

JOUR 503 – Fall 2019

History of Journalism and Mass Communication

Online Course: Weeks start on Monday and ends on Sunday
Course number 18613

Associate Professor David W. Guth, APR

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Because of the Stauffer-Flint Hall renovation, Professor Guth does not have a campus office and will be working from his home. However, announced times and locations for special on-campus office hours will be announced. Students may also schedule Facetime or Skype conferences.

Course description and objectives: This course is an exploration of the interplay between society and media. We will explore the evolution of "new media" through history, especially U.S. media. Please keep in mind that each of the new ways of communicating ("the media") presented in your book and in class were new media at the time they evolved into society. You will learn diverse perspectives of historical analysis, the factual basis for journalism and mass communication history, and an appreciation of history as a product of a variety of factors (such as social, cultural and economic forces). Overall, I hope you will gain an understanding of why things are the way they are in the area of your chosen career path.

Textbook: Folkerts, Teeter and Caudill, *Voices of a Nation: A History of Media in the United States*, Fifth Edition.

Internet Resources:

Blackboard: <http://courseware.ku.edu>

Professor Guth's web site: <http://people.ku.edu/~dguth>

Grading:

Blackboard Essay Questions (4)	200 points (total)
Quizzes (50)	200 points (total)
Tests (2)	300 points (total)
Final Exam	200 points
Personal History Paper	100 points
<hr/> TOTAL	1,000 points

Grade Scale (percentage): A=92-100, A-=90-92, B+=88-90, B=82-88, B-=80-82, C+=78-80, C=72-78, C-=70-72, D+=68-70, D=62-68, D-=60-62, F=0-60.

Blackboard Essay Questions: There will be four short essay (150-250 words) discussion questions posted periodically on the course Blackboard site. Each will be

answered within Blackboard prior to an announced deadline. Each is worth 50 points and will be graded for content, spelling and grammar.

This class operates on a Monday – Sunday weekly schedule. The deadline for all exams, quizzes, essays, assignments and papers is 11:59 p.m. Sunday of the designated week. Each week’s supporting materials (study guides and videos) will go live on Blackboard at 12:00 a.m. Monday. The tests and quizzes will also go live at 12:00 a.m. Monday. *Please note: Each person is allowed only one access to each quiz and exam. Once you exit the quiz or exam, you will not be permitted additional access. Quizzes and exams must also be completed within a fixed time frame. For those reasons, it is highly recommended that you take all quizzes and exams on a fixed/wired (non wi-fi) computer connection.*

Personal History Paper: This paper will be worth 100 points and will involve primary and secondary research. Details of the assignment will be announced at the start of Week 6 (Sept 30).



“Legendary broadcaster” Ted Baxter (center) meets Walter Cronkite.

Special Note for Graduate Students: In order to receive graduate credit for this course, graduate students are expected to complete an extra assignment. While the specifics of the assignment will be developed in consultation with your professor, it will likely involve a 10 - 20 page paper that demonstrates graduate-level research and writing. Please contact Professor Guth for more information on this assignment.

Original Work

The expectation when you come to this class is that you have come to learn, to be creative, to stretch your imagination, and expand your skills. Therefore, all the work you do in this class must be original. That means no “recycling” of assignments or papers

from other classes in the J-School or outside the J-School. Do not recycle old high school assignments. Do not recycle research papers, news stories or marketing plans. If you wrote a news story on Jayhawk alums who served in Afghanistan for a class last semester, you cannot revise that slightly and resubmit it as a new assignment. If you conducted a research study on how companies respond to crisis, you cannot modify that and submit it to your professors. We assume the work you do for this class is original to this class. Any efforts to recycle material will be regarded as academic dishonesty.

Financial Aid Policy

The KU Office of Student Financial Aid is required by they are enrolled. Instructors are required to report to that office absences of students who have stopped attending and names of those who have enrolled but never have attended. Students who do not attend classes may be required to repay federal and/or state financial aid.”

Students who receive any form of financial aid should learn all requirements including minimum hours of enrollment and grades to qualify for and retain that aid.

Misconduct

You are bound by the university rules on academic misconduct. If you have any questions about what constitutes cheating, please ask BEFORE your endeavor.

Policy on Plagiarism and Fabrication/Falsification

The William Allen White School of Journalism and Mass Communications does not tolerate plagiarism, fabrication of evidence and falsification of evidence. Penalties for plagiarism, fabrication or falsification can include a failing grade for the course and expulsion from the School of Journalism and Mass Communications. If you have any questions about what constitutes plagiarism, fabrication or falsification, please consult the professor of the course. The following definitions are from Article II, Section 6, of the University Senate Rules and Regulations, revised FY98:

Plagiarism: Knowingly presenting the work of another as one's own (i.e., without proper acknowledgement of the source). The sole exception to the requirement of acknowledging sources is when the information or ideas are common knowledge.

Fabrication and Falsification: Unauthorized alteration or invention of any information or citation in an academic exercise.

Students with Special Needs

The Office of Disability Resources (DR), 22 Strong Hall, 785-864-2620 (V/TTY) , coordinates accommodations and services for KU students with disabilities. If you have a disability for which you may request accommodation in KU classes and have not contacted DR, please do so as soon as possible. Please also contact me privately in regard to this course.

Copying or Recording

Course materials prepared by the instructor, as well as content of all lectures presented by the instructor, are the instructor's property. Video and audio recording of lectures without instructor consent is prohibited. Unless the instructor gives explicit permission, recordings of lectures may not be modified and must not be transferred or transmitted to any other person, whether or not that individual is enrolled in the course.

