

HI 230 B1: Politics and the Media in Twentieth-Century U.S. History
Spring 2017
EPC 205, T/Th 9:30-10:45 am

Professor Eric Jarvis
226 Bay State Road, Room 307
Phone: 617-353-8303
Email: ejarvis@bu.edu
Office Hours: Tuesdays, 11:30 am-1 pm, Thursdays, 3:30-5 pm, and by appointment

Teaching Fellow: Jeanna L. Kinnebrew
226 Bay State Road, Room B01
Email: jeannak@bu.edu
Office Hours: Tuesdays and Thursdays, 2-3:30 pm, and by appointment

Teaching Fellow: Megan LeBarron
226 Bay State Road, Room B09
Email: mjleb@bu.edu
Office Hours: Tuesdays and Thursdays, 11 am-12:30 pm, and by appointment

Course Description: This course examines how the media has shaped the modern American political landscape, including electoral campaigns, voter attitudes, and policies. Key course themes include the following: the role that journalists have played in motivating public discourse and political action on social, economic, and racial issues; conceptions of the media as a democratic or anti-democratic influence on U.S. politics; various “myths” of the power of the media; the role of the media in the construction of American nationhood; government management of the news; and the evolving relationship between the media and the presidency.

Course Organization/Requirements: This course requires a good deal of reading and writing along with your active participation in class discussions. For each class, you should arrive prepared to discuss the assigned readings or films. Class meetings will mix lectures with discussions of assigned readings and films and occasionally introduce additional primary and secondary sources. I encourage you to email me interesting news items related to the course topic so that I can share them with the class.

Specific course requirements are as follows:

- 4 Reading Responses
- Midterm Exam
- Analytic Paper
- Final Exam
- Attendance and active participation in class discussions

Further details about each of these requirements will be provided in class.

Required Books: The following books are available at the Barnes and Noble bookstore in Kenmore Square:

Anonymous (Joe Klein), *Primary Colors: A Novel of Politics*

Edward Bernays, *Propaganda*

David Greenberg, *Republic of Spin: An Inside History of the American Presidency*

All other readings will be available on the course Blackboard site (see below). You will always be expected to bring a copy of the reading materials to class on the day on which they are due.

You will also need to view the following films: *The Negro Soldier* (1944), *Good Night, and Good Luck* (2005), *All the President's Men* (1976), and *The War Room* (1993). A web link will be provided for viewing *The Negro Soldier*. *Good Night, and Good Luck* and *All the President's Men* can be rented from iTunes or amazon.com. *The War Room* can be viewed through Boston University's Kanopy video streaming service at <https://bu.kanopystreaming.com/>.

Grade Breakdown: Your final grade will be calculated as follows:

Reading Responses: 10%

Midterm Exam: 25%

Analytic Paper: 25%

Final Exam: 25%

Class Participation: 15%

Grading Scale:

A = 93-100 B- = 80-82

A- = 90-92 C+ = 77-79

B+ = 87-89 C = 73-76

B = 83-86 C- = 70-72

Teaching Fellow: In this course, you will be assigned a Teaching Fellow who will take an interest in your course performance, hold office hours, grade your work, and be available to discuss readings and assignments. Teaching Fellows will also hold discussion/review sessions to provide additional time for discussing assignments and to support students in preparing for exams. While participation in these sessions is not required, students are strongly encouraged to attend them. Each discussion/review session will be offered at two different times so that all interested students are able to participate.

Blackboard: Our class has a Blackboard site that contains the syllabus, assignments, readings, and other course-related materials. You can log in to our Blackboard page at: <http://learn.bu.edu/>

You will have a personal Blackboard folder where you will submit completed assignments.

Email Policy: I welcome your email communications. Please allow up to 48 hours for a response. I do not discuss grades over email, so if you wish to discuss the grade you received on a particular assignment, please schedule a time to meet with me.

Laptop Policy: During class, you may use your laptop to take notes or to consult readings. Any other uses of your laptop are not permitted. If you use your laptop for purposes other than taking notes or referring to readings, you will no longer be allowed to use your laptop during class.

Cell Phone Policy: Cell phones are not allowed during class. If you use your cell phone during class, it will lower your class participation grade.

Late Assignments: Graded assignments will be penalized by one-third of a letter grade for each day they are late. If you are habitually late with your assignments, you will be unable to participate fully in the class, which will be reflected in your class participation grade.

Attendance Policy: Your regular attendance and participation are essential both to your own learning and to your classmates' learning. Missing more than two classes will lower your participation grade. Missing more than six classes (three weeks) may lead to a failing grade in the course. Note that these absences need not be consecutive. If you have a special obligation that will require you to miss several classes (e.g., varsity athletics, religious observances), please talk with me at the beginning of the semester.

Formatting for Papers: All assignments must be word-processed and adhere to either the Chicago or MLA style guidelines. Assignments should be submitted as Microsoft Word files and formatted in the following way: double spaced, 12pt Times New Roman font, 1-inch margins.

In addition to submitting hard copies of assignments, you are required to submit all completed assignments electronically by uploading the files to your personal Blackboard folder.

BU History Department Writing Guide: For a detailed description of the proper format for historical essays, students should consult the BU History Department Writing Guide:

<http://www.bu.edu/history/undergraduate-program/resources/writing-guide/>

Plagiarism: Plagiarism is the passing off of another's words or ideas as your own, and it is a serious academic offense. Cases of plagiarism will be handled in accordance with the disciplinary procedures described in the College of Arts and Science Academic Conduct Code. All students are subject to the CAS code, which can be read online at:

<http://www.bu.edu/academics/resources/academic-conduct-code/>

Penalties for plagiarism can range from failing an assignment or course to suspension or expulsion from the University. If you have any questions about plagiarism, please speak with me.

