

HI230 MEDIA & POLITICS IN MODERN AMERICA JO523 THE PRESIDENCY & THE MEDIA

Profs. Chris Daly and Bruce Schulman

Boston University
Syllabus, Fall 2016

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Objectives: Students will gain a historical perspective on the current presidential election, a touchstone of civic life in the United States. Specifically, students will investigate the changing role of the news and entertainment media in American politics and governance and the evolving relationships between politicians and the media. The course will also examine the many ways in which holders of national power have attempted to manipulate, censor, court, and regulate the media.

In addition, students should develop a set of skills and habits of mind that derive from serious study of history and journalism, including:

- appreciation for how a historical perspective can enrich understanding of contemporary problems;
- the ability to analyze the value and limitations of various sources as evidence;
- a capacity to weigh multiple perspectives and evaluate the merits of competing interpretations,
- research skills using both primary and secondary sources, and
- proficiency in constructing persuasive and evidence-based arguments in written, oral, and digital formats.

Attendance:

Attendance at all classes is mandatory. (It is also educational!) If you are unable to attend a lecture, there is no need to e-mail the TA or the professor. Return to class as soon as you are able, and ask another student for notes on the class you missed.

Required Readings:

All required books are available in paperback at the Bookstore. Students can find additional assignments, marked with an asterisk (*) on the course schedule below, at the Blackboard Learn website. The following books are available for purchase at the BU bookstore (and many other booksellers):

David Greenberg, *Republic of Spin*.

Hunter S. Thompson, *Fear and Loathing on the Campaign Trail, 1972*.

Plagiarism:

Plagiarism -- the presentation of another's work as your own, even by mistake -- is an abomination and will not be tolerated. In journalism, truth and candor are the bedrock of our work. Plagiarism will result in failing this course and possible further penalties. Never do it, and never tolerate it in others.

If you are in doubt, consult the professor.

BE SURE TO READ AND COMPLY WITH B.U.'s UNIVERSAL ACADEMIC CONDUCT CODE FOR UNDERGRADUATE STUDENTS. It is available at:

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

“Please note that classroom proceedings for this course may be recorded for purposes including, but not limited to, student illness, religious holidays, disability accommodations, or student course review. Note also that you may not use a recording device in the classroom except with the instructor's permission.”

Use of laptops (and other digital devices) is not permitted in class.

A NOTE ON PARTISANSHIP:

In this course, all views are welcome. We believe that the classroom is a realm of free inquiry, thought, and expression. The classroom is also a place where students and faculty can insist on arguments that are supported by evidence and reason. There are no “politically correct” answers or viewpoints in this class. We expect all comments and essays to be based in fact, rather than political loyalties or sentiment.

Citizenship demands that we treat our fellow citizens with all due respect.

Your instructors:

Chris Daly is a professor of Journalism at Boston University. He is also a veteran journalist with experience in wire services, newspapers, magazines, books and on-line. A Harvard graduate, he spent 10 years at The Associated Press. From 1989 to 1997, he covered New England for *The Washington Post*. As a reporter, he covered the presidential primaries and elections in 1988, 1992 and 1996. He is the author of a narrative history of the U.S. news business titled *Covering America*. He holds a master's degree in history from the University of North Carolina, where he was a co-author of *Like a Family*, a social history of the South's industrialization. His writing has appeared in *Atlantic Monthly*, *Columbia Journalism Review*, *Parents*, *New England Monthly*, *Boston*, *American Prospect* and other magazines. He contributes free-lance articles and essays to newspapers and magazines, and he blogs at www.journalismprofessor.com.