Final thoughts on taking an online course

While this is an online course, it still a three-credit hour course that is no different than one delivered in a classroom setting. This online course covers the same amount of material and requires the same amount of out-of-classroom work as a regular on-campus 16-week course. You have the flexibility to complete the quizzes, essays, tests and paper at any time during the assigned week. If you want to finish on Monday – OK. If you want to wait until late Sunday night – that's OK, too. (But why would you want to?) However, you will not be allowed to either "catch-up" or "work-ahead" of the schedule indicated on the syllabus. I believe the pacing of this course is reasonable and, again, in-line with a 16-week on-campus experience.

Just because this is an online class doesn't mean that you won't have access to your professor. Please take advantage of e-mail, telephone and Facetime/Skype opportunities. If there is enough expressed interest, I will schedule on-campus office hours so we can meet face-to-face.

I love this course. I love history. I hope that I am able to share my passion with you in the coming weeks!



JOUR 503 - History of Journalism and Mass Communications

Fall 2019

Online schedule of reading assignments, videos, quizzes, essays and exams

This class operates on a Monday – Sunday weekly schedule. The deadline for all exams, quizzes, essays, assignments and papers is 11:59 p.m. Sunday of the designated week. Each week’s supporting materials (study guides and videos) will go live on Blackboard at 12:00 a.m. Monday. The tests and quizzes will also go live at 12:00 a.m. Monday. *Please note: Each person is allowed only one access to each quiz and exam. Once you exit the quiz or exam, you will not be permitted additional access. Quizzes and exams must also be completed within a fixed time frame. For those reasons, it is highly recommended that you take all quizzes and exams on a fixed/wired (non wi-fi) computer connection.*

Week	Subject/Topic	Assigned Chapter(s)	Assignment Due Deadline: 11:59 p.m. Sunday
1 8/26 – 9/1	Introduction/Beginnings	1	Familiarize yourself with Blackboard course materials
2 9/2 – 9/8	Colonialism and the Revolution	2	Quiz 1 (<i>Chapters 1-2</i>)
3 9/9 – 9/15	The New Republic	3	Essay 1
4 9/16-9/22	Diversity	4	Quiz 2 (<i>Chapters 3-4</i>)
5 9/23 – 9/29	Westward Ho!	5	Exam 1 (<i>Chapters 1-5</i>)
6 9/30 – 10/6	Nineteenth Century Technologies <i>Personal History Paper Assigned</i>	6	No assignments
7 10/7 – 10/13	Abolition	7	Essay 2
8 10/14 – 10/20	Modernization and Printed Products	8	No assignments: (Fall Break)
9 10/21 – 10/27	Birth of Mass Media Culture	9	Quiz 3 (<i>Chapters 6-9</i>)
10 10/28 – 11/3	The Progressive Era	10	Essay 3
11 11/4 – 11/10	Propaganda and World War I	11	Exam 2 (<i>Chapters 6-11</i>)
12 11/11 – 11/17	Media and Culture Between the Wars	12 & 13	No assignments
13 11/18 – 11/24	World War II	14	Personal History Paper
14 11/15 – 12/1	It’s All About The Turkey!		No assignments: (Thanksgiving)
15 12/2 – 12/8	Transition and Turmoil	15 & 16	Quiz 4 (<i>Chapters 12-16</i>)

Week	Subject/Topic	Assigned Chapter(s)	Assignment Due Deadline: 11:59 p.m. Sunday
16 12/9 -12/15	The Business of Media/Conclusion	17	Essay 4
Finals 12/16/ - 12/22			Final Exam <i>(Comprehensive, with an emphasis on Chapters 12-17)</i>

Guide to Taking JOUR 503 Online

Welcome

Welcome to JOUR 503 – History of Journalism and Mass Communications. While I have taught this class many times, this is the first time I have taught this course online. It is also the last class I will teach at the University of Kansas, as I am retiring after 28+ years on the faculty in December. I can't think of a better course with which to end my academic career.

Online classes are ideal for today's students. They allow you to advance your education on your own schedule. You are not tied down to coming to campus for a class at a specific time and place. While this is an online course, it still a three-credit hour course that covers the same amount of material and requires the same amount of out-of-classroom work as a regular on-campus 16-week course. You have the flexibility to complete the quizzes, essays, tests and paper within the time frames indicated on the syllabus. If you want to finish your week's work on Monday – OK. If you want to wait until late Sunday night – that's OK, too. However, you will not be allowed to either catch-up on the previous week's work or work-ahead a week or more ahead of the schedule indicated on the syllabus. Research shows that students retain less information if they try to cram it into short period of time. That's why I believe the pacing of this course is reasonable and, again, in-line with a 16-week on-campus experience.

How this class works

Blackboard is the backbone of this course. You will take four quizzes and three tests on the platform. You will also submit your answers to four short-essay questions and one term paper on Blackboard. The quizzes and essay questions will be based entirely upon the assigned reading in your textbook, *Voices of a Nation: The History of Mass Media in the United States – Fifth Edition* by Folkerts, Teeter and Caudill. The exams will also include questions from videos posted with each week's study guide. The syllabus and schedule of assignments, exams and readings are posted on Blackboard. In addition to Blackboard, you are invited to take advantage of a JOUR 503 resource page I have established on my personal website:

<http://dguth.journalism.ku.edu/J503History.html>

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What if I want to talk to the Professor?

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E-mail: dguth@ku.edu

Telephone (785) 393-2523

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Getting Started

By reading this guide, you've already started. I suggest you download the syllabus and schedule from Blackboard and proceed to the *Weekly Assignments* folder and view the materials in the *Week 1* folder. Of course, if you have any questions or concerns, feel free to call or write Professor Guth.