

HISTORY OF JOURNALISM.

THREE CREDITS.

FALL SEMESTER 2014.

DR. ROSS F. COLLINS, PROF.

Taught fall semester by
ROSS F. COLLINS, PH.D.

of the North Dakota State University Communication Department, Fargo.

OFFICE.

338 Minard Hall.

HOURS.

in which the professor will receive students.

9:30-11 Mondays and Wednesdays, or by appointment.

Members of this class are behooved to rely on the TELEPHONE at 1-7295, or ELECTRONIC MAIL at ross.collins@ndsu.edu for expedient facilitation of communication with the professor.

TO THE PUBLIC.

A few words of introduction.

WE PRESENT TO the student public a COURSE covering the history of mass media which we intend to be *unexampled* in point of depth and breadth, and, we trust, to be pronounced of the *highest order of merit*. Our arrangements have been made without regard to expense, based on the admirable facilities afforded us by the noble people of the great state of NORTH DAKOTA. We trust that those students who are now reading these words will find this course to be of *first class* rank, able to meet nearly all expectations and varying demands expected of such an undertaking.

EXPLANATION OF PRINCIPLES.

FROM ONE OF our own Correspondents recently returned from an extended journey to the south end of campus, we are pleased to provide an authoritative report on the objectives of this course, the particulars of which are

COMM 421, History of Journalism.

Education being an object of the highest importance to the welfare of society, we shall endeavor to present just and adequate knowledge in order to form our students into useful members of society. Our Correspondent informs us that the course objectives to be implemented are as presented in the list below. The student who successfully completes this program should:

☞ **Understand** how the development of mass media shaped the philosophy and operation of mass communication today, technically, legally, and philosophically.

☞ **Recognize** the major events of communication history, and understand why they are important.

☞ **Understand** the relationship between media and society, and recognize how mass media have met those needs in the past and today.

☞ **Recognize** a few major historical names and dates significant to media history.

☞ **Understand** how historians research and write history, and be able to actually produce historical writing of acceptable quality.

Bulletin description:

The history and development of journalism as shaped by the political and social environment.
Prereq: COMM 310. Restricted to communication professional majors and minors.

The merit of attendance.

WE ARE HAPPY to have the opportunity to confirm that the instructor of this course has seen fit to abstain from implementing a formal attendance policy. The import of this momentous decision on the student public is that attendance is not required, nor will roll be taken.

Though not desirous of

dictating, we shall feel it our incumbent duty to state that the instructor plans a number of lectures and activities in class which will not be duplicated by textbook material. Students who abstain for reasons unknown from class attendance will miss this material, which will very likely be included on a subsequent examination. In addition, *in-class assignments cannot be made up*, nor can credit be obtained for them. It will avail the luckless student little to mourn his missed assignments, as requests for special favors will only be regarded with disapprobation by the instructor.

Nevertheless, it shall be the instructor's desire to conduct the class as to give offence to none of its patrons. Therefore, in an attempt to take into account the inevitable trials which befall all human beings from time to time during a given semester, the instructor will *drop one missed* in-class assignment from final grade calculations. Earnest students so desirous to make fruitful intellectual intercourse with their brethren without falter during the entire semester will find that their lowest in-class grade will not be considered in final grade calculations.

The matter of grades.

A WONDER OF FAIR DEALING.

WE MOST POSITIVELY and distinctly state that upon no account shall any alteration be made in the fair-grading policy as set out below. Grading will be based on a standard point-count. Grades received by individuals will not be discussed in class, to preserve confidentiality.

Students whose benevolence is momentarily at issue with respect to a grade received are asked to meet privately with the instructor during office hours.

We intend, and are resolved, that two examinations will be presented during the semester, one at mid-semester time, and the other during the final examination period. In addition, students will be assigned a historical project based on resources to be explained in the fullness of time, and sundry weekly assignments. Work presented late will be accepted, but grades will suffer according to the length of tardiness.

The counting of points.

Grading weights may be broken into the numbers presented below, reflecting highest possible points.

☞ Mid-semester exam, 100 pts.

☞ Final exam, 200 pts.

☞ Historical research project, 150 pts.

☞ Quizzes: 100 pts

☞ Other assignments, 50 pts.

Total points: 600.

The total number may change slightly.

Standard grade percentages: 90-100=A; 80-89=B; 70-79=C; 60-69=D; below 60=F.

Note: all submissions, class announcements and grading will be handled through the university's Blackboard class-management system.



A likeness of the instructor.

AUTHOR

Wm. David Sloan

being expert in the field of mass media history, is pleased to present:

The Media in America (9th ed., Vision Press, 2014) as required textbook for the course. The university bookstore is prepared to execute orders for the above text.

Recommended: Diana Hacker, *A Pocket Style Manual*, and Lynn Rampolla, *A Pocket Guide to Writing in History* (1993 and 1995, respectively, Bedford Books of St. Martin's Press).

The second set of books is recommended for students who need to refresh their memory of Chicago style and historical writing standards.

Note: Online and other readings will also be assigned throughout the semester.

