



CATALOG DESCRIPTION

Prerequisites: COMM 233 and junior standing. American mass communication; newspapers and periodicals through radio and television; ideological, political, social and economic aspects.

COURSE LEARNING GOALS

“Society not only continues to exist by transmission, by communication, but it may fairly be said to exist in transmission, in communication. There is more than a verbal tie between the words common, community, and communication. Men live in a community in virtue of things they have in common; and communication is the way in which they come to possess things in common,” according to John Dewey in *Democracy and Education* (New York: Macmillan Co., 1915, p.4). For Dewey, then, communication is an important ingredient in forming communities and in shaping the politics and social fabric of communities. Our goal this semester is to study the development of American media and their impact on the social, economic and political fabric of the nation.

After successful completion of this course, you should be able to:

1. *Identify philosophers and their ideas colonists drew upon in establishing America's early legal, political, and communications systems.*
2. *Discuss the role of the press in fomenting the Revolutionary War and forming the political foundations of American democracy, in particularly the First Amendment.*
3. *Identify reasons for the transformation of the press from “viewpapers” to the beginning of mass communications in America.*



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Dr. Fellow is a former chair of the Department of Communications and the Department of Cinema & Television Arts. He received his doctorate from the Annenberg School for Communications & Journalism at the University of Southern California where he taught for five years after 10 years as a journalist covering national politics. He was an Annenberg Fellow and U.S. Fulbright Scholar and was named the Vercelli Chair of Media History at the University of Vercelli, Italy. He is currently director of the Florence programs and teaches in Italy during the summer session and fall semester.

“WHEN a nation goes down...or a society perishes, one condition may always be found. They forgot where they came from. They lost sight of what had brought them along.”

CARL SANDBURG

4. Define the term “media ecology” and explain how the development of each mass medium had a profound impact on subsequent media.
5. Relate the development of advertising to its unique role as a privileged discourse in America.
6. Trace the development of American cinema’s fight to be a legitimate heir of First Amendment rights, including its fights against local, state and national government agencies, including the House on Un-American Activities Committee.
7. Identify and trace the relationship between democracy and press freedom from the Colonial period to the era of Trump, with special attention to infringement on First Amendment rights throughout American history.
8. Discuss mass communication’s role in promoting civil rights, diversity in the workplace, women’s rights, and social and economic equality.
 - Each of the five subject concentrations offers students a different type of preparation for a communications career. All concentrations are similar in that their ultimate goal is to allow the development of graduates who are articulate, intelligent citizens who can think critically and communicate effectively. Learning Outcomes have been established to verify that our graduates are prepared for the realities they will face as communicators in the 21st Century. To view those Learning Outcomes, click on this link:
<http://communications.fullerton.edu/departments/comm/pdf/ULOs%20PLOs%20and%20CNLOs%202013.pdf>

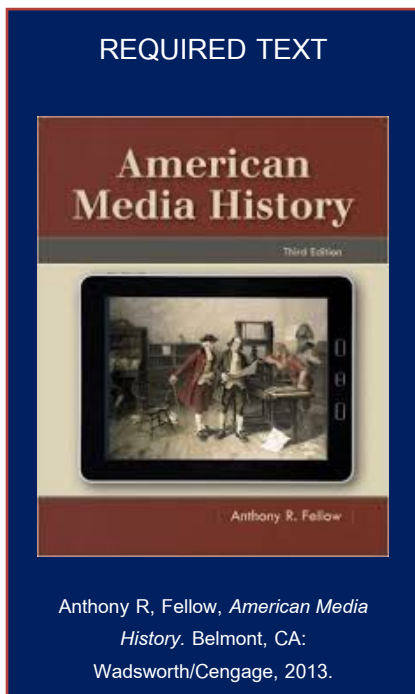
TECHNOLOGICAL SPECIFICS

What minimum computer hardware and software specifications, and course website access is required? You will just need to be able to access Titanium where all course work will take place. What technical competencies are required of students? No technical competencies except the ability to type is necessary. Whom should students contact in case of technical problems? Please call the Instructional Technology help desk at 657-278-7777. What are alternative procedures for submitting work, in the event of technical problems? Student can submit work to the professor’s email: afellow@fullerton.edu. Students also can submit hard copies to the Department of Communications Office, College Park 400, or my office, College Park 460-27.

