

**ORIGINATOR'S SECTION:**

1. College: Arts and Sciences Desired Term: Fall 2006 and Year \_\_\_\_\_  
of implementation.

2. Course is to be considered for G.E.? (If yes, also fill out appropriate GE form\*) Yes \_\_\_\_\_ No x

3. Course will be a variable-topics (generic) course? Yes \_\_\_\_\_ No x  
("generic" is a placeholder for topics)

4. Course abbreviation and Number:\*  
Hist 501

5. Title: (Titles using jargon, slang, copyrighted names, trade names, or any non-essential punctuation may not be used.)  
Historical Perspectives on Media

6. Abbreviated Title for Banner:  
(no more than 25 characters, including spaces)  
Hist Persp Media

7. Number of Units:  
3

8. Catalog Description: (Not to exceed 80 words; language should conform to catalog copy. Please consult the catalog for models of style and format; include all necessary information regarding consent for enrollment, pre- and/or corequisites, repeated enrollment, crosslisting, as detailed below. Such information does not count toward the 80-word limit.)

This course explores the history of media communication and popular culture as well as the relationship between the change in media over time and the messages that they convey. Advanced undergraduates interested in taking this course should consult with instructor.

9. Why is this course being proposed?  
Core requirement in the proposed History Master of Arts degree.

10. Mode of Instruction\*  
(See pages 17-23 at <http://www.calstate.edu/cim/data-elementic/APDB-Transaction-DED-SectionV.pdf> for definitions of the Course Classification Numbers)

Type of Instruction	Number of Credit Units	Instructional Mode (Course Classification Number)
Lecture	3	C-5
Activity		
Lab		

11. Grading Method:\*  
 Normal (N) (Allows Letter Grade +/-, and Credit/No Credit)  
 Normal Plus Report-in-Progress (NP) (Allows Letter Grade +/-, Credit/No Credit, and Report-in-Progress)  
 Credit/No Credit Only (C)  
 Credit/No Credit or Report-in-Progress Only (CP)

12. If the (NP) or (CP) grading system was selected, please explain the need for this grade option.

\* If Originator is uncertain of this entry, please consult with Program/Department Director/Chair.

13. Course Requires Consent for Enrollment?  Yes  No  
 Faculty \_\_\_\_\_ Credential Analyst \_\_\_\_\_ Dean \_\_\_\_\_ Program/Department - Director/Chair \_\_\_\_\_

14. Course Can be Taken for Credit More than Once?  Yes  No  
 If yes, how many times \_\_\_\_\_ (including first offering)

15. Is Course Crosslisted:  Yes  No  
 If yes, indicate which course \_\_\_\_\_ and check "yes" in item #22 below.

16. Prerequisite(s): \_\_\_\_\_

17. Corequisite(s): \_\_\_\_\_

18. Documentation attached: \_\_\_\_\_ Syllabus or  Detailed Course Outline

19. If this course has been offered as a topic, please enter topic abbreviation, number, and suffix:\*

20. How often will this course be offered once established? \*  
 once a year

**PROGRAM DIRECTOR/CHAIR - COLLEGE CURRICULUM COMMITTEE SECTION:**  
*(Mandatory information -- all items in this section must be completed.)*

21. Does this course fulfill a requirement for any major (i.e., core course or elective for a major, majors in other departments, minors in other departments)? YES  NO   
 If yes, please specify:  
 Core course in the History M.A.

22. Does this course impact other discipline(s)? (If there is any uncertainty as to whether a particular discipline is affected, check "yes" and obtain signature.)  Yes  No  
 If yes, obtain signature(s). Any objections should be stated in writing and attached to this form.

Comm.	_____	Support	_____	Oppose	_____
Discipline	Signature	Date			
VPA	_____	Support	_____	Oppose	_____
Discipline	Signature	Date			

**SIGNATURES (COLLEGE LEVEL):**

1. Originator (please print or type name) Jim Watts Date 11/22/04

2. Program Director/Chair [Signature] Date 11/13/04

3. College Curriculum Committee [Signature] Date 2-10-04

4. College Dean (or Designee) [Signature] Date 2/10/05

**(UNIVERSITY LEVEL)**

5. UCC Committee Chair \_\_\_\_\_ Date \_\_\_\_\_

6. Vice President for Academic Affairs (or Designee) \_\_\_\_\_ Date \_\_\_\_\_

7. President (or Designee) \_\_\_\_\_ Date \_\_\_\_\_

10-11-11 E-SAM 2003

\* If Originator is uncertain of this entry, please consult with Program/Department Director/Chair.