Bruce J. Schulman is the William E. Huntington Professor of History at Boston University. He is the author of three books and editor of five others: *From Cotton Belt to Sunbelt* (N.Y.: Oxford University Press, 1991); *Lyndon B. Johnson and American Liberalism* (Boston: Bedford Books of St. Martin's Press, 1994); and *The Seventies: The Great Shift in American Culture, Politics, and Society* (N.Y.: Free Press, 2001). The *New York Times* named *The Seventies* one of its Notable Books of the Year for 2001. An anthology of essays, co-edited with Julian Zelizer, entitled *Rightward Bound: Making America Conservative in the 1970s*, was published by Harvard University Press in March 2008, and another, *The Constitution and Public Policy*, by Pennsylvania University Press in 2009. He has also edited *Making the American Century*, (Oxford University Press, 2014), *Recapturing the Oval Office*, (co-edited with Brian Balogh, Cornell University Press, 2015), and *Faithful Republic* (co-edited with Andrew Preston and Julian Zelizer, University of Pennsylvania Press, 2015). He has contributed to the *New York Times*, the *Washington Post*, the *Los Angeles Times*, the *Christian Science Monitor*, the *International Herald Tribune*, as well as websites such as *Politico* and *Reuters*.

COURSE REQUIREMENTS:

Students may choose one of two options to fulfill course requirements. You **must** choose one of the two pathways, no “mixing and matching” is possible. All students will complete the Inaugural Address assignment, the first essay, the blog posts, and the final examination described below, but beyond that you will be able to choose between two alternative sets of assignments:

The **standard option** requires a second essay.

The **curatorial** option asks you to curate an on-line exhibition of artifacts and documents.

OPTION A: THE STANDARD OPTION

Film Series and Blog Posts	10%
First Essay (Due October 6)	25%
Second Essay (Due November 17)	25%
Inaugural Address (Due December 6)	20%
Take Home Final Exam (Due December 14)	20%

1. **Film Series and Blog Posts.** On Monday nights at 7PM in COM 101 (see schedule posted), we will screen a series of films offering different perspectives on politics and media in the 20th Century United States. Every student should attend at least five of the film screenings, participate in a brief discussion after the film and post a brief (250-word) response. If another class or unavoidable obligation prevents you from attending the screening, you may watch the films on your own time and submit slightly lengthier reactions. Students can find specific instructions for the blog posts under the Assignments tab on the course website.

As an incentive to attend more than the required five film screenings, the instructors will add a ½ percentage point to your final course grade for each workshop you attend, to a maximum of 2.5 total points.

2. First Essay. On Tuesday, September 27, the instructors will distribute questions for the first essay, covering topics from the first five weeks of the course. In class, on Thursday, October 6, students will turn in a paper of approximately six double-spaced, typewritten pages (1,500 words), analyzing one of the questions in an intelligent and coherent essay. Late papers will be penalized one third of a grade per day (A B+ becomes a B, a B becomes a B-, etc.). This essay will account for 25% of your final grade in the course.

3. Second Essay. On Thursday, November 3, the instructors will distribute questions for the second essay. Students will choose one of the questions and answer it in an essay of approximately six typewritten pages (1,500 words). The paper must be completed and handed in by the end of class on Thursday, November 17. Late papers will be penalized one third of a grade per day. This essay will account for 25% of your final grade in the course.

4. Inaugural Address. Considering all you have learned about the development of the American presidency, the history of the mass media, and the evolving relationships between media and politics in the 21st Century US, you will draft an inaugural address for the incoming 45th president of the United States. Your inaugural address should run no fewer than 1,000 words (and no more than 2,500). The president-elect needs your draft (and your professors expect it) by Tuesday, December 6, 2016 at 5PM. The Inaugural Address will account for 20% of your final grade in the course.

5. Take Home Final Exam. In place of an in-class final, students will complete an open-book, essay-based take-home examination. The instructors will distribute instructions for the exam on Tuesday, December 6, 2016 and students must complete it no later than 3:00PM on Wednesday, December 14. The take-home final will constitute 20% of your final grade in the course.

6. Even though HI 230/JO523 is a relatively large course, student participation remains an important component in the course, so active, engaged participation will improve your performance on the assignments and help decide borderline cases in your favor. Students can demonstrate such engagement in numerous ways: by attending the film series and participating in the discussions, by answering questions in class, and by visiting the instructors at office hours.

