



SUBJECT: History of World Journalism			
BACHELOR:	Bachelor in Journalism	COURSE: 3º	TERM: 2

WEEKLY SCHEDULE & SYLLABUS

WEEK	SESSION	DESCRIPTION OF THE SESSION CONTENT	GROUP		Indicate required space in a different room (lab, audiov.)	STUDENT'S WORK DURING THE WEEK		
			BIG	SMALL		DESCRIPTION	SCHEDULED HOURS	WORK HOURS Weekly Maximum 7 H
1	1	UNIT 1. INTRODUCTION TO THE HISTORY OF WORLD JOURNALISM 1. History & historiography. Uses & functions. Historical sources. History vs. stories & narrations. The sense of historical & social change. History fields & periods. 2. History of Journalism vs. Communication history. Fundamentals & dilemmas. 3. Major ages in HWJ. From oral to online communication.		x		Presentation of the 1 st Unit master contents & compulsory & voluntary readings & case studies assignments	1,5	4 h.
1	2			x		Introduction to the weekly hands-on projects, readings & case studies	1,5	
2	3	UNIT 1. INTRODUCTION TO THE HISTORY OF WORLD JOURNALISM 1. History & historiography. Uses & functions. Historical sources. History vs. stories & narrations. The sense of historical & social change. History fields & periods. 2. History of Journalism vs. Communication history. Fundamentals & dilemmas. 3. Major ages in HWJ. From oral to online communication.		X			1,5	4 h.
2	4			X		1 st readings & case studies: in-class debate & analysis: COMPULSORY: "The problem of journalism history" (James Carey) & "A cultural approach to communication" (James Carey). VOLUNTARY: "The Historian and His Facts" (Edward H. Carr); "History today. Critical perspectives" (Alun Munslow); "The Bias of Communication" (Harold A. Innis); "How to Study the History of Journalism? Critical Reflection on the directions of the History of Journalism" (Karmen Erjavec); "What are Information Revolutions?" (Irving Fang), "History as a communication problem" (John Durham Peters), "The future of communication history" (John Nerone), "Technology & political change" (Marshall McLuhan); "The role of journalism history" (Elliot King)	1,5	

3	5	UNIT 2. THE PRINTING REVOLUTION & PALEO-JOURNALISM 1. The printing revolution & its impact. . 2. Paleo-journalism vs. Regular Journalism. Popular & Official communication formats during the XVI & XVII centuries. The origin of the 1 st newspapers. 3. Historical mechanism of press control.		X			1,5	4 h.
3	6			X		2 nd Unit readings & case studies: in-class debate & analysis: COMPULSORY: "The popular press & popular culture" (Martin Conboy), "The opening of the public sphere" (Paul Starr) & "Censorship & Retraction. Theophraste Renaudot's Gazette & The Galileo Affair" (Jane T. Tolbert); Discussions on <i>The London Gazette</i> . VOLUNTARY: "Aspects of the printing revolution" (Elizabeth Eisenstein), "Printing & social change" & "The effect of the printing book on language in the 16 th century" (Marshall McLuhan) & "The information age & the printing press: Looking backward to see ahead" (James A. Dewar); "The typographic mind" (Neil Postman)	1,5	
4	7	UNIT 2. THE PRINTING REVOLUTION & PALEO-JOURNALISM 1. The printing revolution & its impact. . 2. Paleo-journalism vs. Regular Journalism. Popular & Official communication formats during the XVI & XVII centuries. The origin of the 1 st newspapers. 3. Historical mechanism of press control.		X			1,5	4 h.
4	8			X		2 nd Unit readings & case studies: in-class debate & analysis: COMPULSORY: "The popular press & popular culture" (Martin Conboy), "The opening of the public sphere" (Paul Starr) & "Censorship & Retraction. Theophraste Renaudot's Gazette & The Galileo Affair" (Jane T. Tolbert); Discussions on <i>The London Gazette</i> . VOLUNTARY: "Aspects of the printing revolution" (Elizabeth Eisenstein), "Printing & social change" & "The effect of the printing book on language in the 16 th century" (Marshall McLuhan) & "The information age & the printing press: Looking backward to see ahead" (James A. Dewar); "The typographic mind" (Neil Postman)	1,5	
5	9	UNIT 2. THE PRINTING REVOLUTION & PALEO-JOURNALISM 1. The printing revolution & its impact. . 2. Paleo-journalism vs. Regular Journalism. Popular & Official communication formats during the XVI & XVII centuries. The origin of the 1 st newspapers. 3. Historical mechanism of press control.		X			1,5	4 h.
5	10			X		2 nd Unit readings & case studies: in-class debate & analysis: COMPULSORY: "The popular press & popular culture" (Martin Conboy), "The opening of the public sphere" (Paul Starr) & "Censorship & Retraction. Theophraste Renaudot's Gazette & The Galileo Affair" (Jane T. Tolbert); Discussions on <i>The London Gazette</i> . VOLUNTARY: "Aspects of the printing revolution" (Elizabeth Eisenstein), "Printing & social change" & "The effect of the printing book on language in the 16 th century" (Marshall McLuhan) & "The information age & the printing press: Looking backward to see ahead" (James A. Dewar); "The typographic mind" (Neil Postman)	1,5	

