

**Media and Government:  
The Presidency and the Press, 1900-Present  
Prof. David Greenberg  
Fall 2014**

**Class Time:** MW Period 5 (2.50-4.10)  
**Email:** davidgr[at]rutgers.edu  
**Office Hours:** Wed. 10.30-12:30

**Room:** Scott Hall 102  
**Phone:** (646) 504-5071  
**Office:** 106 DeWitt Hall

**Course No.:** 04:567:278:01 (*media studies*)/01:512:392:01 (*history*)  
**Index No.** 44676 (*media studies*)/ 52244 (*history*)

**Description.** The course looks at the evolving relationship between the president and the news media in the 20<sup>th</sup> century and into our own day. There is a focus on how presidents have tried to mobilize public opinion behind their agenda. Attention is paid to debates about developments in the media presidency and their implications for democracy.

This is a fairly advanced course that assumes a solid grounding in American history and previous experience having written research papers.

**Course Requirements.**

- **Regular attendance at lecture.** Attendance is mandatory. I recognize that students will from occasionally miss class. But it remains your responsibility to find out from other students in the class—not by emailing me—what you missed. Jobs, sports, or other extracurricular activities are never a legitimate excuse. Arriving on time and staying for the duration are essential. If you have a standing commitment that will make you miss, come late to, or leave early from class with any frequency, you should not take this course.
- **Participation in every discussion.** Roughly every fourth class we will have a mandatory discussion section. One purpose of college classes is to teach students to form their own ideas and share them with their peers. The very work of the course consists of engaging in a discussion of ideas. You are therefore required to participate in the discussion. Students who abstain from discussion are missing the course's whole purpose. Those who do not participate at all in a given discussion will be docked one third of a letter grade for the term. An A student who does not participate in any of the discussions winds up with a C.
- **Papers.** There are six three-page papers, due on the dates of the class discussions. The papers will be in response to questions about the readings, posted one week before the due date.
- **Exams.** There will be a midterm and a final. The questions will be a mix of multiple-choice, short answer, and essay. The final is cumulative. There are no make-ups. Students who miss the scheduled exam will get a zero for that exam. Grading is scaled.
- **Grading.** There is no rigid formula for grading; it is at the instructor's discretion. But approximately 25% will be based on participation in the discussions, approximately 25% on the readings papers, approximately 25% on the midterm, and approximately 25% on the final. For papers and exams, I will use minuses. But because Rutgers doesn't allow minus grade on your transcripts, at the end of the semester will I round up or down.
- **Reading.** The readings are mandatory. The readings and lectures are complementary, not duplicative; in other words, you will have to do the readings and come to lecture to do well. The idea is to assign books that you will love and remember your whole life. Some are very long. As a result, some weeks there will be perhaps 250 pages to read. In addition to the major books there will be some articles to cover additional material. You should not take this class if you do not enjoy reading.

- Sakai will be our class website. Go to <https://sakai.rutgers.edu/portal> and log in using your Rutgers ID and password. On the site I will post announcements, assignments, readings, and so on. Please check regularly.
- Rutgers University email should be checked regularly.

### **Additional Rules and Information.**

- No use of cellphones, ipads, or laptops. The tendency to use these devices for things besides taking notes has become so prevalent that they detract from, rather than enhance, learning. Please come prepared to take notes on paper.
- Students must show up on time and stay for the duration. Students may not walk in and out of the class willy-nilly. During class, students should not engage in personal conversations, read newspapers, do crossword puzzles, or undertake other diversions unrelated to class activity.
- I will return all emails promptly, on a first-come, first-served basis. Don't assume that I've gotten your email. If I don't reply and it's urgent, please call me.

Academic Integrity. Plagiarism and cheating are, of course, forbidden. You are responsible for reviewing and obeying Rutgers University policies. The academic integrity policy, which you should read before our first class, is here:

[http://studentconduct.rutgers.edu/files/documents/AI\\_Policy\\_9\\_01\\_2011.pdf](http://studentconduct.rutgers.edu/files/documents/AI_Policy_9_01_2011.pdf).

### **Reading List.**

Books are on reserve in Alexander Library and for purchase at the Rutgers Bookstore.

1. Jeffrey Alexander, *The Performance of Politics*. Oxford University Press. 0-19-992643-3. \$24.95.
2. Craig Allen, *Eisenhower and the Mass Media*. University of North Carolina Press. 0-8078-4409-8. \$24.95.
3. Edward Bernays, *Propaganda*. Ig Publishing. 0-9703125-9-8. \$14.95.
4. Neal Gabler, *Life: The Movie*. Knopf. 0-375-70653-4. \$16.95.
5. Doris Kearns Goodwin, *The Bully Pulpit*. Simon & Schuster. 1-4165-4787-8. \$22.00.
6. David Greenberg, *Nixon's Shadow*. W.W. Norton. 0-393-32616-0. \$17.95.
7. Vance Packard, *The Hidden Persuaders*. Ig Publishing. 0-9788431-0-X. \$16.95.
8. Frank Rich, *The Greatest Story Ever Sold*. Penguin Press. 0-14-311234-1. \$15.00.
9. Michael Schudson, *Discovering the News*. Basic Books. 0-465-01666-9. \$23.95.
10. Ronald Steel, *Walter Lippmann and the American Century*. Transaction Books. 0-7658-0464-6. \$45.95.

### **Weekly Schedule.**

#### **WEEK 1**

1. W Sep. 3: Introduction

Reading: Doris Kearns Goodwin, *The Bully Pulpit*, pp. 1-238

#### **WEEK 2**

2. M Sep. 8: 19<sup>th</sup> & 20<sup>th</sup> C. politics
3. W Sep. 10: Theodore Roosevelt and the Public Presidency

Reading: Doris Kearns Goodwin, *The Bully Pulpit*, pp. 239-496  
Additional articles on Sakai

**WEEK 3**

4. M Sep. 15: Wilson and Propaganda

5. W Sep. 17: Advertising and Public Relations

Reading: Doris Kearns Goodwin, *The Bully Pulpit*, pp. 497-750  
Additional articles on Sakai

**WEEK 4**

6. M Sep. 22: **Discussion #1**

\*\*\* Paper on *The Bully Pulpit* due \*\*\*

7. W Sep. 24: Developments in Journalism

Reading: Michael Schudson, *Discovering the News* (entire)

**WEEK 5**

8. M Sep. 29: Bruce Barton and Image Politics of the 1920s

9. W Oct. 1: Hoover and the Limits of Spin

Reading: Edward Bernays, *Propaganda* (entire)  
Additional articles on Sakai

**WEEK 6**

10. M Oct. 6: Fireside Chats

11. W Oct. 8: **Discussion #2**

\*\*\* Paper on *Discovering the News* due \*\*\*

Reading: Ronald Steel, *Walter Lippmann and the American Century*, pp. pp. 1-196  
Additional articles on Sakai

**WEEK 7**

12. M Oct. 13: The President, the Press, and the War

13. W Oct. 15: Nazi Germany and Fears of Propaganda

Reading: Ronald Steel, *Walter Lippmann and the American Century*, pp. 197-403  
Additional articles on Sakai

**WEEK 8**

14. M Oct. 20: **Midterm Exam**

15. W Oct. 22: The Rise of Consultants and Polling

Reading: Ronald Steel, *Walter Lippmann and the American Century*, 404-599

**WEEK 9**

16. M Oct. 27: Truman, Eisenhower and Cold War News Management

17. W Oct. 29: **Discussion #3**

\*\*\* Paper on *Walter Lippmann and the American Century* due \*\*\*

Reading: Craig Allen, *Eisenhower and the Mass Media* (entire)  
Additional articles on Sakai

**WEEK 10**

18. M Nov. 3: Vance Packard and Fears of Persuasion

19. W Nov. 5: The Kennedy Image

Reading: Vance Packard, *The Hidden Persuaders* (entire)  
Additional articles on Sakai

**WEEK 11**

20. M Nov. 10: LBJ and The Credibility Gap

21. W Nov. 12: **Discussion #4**

\*\*\* Paper on Eisenhower and Packard due \*\*\*

Reading: David Greenberg, *Nixon's Shadow*, pp. 1-179  
Additional articles on Sakai

**WEEK 12**

22. M Nov. 17: Nixon, the Press, and Watergate

23. W Nov. 19: Reagan and Television Politics

Reading: Greenberg, *Nixon's Shadow*, pp. 180-347  
Additional articles on Sakai

**WEEK 13**

24. M Nov. 24: **Discussion #5**

\*\*\* Paper on *Nixon's Shadow* due \*\*\*

25. W Nov. 26: **Thanksgiving**

Reading: Neal Gabler, *Life: The Movie* (entire)

**WEEK 14**

26. M Dec. 1: Feeding Frenzies, Mediathons, and the Politics of Scandal

27. W Dec. 3: Bush and the Problem of Truthiness

Reading: Frank Rich, *The Greatest Story Ever Sold* (entire)  
Additional articles on Sakai

**WEEK 15**

**28.** M Dec. 8: Obama and the Post-Truth Society

**29.** W Dec. 10: ***Discussion #6***

\*\*\* Paper on Rich and Gabler due \*\*\*

Reading: Jeffrey Alexander, *The Performance of Politics* (entire)