OPTION B: THE CURATORIAL OPTION

Film Series and Blog Posts	10%
First Essay (Due October 6)	25%
Virtual Exhibition (Due November 29)	25%
Inaugural Address (Due December 6)	20%
Take Home Final Exam (Due December 14)	20%

1. Film Series and Blog Posts. On Monday nights at 7PM in COM 101 (see schedule below), we will screen a series of films offering different perspectives on politics and media in the 20th Century United States. Every student should attend at least five of the film screenings,

participate in a brief discussion after the film and post a brief (250-word) response. If another class or unavoidable obligation prevents you from attending the screening, you may watch the films on your own time and submit slightly lengthier reactions. Students can find specific instructions for the blog posts under the Assignments tab on the course website.

As an incentive to attend more than the required five film screenings, the instructors will add a ½percentage point to your final course grade for each workshop you attend, to a maximum of 2.5 total points.

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3. Curatorial Assignment/Virtual Exhibition. Following the guidelines on the Curatorial Assignment instruction sheet (available under assignments on the course website), you will research and produce a virtual exhibition of 7-10 artifacts, including at least one historic site, one archival document, one published textual source, and one archival audiovisual artifact. You will write an introduction to the exhibition (200-500 words) and one-paragraph headnotes for each item. You will submit the eportfolio electronically by 5:00PM on Tuesday, November 29. The virtual exhibition will account for 25% of your final grade in the course.

4. Inaugural Address. Considering all you have learned about the development of the American presidency, the history of the mass media, and the evolving relationships between media and politics in the 21st Century US, you will draft an inaugural address for the incoming 45th president of the United States. Your inaugural address should run no fewer than 1,000 words (and no more than 2,500). The president-elect needs your draft (and your professors expect it) by Tuesday, December 6, 2016 at 5PM. The Inaugural Address will account for 20% of your final grade in the course.

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Course Schedule:

Readings marked with an asterisk (*) are available on the Blackboard Learn website.

Week 1

Sept. 6--Introduction to the Course

Sept. 8--Deep Background: Media and Politics in the 1890s

READINGS (Do these readings by the start of Week 2)

1. David Greenberg, *Republic of Spin*, Introduction, chs. 1-2.
2. Jill Lepore, "Party Crashers," *The New Yorker*, February 22, 2016,
<http://www.newyorker.com/magazine/2016/02/22/did-social-media-produce-the-new-populism>
3. Susan Douglas, "Presidents and the Media," in Brian Balogh and Bruce J. Schulman eds., *Recapturing the Oval Office*, 143-161.*
4. Chris Daly, *Covering America*, chapter 5.*

Week 2

Sept. 13—The Bully Pulpit and Rise of the Media Presidency

Sept. 15—Muckraking and the Debate over Objectivity

READINGS (Complete by the start of Week 3)

1. Greenberg, *Republic of Spin*, chs. 3-7.
2. Ida B. Wells, "Southern Horrors" (excerpts).*
3. "S.S. McLure Discovers A Trend of the Times, 1903," in Richard Hofstadter, *The Progressive Movement, 1900-1915*.*
4. Ida B. Tarbell on the Methods of the Standard Oil Company (1902), in Richard Hofstadter, *The Progressive Movement, 1900-1915*.*
5. David Graham Phillips, "The Treason of the Senate," *Cosmopolitan*, Feb 1906.*
6. Theodore Roosevelt, "Man with a Muck Rake" Speech, April 14, 1906,
<http://www.americanrhetoric.com/speeches/PDFFiles/Teddy%20Roosevelt%20-%20Man%20With%20Muck-rake.pdf>

Week 3

Sept. 20—The Fight over the Movies

Sept. 22—Race, the Media, and the Presidency

READINGS (Complete By the Start of Week 4)