CORE RULES OF NETIQUETTE

The internet has its own culture, Netiquette. The common conventions of online communication between users are the rules of netiquette. The Golden Rule of Netiquette is to: do unto others online as you would have done to you. Proper netiquette is positive. Core netiquette rules include the following: spell check; no all caps; tell the truth; be yourself; do not flame; do not spam; be

conservative; do not send email at night; shop secure sites; and use discretion. Abusive language or disrespect to fellow students or the professor will not be tolerated and will result in being dropped from the course. For a complete guide Netiquette check out this website:
<http://www.albion.com/netiquette/corerules.html>



STUDY GUIDES

1. *A list of Study Guide Questions for every chapter is available at the top of the COMM 370 Titanium page.*
2. *Individual Chapter Study Guide Questions also are available under the assigned readings each week.*

REQUIREMENTS AND GRADING

Examinations. Three examinations (50 points each) will be administered. Exams will be objective (multiple-choice and true/false questions) and will deal with materials covered since the previous examination. **YOU WILL TAKE ALL EXAMINATIONS ONLINE.**

Chapter Quizzes. Four announced chapter quizzes (15 points each) will be administered throughout the semester. Quizzes will include multiple-choice and true-false questions and will deal with the chapter assigned that week. Quizzes will allow students to focus on fewer chapters for exams because materials from Chapter Quizzes will not be on the examinations. **YOU WILL TAKE ALL CHAPTER QUIZZES ONLINE.**

Chapter Checkups. Eight checkup quizzes (7 points each) will be administered. They will cover the reading materials for that week. Checkups are meant to keep you on track with the readings and help you with the exams. **YOU WILL TAKE ALL CHAPTER CHECKUPS ONLINE.**

American Media Profile. Each chapter of *American Media History* includes American Media Profiles, short biographies of individuals who had a hand in media's development. These profiles will serve as examples for your two-page double-spaced paper (25 points). Students may select any media figure preferably named in the text. **DO NOT** write a profile of anyone whose profile already appears in the book. Profiles should be focused on a central theme and the person's importance to American media history. See full instructions on the course Titanium page. This assignment is due 9 p.m. April 21, 2020.

History Jeopardy. Each class will begin with a session of History Jeopardy in which students can participate. This is a review of the last class session. **THIS ACTIVITY WILL HELP YOU WITH EXAMS.**

GRADES

A plus/minus grading system will be used. Grades will be based on total number of points obtained throughout the semester. Those receiving 90 percent of the total points award will receive As; 89-80 percent will receive Bs; 79-70 percent will receive Cs; 69-60 percent will receive Ds; 59 percent and lower will receive Fs. Grades will be determined by the following:

A+	100 percent	B+	89-87 percent	C+	79-77 percent	D+	69-67 percent
A	99-94 percent	B	86-84 percent	C	76-74 percent	D	66-64 percent
A-	93-90 percent	B-	83-80 percent	C-	73-70 percent	D	63-60 percent
						F	59 percent

THREE EXAMINATIONS (50 points each)	150 Points
FOUR QUIZZES (15 points each)	60 Points
NINE CHECKUPS (7 points each)	63 Points
AMERICAN MEDIA PROFILE (25 points)	25 Points
TOTAL	398

- *FYI: It is very, very likely you will receive a higher final grade than what is on the excel grade sheet. I reduce the final total points to compensate for exam questions that are recorded incorrectly or end up not being good questions. Anyone I see making an effort and meeting deadlines after putting in more than a last-minute effort each week will never fail one of my classes. But don't take me for a ride or all bets are off!*
- **GRADE SHEET.** *Students can readily find their grades for this course on the Excel sheet on Titanium. The last four digits of your student identification are used. An Excel grade sheet is updated weekly. DO NOT use the built-in grade sheet in Titanium. Email the professor if you see any errors in your scores.*

IMPORTANT WEB SITE

The following Internet sites are designed to help you:

<https://fullerton.edu> This is the course website which can be accessed through Titanium.

