

Media and Government
(Full Title: News Media and Government in American History, 1900-present)
Prof. David Greenberg
Spring 2007

Class Time: MW Period 4 (1.10-2.30)

Room: CIL 212

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Office Hours: Wed. 10.30-12:30

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Course No.: 04:567:278:01 (*media studies*)/01:512:392:01 (*history*)

Index No. 44676 (*media studies*)/ 52244 (*history*)

Description. The course traces the changes in American political culture in the 20th century, focusing on ways that mass media, advertising, and public relations have affected the practice and the public understanding of politics and democracy. Readings and lectures seek to integrate political and cultural history; political science work on campaigns, elections, and the presidency; and work in journalism and communication.

Course Requirements.

- **Regular attendance.** Material from the lectures is designed to complement, not reproduce, the readings. It is therefore necessary to attend lectures regularly and to keep up with the reading assignments. Due to a lack of TAs, there are no discussion sections scheduled for this course.
- **Reading and films.** The readings and the films are mandatory. If you miss the class-time showing of the films, you are responsible for arranging to watch them in the library or on your own. The Livingston Library should have the films on reserve for two weeks following the class airdate.
- **Examinations.** There will be two quizzes and a final exam. The exams will be cumulative, covering all the material from the class until that point. **There will be no make-up exams. If you miss the scheduled exam, you get a zero for that exam.** Currently (as of 1/4/07) the final exam is tentatively scheduled for Tuesday, May 8 at 12 noon. It is your responsibility to check the date as the exam approaches.
- **Grading.** There is no rigid formula for grading; it is at the instructor's discretion. However, each of the first two exams will count for roughly 1/4 of the grade and the final exam for 1/2.

Additional Rules and Information.

- **You may not come and go during class time.** Once you have taken your seat, you are expected to stay for the duration of class. You are expected to arrive on time and stay until the end.
- Cell phones must be turned off on entering the classroom and may not be used in the classroom or during class time.
- Laptops may be used for note-taking only. Emailing and Web-surfing during class is

forbidden.

- During class, students should not engage in conversations, read newspapers, do crossword puzzles, or undertake other diversions unrelated to the class activity.
- Plagiarism and cheating are forbidden, according to the terms of Rutgers University policy. It is your responsibility to review and obey these policies. A statement of the policy is at <http://teachx.rutgers.edu/integrity/policy.html>.

Reading List.

Books are on reserve in Alexander Library and for purchase at the Rutgers Bookstore.

Michael McGerr, *The Decline of Popular Politics*.
Larry Tye, *The Father of Spin*.
Walter Lippmann, *Public Opinion*.
Betty Houchin Winfield, *FDR and the News Media*
Thomas Doherty, *Cold War, Cool Medium*
David Greenberg, *Nixon's Shadow*.
Neal Gabler, *Life: The Movie*

Films are on reserve at the library. Most can be rented at videostores.

TR

The McCarthy Years

Primary

Millhouse: A White Comedy

It is not necessary to read the books on the schedule below. But it's a good idea because: (1) there will be some correlation between the lectures and readings; (2) there's a lot of reading and falling behind will make it hard to catch up; and (3) the exams will cover the reading.

By the first exam you should have read and seen:

- McGerr, *Decline of Popular Politics*
- Tye, *Father of Spin*
- Lippmann, *Public Opinion*
- *TR*

By the second exam you should have read and seen all of the above plus:

- Winfield, *FDR and the News Media*
- Doherty, *Cold War, Cool Medium*
- *The McCarthy Years*

By the final exam you should have read and seen all of the above plus:

- Greenberg, *Nixon's Shadow*.
- Gabler, *Life: The Movie*
- *Primary*
- *Millhouse: A White Comedy*

Weekly Schedule.

WEEK 1

W Jan. 17: Introduction; Nineteenth-Century Politics

Reading: McGerr, *The Decline of Popular Politics*, Chaps. 1-5

WEEK 2

M Jan. 22: The Progressive Era

W Jan. 24: Theodore Roosevelt, Muckraking, and the Emergence of a Press Corps

Reading: McGerr, *The Decline of Popular Politics*, Chaps. 6-8

WEEK 3

M Jan. 29: World War I and the Committee on Public Information

W Jan. 31: 📺 *TR* (David Grubin & Geoffrey Ward, 1996)

Reading: Lippmann, *Public Opinion*, Parts 1-3

WEEK 4

M Feb. 5: The Rise of Advertising and Public Relations

W Feb. 7: Walter Lippmann, John Dewey, and the Debate over Modernity

Reading: Lippmann, *Public Opinion*, Parts 6-8

WEEK 5

M Feb. 12: Bruce Barton and Image Politics of the 1920s

W Feb. 14: EXAM #1

Reading: Tye, *The Father of Spin*, Chaps. 1-5, 11

WEEK 6

M Feb. 19: Radio and the Culture of Celebrity

W Feb. 21: Media Politics in the Depression

Reading: Betty Houchin Winfield, *FDR and the News Media*, Chaps. 1-6

WEEK 7

M Feb. 26: Nazi Germany and Fears of Propaganda

W Feb. 28: The Rise of Consultants and Polling

Reading: Winfield, *FDR and the News Media*, Chaps. 7-12

WEEK 8

M Mar. 5: FDR and His Use of the Media

W Mar. 7: 🎧 *The McCarthy Years* (original Edward R. Murrow broadcasts on CBS)

Reading: Doherty, *Cold War, Cool Medium*, Chaps. 1, 2, 5, 6

****SPRING BREAK****

WEEK 9

M Mar. 19: Television and Politics: The 1950s

W Mar. 21: Joe McCarthy and the Press

Reading: Doherty, *Cold War, Cool Medium*, Chaps. 8-12

WEEK 10

M Mar. 26: Cultural Critics and Fears of Mass Culture

W Mar. 28: EXAM #2

Reading: Greenberg, *Nixon's Shadow*, Intro, Chaps. 1-2

WEEK 11

M Apr. 2: Kennedy and the 1960 Campaign

W Apr. 4: Kennedy, Foreign Policy and the Pundits' Heyday

Reading: Greenberg, *Nixon's Shadow*, Chaps. 3-5

WEEK 12

M Apr. 9: 🎧 *Primary* (dir. Robert Drew, 1960)

W Apr. 11: Vietnam and the Challenges to the Establishment

Reading: Greenberg, *Nixon's Shadow*, Chaps. 6-8

WEEK 13

M Apr. 16: 🎧 *Millhouse: A White Comedy* (Emile de Antonio, 1971)

W Apr. 18: Nixon, Watergate, and the War Against the Press

Reading: Neal Gabler, *Life: The Movie*. Intro, Chaps. 1-3

WEEK 14

M Apr. 23: Ronald Reagan and Hollywood Politics in the 1980s

W Apr. 25: Feeding Frenzies, Mediathons and the Politics of Scandal

Reading: Neal Gabler, *Life: The Movie*, Chaps. 4-5

WEEK 15

M Apr. 30: Innovations in the Bush Presidency

Tu May 8: **Final Exam—12 pm-3 pm**