Journalism 742

Spring 2012
Instructor: Dr. Jean Folkerts
Office: Carroll 361
Class Time: Tuesday, 11 a.m. - 1:45 p.m.
Class Meeting: Carroll 340
Office Hours: Tuesday 2-4 p.m., Wednesday, 9-11 a.m. or by appt.
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Course Overview:
This course will introduce you to new and classic works in media history. The course focuses primarily on North American media history, with a brief introduction to forerunners in France and England. Communication history begins, of course, much earlier, with the production of papyrus scrolls in Egypt and other early forms of communication. However, to address those antecedents properly would require another course.

We will focus on several themes by exploring the connections between communication and

- A developing democracy
- Transportation
- Technology, and
- Cultural and Social change

Required Reading:
The required reading is a mixture of books, chapters from books and articles. Most of the articles are available on e-Reserve. If they are not, we will make them available to you. However, I strongly recommend you purchase books on the following book list unless they are available (as indicated) in full text online. They have limited availability in the libraries. If you wish to purchase used books, be sure to order them well ahead, as shipping requires more time than with new books from Amazon and other online dealers.

BOOK LIST

Not Available in UNC Library.
*Brennen and Hardt contains five of the readings. It is not available through the UNC Library. Buying it is optional because PDFs or links to online access to the readings will be available through e-reserves. This was used in 742 in 2011, so you may find another student willing to loan you a copy.

  Amazon: New -- $25.79, Used -- from $18.66
  2005 edition: Davis only
  Z124 .E374 2005
  Z124 .E374 1983

  P92.U5 S646 2004 at (Davis, Law & Undergrad Library)
  Amazon: New -- $16.75, Used -- from $6.25

PN4855.N67 2001 Davis & Park
Amazon: New -- $22, Used – from $0.98


JA84.U5 B74 1996 Davis and Law Library Stacks
FULL TEXT AVAILABLE ONLINE THROUGH UNC LIBRARY
Amazon: New -- $25.88, Used – from $4.25


P92. U5 B7 1989 Davis & Information Science Library


E209 .B77 2004 (Davis & Undergrad; FULL TEXT AVAILABLE ONLINE THROUGH UNC LIBRARY)
Amazon: New – $15.31, Used – from $6.18


PN4888.P6 K37 2002 (Davis & Park)
FULL TEXT AVAILABLE ONLINE THROUGH UNC LIBRARY
Amazon: New -- $38.49, Used – from $3.78


PN4888.T4 D66 1992 (Davis, Park & Undergrad)
Amazon: New -- $38.99, Used – from $0.01

• David M. Henkin, *The Postal Age: The Emergence of Modern Communications in Nineteenth-Century America* (Chicago: University of Chicago Press, 2006),

FULL-TEXT AVAILABLE ONLINE THROUGH UNC LIBRARY
HE6371. H46 2006 Davis
Amazon: New -- $22.50, Used – from $16.36


PPO-iss .H188 1986 Park Library
DS559.46 .H35 1986 Davis
Amazon: New -- $24.72, Used – from $2.86


FULL TEXT AVAILABLE ONLINE THROUGH UNCH-CHAPEL HILL LIBRARIES
P96.T42 W49 1998 Davis
Amazon: New -- $37.78, Used – from $4.36

We will read only one chapter from the following book so it is not necessary to buy it. Your best bets are the online link or the Brennen and Hardt book.

Amazon: New -- $30.21, Used -- from $39.69

Classroom Activity:

You are expected to read the assigned readings before coming to class and be prepared to answer the following questions:

- What is the author's argument? The argument may be phrased several ways, for example, as a point of view, as a research question, or as a statement of purpose.
- What is the source of the author's evidence? Are the sources primary or secondary? What types of each does he or she use?
- How does the author organize the evidence to reach a conclusion?
- Does the evidence lead logically to the conclusion? Could another conclusion have been reached? Does the author ignore any evidence? Does the author construe the evidence in ways you believe to be questionable?
- How does the overall work contribute to our understanding of media history?
- How does the overall work inform practices used by current communicators?

Grading:

Your grade for this course will be determined by

- your participation in class and your ability to address the questions listed above (40%)
- your research proposal, (10%) and
- your final research paper (50%).

Your grade will be recorded as an H, L or P. A grade will be recorded each class period for your participation and will be posted on Sakai so that you can follow your participation standing. You will be asked on different occasions to discuss one of the assigned works by addressing the questions listed above, so you should be prepared to present during any class period.

