JAMS 360 - History of Mass Media, Spring 2018
Tues./Thurs: 11am-12:15pm; PHY 133

Instructor:
Richard Popp, Associate Professor, Dept. of Journalism, Advertising, and Media Studies
Bolton Hall 582 / popp@uwm.edu
Office Hours: Thurs. 1-3pm; and by appointment

Teaching Assistant:
Anthony Pollman, Bolton 518, apollman@uwm.edu
Office Hours: Wed. 10am - noon and by appointment

History of Mass Media:
Welcome to the History of Mass Media. The purpose of this class is to explore how media have developed socially, culturally, technologically, and economically in modern times. We’ll examine everything from the media landscape of the Salem Witch Trials in colonial times to the postmodern media terrain of Reagan’s America in the 1980s. That’s a long swath of time, but much of the course will focus on the roughly one-hundred-year period running from the late 19th century to the late 20th century, when key cultural institutions like the movies, the popular daily paper, radio, recorded music, mass magazines, television, and video games became engrained in everyday life. Though the focus will be on American media, the course will also examine transnational currents in the shaping of modern media, especially those that weighed heavily on the development of news and entertainment in the U.S.

During class, we’ll take an in-depth approach by examining media artifacts such as magazine and newspaper articles, musical recordings, films, TV shows, newscasts, and documentaries from the periods discussed. Because the readings will provide the groundwork on which we discuss these supplemental materials, it is important that you complete all reading assignments prior to the class meetings.

Course Objectives:
By the end of this course, you will:
1) Understand how media industries and technologies took shape over time
2) Understand the many roles media play in broader processes of social change
3) Understand how media are shaped by the social, cultural, and economic currents of their time
4) Improve your media analysis skills, both oral and written
5) Improve your ability to read and understand media studies scholarship
6) Further develop a critical perspective on your own relationship to media
**Readings:**
All course readings are available for free, either as PDF documents or as links to websites. These files and links are posted under “content” in our course D2L site.

If you have problems accessing online course material, please call the campus help desk 229-4040 or email help@uwm.edu.

**Class expectations:**
You are expected to come to each lecture having done the readings for that day.

While you are encouraged to engage in class using whatever tools best meet your needs, you are also expected to avoid distracting your classmates by talking or using connected devices for non-class purposes. You are responsible for your own attention, but you are also responsible for not creating a distracting and disinterested climate in the classroom.

From time to time your instructors will send you e-mail(s) at your UWM account, which you should check daily to make sure you are up-to-date on course business. The best way to contact your instructors is by visiting their office hours or sending them an email.

Your instructors will do their best to respond to your emails promptly, but may not read email at all on the weekend or in the evening. If you email the professor or TAs at night or on the weekend, please do not expect to hear back until the next weekday.

**Course requirements:**
The total number of points for this course is 100.

- **Papers.** 40 points (four papers, 10 points each). All papers are to be 600-700 words long in length and submitted electronically using the D2L dropbox. See schedule below for due dates.

- **Exams.** 60 points (three exams, 20 points each). All three exams will consist of a mix of multiple choice and short essay questions. None of the exams will be cumulative. Please see the section on course policies below regarding makeup exams.

**Course policies:**
Attendance is mandatory. Most of the material on the tests will come directly from the lectures. Although there’s no formal penalty for missing a class, you’ll find it just about impossible to do well in the course if you don’t attend.

Late papers will be penalized one point out of ten per weekday. If your paper is more than one week late (7 calendar days), you will receive a zero on the assignment.

Makeup exams will be given only for students who have a legitimate religious observance. If you
have to miss an exam day for any other reason, please do not take this course this semester. No early exams will be given for any reason.

No extra credit assignments will be given for any reason to any student. Please do not ask your instructor or the TAs for extra credit.

If you need special accommodations in order to meet any of the requirements of this course, please contact your instructor as soon as possible, preferably during the first week of the semester. You must have an Accessibility Resource Center (ARC) visa to receive any accommodation. For more see: http://uwm.edu/arc/

Academic misconduct, including plagiarism, will be treated severely. Students are responsible for the honest completion and representation of their work and for the proper citation of sources. Please familiarize yourself with the university’s policies and procedures regarding academic misconduct.

**University policies:**
Please familiarize yourself with the university’s policies on students with disabilities, religious observance, students called to active military duty, incompletes, discriminatory conduct (such as sexual harassment), academic misconduct, complaint procedures, grade appeal procedures, and final examinations. Go to http://www.uwm.edu/Dept/SecU/SyllabusLinks.pdf for more information about these policies.

