications in the United States from colonial times to the present. Social, economic, and political factors that shaped modern media and the impact of mass media on the society.

Course Learning Outcomes (CLO)

Upon successful completion of this course, students will be able to:

- CLO1.** Demonstrate the ability to think critically, creatively and independently.
- CLO2.** Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
- CLO3.** Demonstrate the ability to use tools and technologies appropriate for the communications professions in which they work.

CLO4. Demonstrate an understanding of the history and role of professionals and institutions in shaping mass communication industries.

These Course Learning Outcomes (CLOs) support the Program Learning Objectives (PLOs) of the School of Journalism and Mass Communications, which may be found [here](#).

Required Texts/Readings

Textbook

Anthony Fellow, *American Media History* (3rd Edition).
ISBN-10: 111134812X | ISBN-13: 9781111348120

Textbook is available at the Spartan Bookstore. **Please note that other outside readings will be assigned throughout the semester, and that you will be responsible for these readings in addition to the text.**

Other Readings

Other required online readings will be posted on the class home page throughout the semester. You will receive advance notice for all additional readings.

Course Requirements and Assignments

SJSU classes are designed such that in order to be successful, it is expected that students will spend a minimum of forty-five hours for each unit of credit (normally three hours per unit per week), including preparing for class, participating in course activities, completing assignments, and so on. More details about student workload can be found in [University Policy S12-3](#) at <http://www.sjsu.edu/senate/docs/S12-3.pdf>.

Structure:

Regular class participation in discussions and exercises is required, as are readings from the text and assorted handouts and/or assigned online articles, two exams and a term paper. If you must miss a class, please be sure to contact me beforehand and arrange to get notes from a classmate. Regular class attendance and showing up on time are vital – repeated unexcused absences and/or lateness will be noted and hurt your participation grade.

Class Discussion:

This is a class on history, but it's not just going to be a semester of regurgitating names and dates. The focus is on learning from the development of media in America and applying those lessons to current-day topics. For each subject we cover in class, we're going to spend some time in class relating it to current issues and concerns.

Since this is an upper-division course, you will be expected to participate actively in these discussions -- 20 percent of your grade will come from participation. The idea isn't to be punitive -- it's to create an atmosphere in which participation is encouraged and welcomed. I insist upon one rule within this structure -- **no one is to insult another person's contribution, period.** A good environment for discussion is not based on negativity.

Exams:

Both the midterm and the final exam will consist of three parts: multiple choice, identifications and short essays. You will not need to bring exam books; answers are written on the exam sheets. You'll receive a study guide for each exam roughly a week in advance. To be fair to all students, exams must be taken on the day scheduled, with exceptions granted for only well-documented legitimate emergencies (see syllabus supplement). **The midterm exam will be given Thursday, March 23, and the final exam will be held Monday, May 22 – please clear your schedules for these dates.**

Term Paper:

The paper assigned for this class will be **due Tuesday, April 25**. It will be an 8-to-10 page look at how one historical person, event or issue influenced today's technology, media or everyday life. You'll receive a detailed handout on the paper assignment a couple of weeks into the semester, and we'll spend some time discussing it early in the semester. You will submit a paper topic proposal **February 23** -- a couple of paragraphs about the topic you've chosen to write about. More details on all term paper-related matters will be discussed in the handout. As noted in the syllabus supplement, papers are expected to be turned in on time, period.

NOTE that University policy F69-24, "Students should attend all meetings of their classes, not only because they are responsible for material discussed therein, but because active participation is frequently essential to insure maximum benefit for all members of the class. Attendance per se shall not be used as a criterion for grading."

Grading Information

Assignments are weighted as follows:

- Midterm exam: 25 percent
- Term paper: 30 percent
- Final exam: 25 percent
- Participation: 20 percent

See syllabus supplement for information on attendance, deadlines, classroom protocols, academic honesty and other issues not covered here.

Note that "All students have the right, within a reasonable time, to know their academic scores, to review their grade-dependent work, and to be provided with explanations for the determination of their course grades." See University Policy F13-1 at <http://www.sjsu.edu/senate/docs/F13-1.pdf> for more details.

University Policies

Per University Policy S16-9, university-wide policy information relevant to all courses, such as academic integrity, accommodations, etc. will be available on Office of Graduate and Undergraduate Programs' [Syllabus Information web page](http://www.sjsu.edu/gup/syllabusinfo/) at <http://www.sjsu.edu/gup/syllabusinfo/>.

MCOM72/Media & Society, Section 3 Spring 2017 Course Schedule

Schedule is subject to change; any changes in required readings will be announced a minimum of one week in advance, with students notified via e-mail and social media. *Readings are in bold italics.*

Course Schedule

Week	Dates	Topics, Readings, Assignments, Deadlines
1	Jan. 31- Feb. 2	Introduction: Media Functions <i>Fellow, Intro and Chapter 1</i>
2	Feb. 7-9	The Press in the Development of American Democracy <i>Fellow, Chapters 2-3</i>
3	Feb. 14-16	Journalism as a Mass Medium <i>Fellow, Chapter 4</i>
4	Feb. 21-23	Sensationalism and Partisanship <i>Fellow, Chapters 5-6</i> THURSDAY, FEB. 23: TERM PAPER PROPOSAL DUE
5	Feb. 28- Mar. 2	Magazines, Muckraking, and Public Relations <i>Fellow, Chapter 7</i>
6	Mar. 7-9	American Film <i>Fellow, Chapter 8</i>
7	Mar. 14-16	Movies <i>Fellow, Chapter 8, continued</i> THURSDAY, MARCH 16: MIDTERM EXAM
8	Mar. 21-23	Radio and its Promises <i>Fellow, Chapter 9</i>
9	Mar. 28-30	SPRING BREAK – NO CLASS
10	Apr. 4-6	Television: Progress and Problems <i>Fellow, Chapter 10</i>
11	Apr. 11-13	Television's Rising and Falling Influence <i>Fellow, Chapter 10, continued</i>
12	Apr. 18-20	Advertising as a Social, Economic and Political Force <i>Fellow, Chapter 11</i>
13	Apr. 25-27	TUESDAY, APRIL 25: TERM PAPER DUE IN CLASS Advertising in Modern America <i>Fellow, Chapter 11, continued</i>

14	May 2-4	The Media and National Crises <i>Fellow, Chapter 12-13</i>
15	May 9-11	The Internet Revolution <i>Fellow, Chapter 14</i>
16	May 16	Course and exam review
Final Exam	Wednesday, May 24	3:00-4:15 p.m. in regular classroom.