6	11	UNIT 3. MEDIA & MODERNITY. ENLIGHTENMENT & REVOLUTION 1. The Enlightenment & the crisis of the “old values”. The influence of the Enlightened philosophers & politicians. 2. The “opening” of the public sphere: The Encyclopedia, French Salons & English Coffeehouses. From official newspapers to partisan, moral & cultural journalism. 3. Towards freedom of speech: the role of communication in the American & French Revolutions.		X			1,5	4 h.
6	12			X		3 rd Unit readings & case studies: in-class debate & analysis: COMPULSORY: “Print Culture in the Enlightenment” (Carla Hesse), “The media and the development of modern societies” (John B. Thompson); “Print Culture in the Enlightenment” (Carla Hesse); & Reading selection from <i>The Spectator</i> (Joseph Addison & Richard Steele); “Apology for Printers”, Ben Franklin’s <i>Pennsylvania Gazette</i> & reflections on the US 1 st Amendment. VOLUNTARY: “When the world spoke French. Introduction” (Marc Fumaroli); “The Cultural Origins of the French Revolution” (Roger Chartier); “Preliminary Discourse from the Encyclopedia” (Denis Diderot); “Mr. Spectator & The Coffee House Public Sphere” (Brian Cowan); “Myths about press freedom” (Kaarle Nordenstreng); “Aeropagitica” (James Milton).	1,5	
7	13	UNIT 3. MEDIA & MODERNITY. ENLIGHTENMENT & REVOLUTION 1. The Enlightenment & the crisis of the “old values”. The influence of the Enlightened philosophers & politicians. 2. The “opening” of the public sphere: The Encyclopedia, French Salons & English Coffeehouses. From official newspapers to partisan, moral & cultural journalism. 3. Towards freedom of speech: the role of communication in the American & French Revolutions.		X			1,5	4 h.
7	14			X		3 rd Unit readings & case studies: in-class debate & analysis: COMPULSORY: “Print Culture in the Enlightenment” (Carla Hesse), “The media and the development of modern societies” (John B. Thompson); “Print Culture in the Enlightenment” (Carla Hesse); & Reading selection from <i>The Spectator</i> (Joseph Addison & Richard Steele); “Apology for Printers”, Ben Franklin’s <i>Pennsylvania Gazette</i> & reflections on the US 1 st Amendment. VOLUNTARY: “When the world spoke French. Introduction” (Marc Fumaroli); “The Cultural Origins of the French Revolution” (Roger Chartier); “Preliminary Discourse from the Encyclopedia” (Denis Diderot); “Mr. Spectator & The Coffee House Public Sphere” (Brian Cowan); “Myths about press freedom” (Kaarle Nordenstreng); “Aeropagitica” (James Milton)	1,5	
8	15	UNIT 3. MEDIA & MODERNITY. ENLIGHTENMENT & REVOLUTION 1. The Enlightenment & the crisis of the “old values”. The influence of the Enlightened philosophers & politicians. 2. The “opening” of the public sphere: The Encyclopedia, French Salons & English Coffeehouses. From official newspapers to partisan, moral & cultural journalism. 3. Towards freedom of speech: the role of communication in the American & French Revolutions.		X			1,5	4 h.

