



Universitat Abat Oliba CEU

Academic Year/course: 2020/21

10615 - General History of Journalism

1. General Information

1.1. Department

Communication Studies

1.2. Academic period

2020/21

1.3. Study

123 - Degree in Advertising and Public Relations + Journalism (Plan 2017)

1.4. No informado

10615

1.5. Course of the subject

3

1.6. ECTS Credits

4.0

1.7. Teacher

Joaquin Solana Oliver

1.8. Classes Teaching Language

- English

2. Course Guide

2.1. Subject description

The course presents both a general and a specific approach to Journalism History:

It includes a global overview of its chronological evolution, since the invention of the printing press, through the different stages and up until the technological revolution and the emergence of today's new media.

It will also give specific attention to the development of journalism and media in western societies during the last two centuries, according to their different cultural and political circumstances, with main focus on anglosaxon traditions.

Special attention will be given to recent history of journalism on the internet and history of data journalism with technology as driving force.

2.2. Objectives. Knowledge and skills

As a part of the Universidad Abat Oliba CEU International Degree in Journalism, the main objective of the course is to give students a complete historical background in order to understand the changes in the social role of the Press and their influence on the present and future social trends.

Specific objectives of the subject are the learning of the main events and characters as well as media structures that have determined Journalism as we know it today, and to provide students with a timeline of Journalism History and all the key concepts for their background knowledge.

Students should be able to analyse different methods and traditions of gathering and reporting news from a critical point of view and considering all historical precedents, and should also become familiar with older Press and newspapers, in order to develop research skills.

2.3. Teaching methodology

This course offers a 4 ECTS credit structure, divided into:

- 50% content lessons;
- 50% class activities linked to seminars and workshops that help into specific issues: discussion, and practical workshops.

It may include special conferences or presentations.

All class contents, written activities and assessment will be held in English, as well as all student - teacher communications.

According to the Universidad Abat Oliba CEU's academic regulations and following the on campus class assistance policy, a reduction of half unity of the final continuous assessment grade will be applied for every two hours of class absence of a student when he/she surpasses 20% of the total assistance of the course's sessions. This 20% includes absences due to health issues, bureaucratic procedures, family issues, etc. If the absence coincides with an assessable class activity it might imply failing the activity in question.

The date of the final exam of the course is irremovable and will take place during the final exam period established by the academic calendar. The exact date of the final exam will be opportunely published by the Academic Secretary's office in due time along the semester.

2.4. Assessment system

The final grade of the course will be determined by these percentages:

- 50 % continuous assessment, that includes:
 - class attendance and participation;
 - readings and workshop activities.
- 50 % final exam

It is necessary to have a minimum grade of 5 in the exam to pass the course

2.5. Syllabus. Contents

- The Printing Revolution
 - Precursors and the Printing Revolution 1400-1814
 - The Commercial and Industrial Revolution 1814-1900
 - Print Media in the Twentieth and Twenty-first Centuries
- The Visual Revolution
 - Photography: Giving Vision to History
 - Cinema
 - Advertising, and the Crafted Image
- The Electronic Revolution: From "National Neighbourhoods" to the Global Village
 - The First Electronic Revolution: Telegraph and Telephone
 - The New World of Radio
 - Television: A New Window on the World
- The Digital Revolution
 - Computers
 - Digital Networks
 - Global Culture
- History of Online Journalism
- Data Journalism History

The syllabus of this course on top of technological developments will provide answers to the following subjects or questions:

- When was the world's first newspaper published?
 - And there was no such thing as journalism until the 1600s?
 - What were early newspapers like?
 - How did newspapers become mass market media?
 - Is it true that Mark Twain, Theodore Dreiser, Stephen Crane, Willa Cather, Ernest Hemingway, and other famous novelists were all reporters before they became famous as novelists?
 - What kind of education did journalists typically have in the past? When—and why—did formal course work in and schools of journalism develop?
 - Why did radio not kill off newspapers?
 - And why did television not destroy newspapers?
 - Why have many democracies invested public funds in broadcasting?
 - What was New Journalism?
 - Did people ever trust the press?
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- How has digital technology been changing the news—and journalism?
 - Who pays for the news these days? Are newspapers dead?
 - What's happened to news on television?
 - What is 'digitally native' news?
 - What are blogs and what happened to them?
 - What do social media have to do with journalism?
 - Who decides what is news today?
 - What is audience engagement?
 - And how private interests manage news?
 - The role of financial and business journalism in History (The Economist, The Times, The Financial Times)

2.6. Basic bibliography

Anderson, C.W. (2018) *Apostles of Certainty. Data Journalism and the Politics of Doubt*. Oxford University Press

Kovarik, W. (2016) *Revolutions in Communication: Media History from Gutenberg to the Digital Age*. New York. Bloomsbury Publishing

Stephens, M. (2006) *History of News*. New York. Oxford University Press

2.7. Additional bibliography

Butterick, J. (2015) *Complacency and Collusion. A critical Introduction to Business and Financial Journalism*. London. Pluto Press

Bradlee, B. (1995) *A Good Life: Newspapering and Other Adventures*. New York. Simon & Schuster

Briggs, A.; Burke, P. (2009) *The Media: From Gutenberg to the Internet*. Cambridge. Polity Press

Conboy, M. (2004) *Journalism: A Critical History*. London. Sage Publications.

Díaz, J. (2013) *History of Journalism on the Internet: A state of the art and some methodological trends*. Revista Internacional de Historia de la Comunicación. Nº1, Vol 1, año 2013.

Graham, K. (1997) *Personal History*. New York. Knopf

Hallock, S. (2009) *Reporters who made History: Great American Journalists on the Issues and Crises of the Late 20th Century*. Westport. Praeger

Muhlmann, G. (2007) *A Political History of Journalism*. Polity Press, 2007.

Randall, D. (2005) *The Great Reporters*. London. Pluto Press

Randall, D. (2016) *The Universal Journalist*. London. Pluto Press. 2016

2.8. Exceptional Adaptation for the 2020-2021 academic year (Addenda)

2.9. Exceptional Adaptation for the 2020-2021 academic year