<http://www.commfaculty.fullerton.edu/afellow> This is the professor's website.

CORE/GENERAL EDUCATION INFORMATION

Communications 370 is a required course for Journalism majors, a core elective for all other Communications majors, and a designated General Education course.

For Journalism majors, this course is a prerequisite for other Journalism courses. Thus, a grade of "C" IS required for passing.

If you are a Communications major, this course is NOT a prerequisite for other Communications courses. Thus, a grade of C is NOT required for passing.

However, if you are NOT a Journalism/Communications major and you are taking this course to fulfill your General Education requirements under D.4, a grade of "C" or better IS required.

Technical Competencies and Important Websites

Minimum Computer Hardware and Software Specifications

Students who enroll in a **WEB** course **MUST**:

1. *Have a dependable (high speed preferred) Internet access connection;*
2. *Utilize the latest version of a reliable web browser (preferably Internet Explorer, Mozilla Firefox or Safari);*
3. *Utilize a computer that has anti-virus software installed;*
4. *Have access to word-processing and presentation software (such as Microsoft Word and Powerpoint); and*
5. *Be WEB savvy (know how to search, troubleshoot, bookmark, use web collaboration and social networking sites, etc.)*

Technical Problems

Students experiencing technical problems should notify the professor and contact Instructional Technology help desk at 657-278-7777.

Alternate Procedures for Submitting Work

In the event of technical problems, students may submit their work via email—afellow@fullerton.edu. Hard copies also can be submitted to the Department of Communications Office, College Park 400, or my office, College Park 460-27.

Pollak Library Site

Pollak Library offers various resources and services to assist students receiving online instruction. Assistance can include the following: finding relevant databases and searching, assessing relevant online library research guides, accessing e-books, citing sources, using EndNote, and requesting materials through IL Liad (InterLibrary Loan). The site can be located at:
<http://www.library.fullerton.edu/about/guidelines/online-instruction-guidelines.php>

COURSE POLICIES

Communications Protocols

Here is some further information to help you communicate with me and classmates:

Questions Forum. You will automatically be subscribed to the Ask Your Prof Forum. Use it whenever you have **ANY QUESTIONS ABOUT THE CLASS**—clarification on an assignment, whether there's a quiz that week, where the handout is posted, etc. If you have that question, there's a good change you're not the only one. I'm subscribed to the forum as well, which means I'll get an email as soon as you post the question. And I'll be happy to answer it—unless one of your classmates beats me to it!

Email. Use this to send me cool hyperlinks, information, or arrange to come by. I really appreciate emails that include a salutation ("Hi, Professor Fellow or Hi, Dr. Fellow, is nice) and a loosely professional tone. I appear to be more responsive when treated professionally, and I will treat you with respect. When emailing, please put in the subject line the course. It should look something like this: **COMM 370**. Please don't use emails to sulk or tell me that your unique interpretation of instructions or exam questions is somehow enlightened and legitimate. If you're really concerned about your grade, act like it. Make an appointment to see me.

Conduct

Proper conduct is required to stay enrolled in this course. If behavior is deemed inappropriate and not conducive to a safe and comfortable learning environment, the Department Chair, Dean of the College, and Dean of Students will be notified.