8	16			X		3 rd Unit readings & case studies: in-class debate & analysis: COMPULSORY: "Print Culture in the Enlightenment" (Carla Hesse), "The media and the development of modern societies" (John B. Thompson); "Print Culture in the Enlightenment" (Carla Hesse); & Reading selection from <i>The Spectator</i> (Joseph Addison & Richard Steele); "Apology for Printers", Ben Franklin's <i>Pennsylvania Gazette</i> & reflections on the US 1 st Amendment. VOLUNTARY: "When the world spoke French. Introduction" (Marc Fumaroli); "The Cultural Origins of the French Revolution" (Roger Chartier); "Preliminary Discourse from the Encyclopedia" (Denis Diderot); "Mr. Spectator & The Coffee House Public Sphere" (Brian Cowan); "Myths about press freedom" (Kaarle Nordenstreng); "Aeropagitica" (James Milton)	1,5	
9	17	UNIT 4. THE XIX CENTURY & THE BIRTH OF THE CONTEMPORARY MEDIA SYSTEM 1. XIX Century: Industrial Revolution, Imperialism & Cultural movements. 2. New information technologies & its influence on media. Telegraph, telephone, photography & rotary press. 3. News agencies, global village & imperialism. 4. The Anglo-Saxon origins of the modern journalistic discourse. 5. Photography. Between realism & pictorialism. 6. From the Partisan to the Penny / Mass / Popular press (from mid XIX century) 7. Yellow journalism & the reaction of the Civic press.		X			1,5	4 h.
9	18			X		4 th Unit readings & case studies: in-class debate & analysis: COMPULSORY: "Technology & ideology: The case of the telegraph" (James Carey); "On photography" (Susan Sontag) vs. "The ontology of the photographic image" (André Bazin); "Journalism as an Anglo-American invention (Jean Chalaby) & "Yellow Journalism & The Spanish American War: The Power of the Fourth State" (Joe Pinsker). VOLUNTARY: "First word across the Atlantic" in "The Tide of Fortune" (Stefan Zweig); "Trading facts: Arrow's fundamental paradox & the emergence of Global Networks. 1750-1900" (Gerben Bakker); "International news agencies and their cartel in the context of business history" (Silberstein-Loeb); "Early photojournalism" (Ulrich Keller); "Paris. Capital of the XIX Century" (Walter Benjamin); Interview with Karl Marx (by R. Landor, New York World, 1871); Reviews of XIX century newspapers front pages & contents in: The Library of Congress, US (www.loc.gov) Bibliothèque Nationale de France (www.gallica.bnf.fr)	1,5	
10	19	UNIT 4. THE XIX CENTURY & THE BIRTH OF THE CONTEMPORARY MEDIA SYSTEM 1. XIX Century: Industrial Revolution, Imperialism & Cultural movements. 2. New information technologies & its influence on media. Telegraph, telephone, photography & rotary press. 3. News agencies, global village & imperialism. 4. The Anglo-Saxon origins of the modern journalistic discourse. 5. Photography. Between realism & pictorialism. 6. From the Partisan to the Penny / Mass / Popular press (from mid XIX century) 7. Yellow journalism & the reaction of the Civic press.		X			1,5	4 h.

