

HIST 105/305 1M
Topics in American Cultural History
Spring 2010
Fridays 6:00 - 8:50 PM
3327 REID
Three Credits

Instructor: Lisa W. Armbruster

Course D2L Website: <http://learn.maryville.edu>

Office Hours: by appointment or on-line Mondays 9:00-11:00 AM

Cell Phone: 314-620-7408

Email: larmbruster@maryville.edu

The fastest and most effective way of getting in touch with me is via email. I will answer you within "24" hours at the maximum and normally in less time than that.

Course Description:

This course will explore the cultural history of the United States. We will study a variety of events and people, but we will focus particular attention on the development of consumer culture in the twentieth century. Other related topics include popular cultural expressions such as advertising, literature, film, television, and everyday life. We will attempt to understand how Americans viewed their times by examining a variety of primary and secondary sources and popular culture examples such as magazines, movies, advertising, television, and music.

Blended Learning Format

This course is both reading and writing intensive, and active class participation is required both face-to-face and online. The course is "blended" or "hybrid", which means that "seat time" for this course is reduced - part of the regular class meetings will be in the classroom, while some will take place on the course website. A course organized in this fashion gives you more time and flexibility for in-depth reading, reflection, and more opportunity for discussion of topics. Because this is a Blended Learning course it may require additional online interaction and may have a different class schedule from a traditional section of the same course. This format may not be ideal for all learners, so please contact your advisor or the course instructor if you are unsure whether this instruction format meets your requirements, particularly if you have any special accessibility needs related to computer skills or ADA issues.

Tips for success

Please note that regular, routine use of a computer and a high-speed internet connection is fundamental to your participation in the online portion of this course. The vast array of available online materials make this course especially rich and the flexibility of working on the D2L course Web site outside of class hours at your own pace, according to your own schedule, provides numerous opportunities for additional learning and class interaction.

- Visit D2L website and check your Maryville University email every two days at a minimum.
- Post your responses to due assignments/quizzes within the deadline period.
- Allocate at least four – eight hours per week preparing for online and/or in-class assignments.

Minimum computer hardware and software requirements:

Students must have the necessary computer specifications to run and use D2L. In addition to students checking their D2L account at least three times a week, the following is required to take a D2L course:

Computer hardware

1. PC or MAC computer
2. High-Speed Internet connection
3. special audio/Video (headset, microphone, camera)

Software to be used/required

1. Internet browser
2. Software plug-ins, e.g. Adobe Acrobat, Windows Media Viewer, NET
3. Office Software, e.g. Microsoft Word 2003 and Microsoft Excel 2003

Computer Skills Required

You will be required to use your MARYVILLE email. You need to know how to use e-mail identifying the content in the subject line, attach documents and understand the difference between replying to sender and replying to “all”. You must be able to use a Web browser such as Firefox or Internet Explorer and be able to navigate the Internet. You must be familiar with standard office suite applications, such as Word, Excel and Power Point, and be able to save and locate your files.

If you are not prepared or able to do the computer work required for this class, you should not take the course. Familiarize yourself with Maryville’s **D2L site**. See D2L Help, FAQ and Student Tutorial section for additional information on how to use D2L components. You should be comfortable posting discussion, reading/replying feedback, placing home work in the ‘Dropbox’ taking course quizzes, etc. Computers are available for your use at the Maryville Library on the main campus and at the St. Charles satellite location as well as at every public library.

How to get Computer Help and help with D2L?

All D2L related questions should be directed to (314) 529-9647 and learn@maryville.edu.

ADA Statement: Academic Accommodations

Maryville University provides accommodations and supports for students with disabilities as defined by the Americans with Disabilities Act. If you have a documented disability and wish to discuss academic accommodations, please contact the course instructor and/or the Director of the Academic success Center located in the University Library (314-529-6850).

Course Objectives:

1. Students will understand the major political, social and cultural events taking place in the U.S. from 1865-1990.
2. Students will understand impact on American culture of major events such a WWI, WWII, the Great Depression, and the Vietnam War.

3. Students will analyze the cultural impact of American diversity and the resulting social movements for equality.
4. Students will analyze and understand the cultural impact of the consumer & popular culture.
5. Students will understand how concepts such as race, class, gender, freedom and rights are historical and cultural constructs that change over time.
6. Students will explore the many forms American culture has taken over the past 100 years.
7. Students will develop writing and analytic skills.

