



Business and Politics in U.S. History

History 221

Professor Paige Glotzer

University of Wisconsin-Madison

Location: Humanities 1217

Time: Tuesdays and Thursdays, 8:00 – 9:15 AM

Email: Email: pglotzer@wisc.edu

Office Hours: Wednesdays, 1:00 PM – 3:00 PM

Office: Humanities 4116

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Description

A history of business in the United States is, in fact, a history of power. This class will explore how, from European colonization through the Civil War and up to the present day, the pursuit of profit spurred enormous change, sometimes at enormous cost. Topics include debates about the proper relationship between government and business, the emergence of corporate responsibility, and the role of consumption as a basis for both political activism and personal identity. We will take a broad view of business, going beyond the board room to include important sites such as the home, the street, and the family farm.

Office Hours

The purpose of office hours is to provide a regular time where you can talk about any topic related to class. This may include questions about the reading or assignments, concerns about your grades, or chatting about a topic that sparked your interest during lecture. No appointment is necessary. I can also help with techniques for better succeeding in class. For example, do not be embarrassed if you would like tips for how to take notes or study for an exam.

Accessibility and Accommodations

I am committed to creating a classroom where everyone can feel welcomed, included, and fully able to learn. If you have or think you may have a disability (e.g. mental health,

attentional, learning, chronic health, sensory, or physical) I encourage you to speak with me directly and contact the McBurney Disability Resource Center to ensure your needs are being met. Possible things to consider include, but are not limited to:

Can you see and hear the professor and fellow classmates? Can you easily enter, leave, sit and stand with the current classroom seating arrangements? Are you able to take notes in a way that helps you learn? Do you need assistance with writing, typing, or note-taking? Can you focus? Has your ability to focus changed? Do you need extra time on exams? Would you benefit from assistive technology?

The McBurney Disability Resource Center
Phone: (608) 263-2741 Address: 702 W. Johnson Street, Suite 2104
Email: mcburney@studentlife.wisc.edu

Instructional Mode

This class is conducted face-to-face.

Attendance

You are expected to attend lectures. There will be a weekly five-minute mini quiz based on the reading that could fall either on Tuesday or Thursday. These will count as your attendance for that day. You may miss two quizzes throughout the semester with no explanation needed. Subsequent missed quizzes will be graded as zero and may impact your final grade.

It is understood that unforeseen circumstances occur. If you contact me and provide documentation, I will be happy to discuss the possibility of excusing your absence. You may also contact the Dean of Students Office, who can then coordinate with me on your behalf. <https://doso.students.wisc.edu>

The History Lab

The History Lab is a resource center where experts (PhD students) will assist you with your history papers. No matter your stage in the writing process—choosing a topic, conducting research, composing a thesis, outlining your argument, revising your drafts—the History Lab staff can help you sharpen your skills and become a more successful writer. Drop by Humanities 4255 or schedule a one-on-one consultation at <http://go.wisc.edu/hlab>

Credits and Credit Hour Policy Standards

This 3-credit course has 3 hours of group meetings per week (each 50-minute segment of lecture counts as one hour according to UW-Madison's credit hour policy). The course also carries the expectation that you will spend an average of at least 2 hours outside of class for every hour in the classroom. In other words, in addition to class time, plan to allot an average of at least 6 hours per week for reading, writing, preparing for discussions, and/or studying for quizzes and exams for this class.

Course Learning Outcomes

Identify major events and actors in U.S. history

Understand the disparate impacts of policy on different groups and places.

Relate the history of business to broader trends in American society in a given time or place.

Formulate arguments about how the relationship between business and politics changed over time.



Academic Integrity and Plagiarism

By enrolling in this course, each student assumes the responsibilities of an active participant in UW-Madison's community of scholars in which everyone's academic work and behavior are held to the highest academic integrity standards. Academic misconduct compromises the integrity of the university. Cheating, fabrication, plagiarism, unauthorized collaboration, and helping others commit these acts are examples of academic misconduct, which can result in disciplinary action. This includes but is not limited to failure on the assignment/course, disciplinary probation, or suspension. Substantial or repeated cases of misconduct will be forwarded to the Office of Student Conduct & Community Standards for additional review. For more information, refer to studentconduct.wiscweb.wisc.edu/academic-integrity/.

Grades

Attendance 10%
Mini Quizzes 15%
Midterm Exam 20%
5-7 Page Essay 1 25%
5-7 Page Essay 2 30%

Assigned Reading

All reading will be posted to Canvas or available online.

