

632: History of the Mass Media
Spring, 1967
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1/17 Introduction

Of What Shall We Write a History?

1/24 Emery, Ault and Agee, "The Historical Perspective," in Introduction to Mass Communications.

Wilbur Schramm, ed., "The Development of Mass Communications," section 1 in Mass Communications.

1/31 Williams, Britain in the Sixties, Communications.

Measuring

Each of you should begin developing an "inventory" of the mass media in Philadelphia and in the United States in one of the following three periods; 1830-1890, 1890-1930, 1930-1966.

Consult -- as a beginning -- Richard E. Chapin, Mass Communications, A Statistical Analysis and Eleanor Blum, Sources for Reference in the Mass Media, for ways of finding data. Note also the pamphlet file and book material on Philadelphia which has been placed on reserve.

2/7 Prepare to discuss the definition of "mass media" you are using in your period. Type-out a copy of the working definition for each member of the class.

2/14 Prepare and distribute to everyone an initial inventory of the media during your period.

2/21 Prepare and distribute to everyone an inventory of the media during your period revised in the light of last week's discussion.

2/28 Read the section in Schramm's reader on "The Content of Mass Communications." How would you include measures of content in your Philadelphia inventory? Prepare on a single page a description of a way of sampling and analyzing the content of the Philadelphia media which would not take more than twelve hours of concentrated work.

3/7 Be ready to give an oral preliminary report on the project you have undertaken.

3/14 Place in the library by noon of March 13 a short paper describing your findings. Feel free to use, wherever possible, existing studies to complement your own effort. All but the most recent content analyses are listed in Berelson, Content Analysis; Pool, Trends in Content Analysis; Barcus, Communications Content: Analysis of the Research, 1900-1958, Budd and Thorp, An Introduction to Content Analysis and North, Content Analysis. Public Opinion Quarterly and Journalism Quarterly follow recent work closely.