**Allocation of student time for the semester:**
Time in the classroom (face-to-face instruction): 37.5 hours
Time taking exams: 4 hours
Time completing assignments: 70 hours
Time for preparation and study: 32.5 hours
Total: 144 hours

**Grade breakdown:**
- 93-100 A
- 90-92 A-
- 87-89 B+
- 83-86 B
- 80-82 B-
- 77-79 C+
- 73-76 C
- 70-73 C-
- 67-69 D+
- 63-66 D
- 60-62 D-
- less than 60 F

**Schedule:**
- **Tues. Jan. 23** Course Intro: Why Study Media History?
- **Thurs. Jan. 25** Before Mass Media: Ancient and Medieval Media (Pettegree)
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<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Author(s)</th>
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<tbody>
<tr>
<td>Tues. Jan. 30</td>
<td>Media in Colonial Times and Revolutionary America</td>
<td>Brown; John</td>
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<td>Thurs. Feb. 1</td>
<td>Antebellum New York and the Birth of Modern Media</td>
<td>Lehuu</td>
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<td>Tues. Feb. 6</td>
<td>Photography and the Civil War</td>
<td>Trachtenberg</td>
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<td>Thurs. Feb. 8</td>
<td>19th Century Wires: The Telegraph, Telephone, and Electrification</td>
<td>MacDougall; Paper #1 due</td>
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<td>Tues. Feb. 13</td>
<td>Steam-Age Culture: The Circus, Wild West Show, and Sports</td>
<td>Rydell</td>
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<td>Thurs. Feb. 15</td>
<td>Yellow Journalism: Popular Print, Modern News, and the Comics</td>
<td>Wallace</td>
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<td>Tues. Feb. 20</td>
<td>Banned: Censorship and Media</td>
<td>Lefkowitz</td>
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<td>Thurs. Feb. 22</td>
<td>EXAM 1 (in-class exam)</td>
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<td>Tues. Feb. 27</td>
<td>Advertising and the Birth of Consumer Society</td>
<td>Strasser</td>
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<td>Tues. Mar. 6</td>
<td>This is a Modern World: Early 20th Century Social Movements and Media</td>
<td>Kitch; Caddoo</td>
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<td>Thurs. Mar. 8</td>
<td>Screening and Discussion: Silent Film and 1920s media</td>
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<td>Thurs. Mar. 15</td>
<td>Depression Culture: Mass Media and 1930s America</td>
<td>Kasson</td>
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<td>Paper #2 due</td>
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<td>Tues. Mar. 20</td>
<td>NO CLASS – SPRING BREAK</td>
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<td>Thurs. Mar. 22</td>
<td>NO CLASS – SPRING BREAK</td>
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<td>Tues. Mar. 27</td>
<td>To See the World: LIFE and Photography in 20th Century America</td>
<td>Doss</td>
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<td>Thurs. Mar. 29</td>
<td>Why We Fight: World War II and 1940s Media</td>
<td>Schatz</td>
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<td>Tues. Apr. 3</td>
<td>A Change is Gonna’ Come: Media and the Black Freedom Struggle</td>
<td>Washburn</td>
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<td>Thurs. Apr. 5</td>
<td>EXAM 2 (in-class exam)</td>
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<td>Tues. Apr. 10</td>
<td>The Tube: TV and Postwar America</td>
<td>Spigel</td>
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<td>Thurs. Apr. 12</td>
<td>Screening and Discussion: 1950s Television</td>
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<td>Tues. Apr. 17</td>
<td>At the Hop: Teens, Rock, and 50’s Media</td>
<td>Graebner I</td>
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<td>Thurs. Apr. 19</td>
<td>Eve of Destruction: Cold War Media</td>
<td>Von Eschen</td>
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<td>Paper #3 due</td>
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**Tues. Apr. 24** Cosmo Girls and Beatlemaniacs: Media in 60’s America (*Millard*)

**Tues. Apr. 24** Electrical Banana: Countercultural Media (*McMillian*)

**Tues. May 1** Watergate to Disco: Media in 70’s America (*Graebner II*)

**Tues. May 8** 1970s NYC: Hip Hop, Punk, and the Birth of Late 20th Century Culture (*Willard*); **Paper #4 due**

**Thurs. May 3** Screening and Discussion: 1970s film and television

**Thurs. May 10** Postmodern Times: Videos, Videotapes, Videogames, and 80’s America (*Friedman*)

**Sat. May 12 (7:30 - 9:30am)** EXAM 3 (will be an online exam)

**Readings:**


Horowitz, Helen Lefkowitz. “Victoria Woodhull, Anthony Comstock, and Conflict Over Sex in
the United States in the 1870s,” *Journal of American History*, 87, no. 2 (Sept. 2000), 403-34.


Strasser, Susan. *Satisfaction Guaranteed: The Making of the American Mass Market* (New York:


