History of the American News Media  
(Syllabus for graduate students)

Study of the development and influence of the news media in the U.S. from colonial times to the present. Examines social, economic, cultural, technological and political influences on news media development. Special attention to dominant media personalities of ethnic news media.

Course Student Learning Outcomes
Students in this course will attain competency in:
1. analyzing and discussing the historical and current news media production by diverse groups in terms of race/ethnicity.
2. analyzing and discussing how race/ethnicity and decentralized ownership and control are key to socially responsible journalism in a democratic society.
3. critically analyzing research related to the topic of the course.
4. researching and writing an original paper using secondary sources and the content of at least one newspaper or news media outlet.

Assessment
1. This outcome will be assessed by a 3- to 4-page critique of a class reading. The critique must use class material that addresses how ethnic media have embraced and made more inclusive the democratic ideals of the United States. Also, this outcome will be assessed by daily participation in class, a quiz, and a research paper.
2. This outcome will be assessed by daily participation in class discussions and by a quiz.
3. This outcome will be assessed by an oral presentation of class material and by summaries of readings.
4. This outcome will be assessed by a 9- to 10-page final research paper on the class topic.

Departmental Student Learning Outcomes
1. Students will be able to report and write for diverse publics, using proper grammar and punctuation, word usage and spelling, sentence and storytelling structures across multiple journalistic formats.
2. Students will be able to gather and analyze information, including basic numerical concepts, using reporting techniques, such as interviewing, observation, and researching primary and secondary sources.
3. Students will be able to think critically, creatively and independently.
4. Students will demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness, and diversity.
5. Students will apply tools and technologies appropriate for the news media professions in which they work to communicate for and with diverse publics.
6. Students will be able to understand and apply the historical, theoretical, legal and societal contexts for producing and consuming news media for local to global publics.

**Grading:**
Class participation: 10%; Reading summaries and questions or comments: 10%; 3- to 4-page report of a class reading: 20%; oral class presentation: 20%; 20-page final research paper: 40%

**Class participation:**
Class participation is very important and will be registered daily. Students will be required to bring to each class one paragraph summarizing the main points of the reading and one critical question or comment about each reading assigned for that particular day. This question/comment is intended to encourage class discussion. You will either bring your summary on a piece of paper or upload it to our Moodle page before class starts.

**Class presentation:**
Students will be assigned a particular reading (in small groups) to present to the class. Each presentation will be 15 to 20 minutes and will cover the main points of a particular reading. Grades will be awarded based on three criteria: (1) how well the presentation summarizes and presents the reading material, (2) how well it makes connections with other class materials (including videos) or offers new, concrete examples to illustrate the author’s main arguments, and (3) how well the questions you bring to class generate discussion. Students are encouraged to be as creative as they want in their presentations as long as they meet these criteria. A PowerPoint or similar presentation tool is mandatory.

**3-page report:**
You will write a report on the same book chapter or supplemental reading that you present to the class. You must support your observations using the course material (both readings and videos) extensively. Make sure to correct spelling and grammar errors in your report, and use proper attribution. All reports are due when the reading is presented. They must be uploaded to our Moodle site after class. No late submissions will be accepted.

**20-page research paper:**
Each graduate student will submit a final research paper. The paper should be at least 20 pages long and double-spaced (including bibliography, 12-point Times New Roman or similar font). Graduate students can present one of four kinds of different papers: (1) A paper that researches the life of a particular ethnic-media journalist or
publication, providing either a biographical profile of the person or a historical profile of the publication and explaining why the person's (or publication's) work was/is of significance to journalism. Usage of at least one primary source is mandatory. (2) A paper that compares the coverage presented by mainstream media vs. ethnic media of a particular historical event or topic—for example: how and why the Los Angeles Times coverage of racial housing covenants was different from the coverage of the Los Angeles Sentinel or La Opinión. (3) A paper that identifies a particular topic of coverage by ethnic media and uses a particular publication to explain how the topic was covered—for example: lynchings, police brutality, educational segregation, segregation in public facilities, housing segregation, voting rights, bilingualism, and immigration. Here you need to explain what the topic/issue is, why it was important for some communities, and how it was covered by a particular media outlet. (4) A paper that helps the Institute for Arts and Media create digital resources related to its photographic archive (if you choose this option, you must discuss it with the instructor and present a written proposal to the director of the Institute for his approval). Graduate students are highly encouraged to do this kind of paper and can turn this opportunity into designing a project for your thesis/exam.

The research paper must draw on at least three readings from the course, plus no more than 6 books and/or two academic articles (published in academic journals). Students must use newspaper/magazine articles and/or broadcast news transcripts to support or illustrate their points. Based on these readings and their research findings, students must provide a coherent discussion of that particular topic, supported with concrete examples. All papers should be written in academic style and include a bibliography on a separate page (APA style). The topic of the paper must be approved by the instructor. Students must submit a brief description of the topic of their papers plus a tentative bibliography with three sources.

The deadline for the research paper is December 9 at 12:30 pm. No late submissions will be accepted.