Resources:

The resources section of this course on SAKAI will be used primarily to post additional materials that will be helpful to you throughout the course or later as you teach in a university or other setting. Or...they may simply introduce you to some aspects of journalism history you will find fun...or helpful professionally. Whenever resources information is required, you will be notified ahead of time.

Honor Code:

The University's honor code is printed here: http://instrument.unc.edu/instrument.text.html#IPreamble

Papers:

Your final papers should be suitable for submission to a conference and your final presentation should simulate a conference paper presentation. I encourage you to submit your paper to the American Journalism Historians Association (May deadline); AEJMC History Division (April deadline); ICA Communication History Interest Group (November Deadline); and AEJMC Southeast Colloquium (December Deadline). There may be additional submission opportunities.

Further details about requirements for proposals and papers will be posted on Resources by the second week of the semester.

Class Topics and Readings:
If a book is listed without chapters or pages designated, the entire book is required reading. These readings will be supplemented with some lecture material based on other sources.

**Tuesday, Jan. 10**  
**Historiography**  
**Required Reading:**


In the Resources Section of this course you will find a section labeled, Why Study History? It may be helpful for you to read those materials, but they are not required.

Presentation in Class by Stephanie Willen Brown, director, Park Library, on media history resources.

**Tuesday, Jan. 17**  
**Emergence of Media in England and France.**  
**Required Reading:**

- Elizabeth Eisenstein, *The Printing Revolution in Early Modern Europe*, (Cambridge UK: Cambridge University Press, 2005). [There is an earlier edition of this same book. The only change is that this edition has an afterword by the author. If you find the earlier edition at a less expensive rate, please feel free to buy it and we will discuss the afterword in class separately.]

**Tuesday, Jan. 24**  
**Laying the Groundwork for Democracy**  
**Required Reading:**


**Tuesday, Jan. 31**  
**The Revolution**  
**Required Reading:**

- Starr, *Creation of the Media*, chapter 2, pp. 47-82.
The Transportation/Communication Revolution

Required Reading:


Tuesday, Feb. 14
Discussion of Research Projects

Required Reading:

Surprise! No readings for today. Bring to class a one-page paper discussing the nature of your proposed research topic, the proposed research approach, and the sources you plan to use. Each of you will present your idea and we will discuss it in class. A more formal proposal will be due March 13.

Tuesday, Feb. 21
Expansion: The Mainstream and Beyond

Required Reading:

- Jean Folkerts, "William Allen White as Businessman and Editor During the Reform Years (1890-1900)," *Kansas History* 7, no.2 (Summer 1984) pp. 129-138. For a contrast of editors who espoused traditional business values and those who sought a more visionary image of the city as a collective enterprise, read David Paul Nord, "The Public Community: The Urbanization of Journalism in Chicago," *Journal of Urban History* (August 1985), 11, no. 4, 411-441.

Tuesday, February 28
Commercialization and Newsroom Conventions

Required Reading:

- Nord, *Communities of Journalism*, chapters 3-10, 80-224.
- Starr, *Creation of the Media*, chapter 4, 113-150.

Tuesday, March 6: Spring Break

Tuesday, March 13

Formal Research Proposal Due.

Commercialization and Newsroom Conventions (cont.)

Required Reading:

Press, 2002). Selected chapters to be announced.

- Starr, *Creation of the Media*, chapter 7, 233-266.

**Tuesday, March 20**

**Another Revolution: Advent of Radio**

**Required Reading:**

- Starr, *Creation of the Media*, chapters 6, 10 and 11, 191-230; 327-384.

**Tuesday, March 27**

**The First Amendment in the Context of War**

**Required Reading:**


**Tuesday, April 3**

**Consensus and Disillusionment**

**Required Reading:**


**Tuesday, April 10**

**The Mid-Twentieth Century: Whose Rights Prevail?**

**Required Reading:**


**Tuesday, April 17**

**Student Research Presentations**

**Tuesday, April 24**

**Student Research Presentations**

**Monday, April 30**

Final Papers Due. No Exceptions Made. Electronic Copy to be Deposited by 5 p.m. Computer difficulty excuses will not be accepted.

The instructor reserves the right to make changes in this syllabus to assure the smooth flow of the course. However, you may be assured that no changes will be made that shorten the time periods for preparation of your proposals and or papers.