Books:

Cohen, Lizbeth. *A Consumer's Republic: The Politics of Mass Consumption in Postwar America*

Glickman, Lawrence C., *Consumer Society in American History: A Reader*

Giroux, Henry A. *The Mouse That Roared*

Spigel, Lynn. *Make Room for TV, Television and the Family Ideal in Postwar America*

Course completion requirements:

Exams

Examinations will combine multiple choice, true/false, short answer and essay questions. It is the responsibility of each student to be present at all examinations. If you have a problem or conflict, please contact me before the exam. If absence at an examination is unavoidable, contact me as soon as possible with a verifiable medical excuse. Makeup exams should be taken as soon as possible.

Papers

Good writing is an important aspect of historical study and students should pay careful attention to the quality of their writing. All papers should be word-processed, double-spaced, and stapled together. Pages should be numbered. Historians use the Chicago Manual of Style Guidelines, which will be required of the students in this class as well.

Discussions

Each student is required to participate in 6 on-line Discussions Groups over the course of the semester, reflecting the material being studied. Professor Armbruster will pose a question or a series of questions on D2L for each Discussion. Each student should post to the Discussion by the scheduled date no later than 5P.M. I will be monitoring & participating in the Discussion Group. In their posts students are encouraged to ask questions or give opinions about the material under study as well as to comment on the posts of others.

The Discussions will be assessed as follows: **Total possible points 25.**

Evidence of Reading – Posts show evidence that material was read.

Clarity – Posts are well articulated and understandable.

Evidence of Critical Thinking – Analysis, synthesis and evaluation are evident.

Timeliness - Answers, comments, questions are posted before or by the deadline.

Responses to others – Interacts at least two times with instructor and/or other students.

Tips and Pointers for On-Line Discussions

Introduce yourself when you enter a room by typing your name.

Punctuation is important in the on-line Discussions avoid using abbreviations, it may come across as being unprofessional to the person you are communicating with. Worse still, if the other person is not familiar with the lingo, it may be confusing. Attempt to stay on one topic before introducing another. This will help to keep comments “bunched” together and not just a series of seemingly random thoughts.

Allow all users to make comments and ask questions. Do not try to take control of the room by flooding it with your own entries. "Machine gun" messaging) is a really good way to get people to totally ignore you in future. Multiple questions sent to a recipient before they have had a chance to answer can seem more like an interrogation rather than a conversation. Pose a question and then give the other person the opportunity to respond.

As a courtesy, you should also only ask a single question in each message and acknowledge the person's answer when they do respond. Messages should be short and to the point.

Do not "SHOUT"- TYPING YOUR MESSAGES IN UPPERCASE is extremely rude – it is considered shouting and very aggressive. If you are a slow typist, stick with all lowercase.

Remain polite and non-judgmental- While you may spend the majority of your life on a keyboard, I am told there are many people who do not.

Pay attention- If a person has taken the time to request a live chat with you; give them your attention. You know what it is like at a store when the person is serving you and also speaking on the phone; it is just plain rude.

Think before hitting the enter key.

Attendance

Please refer to Maryville University's Student Catalog 2009-2010 for attendance policy. Due to the amount of material covered and class discussions; attendance and participation are expected on a regular basis. The maximum allowable numbers of absences (excused or otherwise) for this class is ONE. If a student misses two classes he/she will receive an "AF" (Attendance Failure). Further "being absent" shall be defined as missing 30 minutes or more of any one class. As such, arriving late and/or leaving early may result in an absence. Failure to participate in the online class sessions during the assigned time period(s) will result in an absence. Due to the reduced class meetings, the one-absence (excused or otherwise) policy is strictly enforced.

Graded Materials

Submit all assignments on time. Do not expect that assignments will be accepted after the deadline (unless you have a reasonable and documented excuse). Respect the professor's time as you should your own.