1. Greenberg, *Republic of Spin*, chs. 8-14, 16-17.
2. Walter Lippmann, *Public Opinion*, part 1, part 7.*
3. Daly, *Covering America*, pp. 154-182.
4. Cartoons and Posters from WWI and the 1920s.*
5. Brian Balogh, “‘Mirrors of Desires’: Interest Groups, Elections, and the Targeted Style in Twentieth Century America,” in Jacobs et al. , eds., *The Democratic Experiment*, pp. 222-249.*

Week 4

Sept 27—Government and Media in Early 20th Century

Sept. 29—The 20s

READINGS (Complete By the Start of Week 5)

1. Greenberg, *Republic of Spin*, chs 20-25.
2. Kathryn Brownell, *Showbiz Politics*, Introduction and Ch. 1.*
3. Lawrence and Cornelia Levine, *The President and the People*, pp. 1-24.*
4. Erin Overbey, “George Gallup and the Mystery of Polls,” *The New Yorker*, October 26, 2012, <http://www.newyorker.com/books/double-take/george-gallup-and-the-mystery-of-polls>
5. Russell Maloney, “Black Beans and White Beans,” *The New Yorker*, March 2, 1940, <http://www.newyorker.com/magazine/1940/03/02/black-beans-and-white-beans>

Week 5

Oct. 4. Polling and its Discontents

Oct. 6. Radio, FDR, Hollywood **(FIRST PAPER DUE)**

READINGS (Complete By the Start of Week 6)

1. Brownell, *Showbiz Politics*, ch. 5.*
2. Dan Mitchell, “Ten Memorable Moments in Presidential Debate History,” *Time*, September 16, 2015, <http://time.com/4036109/memorable-moments-presidential-debates/>
3. Jim Lehrer, *Tension City: Inside The Presidential debates*, chs. 1-2.*
4. Video Excerpts from Presidential Debates.*

Week 6

Oct. 11 **NO CLASS** (Follow Monday schedule.)

Oct. 13 The Presidential Debates

READINGS (Complete By the Start of Week 7)

1. Greenberg, *Republic of Spin*, Chs. 33, 36-39.
2. "Top 10 Campaign Ads," *Time Magazine*, http://content.time.com/time/specials/packages/article/0,28804,1842516_1842514_1842649,00.html
3. Kevin Kruse, "Why Don't You Just Get An Actor': The Advent of TV in the 1952 Campaign," in Gareth Davies and Julian Zelizer eds. *America At the Ballot Box*, pp. 167-183.*
4. "How Trump Trumped the TV Networks."
*<http://www.usnews.com/news/blogs/data-mine/articles/2016-04-13/how-donald-trump-trumped-the-tv-networks>
5. Jeffrey Toobin, "Money Unlimited," *The New Yorker*, May 21, 2012.
<http://www.newyorker.com/magazine/2012/05/21/money-unlimited>

Week 7

- Oct. 18 Toward the Television Presidency
Oct 20. Paid/Unpaid Media

READINGS (Complete By the Start of Week 8)

1. Greenberg, *Republic of Spin*, Ch. 43.
2. David Halberstam, *The Powers That Be*, chap 17-18.
3. Todd Gitlin, *The Whole World Is Watching*, Preface to the 2003 edition and Introduction.*
4. Video: "Selma, Alabama: The Role of News Media in the Civil Rights Movement," | <http://www.pbslearningmedia.org/resource/mr13.socst.us.selma/selma-alabama-the-role-of-news-media-in-the-civil-rights-movement/>
5. Visit "The Media and the Movement" website and read one interview.
<http://mediaandthemovement.unc.edu/the-interviews/>
6. Amy Ongiri, *Spectacular Blackness*, Introduction and Ch. 1.*

Week 8

- Oct. 25. 60s, Part 1 New Left, Black Power, and Media
Oct. 27. 60s, Part 2 Vietnam, Presidency, Media

READINGS (Complete By the Start of Week 9)

1. Greenberg, *Republic of Spin*, Chs. 44-45.
2. Joe McGinnis, *The Selling of the President 1968*, Ch. 2.*
3. Hunter S. Thompson, *Fear and Loathing on the Campaign Trail, 1972*, "Author's Note," "February 1971," "January," "June," "Later in June," and "Epitaph."
4. Matt Bai, "How Gary Hart's Downfall Forever Changed American Politics," *New York Times Sunday magazine*, Sept. 18, 2014.

