Southern Illinois University Carbondale  
College of Mass Communication and Media Arts  
MCMA 550: History of Media Arts and Culture  
Fall 2016

Meeting Times in COMM 2216
Thursdays, 3:35-5:50pm

Information About the Instructor
Dr. Walter C. Metz, Professor, Department of Cinema and Photography  
Office Phone: (618) 453-2298  
Office Hours: Mondays, 8:30am-2:30pm  
E-mail: wmetz@siu.edu  
Website: http://waltermetz.com

Course Goals
This course serves as a core introduction to the history of mass media for the college’s M.F.A. and Ph.D. programs. I have chosen to meld a practical experience with media history with more theoretical issues. On the practical side, we will be reading many of the foundational histories of the various media practices worked on in our college (radio, television, film, photography). On the theoretical side, we will begin with a communication studies (Czitrom) and end with a cultural studies approach (Kittler). By the end of this course, you will be on your way to be ready to teach many of the foundational lower-division history courses in mass communications: “The History of Film,” “The History of Broadcasting,” “The History of Photography,” and the like. In addition, production students will learn to think like media scholars, and studies students will learn to think like production professionals.

Reading Material
1. Daniel Czitrom, Media and the American Mind
2. Miles Orvell, Photography in America
3. Bordwell and Thompson, Film History: An Introduction
4. Erik Barnouw, Tube of Plenty
5. Friedrich Kittler, Gramophone, Film, Typewriter
…and articles uploaded to D2L as the need arises

Graded Course Activities
Class Discussion 20%  
Midterm Exam 20%  
Major Project 25%  
Minor Project 10%  
Final Exam 25%

Class Discussions
I would like each student to come to every class session with photocopies of one annotated page from the assigned reading for that day. This will allow us to identify what each of us believes is one of the book’s crucial interventions for understanding the history of our disciplines. If
possible, the student should bring a media clip to illustrate how one would apply this intervention to understanding our media culture. At the end of each class, I will model how I use this approach to teach undergraduate courses in mass media history.

For example, when I teach Erik Barnouw’s *Tube of Plenty*, I tell my students that I think the most crucial page of that 500 page book is the one on which he describes the moon landing as an egregious example of media hype. Barnouw argues that only Americans would bring a TV camera and a car to the moon. I then show a set of clips from the HBO miniseries, *From the Earth to the Moon* to analyze how the U.S. space program is of considerable importance for understanding the history of American mass communications.

**Exams**

My exams are rather challenging. However, I grade on a curve, and most students who study hard throughout the semester will do well. You will be given short essay questions, including ones about quotations from the assigned readings (to discuss how and why they forward our understanding of media history).

**Projects**

I would like the major project a student completes in this class to be directly related to the work they are training for in graduate school. Thus, for Ph.D. students, I would like you to write a publication quality 20pp article on media history. For M.F.A. students, I would like you to make an art project that is inflected by the academic study of media history. The final major projects in this course are due on Thursday, December 8.

In addition, I would like each student in the class to do a minor project in the opposite area from their specialization. For M.F.A. students, I would like you to write a brief 5pp paper on media history. For Ph.D. students, I would like you to make a very brief (one minute of video, for example) art project inflected by media history. I am a passionate believer in the synthesis of studies and production, and this sort of assignment will help us all be on the same page about the syncretic possibilities of media studies and production. The minor projects for this class are due on Thursday, November 17.

**Weekly Schedule**

**Thursday, August 25**

Introduction to the Course: Media Histories, Teaching, and Textbooks

**Thursday, September 1**

<table>
<thead>
<tr>
<th>Topic</th>
<th>Mass Communications and Media History</th>
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<tbody>
<tr>
<td>Reading</td>
<td>Daniel Czitrom, <em>Media and the American Mind</em>: Part One</td>
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**Thursday, September 8**

<table>
<thead>
<tr>
<th>Topic</th>
<th>Theorists of Modern Communication</th>
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<tbody>
<tr>
<td>Reading</td>
<td>Daniel Czitrom, <em>Media and the American Mind</em>: Part Two</td>
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Thursday, September 15
Topic: Photography in the 19th Century
Reading: Miles Orvell, *Photography in America*, Chapter 1-5

Thursday, September 22
Topic: Silent Cinema
Reading: Bordwell and Thompson, *Film History: An Introduction*: Parts 1 and 2

Thursday, September 29
Topic: Radio
Reading: Erik Barnouw, *Tube of Plenty*: Chapters 1 and 2

Thursday, October 6
**MIDTERM EXAM**

Thursday, October 13
**No Class (Walter out of town)**

Thursday, October 20
Topic: Photography in the 20th Century
Reading: Miles Orvell, *Photography in America*: Chapters 6-13