10	20			X		<p>4th Unit readings & case studies: in-class debate & analysis: COMPULSORY: “Technology & ideology: The case of the telegraph” (James Carey); “On photography” (Susan Sontag) vs. “The ontology of the photographic image” (André Bazin); “Journalism as an Anglo-American invention (Jean Chalaby) & “Yellow Journalism & The Spanish American War: The Power of the Fourth State” (Joe Pinsker). VOLUNTARY: “First word across the Atlantic” in “The Tide of Fortune” (Stefan Zweig); “Trading facts: Arrow’s fundamental paradox & the emergence of Global Networks. 1750-1900” (Gerben Bakker); “International news agencies and their cartel in the context of business history” (Silberstein-Loeb); “Early photojournalism” (Ulrich Keller); “Paris. Capital of the XIX Century” (Walter Benjamin); Interview with Karl Marx (by R. Landor, New York World, 1871); Reviews of XIX century newspapers front pages & contents in: The Library of Congress, US (www.loc.gov) Bibliothèque Nationale de France (www.gallica.bnf.fr)</p>	1,5	
11	21	<p>UNIT 4. THE XIX CENTURY & THE BIRTH OF THE CONTEMPORARY MEDIA SYSTEM</p> <ol style="list-style-type: none"> 1. XIX Century: Industrial Revolution, Imperialism & Cultural movements. 2. New information technologies & its influence on media. Telegraph, telephone, photography & rotary press. 3. News agencies, global village & imperialism. 4. The Anglo-Saxon origins of the modern journalistic discourse. 5. Photography. Between realism & pictorialism. 6. From the Partisan to the Penny / Mass / Popular press (from mid XIX century) 7. Yellow journalism & the reaction of the Civic press. 		X			1,5	4 h.
11	22			X		<p>4th Unit readings & case studies: in-class debate & analysis: COMPULSORY: “Technology & ideology: The case of the telegraph” (James Carey); “On photography” (Susan Sontag) vs. “The ontology of the photographic image” (André Bazin); “Journalism as an Anglo-American invention (Jean Chalaby) & “Yellow Journalism & The Spanish American War: The Power of the Fourth State” (Joe Pinsker). VOLUNTARY: “First word across the Atlantic” in “The Tide of Fortune” (Stefan Zweig); “Trading facts: Arrow’s fundamental paradox & the emergence of Global Networks. 1750-1900” (Gerben Bakker); “International news agencies and their cartel in the context of business history” (Silberstein-Loeb); “Early photojournalism” (Ulrich Keller); “Paris. Capital of the XIX Century” (Walter Benjamin); Interview with Karl Marx (by R. Landor, New York World, 1871); Reviews of XIX century newspapers front pages & contents in: The Library of Congress, US (www.loc.gov) Bibliothèque Nationale de France (www.gallica.bnf.fr)</p>	1,5	

12	23	UNIT 5. COMMUNICATION LANDSCAPES IN THE 20TH CENTURY 1. Towards new journalism models: Muckrakers & investigative reporting vs. New Journalism. 2. The birth of broadcasting: Radio & Television. 3. Communication & conflict: Propaganda during the 1st & 2nd World Wars 4. Communist vs. Liberal communication systems during the Cold War. The NOMIC-McBride debate. 5. Late 20th century Information Revolutions: Internet, new information platforms & telecommunications. Corporate vs. Personal media.		X			1,5	4 h.
12	24			X		5 th Unit reading & case study: in-class debate & analysis COMPULSORY: “How the other half lives” (Jacob Rijs); “Introduction to the New Journalism” & “The Me decade” (Tow Wolfe); “Frank Sinatra has a cold” (Gay Talese); “Comics & Communism. Tintin fights the Cold War” (John Theobald); “The Power of Television Images: The First Kennedy-Nixon Debate Revisited” (James N. Druckman); Discussion on excerpts of The McBride Report; “From Tom Paine to Blogs & Beyond” (Dan Gillmor). VOLUNTARY: “A report during the Blitz” (Edward R. Murrow); Interviews to Adolf Hitler (by G. Sylvester, Liberty magazine) & Joseph Stalin (by E. Ludwig, Leaders of Europe); Reading selection of Joseph Goebbels’ Nazi propaganda articles (<i>Das Reich</i>) & speeches; Analysis of the H. G. Welles “War of the Worlds” radio broadcast; “Watchdog or Lapdog? Media and the US Government during the Cold War” (Nancy Quian & David Yanagizawa-Drott); “Restoring Historical Understandings of the “Public Interest” Standard of American Broadcasting: An Exploration of the Fairness Doctrine” (Lefevre-González); “The Globalization of Communication” (John B. Thompson); “New Media from Borges to HTML” (Len Manovich).	1,5	
13	25	UNIT 5. COMMUNICATION LANDSCAPES IN THE 20TH CENTURY 1. Towards new journalism models: Muckrakers & investigative reporting vs. New Journalism. 2. The birth of broadcasting: Radio & Television. 3. Communication & conflict: Propaganda during the 1st & 2nd World Wars 4. Communist vs. Liberal communication systems during the Cold War. The NOMIC-McBride debate. 5. Late 20th century Information Revolutions: Internet, new information platforms & telecommunications. Corporate vs. Personal media.		X			1,5	4 h.