Week 9

Nov 1 Nixon
Nov 3. Frenemies

READINGS (Complete By the Start of Week 10)

1. Timothy Crouse, *The Boys on the Bus*, chs. 1-2.*
2. Irina Aleksander, "Have Female Journalists Ended the Boys-on-the-Bus Era of Campaign Reporting," *Vogue*, May 19, 2016, <http://www.vogue.com/13436451/campaign-reporting-politics-female-journalists/>
3. David Carr, "Campaign Journalism in the Age of Twitter," *New York Times*, September 1, 2013.*
4. David Greenberg, *Nixon's Shadow*, Ch. 4.*
5. Gabriel Sherman, *The Loudest Voice in the Room*, ch. 15.*

Week 10

Nov. 8 Boys on the Bus, Culture of Journalism
Nov. 10. Election 2016: A Post-Mortem

READINGS (Complete By the Start of Week 11)

1. James Brian McPherson, *Conservative Resurgence*, ch. 1.*
2. Sherman, *The Loudest Voice in the Room*, Prologue, Chs. 11-12, 17, 20, and pp. 375-91.*
3. Nicole Hemmer, "From 'Faith in Facts' to 'Fair and Balanced': Conservative Media, Liberal Bias, and the Origins of Balance," in Bruce J. Schulman and Julian Zelizer eds., *Media Nation*, ch. 8.*
4. Susan Douglas, *Where the Girls Are*, chs. 8-10.*
5. Liza Mundy, "The Media Has a Woman problem," *New York Times*, April 26, 2014, http://www.nytimes.com/2014/04/27/opinion/sunday/the-media-has-a-woman-problem.html?_r=0

Week 11

Nov. 15. Right-Wing Media
Nov. 17. Feminism and the Media (2ND PAPER DUE--STANDARD OPTION)

READINGS (Complete By the Start of Week 12)

1. Greenberg, *Republic of Spin*, ch. 46-47.
2. Daly, *Covering America*, pp. 401-09.*
3. "In a World of Online News, Burnout Starts Younger," *NYT*, 7/18/2010
http://www.nytimes.com/2010/07/19/business/media/19press.html?_r=3&ref=media
4. Stephen Cushion, "Three Phases of 24-Hour News Television," in Stephen Cushion and Justin Lewis eds., *The Rise of 24-Hour News Television*, ch. 1*

Week 12

Nov 22 Cable News and the 24/7 news cycle
 Nov 24 **THANKSGIVING--NO CLASS**

READINGS (Complete By the Start of Week 13)

1. Greenberg, *Republic of Spin*, ch. 48-49.
2. Richard Fry, "Millennials match Baby Boomers as largest generation in U.S. electorate, but will they vote?," Pew Research Center, May 2016,
<http://www.pewresearch.org/fact-tank/2016/05/16/millennials-match-baby-boomers-as-largest-generation-in-u-s-electorate-but-will-they-vote/>
3. Amy Mitchell et al., Political Polarization & Media Habits, Pew Research Center, October 21, 2014,
<http://www.journalism.org/2014/10/21/political-polarization-media-habits/>
4. Brownell, *Showbiz Politics*, Conclusion.*

Week 13

Nov 29 Digital Natives: Millennial Voters and New Media
(VIRTUAL EXHIBITION DUE--CURATORIAL OPTION ONLY)
 Dec 1 Entertainer-in-Chief

READINGS (Complete By the Start of Week 14)

1. Collection of Classic Inaugural Addresses.*

Week 14

Dec 6 The Presidency, American Politics, and the Media Today.
(INAUGURAL ADDRESS ASSIGNMENT DUE)
 Dec 8 Conclusions

TAKE-HOME FINAL EXAM

DUE--DECEMBER 14, 2016, 3PM