

**Journalism-History 560**  
**History of Mass Communication**  
**Fall 2015**

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COURSE DESCRIPTION: JH 560 reviews significant changes in the American news media and the role of the press in important periods in U.S. history. Attention is also given to the evolution of modern advertising and public relations, including the federal government's efforts to manage public opinion.

REQUIREMENTS include a mid-term, paper, and final examination. Their timing and impact are:

MIDTERM (Oct. 12)	25 percent of course grade
PAPER (due in class, Nov. 23*)	25 percent of course grade
SECTION PARTICIPATION	10 percent of course grade
FINAL EXAM (5:05, Dec. 17)	40 percent of course grade

\*Late papers are marked down; none will be accepted after December 11.

*Graduate students will work directly with the professor, who will grade their examinations and supervise and grade their research papers.*

**REQUIRED READINGS**

Ray Stannard Baker, "Railroads on Trial" (1906), reprinted in *The Muckrakers*, ed. Arthur and Lila Weinberg, pp. 300-05. (Available on Learn @UW).

Richard Buel, Jr., "Freedom of the Press in Revolutionary America," in *The Press and the American Revolution*, ed. Bernard Bailyn and John B. Hench, pp. 59-97 (Learn@UW).

Paul Finkelman, ed., *A Brief Narrative in the Case and Tryal of John Peter Zenger*.

Cynthia Meyers, *A Word from Our Sponsor: Admen, Advertising, and the Golden Age of Radio*.

Charles L. Ponce de Leon, *That's the Way It Is: A History of Television News in America*.  
Jennifer Scanlon, *Inarticulate Longings: The Ladies' Home Journal, Gender, and the Promises of Consumer Culture*.

Mark Wahlgren Summers, *The Press Gang: Newspapers and Politics, 1865-1878*.

Andie Tucher, *Froth and Scum: Truth, Beauty, Goodness, and the Ax Murder in America's First Mass Medium*.

All books should be on reserve at the Journalism Reading Room, 2130 Vilas Hall.

### LECTURE AND READING SCHEDULE

- Week 1:                    Introductions; the Advent of Printing in Early Modern Europe.  
9/2
- Week 2:                    The Colonial Printer; Press Freedom in 18<sup>th</sup> Century America.  
9/9                         *Read:* Finkelman, *Brief Narrative*.
- Week 3:                    The Press and the American Revolution.  
9/14
- Week 4:                    Degrees of Press Freedom, 1790-1812.  
9/21                         *Read:* Richard Buel (Learn@UW).
- Week 5:                    The Newspaper as Booster of Party and Region.  
9/28                         *Read:* Tucher, pt. 1.
- Week 6:                    The Penny Press and the Discovery of Objectivity.  
10/5                         *Read:* Tucher, pt. 2.

#### **Paper topic deadline, Friday, October 9**

- Weeks 7-8:                The Rise of Independent Journalism.  
10/12 & 10/19             *Read:* Summers.
- Week 9:                    The New Magazine.  
10/26                         *Read:* Scanlon.
- Week 10:                  The Coming of Mass Advertising.  
11/2                         *Read:* Meyers, ch. 1.
- Week 11:                  The Birth of Corporate Public Relations  
11/9                         *Read:* Baker (Learn@UW).
- Weeks 12-13:             The Fitful Rise of Radio and Radio News, 1924-45.  
11/16 & 11/23             *Read:* Meyers, chs. 2-10.

#### **Papers due in class, Monday, November 23.**

- Week 14-15:              The Rise and Fall (?) of Television News.  
11/30 & 12/7              *Read:* Ponce de Leon.
- Week 16:                  The End of History.  
12/14