Academic Integrity

From the CSUF Student Handbook:

CHEATING includes the following: using notes or aides (including electronic devices) or the help of other students on exams in ways other than those expressly permitted by the instructor, or any acts that defeat the intent of an exam, plagiarism as defined below, and collaborating with others on any assignment where such collaboration is expressly forbidden by an instructor. PLAGIARISM is the act of taking the work (words, ideas, concepts, data, graphs, artistic creation) of another, whether that work is paraphrased or copied in verbatim or near verbatim form and offering it as one's own without giving credit to that source.

My policy on collaboration:

Allowed: Watching screencasts & documentaries with classmates and discussing while taking notes and/or answering the question guides. Study groups are great.

Forbidden: Taking the online quizzes or exams with your classmates.

Forbidden: Writing the same answers as your friend, verbatim (this includes sentences with only a few words changed). Free tip: Most of you are relatively poor writers but — good news! — you are each a unique snowflake in how you express yourself. This makes it glaringly obvious when your poor writing is the same as someone else's.

Provable Cheating? Any proven case of academic dishonesty will result in immediate failure of the class and will be reported to the campus judicial officer.

UNIVERSITY POLICIES

See <http://fdc.fullerton.edu/teaching/syllabus.php> for University policies dealing with:

- *Students with Special Needs;*
- *Academic Dishonesty;*
- *Emergency Preparedness;*
- *Undergraduate Learning Goals;*
- *Graduate Student Learning Goals;*
- *General Education Learning Goals & Requirements;*
- *Student Learning Outcomes by Degree Programs;*
- *Library; and*
- *Final Exams Schedule.*

COMMUNICATIONS PROTOCOLS

Here is some further information to help you communicate with me and classmates.

Ask Your Prof Forum. You will automatically be subscribed to the Ask Your Prof Forum. Use it whenever you have **ANY QUESTIONS ABOUT THE CLASS**—clarification on an assignment, whether there’s a quiz tomorrow, where the handout is posted, etc. If you have that question, there’s a good chance you’re not the only one. I’m subscribed to the forum as well, which means I’ll get an email as soon as you post the question. And I’ll be happy to answer it—unless one of your classmates beats me to it!

Office Hours. If you have a personal question, such as “I think I just flunked the last quiz,” I will treat you like the king or queen of England. You will receive my full attention, and I enjoy talking to students. Whether you are lost or floundering in class or in life, I’ll work with you, and you will leave feeling better.

Email. Use this to send me cool hyperlinks, information, or arrange to come by. I really appreciate emails that include a salutation (“Hi, Professor Fellow is nice) and a loosely professional tone. I appear to be more responsive when treated professionally, and I will treat you with respect. When emailing, please put in the subject line the course. It should look something like this: **COMM 370 ONLINE.**

Please don’t use emails to sulk or tell me that your unique interpretation of instructions or exam questions is somehow enlightened and legitimate. If you’re really concerned about your grade, act like it. Make an appointment to see me.

Extra Credit. There may be some assignments that may bring extra credit points. However, the best way to do well in the class is to do your assigned readings and listen to the presentations, not ask for extra credit work.

A Letter to Students...

I hope you will readily note that I enjoy teaching this course. Perhaps, it is because of my passion for media, history, and politics. I also think it is important to understand how our media developed and their impact on the social and political fabric of America. Some find history difficult. Others wonder about its relevance. We are finding more and more that many Americans have no sense of history.

Perhaps, that is why we continue to repeat it. Just take the Iraqi war or the Bush-Gore election. Go back and look at the Vietnam War or Mexican-American War and the Hayes-Tilden electoral battle. It is possible that another villain such as Sen. Joseph McCarthy may arise on the political scene or America entertains a repeat of the blacklisting period.

We need to know our history. Good luck to you this semester. My wish is that you will have a greater appreciation of the media pioneers who not only developed our communications system but also this great nation called AMERICA.

Tuesdays at 9 p.m. Each **TUESDAY at 9 p.m.** new materials will be released for that week. And all checkup quizzes, chapter quizzes and coffeehouse forums will be due. **9 p.m. TUESDAYS.**
DEADLINES 9 p.m. 9 p.m. 9 p.m.

