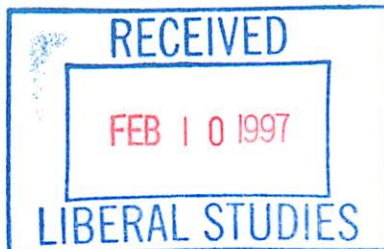


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CURRICULUM PROPOSAL COVER SHEET
University-Wide Undergraduate Curriculum Committee

I. CONTACT

Contact Person Robert Russell Phone x7831
Department Journalism

II. PROPOSAL TYPE (Check All Appropriate Lines)

☒ **COURSE** JN 243/HIST AMERICAN PRESS
Suggested 20 character title

☐ New Course* _____
Course Number and Full Title

☒ Course Revision JN 243/HISTORY OF THE AMERICAN PRESS
Course Number and Full Title

☐ Liberal Studies Approval+ _____
for new or existing course Course Number and Full Title

☐ Course Deletion _____
Course Number and Full Title

☐ Number and/or Title Change _____
Old Number and/or Full Old Title

_____ New Number and/or Full New Title

☐ Course or Catalog Description Change _____
Course Number and Full Title

☐ **PROGRAM:** ☐ Major ☐ Minor ☐ Track

☐ New Program* _____
Program Name

☐ Program Revision* _____
Program Name

☐ Program Deletion* _____
Program Name

☐ Title Change _____
Old Program Name

_____ New Program Name

III. Approvals (signatures and date)

Robert J. Russell 2/3/97
Department Curriculum Committee

[Signature] 2/5/97
College Curriculum Committee

[Signature] 2/3/97
Department Chair

[Signature] 2/5/97
College Dean

+ Director of Liberal Studies (where applicable)

*Provost (where applicable)

I Catalog Description JN 243 History of the American Press 3c-01-3sh

Prerequisites **Prerequisites :** EN 101, EN 202

Traces the development of the American press from its colonial roots. Emphasis on the role of the press in political and social development. (Offered as JN 343 prior to 1994-95)

II Course Objectives

The purpose of this course is to study the role played by the American press in the development of the nation. We will look closely at the contributions of the press to key periods of American history: the Revolutionary War, the early settlement of the country, the Civil War, the Industrial Revolution, for example.

Instead of taking a strictly chronological approach, we will begin with a look at the press in our own time, beginning with the New Deal of the 1930s and concluding with Watergate. Then we will return to the colonial period and work our way toward modern times.

A knowledge of American history is not absolutely essential for this course but it would be of considerable help to you.

III Course outline

There will be 3 or 4 major exams, announced at least 1 week in advance. Each will cover the material covered since the last exam; none will be cumulative. Each will combine short-answer and essay questions.

In addition, each of you will receive a class-participation grade. This grade will be the equivalent of one exam grade. After 7 weeks, you will each receive a midterm class-participation grade; this grade will not count toward your final grade, but it will let you know how you are doing in this category.

IV Evaluation Methods

4 exams

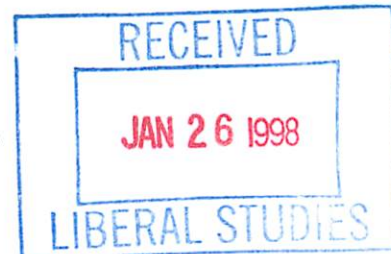
GRADING:

90-100 = A
80- 89 = B
70- 79 = C (etc.)

V Required Textbooks Voices of a Nation by Folkerts and Tester

VI Special resource Requirements None

VII Bibliography N/A



Prerequisite: EN 101, EN 202

Course traces the development of the American press from its colonial roots. Emphasis on the role of the press in political and social development.

Objectives

Students will understand the contemporary role of the press in the context of its historical development.

Students will understand the traditions and conventions that define the press as an institution and from which journalists draw their rights and obligations.

TEXT:

Sloan, William David, et al. The Media in America: A History. Publishing Horizons. Inc. 1993.

REQUIREMENTS:

There will be three exams. Each will cover the material covered since the last exam; none will be cumulative. Each will combine short-answer and essay questions. Students will be reqed to write a term paper, about five pages, focusing on some aspect of the history of the media. This could be an analysis of , for example, the age of yellow journalism, the First Amendment, or a profile of some publshers and journalists of hisotrical significance. Students should discuss with the instructor the topic of their term papers before researching and writing them.

GRADING:

Three examinations	90 percent of final grade
Term paper	10 percent

Weights

90-100 percent= A; 80- 89 percent= B; 70- 79 = percent C ; 60-69 percent=D; Below 60 percent = Fail

Course outline

Week One.	Week Two	Week Three
Introduction Overview of the American media	The colonial/revolutionary press 1690-1783	The Party Press 1783-1833 Freedom of the Press 1690-1804

Week Three The Penny Press 1833-1861	Week Four The Press and the Civil War 1820-1865	Week Five The Press and Industrial America 1865-1883
Week Six The Age of New Journalism 1883-1900	Week Seven American Magazines 1740-1900	Week Eight The Development of Advertising 1700-1900
Week Nine The Emergence of Modern Media 1900-1945	Week Ten The Media and Media Reform 1900-1917	Week Eleven The Media and National Crises 1917-1945
Week Ten Radio comes of Age 1900-1945	Week Eleven The Development of Modern Advertising 1900-present	Week Twelve The Age of Mass magazines 1900 - present
Week Thirteen The TV Revolution 1945 - present	Week Fourteen The Contemporary Press 1945-present	Week Fifteen. The Contemporary Press (cont'd)