JO 357
History & Principles of American Journalism
Prof. Chris Daly
Boston University
Syllabus, Fall 2014

Contacts
Prof. Daly can be reached by email: chrisdaly44@gmail.com
Office: Alden Hall (704 Comm. Ave.), Room 307B.
Office Hours: Tues, Thurs, 2-4. Also, Wednesdays, by appt.

Required Readings
1. Covering America, by Chris Daly.
2. Mightier Than the Sword, (2nd Ed.), by Rodger Streitmatter.
3. The Elements of Journalism. By Bill Kovach and Tom Rosensteil.
   [all available online]
6. Blackboard site. This site contains key documents as well as
   study guides, announcements, links, and other materials. Use it.

Objectives
Students will be introduced to the major issues and themes in the history of
journalism in America. The course will trace substantial changes in the practice
of journalism and the key instances in which the practice of journalism brought
change to America. Students will learn the most important eras in journalism
history and the prevailing business model in each. Students will also learn the
most important definitions of news across eras and across various media. The
course will also expose students to the major legal and ethical doctrines of
journalism.
**Tests and Assignments**
You will be assigned to a Teaching Assistant by alphabet. If you have routine questions, please e-mail your TA. If your TA cannot help, then you should contact the professor.

There will be four tests. Tests cover readings, lectures, guest lectures, and videos. Each test will also include a section that will allow you to demonstrate your knowledge of current affairs. A missed test scores zero. It is almost impossible to pass this course if you miss a test. So, you should plan to be present for each one, especially the final. In case of illness or other emergency, you must contact your TA before the test to arrange a make-up.

You may take only one make-up over the course of the semester.

One optional paper is allowed and will be counted as a fifth grade; it is NOT “extra credit.” The paper is a 6- to 8-page analysis of a topic in journalism history, based on additional research. All topics must be approved in advance and developed in consultation with the professor. The deadline for papers is one week before the last class. Students may not submit a paper that is substantially the same as work submitted in another class. For details, consult the Blackboard site.

If you have questions, contact Prof. Daly.

Each test counts 25%.
If you write a paper, it will count 20%, and other scores will be adjusted accordingly. Test scores are not “curved.” Tests are graded by the TAs. Papers are graded by the professor.

<table>
<thead>
<tr>
<th>Boston University’s Percentage-based Grade Scale (%)</th>
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<tbody>
<tr>
<td><strong>A</strong>: 93 - 100</td>
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<tr>
<td><strong>A-</strong>: 90 - 92.99</td>
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<tr>
<td><strong>B+</strong>: 87 - 89.99</td>
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<tr>
<td><strong>B</strong>: 83 - 86.99</td>
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<tr>
<td><strong>B-</strong>: 80 - 82.99</td>
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<tr>
<td><strong>C+</strong>: 77 - 79.99</td>
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<td><strong>C</strong>: 73 - 76.99</td>
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<td><strong>C-</strong>: 70 - 72.99</td>
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<td><strong>D</strong>: 60 - 69.99</td>
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<td><strong>F</strong>: 0 - 59.99</td>
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**Attendance**

Attendance at all classes is mandatory. (It is also educational!) If you are unable to attend a lecture, there is no need to e-mail the TA or the professor. Return to class as soon as you are able, and ask another student for notes on the class you missed.

**Plagiarism**

Plagiarism -- the presentation of another’s work as your own, even by mistake -- is an abomination and will not be tolerated. In journalism, truth and candor are the bedrock of our work. Plagiarism will result in failing this course and possible further penalties. Never do it, and never tolerate it in others. If you are in doubt, consult the professor.

**BE SURE TO READ AND COMPLY WITH B.U.’s UNIVERSAL ACADEMIC CONDUCT CODE FOR UNDERGRADUATE STUDENTS.** It is available at: http://www.bu.edu/academics/resources/academic-conduct-code/

Please note that classroom proceedings for this course may be recorded for purposes including, but not limited to, student illness, religious holidays, disability accommodations, or student course review. Note also that you may not use a recording device in the classroom except with the instructor’s permission.

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**Your instructor:**

Chris Daly is a veteran journalist with experience in wire services, newspapers, magazines, books and on-line. A Harvard graduate, he spent 10 years at The Associated Press. From 1989 to 1997, he covered New England for *The Washington Post*. He is the author of a narrative history of the U.S. news business titled *Covering America*. He holds a master’s degree in history from the University of North Carolina, where he was a co-author of *Like a Family*, a social history of the South’s industrialization. His writing has appeared in *Atlantic Monthly*, *Columbia Journalism Review*, *Parents*, *New England Monthly*, *Boston*, *American Prospect* and other magazines. He contributes freelance articles and essays to newspapers and magazines, and he blogs at www.journalismprofessor.com.
Course schedule

Part one: 1704-1860

Readings: Covering America, chaps 1, 2, 3. Plus, Chap 4, pgs 1-24. Mightier than the Sword. Chaps 1, 2, & 3. Muckraking! (Check Courseinfo website)

Week 1
--Introduction/ Colonial period
--Ben Franklin, printer

Week 2
--Independence/First Amendment (Jefferson)
--The partisan press (1790- )

Week 3
--1830s (the “Penny Press”)
--1840s (the telegraph, the AP)
--Antebellum journalism: polarization and politics.

Week 4
TEST #1 Sept. 25
Part two: 1860-1918

Readings: *Covering America*. Chaps. 4, 5, & 6.  
*Mightier than the Sword*. Chaps. 4, 5, & 6.  
*Muckraking!* (details at Courseinfo)

Week 4
---Civil War journalism
  VIDEO: Excerpt from “The Civil War”

Week 5
---The Press Lords, Part I
---Pulitzer and Yellow Journalism
  VIDEO: Excerpt, “Nellie Bly”
---The Press Lords, Part II
---William Randolph Hearst
  VIDEO: Excerpt, “Citizen Kane”

Week 6  [No class Oct. 9 / Monday classes meet.]
---Muckraking / The Great Gray Lady (The *NYTimes*)

Week 7
---Origins of photojournalism
---The Great War (and censorship)

Week 8
TEST #2  Oct. 23
Part three: 1918-1963

Readings: Covering America. Chaps. 7, 8, 9, & 10.
           Mightier than the Sword. Chaps. 7, 8, 9, 10 & 11.
           Muckraking! (details at Courseinfo)

Week 8
--The origins of radio
    VIDEO: “Empire of the Air”

Week 9
--The development and regulation of radio.
--Magazine journalism: Henry Luce and Harold Ross
    The great columnists: Winchell, Lippmann, Thompson

Week 10
--World War II  (censorship again)
--Covering civil rights
    --VIDEO: “Dateline Freedom”

Week 11
--The birth of television news

TEST #3 Nov. 15
Part four: 1963-2012

Readings:  
- *Covering America*. Chaps. 11, 12, 13 & 14.  
- *Mightier than the Sword*. Chaps. 12, 13, 14, 15 & 16.  
- *Elements of Journalism* (all)  
- *Muckraking!* (details at Courseinfo))

Week 12

--Vietnam and the “credibility gap”

--VIDEO: Excerpt, “Reporting America at War”

Thanksgiving break

Week 13

--*The Pentagon Papers*

--VIDEO: Excerpt, “The Most Dangerous Man in America”

--*Watergate and the 1980s* (CNN, *USA Today*)

--VIDEO: Excerpt, “All the President’s Men”

Week 14

--Media conglomeration/ Law and ethics./ 1980s and ‘90s


Week 15

--Journalism as a “discipline of verification.”


FINAL

DEC. 17, 12:30-2:30 p.m.