Class Schedule

Please note: Readings and films followed by an asterisk () are available on our course Blackboard website. All readings and films should be reviewed or watched in advance of the class for which they are assigned.*

Th 1/19 Introduction: Politics and the Media in Historical Perspective

T 1/24 “You furnish the pictures and I’ll furnish the war”: Journalism in the 1890s

Readings:

1. Greenberg, *Republic of Spin*, Introduction, Chapters 1-2
2. W. Joseph Campbell, *Getting it Wrong*, Chapter 1*

Th 1/26 Progressive Era Politics, Theodore Roosevelt, and the Muckrakers

Readings:

1. Greenberg, *Republic of Spin*, Chapters 3-5
2. Theodore Roosevelt, “The Man with the Muckrake” (1906)*

T 1/31 Muckraking II

Readings:

1. Greenberg, *Republic of Spin*, Chapters 6-7
2. Ida M. Tarbell, “The Oil War of 1872” (1903)*
3. Excerpt from Upton Sinclair, *The Jungle* (1906)*

Deadline: Reading Response for Muckraking

Th 2/2 Journalism and Jim Crow

Readings:

1. Ida B. Wells-Barnett, *Southern Horrors* (1892)*
2. Greenberg, *Republic of Spin*, Chapters 8-9

T 2/7 WWI, the Media, and the Problem of the Public

Readings:

1. Greenberg, *Republic of Spin*, Chapters 10-12, 14
2. Excerpts from Walter Lippmann, *Public Opinion* (1922)*

Deadline: Reading Response for Lippmann

Th 2/9 The Racial and Cultural Politics of the Movies

Readings: Bernays, *Propaganda*, Chapters 1-3

T 2/14 Propaganda & The Ideal of Objectivity

Readings:

1. Bernays, *Propaganda*, Chapters 4-6, 11
2. Greenberg, *Republic of Spin*, Chapter 18

Deadline: Reading Response for Bernays

Th 2/16 FDR, The New Deal, and the Power of Radio

Readings:

1. Greenberg, *Republic of Spin*, Chapters 20-22
2. Excerpt from Lawrence W. Levine and Cornelia R. Levine, *The People and the President**
3. Transcript of FDR's Second Fireside Chat*

Recording:

1. FDR, Second Fireside Chat*

T 2/21 Monday Schedule of Classes—No Class

Th 2/23 WWII and the Media

Readings:

1. Greenberg, *Republic of Spin*, Chapters 25-35

Film:

1. *The Negro Soldier* (1944)*

T 2/28 Anti-Communism, Democracy, and the Media
Distribute Midterm Exam Study Guide

Readings:

1. Campbell, *Getting it Wrong*, Chapter 3*

Film:

1. *Good Night, and Good Luck* (2005)

Th 3/2 **Midterm Exam**

Spring Recess: 3/4-3/12

T 3/14 The Nixon-Kennedy Television Debates I
Distribute Analytic Paper Assignment

Readings:

1. Greenberg, *Republic of Spin*, Chapters 36-40
2. Contemporary newspaper accounts of the debates*
3. Michael Schudson, *The Power of News*, Chapter 5*

Film:

1. Clip of first Nixon-Kennedy Debate*

Th 3/16 The Nixon-Kennedy Television Debates II

Readings:

1. Excerpt from Theodore H. White, *The Making of the President**
2. Don Hewitt, "Oral History of the Television Debates"*

T 3/21 Broadcasting the Civil Rights Movement

Readings:

1. Aniko Bodroghkozy, *Equal Time*, Chapter 5 (available online through Mugar)

Film:

1. Television footage of the Selma campaign*

Th 3/23 Losing Cronkite: The News Media and the Vietnam War

Readings:

1. Greenberg, *Republic of Spin*, Chapters 42-43
2. Excerpt from *Conversations with Cronkite**

T 3/28 Watergate I

Readings:

1. Greenberg, *Republic of Spin*, Chapters 44-45
2. Bruce J. Schulman, "Restraining the Imperial Presidency: Congress and Watergate"*
3. Michael Schudson, *The Power of News*, Chapter 7*

Th 3/30 Watergate II

Readings:

1. *Primary Colors*, pp. 1-50

Film:

1. *All the President's Men* (1976)

T 4/4 The New Right and the Media

Readings:

1. *Primary Colors*, pp. 51-150

Th 4/6 Reagan and the Press

Readings:

1. Greenberg, *Republic of Spin*, Chapter 46
2. *Primary Colors*, pp. 151-200

T 4/11 The Rise of Cable Television and the 24-Hour News Cycle

Readings:

1. *Primary Colors*, pp. 200-300

Th 4/13 Bill Clinton and the Politics of Spin

Readings:

1. Greenberg, *Republic of Spin*, Chapter 47
2. *Primary Colors*, pp. 301-366

Deadline: Reading Response for *Primary Colors*

T 4/18 Bill Clinton and the Politics of Spin II

Film:

1. *The War Room* (1993)

Th 4/20 Infotainment

Deadline: Analytic Paper

T 4/25 Origins of the Social Media Presidency

Readings:

1. Greenberg, *Republic of Spin*, Chapter 49

Th 4/27 Trump, the Presidency, and Social Media

Deadline: Reading Response for Greenberg

T 5/2 Course Wrap-Up

Distribute Study Guide for Final Exam

Final Exam Date TBD