Upper Division (305) Readings: Choose One Monograph and One Novel

Novels:

Theodore Dreiser, *Sister Carrie* (1900), Sinclair Lewis, *Babbitt* (1922)

Monographs:

Kathy Peiss, *Cheap Amusements: Working Women and Leisure in Turn-of-the-Century New York*

Susan J. Matt, *Keeping Up With the Joneses: Envy in American Consumer Society, 1890- 1930*

William R. Leach, *Land of Desire: Merchants, Power and the Rise of a New American Culture*

David Brooks, *Bobos in Paradise: The New Upper Class and How They Got There*

Susan Strasser, *Satisfaction Guaranteed: The Making of the American Mass Market.*

Richard Tedlow, *New and Improved: The Story of Mass Marketing in America.*

Roland Marchand, *Advertising the American Dream*

ASSESSMENT - HIST/HUM 105

Assignment:	Points:			
Discussion #1	25	A	800-720	100%-90%
Discussion #2	25	B	719-640	89%-80%
Discussion #3	25	C	639-560	79%-70%
Discussion #4	25	D	559-480	69%-60%
Discussion #5	25	F	479 & Below	59%
Discussion #6	25			
Quiz #1	25			
Quiz#2	25			
Midterm	200			
Final Examination	200			
Paper #1 -	100			
<u>Paper #2 -</u>	<u>100</u>			
Total Possible Points	800			

HIST/HUM 305

Assignment:	Points:		
Discussion #1	25	A	100%-90%
Discussion #2	25	B	89%-80%
Discussion #3	25	C	79%-70%
Discussion #4	25	D	69%-60%
Discussion #5	25	F	59%
Discussion #6	25		

Quiz #1	25
Quiz#2	25
Midterm	200
Final Examination	200
Paper #1	100
Paper #2	100
Book Review & Presentation	100
<u>Monograph</u>	100
Total Possible Points	1000

Note: All written work (journals, papers, exams) must have your name and your email address on the front page. If you do not have email, please include your telephone number.

Class Schedule:

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Week One: January 15 – Introduction to the class

Introductions: Abundance, Consumption and the Search for Identity in American History.

Post Profile on D2L

Take practice quiz by 1/22/2009

Begin reading *The Mouse that Roared*

Week Two: January 29 - Roots of American Consumer Society

Read: *Consumer Society in American History*, Chapters 1, 2, 6 & 7

Post Discussion #1 online by 02/05/2009.

Week Three: February 12 - Class, Gender and Modernity, 1880-1940

Read: *Consumer Society in American History*, Chapters 9,10,11,12 & 13

Post Discussion #2 online by 02/19/2009.

Week Four: February 26 -

Read: *Consumers' Republic* Part One

Consumer Society in American History, Chapters 14, 15

Post Discussion #3 online by 02/26/2009.

Paper #1 due on *The Mouse that Roared*

Quiz #1 must be taken by 02/26/2009

Week Five: March 12 - Postwar Consumption

Read: *Consumers' Republic* Part Two

Consumer Society in American History, Chapters 16,17,18,19

Begin Reading *Make Room for TV*

Post discussion #4 online by 03/19/2009.

Monograph due for Upper Division Students

Week Six: March 26 - Mass Consumption

Read: *Consumers' Republic* Part Three

Consumer Society in American History, Chapters 20 & 21

Post Discussion #5 online by 04/02/2009.

Week Seven: April 9 – Conspicuous Consumption

Read: *Consumers' Republic* Part Four

Consumer Society in American History, Chapters 22 & 23

Post Discussion #6 online by 04-16-2009.

Quiz #2 must be taken by 04/16/2009

Book Review Due by Upper Division Students

Week Eight: April 23 – Final Presentations & Final Exam

Paper due on *Make Room for TV*

*This syllabus is subject to change at the discretion of the instructor to
Accommodate instructional and/or student needs.*

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Honesty in the Writing of Papers: The composition of any paper must be entirely the student's own work. If the exact words of another are used, even to a limited degree, quotation marks must be used and a documentary reference (a note) given. If information or ideas are taken from another work, although not a direct quotation, a student must give credit in the notes as to the source of the information. (I will distribute complete instructions for all this before papers are assigned.) Failure to give such credit is plagiarism, and is equivalent to cheating on an examination. Submission of a paper, which is copied from another work or written by someone other than the student, or which contains fictitious notes, will result in failure in the course.

Students are required to keep all notes and drafts of papers until the final paper has been returned with a grade or until the course is over. I reserve the right to ask you to show and discuss with me your notes and various drafts of your papers.

Please note: Papers without the proper citations and bibliographies will be returned unread.