Thursday, October 27
Topic: Classical Hollywood Cinema
Reading: Bordwell and Thompson, *Film History: An Introduction*: Parts 3 and 4

Thursday, November 3
Topic: Television
Reading: Erik Barnouw, *Tube of Plenty*: Chapters 3-6

Thursday, November 10
Topic: Contemporary Cinema
Reading: Bordwell and Thompson, *Film History: An Introduction*: Parts 5 and 6

Thursday, November 17
Student presentations on minor projects
**MINOR PROJECTS DUE**

Thursday, November 24
**NO CLASS: THANKSGIVING**

Thursday, December 1
Topic: Re-Theorizing Media History
Reading: Friedrich Kittler, *Gramophone, Film, Typewriter*
Thursday, December 8
Student presentations on final projects

FINAL PROJECTS DUE
COURSE EVALUATIONS

Thursday, December 15
Final Exam from 2:45-4:45pm in COMM 1214

Communication Building’s Emergency Response Protocols

University’s Emergency Procedure Clause: Southern Illinois University Carbondale is committed to providing a safe and healthy environment for study and work. Because some health and safety circumstances are beyond our control, we ask that you become familiar with the SIUC Emergency Response Plan and Building Emergency Response Team (BERT) program. Emergency response information is available on posters in buildings on campus, available on BERT’s website at www.bert.siu.edu, Department of Public Safety’s website www.dps.siu.edu (disaster drop down) and in the Emergency Response Guideline pamphlet. Know how to respond to each type of emergency. Instructors will provide guidance and direction to students in the classroom in the event of an emergency affecting your location. It is important that you follow these instructions and stay with your instructor during an evacuation or sheltering emergency. The Building Emergency Response Team will provide assistance to your instructor in evacuating the building or sheltering within the facility.

Students With a Disability: Instructors and students in the class will work together as a team to assist students with a disability safely out of the building. Students with a disability will stay with the instructor and communicate with the instructor what is the safest way to assist them.

Tornado: Pick up your belongings and your instructor will lead you to a safe area of the basement. No one will be allowed to stay upstairs. Stay away from windows. You must stay with your instructor so he/she can take roll. Students need to be quiet in the basement as the BERT members are listening to emergency instructions on handheld radios and cannot hear well in the basement.

Fire: During the fall semester we have a Fire Drill. Pick up your belongings and your instructor will lead you to either the North or South parking lot depending on what part of the building your class is in. You must stay with your instructor so he/she can take roll. As soon as the building is all clear, you will be allowed to return to class. These drills are to train instructors and the Building Emergency Response Team to get everyone to a safe place during an emergency.

Bomb Threat: If someone calls in a bomb threat, class will be suspended and students will be asked to pick up their belongings, evacuate the building and leave the premises. Do not leave anything that is yours behind. We will not allow anyone back into the building until the police and bomb squad give us an all clear. DO NOT USE YOUR CELL PHONES. Some bombs are triggered by a cell phone signal.
Shooter in the Building: If it is safe to leave, move to a safe area far from the building away from where the shooter is located. If anyone has any information about the shooter, please contact the police after they have gone someplace safe. Put in your cell phone the SIU Dept. of Public Safety 618-453-3771. If there is a shooter on campus you can call this number to report it. There will be a lot of calls going to 911 and the SIU Police will get your call using 618-453-3771. It is good to have this number listed in your cell phone for all emergencies here on campus. If it is not safe to leave, go into a room, lock the door and turn out the lights. Everyone should spread out and not huddle together as a group. Don't stand in front of the door or in line of fire with the door. Students' chair and desks should be piled in front of the glass and door as a barricade and the teacher's desk, podium and anything movable can be pushed against the door. This is intended to slow down any attempts to enter the classroom. If it looks like the shooter is persistent and able to enter, make a lot of noise and have the students use everything in their backpacks to throw at the shooter to distract him. Silence all cell phones after one person in the room calls the police and informs them of their location and how many people are in the room. Be quiet and wait for the police to arrive. The police are looking for one or more shooters, and they have no way of knowing if the shooter is in the room people are hiding in. For this reason, when the police enter the room, no one should have anything in his/her hands and each person MUST raise his/her hands above his/her head.

Earthquake: In the event of an earthquake, you are advised to take cover quickly under heavy furniture or crouch near an interior wall or corner and cover your head to avoid falling debris. Outside the building are trees and power lines and debris from the building itself that you will need to stay away from. In the building, large open areas like auditoriums are the most dangerous. Do not try to escape on a stairway or elevator. Do not hide under a stairway. We do not recommend that you stand in a doorway because the door could shut from the vibrations and crush your fingers trapping you there.