DISABILITIES NOTE.

STUDENTS WHO need special accommodations for learning or have special needs are asked to let the instructor know as soon as possible.

THE DEPARTMENT of Communication, comprising professors of the highest integrity and educational preparation, propose to the public the presentation of useful knowledge of every kind, and every thing that relates to communication in our American Union.

The students of North Dakota State University shall occupy our classes, and these important subjects still in the iron fetters of ignorance shall be nevertheless our kindred spirits. And though but little can be effected by us, still it will be our task to admonish our younger brethren to the greatest value of wisdom attained through hardy application of diligence.

(Schedule follows.)

A TENTATIVE 2014 SCHEDULE.

Class will be conducted in hybrid fashion, part online and part face to face. Students will be responsible for basic media history material based on assigned textbook chapters and online readings. These topics will often not be presented at length in class, but students will be able to demonstrate their knowledge through weekly online (open-book) quizzes, as will be indicated on Blackboard. Material from the quizzes will become part of the midterm and final exams. Class periods will include some lectures, but also will include guest speakers and student presentations based on this semester's class theme, "historical biography."

Week One (Aug. 25-29)

Introduction, historical overview. War and the end of the century. Read Introduction, chapter 25, online reading one.

Week Two (Sept. 1-5)

Development of the Internet, and contemporary media. Read Tim Berners-Lee, Forward and Chs. 1-3, on reserve.

Week Three (Sept. 8-12)

Watergate, dawn of television. Read chapter 24.

Week Four (Sept. 15-19)

World War II, propaganda, news values. Read chapter 17 and online reading two.

Week Five (Sept. 22-26)

Historical research methods, entertainment, jazz journalism, photojournalism. Read chapters 19-20, and "A Brief History of Photojournalism" (online reading) part one.

Week Six (Sept. 29-Oct. 3)

Dawn of radio, World War I. Read chapter 18. Review for midterm. See Interesting World War I Illustrations.

Week Seven (Oct. 6-10)

Muckraking, yellow journalism. Read chapters 15 and 16.

Week Eight (Oct. 13-17)

Early photography, 1839-1925. Development of the modern newspaper. Read chapters 11 and 12, and "A Brief History of Photojournalism," part two. See gallery of famous photos.

Week Nine (Oct. 20-24)

How to research a historical biography; plagiarism. Read on-

line reading, "What is Plagiarism?" and "Writing a Historical Research Paper." **Mid-semester exam is Thursday, Oct. 17.** Begin biographical research project.

Week Ten (Oct. 27-31)

Dawn of public relations and advertising. Read chapters 14, 21 and 22.

Week Eleven (Nov. 3-7)

Civil War and the frontier press. Read chapters 9 and 10.

Week Twelve (Nov. 10-14)

News for cheap: the Penny Press and technology. Read chapters 7 and 8.

Week Thirteen (Nov. 17-21)

The black press. New technology. The press and a new nation. Read chapters 5 and 6.

Week Fourteen (Nov. 24-28; Nov. 27-28 is Thanksgiving break, no classes.)

The press and an old nation, colonial and revolutionary. Read chapters 3 and 4.

Week Fifteen (Dec. 2-5)

Colonial Press, roots of American journalism. Read chapter 2. Begin student biographical research presentations.

Week Sixteen (Dec. 8-12)

Roots and beginnings, international journalism. Read chapter 1 and online reading five. Student biographical presentations.

Final exam period: 10:30 a.m. Wednesday, Dec. 17.

Official Notice from the University.

The academic community is operated on the basis of honesty, integrity, and fair play. NDSU Policy 335, Code of Academic Responsibility and Conduct, applies to cases in which cheating, plagiarism, or other academic misconduct have occurred in an instructional context. Students found guilty of academic misconduct are subject to penalties, up to and possibly including suspension and/or expulsion. Student academic misconduct records are maintained by the Office of Registration and Records. Informational resources about academic honesty for students and instructional staff members can be found at www.ndsu.edu/academic_honesty.

FURTHER READING.

Jacques Barzun and Henry Graff, *The Modern Researcher*, 1977. A classic for historians and others who sometimes rely on historical research methods, such as working journalists.

Ross F. Collins and E.M. Palmegiano, eds., *The Rise of Western Journalism 1815-1914*. The only good source for international journalism history.

Terence P. Moran, *Introduction to the History of Communication. Evolutions & Revolutions*, 2010. Goes beyond journalism to reach through the entire history of human communication from ancient times.

Michael Schudson, *Discovering the News*, 1978. The rise of the idea of objectivity.

Wm. David Sloan and David A. Copeland, *The News Media. A Documentary History*, 2012. Media history based on excerpts of actual documents from the press.

Tom Standage, *The Victorian Internet*, 1998. How the telegraph revolutionized world communication.

Instructor's website.

In addition to the Blackboard class management system, materials are available at www.rossfcollins.com; choose Classes and Media History. The site offers this syllabus and class readings, as well as videos and PowerPoint presentations. A variety of other resources is also available.