

News Media and Government in American History (c. 1900-present)
Undergraduate Lecture
Course #s: 04:567:278:01 (Journalism); 01:512:392:05 (History)

Prof. David Greenberg
Fall 2005

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Class Time: M & W 2.50 p.m. - 4.10 p.m.	Room: 212 SCILS Bldg.

Description. The course traces the changes in American political culture in the 20th century, focusing on the way that mass media, along with advertising and public relations, have affected both the practice and the public understanding of politics and democracy. The readings and lectures are designed to integrate political and cultural history; political science work on campaigns, elections, and the presidency; and work in journalism and communications.

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. There are no discussion sections scheduled for this course. If we can arrange to have TAs and discussion sections, we will do so.
- **Reading and films.** Both the reading and the films are mandatory. If you miss the class-time showing of the films, it is your responsibility to arrange to watch it in the library or rent it. Alexander Library should have the films on reserve for two weeks following the class airdate.
- **Examinations.** There will be two midterms and a final exam. The exams will be cumulative, covering all the material from the class until that point.
- **Research Paper.** There will be a 10- to 15-page research paper due April 14. You will choose an episode from American history and, using primary research, analyze both how political actors used the mass media in responding to or shaping that episode and how the public responded. Additional details will be provided later in the semester.
- **Grading.** There is no rigid formula for grading; it is at the instructor's discretion. However, the three exams will each count for roughly third of the grade.

Additional Rules and Information.

- 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.
- Students must show up on time and stay for the duration of the class. During class, students should not engage in personal conversations, read newspapers, do crossword puzzles, or undertake other personal diversions unrelated to class activity.

- Academic Integrity. Plagiarism and cheating are forbidden, according to the terms of Rutgers University policy. It is your responsibility to review and obey these policies. A lengthy statement of the policy is at <http://teachx.rutgers.edu/integrity/policy.html>. I have also attached a copy.

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 Wonderful, Horrible Life of Leni Riefenstahl
The McCarthy Years
Primary
Outfoxed

It is not necessary to read the books on the weekly schedule provided 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* Parts 1-3
- *TR*

By the second exam (Mar. 29) you should have read all of the above *plus*:

- Lippmann, *Public Opinion* Parts 6-8
- Winfield, *FDR and the News Media*
- Doherty, *Cold War, Cool Medium*
- *The Wonderful, Horrible Life of Leni Riefenstahl*
- *The McCarthy Years*

By the final exam (May 5) you should have read all of the above *plus*:

- Greenberg, *Nixon's Shadow*.
- Gabler, *Life: The Movie*
- *Primary*
- *Outfoxed*

Weekly Schedule.

WEEK 1

W Jan. 18: Introduction

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

WEEK 2

M Jan. 23: Nineteenth-Century Politics and the Old Order

W Jan. 25: The Progressive Era

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

Film: *TR* (David Grubin & Geoffrey Ward, 1996)

WEEK 3

M Jan. 30: Theodore Roosevelt, Muckraking, and the Emergence of a Press Corps

W Feb. 1: World War I and the Committee on Public Information

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

WEEK 4

M Feb. 6: The Rise of Advertising and Public Relations

W Feb. 8: Walter Lippmann, John Dewey and the Debate over Modernity

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

WEEK 5

M Feb. 13: **EXAM #1**

W Feb. 15: Bruce Barton, Calvin Coolidge and Image Politics in the 1920s

Reading: *Public Opinion*, Parts 6-8

WEEK 6

M Feb. 20: Radio and the Culture of Celebrity

W Feb. 22: Media Politics in the Depression

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

Film: *The Wonderful, Horrible Life of Leni Riefenstahl* (dir. Ray Muller, 1993)

WEEK 7

M Feb. 27: Nazi Germany and Fears of Propaganda

W Mar. 1: The Rise of Consultants and Polling

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

WEEK 8

M Mar. 6: FDR and His Use of the Media

W Mar. 8: Television and Politics: Origins

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

Film: *The McCarthy Years* (original Edward R. Murrow broadcasts on CBS)

SPRING BREAK (Mar. 11-19)

WEEK 9

M Mar. 20: Television and Politics: The 1950s

W Mar. 22: Cultural Critics and Fears of Mass Culture

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

WEEK 10

M Mar. 27: Joe McCarthy and the Press

W Mar. 29: **EXAM #2**

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

Film: *Primary* (dir. Robert Drew, 1960)

WEEK 11

M Apr. 3: Kennedy and the 1960 Campaign

W Apr. 5: Kennedy, Foreign Policy and the Pundits' Heyday

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

WEEK 12

M Apr. 10: The Civil Rights Movement and the Media

W Apr. 12: Vietnam and the Challenges to the Establishment

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

Term papers due.

WEEK 13

M Apr. 17: Nixon, Watergate, and the War Against the Press

W Apr. 19: Ronald Reagan and Hollywood Politics in the 1980s

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

WEEK 14

M Apr. 24: Feeding Frenzies, Mediathons and the Politics of Scandal

W Apr. 26: War, Politics, and Media

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

Film: *Outfoxed* (dir. Robert Greenwald, 2004)

WEEK 15

M May 1: Innovations in the Bush Presidency

May 5: **FINAL EXAM**