13	26			X		<p>5th Unit reading & case study: in-class debate & analysis COMPULSORY: “How the other half lives” (Jacob Rijs); “Introduction to the New Journalism” & “The Me decade” (Tow Wolfe); “Frank Sinatra has a cold” (Gay Talese); “Comics & Communism. Tintin fights the Cold War” (John Theobald); “The Power of Television Images: The First Kennedy-Nixon Debate Revisited” (James N. Druckman); Discussion on excerpts of The McBride Report; “From Tom Paine to Blogs & Beyond” (Dan Gillmor). VOLUNTARY: “A report during the Blitz” (Edward R. Murrow); Interviews to Adolf Hitler (by G. Sylvester, Liberty magazine) & Joseph Stalin (by E. Ludwig, Leaders of Europe); Reading selection of Joseph Goebbels’ Nazi propaganda articles (<i>Das Reich</i>) & speeches; Analysis of the H. G. Welles “War of the Worlds” radio broadcast; “Watchdog or Lapdog? Media and the US Government during the Cold War” (Nancy Quian & David Yanagizawa-Drott); “Restoring Historical Understandings of the “Public Interest” Standard of American Broadcasting: An Exploration of the Fairness Doctrine” (Lefevre-González); “The Globalization of Communication” (John B. Thompson); “New Media from Borges to HTML” (Len Manovich).</p>	1,5	
14	27	<p>UNIT 5. COMMUNICATION LANDSCAPES IN THE 20TH CENTURY 1. Towards new journalism models: Muckrakers & investigative reporting vs. New Journalism. 2. The birth of broadcasting: Radio & Television. 3. Communication & conflict: Propaganda during the 1st & 2nd World Wars 4. Communist vs. Liberal communication systems during the Cold War. The NOMIC-McBride debate. 5. Late 20th century Information Revolutions: Internet, new information platforms & telecommunications. Corporate vs. Personal media.</p>		X			1,5	4 h.
14	28			X		<p>5th Unit reading & case study: in-class debate & analysis COMPULSORY: “How the other half lives” (Jacob Rijs); “Introduction to the New Journalism” & “The Me decade” (Tow Wolfe); “Frank Sinatra has a cold” (Gay Talese); “Comics & Communism. Tintin fights the Cold War” (John Theobald); “The Power of Television Images: The First Kennedy-Nixon Debate Revisited” (James N. Druckman); Discussion on excerpts of The McBride Report; “From Tom Paine to Blogs & Beyond” (Dan Gillmor). VOLUNTARY: “A report during the Blitz” (Edward R. Murrow); Interviews to Adolf Hitler (by G. Sylvester, Liberty magazine) & Joseph Stalin (by E. Ludwig, Leaders of Europe); Reading selection of Joseph Goebbels’ Nazi propaganda articles (<i>Das Reich</i>) & speeches; Analysis of the H. G. Welles “War of the Worlds” radio broadcast; “Watchdog or Lapdog? Media and the US Government during the Cold War” (Nancy Quian & David Yanagizawa-Drott); “Restoring Historical Understandings of the “Public Interest” Standard of American Broadcasting: An Exploration of the Fairness Doctrine” (Lefevre-González); “The</p>	1,5	

						Globalization of Communication" (John B. Thompson); "New Media from Borges to HTML" (Len Manovich).		
SUBTOTAL							42	+ 68 = 110
15		Reassessments, office hours, hands-on and final projects submitting						
16-18		Final exam					3	
TOTAL							150	