**Required book:**

**Supplemental readings (available on our Moodle site):**


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**Tentative schedule (subject to changes)**

**Week 1** 8/26–28 Ethnic Press and Democracy

**Video:** *The Black Press: Soldiers without Swords.*

**Website:** [http://www.pbs.org/blackpress/](http://www.pbs.org/blackpress/)

**Week 2** 9/4 Introduction: News for All

**Reading:** González and Torres: “Introduction.”

**Week 3** 9/9–11 Historical research

**Library:** Monday, Sept. 9: mandatory session at the Oviatt Library, Lab C, with journalism librarian Katherine Dabbour.

**Archive:** Wednesday, Sept. 11 in class: Dr. Kent Kirkton, Institute for Arts & Media

**Week 4** 9/16–18 Early Press in America

**Reading:** González and Torres: Chapters 1 and 2.

**Week 5** 9/23–25 Manifest Destiny vs. Democratic Press

**Reading:** González and Torres: Chapter 3 and 4.

**Week 6** 9/30–10/2 New Democratic Press: Latinos

**Reading:** González and Torres: Chapter 5; Gutiérrez, Benavides and Deverell: “Introduction”; Kanellos: “El Clamor Público: Resisting the American Empire.”

**Week 7** 10/7–9   New Democratic Press: Native Americans and Asian Americans
Reading: González and Torres: Chapter 6 and 8;
Malone: *The Cherokee Phoenix*;

**Week 8** 10/14–16   New Democratic Press: Asian Americans
Reading: González and Torres: Chapter 7;
Prioleau: “Frederick Douglass: Abolitionist and Humanist.”

**Week 9** 10/21–23   Telegraph and the Progressive Era
Reading: González and Torres: Chapters 9 and 10;
Tucker: “Miss Ida B. Wells and Memphis Lynching.”

**Week 10** 10/28–30   Early Broadcasting and Urban Conflict
Reading: González and Torres: Chapters 11 and 12.
Freer: “L.A. Race Woman: Charlotta Bass and the Complexities of Black Political Development in Los Angeles.”

**Week 11** 11/4–6   Network Broadcasting
Reading: González and Torres: Chapter 13;
García: “Mexican-American Muckraker: Ignacio L. López and *El Espectador.*”
Video: *Ballad of an Unsung Hero*

**Week 12** 11/13    World War II
Reading: González and Torres: Chapter 14

**Week 13** 11/18–20    Color Segregation
Reading: González and Torres: Chapter 15;
K.W. Lee “Urban Impressionist.”

**Week 14** 11/25–27    Civil Rights and Backlash
Reading: González and Torres: Chapters 16 and 17.

**Week 15** 12/2–4    Project Presentation and Discussion

**Week 16** 12/9    Final session
Final paper due: December 9, 2012 by 12:30 via Moodle or in person
Suggested Periodicals and Databases:
African-American Newspapers, 1827–1998 (Database)
Black Panther, 1970–1979 (Urban Archives)
*California Eagle*, 1943–1951 (microfilm)
*Chicago Defender*, 1910–1975 (ProQuest Historical Newspapers)
Chronicling America. Historic American Newspapers, 1836–1922
Ethnic News Watch Database (ProQuest)
*Filipinas*, 1992– (periodicals and Ethnic News Watch Database)
*Filipino Express*, 1994– (Ethnic News Watch Database)
*Grito del Sol* (English), 1976–1982 (stored periodicals)
*Hispanic American Newspapers*, 1808–1980 (Database, Spanish and English)
*Indian Advocate*, 1893–1910 (Chronicling America Database)
*KoreAm*, 1999– (periodicals)
*Korea Times* (English), 1990–2001 (Ethnic News Watch Database)
*La Opinión* (Spanish), 1926– (microfilm and Ethnic News Watch Database)
*La Raza* (English), 1970–1973 (stored periodical)
*Los Angeles Sentinel*, 1934–2005 (ProQuest Historical Newspapers)
*Northwest Asian Weekly*, 1993– (Ethnic News Watch Database)

Suggested Media and Critical Sources:
For a complete list of alternative media, visit the Alternative Press Index: http://www.altpress.org/
For a complete list of ethnic media, visit New America Media website: http://www.newamericamedia.org
Center for Media and Democracy’s PR Watch: http://www.prwatch.org/
Fairness and Accuracy in Reporting, FAIR: http://www.fair.org/
Free Press: http://www.freepress.net/

Note on plagiarism:
The Journalism Department is committed to the highest standards of academic excellence and integrity. Plagiarism and other forms of cheating will not be tolerated. Anyone caught cheating will receive a failing grade in the class and will be reported to the University for possible further disciplinary action. For a further explanation of the behavior defined as cheating, and a more detailed discussion of disciplinary procedures, consult pages 647–648 of the 2012–2014 CSUN catalog.

Please also remember that much of the information posted on the Internet is protected by U.S. copyright laws. Passing this information off as your own is a violation of CSUN’s plagiarism policy and carries the penalty outlined above.