- *Murphy's Law.* Titanium is very reliable I have found through the years! The CSUF Portal, various Wi-Fi connections and personal computers, however, have a less stellar track record. You may encounter a glitch this term: a presentation that won't play, a quiz that kicks you out, or an impossibly slow internet connection. HINT: If you can't get a presentation to work, change browsers. Fixes exist for this and other problems, but not when you're doing stuff at the very, very, very last minute. Of course, you already know this, right? Usually I will refer you to the Information Technology Office at 657-278-7777.
- *Deadlines are Non-negotiable.* No late work, to make-ups, no late forum assignments or examinations will be accepted. Why? Because it is a tremendous amount of work to open up an exam or quiz and change the deadlines.
- *But Don't Stress.* Obviously if something catastrophic happen, let me know, and I'll try to help you out. But please try to see the distinction between that and the really-bad-day kind of thing that hits all of us now and then. For that stuff? Suck it up and deal, my friend. The worst thing you can tell me is that you didn't know work was due because an exam was scheduled that week. I suggest you read **This Week's Activities** on the Titanium page before you do anything that week.

Q & A's

Are exams cumulative? Not officially. But the class builds upon the preceding chapters. Simply, you are only tested on the chapters designated. Those chapters in which you have taken a quiz will not be on the exam. This is my attempt to make it less difficult for you.

What if I miss a quiz or test, will you reopen it for me? NO.

What should I do if some weird problem comes up while I'm taking a quiz or exam? Titanium is really reliable but in rare occasions, students may encounter a small glitch.... "It kicked me out." This is the most common glitch. No sweat. Worst case scenario, you'll have to quit your browser, then open it and go back to our page. The quiz always lets you back in again. "Any other tips?" Hmm. Actually, those are the only two issues I can think of right now, but if you need help while in a quiz (technical help), you're welcome to email me and I'll try to help. But before you do that.... Quit your browser (Chrome, Safari, etc.), breathe for 30 seconds, then open it and log back in. In most cases, that does the trick.

What if I have a problem seeing/hearing/opening a video on Titanium? This doesn't happen a lot, but it does happen more often than the quiz glitches. I think there's only been one time in the past four years where the problem was the file I uploaded. Not gonna lie: It's likely demon possession. In that particular moment, the file and your technology are being kept from one another by a demon. Tragic. Yeah ... that's fascinating. So how do I fix it??? Well, regardless of what's causing it, it does always seem to get resolved by quitting your browser, using a different browser, coming back a few hours later and opening it again, or — in only one or two instances that I know of — using a different device altogether.

This whole Internet thing is disorienting to me. Help! Every year CSUF students seem to be more and more comfortable with online learning systems like Titanium. But there are still some students who feel apprehensive and/or disoriented at first. To you, I say: Don't worry. Give it a week or two and

you will get the format and cadance down. In fact, let me give you a head start. Here are some elements that will be reassuringly consistent all the way through....

Deadlines — There will always be something due each Monday. And it will always be due at 9 p.m. (In fact, if you ever happen to see something that's set to close at some weird time like 4:35pm OR on a day that doesn't sync with the schedule, it's a screw-up. There are a bazillion pull-down settings on those things and occasionally I mess one up.) Okay, so what should I do if I see a sketchy deadline? Be amazing and email me about it before anyone else notices and freaks out. :)

This week's activities — A tasklist will be found at the top of our page weekly under "This Week's Activities" that lays out all the activities you'll need to do before we meet again. What if I missed last week's tasklist? Well, the media activity (quiz, upload or whatever) won't be up anymore.

CLASS PROCEDURES, SCHEDULE AND TOPICAL OUTLINE

Please consult "This Week's Activities" each week on the course Titanium page, which trumps this schedule. I repeat: The Titanium page should be consulted first.