Important Dates

Midterm: Thursday, Oct. 18
Essay 1 Due: Tuesday, Nov. 13
Thanksgiving: Thursday, Nov. 22
Essay 2 Due: Wednesday, Dec. 12



Schedule

Week 1 Introduction

September 6

Week 2 1600-1801 Colonization and Revolution

September 11, 13

Reading:

Major Problems in American Business History, Regina Lee Blaszczyk and Philip B. Scranton, eds, (New York: Houghton Mifflin, 2006) 36-46, 55-61, 67

Ann M. Carlos and Frank D. Lewis, "Marketing in the Land of Hudson Bay: Indian Consumers and the Hudson's Bay Company, 1660-1770," *Enterprise and Society* 3.2 (June, 2002):285-317

Week 3 1801-1865 Slavery, Westward Expansion, and the Civil War

September 18, 20

Reading:

Saidiya Hartman, "The Belly of the World: A Note on Black Women's Labors," *Souls* 18.1 (2017):166-173

Michael Ralph and William Rankin, "Decoder: The Slave Insurance Market," *Foreign Policy* (January, 2017.) <http://foreignpolicy.com/2017/01/16/decoder-slave-insurance-market-aetna-aig-new-york-life>

The Economics of the Civil War <https://eh.net/encyclopedia/the-economics-of-the-civil-war/>

Frederick Douglass, *My Bondage and My Freedom* (1855), Chapters 9-10
<https://docsouth.unc.edu/neh/douglass55/douglass55.html>

John O'Sullivan Declares America's Manifest Destiny, 1845

<http://www.americanyawp.com/reader/manifest-destiny/john-osullivan-declares-americas-manifest-destiny-1845/>

Week 4 1865-1890 Shifts in Power

September 25, 27

Reading:

Amanda Kleintop, "Life, Liberty, and Property in Slaves: White Mississippians Seek just Compensation for their Freed Slaves in 1865," *Slavery and Abolition* 39.2 (2018):383-404

Tera Hunter, "The Politics of Labor," *Major Problems in African American History Volume II: From Freedom to "Freedom Now,"* Thomas C. Holt and Elsa Barkley Brown, eds. (New York: Houghton Mifflin, 2000), 115-125

"A Share Wages Contract, 1865" *Major Problems in African American History* p43-44

Excerpt from Samuel Gompers, "Meat vs. Rice: Some Reasons for Chinese Exclusion; American Manhood against Asiatic Coolieism: Which Shall Survive?" U.S. Senate, 57th Cong., 1st sess., S. Doc. 137 (1902)

Week 5 1890-1910 In Monopoly We Trust

October 2, 4

Reading:

American Yawp, Chapter 16 <http://www.americanyawp.com/text/16-capital-and-labor/>

Major Problems in American Business History, Chapter 8

Week 6 1910-1929 Films, Flappers, and Fordlandia

October 9, 11

Reading:

Philip J. Deloria, *Indians in Unexpected Places* (Lawrence: University Press of Kansas, 2004,) "Introduction" and "Representation" p2-11, 52-108

"Ford Rubber Plantations in Brazil" <https://www.thehenryford.org/collections-and-research/digital-resources/popular-topics/brazilian-rubber-plantations/>

Week 7 1920-1929 Black Business and the Great Migration

October 16

Reading:

Davarian Baldwin, *Chicago's New Negroes: Modernity, The Great Migration, and Black Urban Life* (Chapel Hill: University of North Carolina Press, 2007) Chapter 1

October 18th: Midterm

Week 8 1929-1945: The Great Depression and Second World War

October 23, 25

Reading:

Roland Marchand, *Creating the Corporate Soul: The Rise of Public Relations and Corporate Imagery in American Big Business* (Berkeley: University of California Press, 1998) Chapter 6

"Table of Major Acts Passed During the Great Depression" in Eric Rauchway, *The Great Depression and New Deal: A Very Short Introduction* (New York: Oxford University Press, 2008,)137-142

Jerry Adler, "1934: The Art of the New Deal," *Smithsonian Magazine* (June, 2009) <https://www.smithsonianmag.com/arts-culture/1934-the-art-of-the-new-deal-132242698/>

Browse the Library of Congress WPA Poster Collection
<https://www.loc.gov/pictures/collection/wpapos/>