History 501  
Professor Jill Watts

### *Historical Perspectives on Media*

*Office Hours:* TBA  
*Office:* 1209 Craven  
*Office Phone:* 750-4114  
*Email:* jwatts@csusm.edu

#### Course Description

This course explores the history of mass media and culture as it changed over time in the United States. Since the earliest days of the nation, society and politics have been shaped by and reflected in the mass media and culture of America. Although we will primarily concentrate on the modern era, this class examines the relationship between history and the shifts in media and popular culture from the early period of the new nation through the present. Topics covered will include journalism, leisure activities, folk culture, music, film, television, and radio. Additionally the class investigates the relationship between mass media and culture and politics, race, class, gender, and the economy.

#### Course Goals

The goals of this course are: to gain an understanding of the relationship between history and mass media/culture and the historiography of that subject, to gain a critical perspective on analyzing mass media and mass culture, and to produce a substantial research paper based on primary sources pertaining to some topic related to mass media and mass culture.

#### Readings:

Jim Cullen, *The Art of Democracy: A Concise History of Popular Culture in the United States*

Susan Douglas, *Where the Boys Are*

Lawrence Levine, *High Brow, Low Brow*

Lary May, *The Big Tomorrow*

Roland Marchand, *Advertising the American Dream*

Nicholas Negroponte, *Being Digital*

Michael Schudson, *Discovering the News: A Social History of American Newspapers*

John Storey, *Cultural Theory and Popular Culture*

William Stout, *Documentary Expression an Thirties America*

George. H. Roeder, Jr., *The Censored War: American Visual Experience During World War Two*

) Grading Policy:

Class Participation:	20%
Weekly Reviews:	30%
Project Proposal/Class Presentation:	10%
Final Research Paper:	40%

Class Participation: Since this is a seminar and will be based on discussion, attendance and participation in class is mandatory. You must complete the week's readings before attending class and be prepared to discuss these readings during class.

Short Writing Assignments: For most weeks, you will be expected to turn in a short review of the week's reading based on the AHA perspective guidelines for critical reviewing.

Project Proposal/Class Presentation: You will be writing a proposal with a working bibliography for your final research paper as well as presenting your findings to the class in the form of a panel discussion.

) Final Research Paper: At the end of the semester, you will submit a research paper based on the primary sources. It will be no less than 20 pages in length. This paper will be focused on a project that you develop regarding the history of mass media and culture. You may select a topic from a variety of possibilities, we will define mass media and culture broadly. (It would include but not be limited to traditional forms like journalism, photography, advertising, film, and television as well as literature, music, folk culture, and other forms of mass culture.)

## *Course Outline*

### Week One

Origins of Mass Culture and Mass Media

Readings: Cullen, Storey

### Week Two

Shifts and Division In American Mass Culture

Readings: Levine

### Week Three

The Development of American Mass Media

Readings: Schulson

### Week Four

Marketing and Mass Culture

Readings: Marchand

### Week Five

American Film and Confronting Crises

Readings: May

### Week Six

Documentary Expression During the Great Depression

Readings: Stout

### Week Seven

The Media and Covering War

Readings: Roeder

### Week Eight: 3/12

The Age and Influence of Television

Readings: Douglas

Week Nine: 3/19  
Cyberspace: The Past and the Future  
Readings: Negroponte

Weeks Ten through Thirteen:  
Research and Panel Presentation Preparation

Unit One: Researching Mass Media and Primary sources  
Unit Two: Preliminary Findings  
Unit Three: Preparing an Overview and Outline  
Unit Four: Panel Preparation

Weeks Fourteen through Sixteen:  
Panel Presentations and Peer Review Feedback

Final Examination Week: Final Papers Due