Radiation Emergency: A radiation emergency could come about due to a complete meltdown of a nuclear reactor core to our west, a catastrophic leak of material from nuclear weapons manufacturing facilities to our south, or as a result of a nuclear weapon being detonated in or around St. Louis, MO, or along the Ohio River valley between Paducah KY and Evansville IN. Regardless of the source of the radiation, what you need to do in response is the same: Get inside, Stay inside and Stay tuned - Close and lock all windows and doors. Go to the basement or the middle of the building. Radioactive material settles on the outside of buildings; stay as far away from the walls and roof of the building as you can. If possible, turn off fans, air conditioners, and forced-air heating units that bring air in from the outside. Close fireplace dampers. Bring pets inside with you, if you can. Bring in any supplies from outside that your pets might need for at least 24 hours. If you were outside when it started, carefully remove your outer layer of clothing before entering the building, if you can. Radioactive material can settle on your clothing and your body, like dust or mud. Once inside, wash the parts of your body that were uncovered when you were outside. Then put on clean clothing, if you can. This will help limit your radiation exposure and keep radioactive material from spreading. Cover your mouth and nose with a mask, cloth, or towel if you must be outside and cannot get inside immediately. Vehicles do not provide good protection from radioactive material. Schools, daycares, hospitals, nursing homes, and other places have emergency plans in place to keep people safe at the facility. Providing shelter to someone who was outside during a radiation emergency can save
their life without endangering your own. They will have to remove outer layer of clothes before they enter the building and wash the parts of their body that were uncovered. Give them clean clothing or coverings that you have. This will help limit their radiation exposure and keep radioactive material from spreading.

**Hazardous Materials:** While there are many possible scenarios where hazardous materials spill, explode, are released into the air, and/or burn, a train derailment is the most likely cause of a serious incident. Regardless of how the incident begins, the following guidance should be followed. Listen to local radio or television stations for detailed information and instructions. Follow the instructions carefully. You should stay away from the area to minimize the risk of contamination. Remember that some toxic chemicals are odorless. **If you are asked to evacuate:** do so immediately; take pre-assembled disaster supplies; help your neighbors who may require special assistance—infants, elderly people and people with access and functional needs; follow evacuation routes, temporary shelters, and procedures; and don’t leave your pets. If you evacuate take them with you. **If you are caught outside:** stay upstream, uphill, and upwind; try to go at least one-half mile from the danger area; move away from the accident scene and help keep others away; do not walk into or touch any spilled liquids, airborne mists, or condensed solid chemical deposits; try not to inhale gases, fumes and smoke. If possible, cover mouth with a cloth while leaving the area; stay away from accident victims until the hazardous material has been identified. **If you are in a motor vehicle:** stop and seek shelter in a permanent building. If you must remain in your car: keep car windows and vents closed, and shut off the air conditioner and heater. **If you are requested to stay indoors:** bring pets inside; close and lock all exterior doors and windows; close vents, fireplace dampers, and as many interior doors as possible; turn off air conditioners and ventilation systems; seal gaps under doorways and windows with wet towels or plastic sheeting and duct tape; seal gaps around window and air conditioning units, bathroom and kitchen exhaust fans, and stove and dryer vents with duct tape and plastic sheeting, wax paper or aluminum wrap, use material to fill cracks and holes in the room, such as those around pipes; if gas or vapors could have entered the building, take shallow breaths through a cloth or a towel. Avoid eating or drinking any food or water that may be contaminated.

**Rave Mobile Safety Alert System:** We recommend that you sign up for the Rave Mobile Safety Alert System. It is a system to alert you through emergency text messages on your cell phone and emails for emergencies on campus, weather reports and emergency school closures. You have to sign up for Rave Mobile Safety Alert System. Go to Saluki Net, go to my records tab, under SIUC Personal Records, click on View My SIUC Student Records, Under Main Menu click on Personal Information, click on View and Update Addresses and Phones; in the middle of the page click [Update Addresses and Phones], under phones click Primary: This will take you to Update Addresses and Phones – Update/Insert, under primary phone number for this address put in your cell phone and submit. For more information, visit dps.siu.edu, contact SalukiTech at 453-5155 or salukitech@siu.edu.

**CPR/Defibrillator and First Aid Class:** If you would like to take a CPR/Defibrillator and/or First Aid class, contact LaVon Donley-Cornett, lavong@siu.edu or call 453-7473. **Women's Self Defense Classes** are offered to female students, faculty, and staff by the Department of SIU Public Safety. For more information, call the Department of SIU Public Safety 453-3771.