Week 9 1945-1960: Buying Stuff and Going Places

October 30, November 1

Reading:

Shane Hamilton, "The Economies and Conveniences of Modern-Day Living: Frozen Foods and Mass Marketing, 1945-1965," *Business History Review* (Spring 2003): 33-60

Major Problems in American Business History, Chapter 12

"Keedoozle, The Key Does It All," *Science Illustrated* April, 1949

"Keedoozle Too Far Advanced; Saunders Tries Out Zizz-Buzz," *Chicago Daily Tribune* August 20, 1949

Week 10 1960-1970: Activist Business and Pink-Collar Work

November 6, 8

Reading:

Joshua Clark Davis, *From Head Shops to Whole Foods: The Rise and Fall of Activist Entrepreneurs* (New York: Columbia University Press, 2017) Chapter 2

Bethany Moreton, *To Serve God and Walmart: The Making of Christian Free Enterprise* (Cambridge, Harvard University Press, 2009) Chapter 3

Week 11 1970-1989: The Decades of Crisis?

November 13, 15

Reading:

Paul Sabin, "Crisis and Continuity in U.S. Oil Politics, 1965-1980," *Journal of American History* 99.1 (June, 2012):177-186

Kim Phillips-Fein, *Fear City: New York's Fiscal Crisis and the Rise of Austerity Politics* (New York: Metropolitan Books, 2017), Introduction

Greta Krippner, *Capitalizing on Crisis: The Political Origins of the Rise of Finance* (Cambridge: Harvard University Press, 2011) Introduction, Chapter 1

November 13th: Essay1 Due

Week 12 1970-1989: Reagan, FIRE, and the Other Star Wars

November 20

Reading:

Gretta Krippner, *Capitalizing on Crisis*, Chapter 4

Bethany Moreton, *To Serve God and Wal-Mart*, Chapter 7

Ronald Reagan, Address to the Nation on Defense and National Security
March 23, 1983 <http://www.presidency.ucsb.edu/ws/?pid=41093>

Week 13 1990-2000: The Tech Bubble and the Ethos of Personal Responsibility

November 27, 29

Reading:

Margaret O'Mara, "The Future of Work: The Technology Industry Is Changing the Rules," *Pacific Standard* (October 16, 2015)

<https://psmag.com/economics/the-future-of-work-the-technology-industry-is-changing-the-rules>

"The Contract with America, 1994" <https://www.u-s-history.com/pages/h2052.html>

Heather Ann Thompson, "Why Mass Incarceration Matters: Rethinking Crisis, Decline, and Transformation in Post-War American History," *Journal of American History* (December, 2010): 716-726, 732-734

Peter Wagner and Bernadette Rabuy, "Following the Money of Mass Incarceration," *Prison Policy Initiative* (January 25, 2017)

<https://www.prisonpolicy.org/reports/money.html>

Tanasia Kenney, "Racial Dot Map Shows Over Half of Wisconsin's Black Neighborhoods Are Actually Prisons," *Atlanta Black Star* (August 17, 2016)

<http://atlantablackstar.com/2016/08/17/racial-dot-map-shows-half-wisconsins-black-neighborhoods-actually-prisons/>

Week 14 2000-Present: The Housing Crisis, Student Loans, and Part Time Jobs

December 4, 6

Reading:

Andrew Kahrl, "Investing in Distress: Tax Delinquency and Predatory Buying in Urban America," *Critical Sociology* 43.2 (2015): 199-219

Louis Hyman, "Temps, Consultants, and The Rise of the Precarious Economy," *The Hedgehog Review* 18.1 (Spring, 2016):18-33

Bethany McLean, "When Sallie Met Wall Street," *Fortune* (December 26, 2005)

http://archive.fortune.com/magazines/fortune/fortune_archive/2005/12/26/8364649/index.htm

Jeanette A. Estruth, "Subcontracting: Silicon Valley's Riskiest Work," *Washington Post* (November 16, 2017) <https://www.washingtonpost.com/news/made-by-history/wp/2017/11/16/subcontracting-silicon-valleys-riskiest-work>

Week 15 Summary and Review

December 11

Reading: David Vogel, "Government-Industry Relations in the United States: An Overview," *Comparative Government-Industry Relations: Western Europe, the United*

States, and Japan eds Stephen Wilks and Maurice Wright (Oxford: Clarendon Press, 1987) 106-113.

December 12: Essay 2 Due