1.21 Before the American Experience and the Development of Freedom

Readings, Presentations 1 & 2 and Chapter Checkup 1: *American Media History*. "Before the American Experience," pp. 1-11; *American Media History*, Chapter 1: "The Colonial Years," pp. 13-37. Due by 9 p.m. Jan. 28.

1.28 The New World's First Information Revolution

Readings, Presentations 1 & 2 and Chapter Checkup 2: *American Media History*, Chapter 2: "The Press and the Revolution," pp. 39-63. Due by 9 p.m. Feb. 4.

2.4 The Media and the Foundation of American Government

Readings and Presentation 1 & 2: *American Media History*, Chapter 3: "The Press and the Founding of a Nation," pp. 65-82.

Chapter Quiz 1: Chapter 3: "The Press and the Founding of a Nation." Due by 9 p.m. Feb. 11.

2.11 Democratization, Capitalism and the Media

Readings, Presentations 1 & 2 and Chapter Checkup 3: *American Media History*, Chapter 4: "A Press for the Masses," pp. 83- 109. Due 9 p.m. Feb. 18.

2.18 Examination 1 Due by 9 p.m. Feb. 25

Examination 1

Chapters: Introduction, 1,2, and 4. Due by 9 p.m. Feb. 24

2.25 The Civil War an the Media

Readings and Presentation 1: *American Media History*; Chapter 5: "A Divided Nation, a Divided Media," pp. 111-143.

Chapter Quiz 2: Chapter 5: "A Divided Nation, a Divided Media." Due by 9 p.m. March 3.

3.3 The People's Press

Readings, Presentations 1 & 2 and Chapter Checkup 4: *American Media History*. Chapter 6: "The Yellow Press and the Times," pp. 145-173. Due 9 p.m. March 10.

3.10 The Golden Age of Reform Journalism

Readings and Presentations 1 & 2: *American Media History*. Chapter 7: "Magazines, Muckraking and Public Relations," pp. 175-210.

Chapter Quiz 3: Chapter 7: "Magazines, Muckraking and Public Relations." Due by 9 p.m. March 17.

3.17 The Birth of American Film and Movie Censorship

Readings, Presentations 1 & 2 and Chapter Checkup 5: *American Media History*. Chapter 8: "American Film," pp. 211-237. Due by 9 p.m. March 24.

3.24 Technological Achievements and Promises

Readings, Presentation and Chapter Checkup 6: *American Media History*. Chapter 9: "Radio and Its Promise," pp. 239-270. Due by 9 p.m. April 7.

3.31 Spring Recess

4.7 Examination 2 Due by 9 p.m. April 14

Examination 2

Chapters: 6, 8, and 9. Due by 9 p.m. Due by 9 p.m. April 14

4.14 Transformation in an Age of Deception

Readings, Presentations 1 & 2 and Chapter Checkup 7: *American Media History*. Chapter 10: "Television: Progress and Problems," pp. 271-310. Due 9 p.m. April 21. **American Media Profile due 9 p.m. April 21.**

4.21 Crises in Credibility

Readings, Presentations 1 & 2 and Chapter Checkup 8: *American Media History*. Chapter 12: "The Media, Nixon and the Crises in Credibility," pp. 341-363. Due by 9 p.m. April 28.

4.28 Assessing American Media

Readings, presentations 1 & 2: *American Media History* Chapter 13: "The Media and National Crises," pp. 365-390.

Chapter Quiz 4: Chapter 13: "The Media and National Crises." Due by 9 p.m. May 7.

5.5 Internet & Information Explosion: Where Do we Go From Here?

Readings, Presentations 1 & 2 and Chapter Checkup 9: *American Media History*. Chapter 14: “The Internet and the Information Explosion,” pp. 391-418. Due by 9 p.m. May 12.

5.12 Examination 3 Due by 9 p.m. May 19

Examination 3

Chapters: 10, 12 and 14. Due by 9 p.m. May 19.

