

## ***History 290: The Practice of History***

Mondays 9:00am-10:15, Wednesday 9:00am to 11:15

Fall 2009 Research Theme: U.S. Advertising and Consumer Culture in the Cold War Era

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Office Hours: Mondays 10:30-12:30 and Tuesdays 9:00-12:00 in 264 Morton. Other times by appointment.

Class Web Site: <http://people.uncw.edu/stonegordont> (Click the 290 link for course information)

### ***Course Description***

This is a course in the historian's craft; its goals are to help you develop the skills necessary to produce high quality upper level research papers that conform to the requirements of the historical field. We will cover concepts like historiography, methodology, and historical ethics. We will also practice question framing, conducting primary and secondary source research, documenting sources, writing effective prose, revising, and presenting your research.

An effective historical research paper results from a measured process, not a couple weeks of cramming. Methods are designed, tested, and reformulated. Papers are drafted, revised, analyzed, and revised again. This is not an easy process, and developing a work plan to meet goals is an important part of this course.

The theme of this seminar is the history of advertising and consumer culture in the Cold War era. We will examine how American consumerism changed during the period between 1945 and 1989, and explore the connections between mass consumption and civil rights, foreign relations, politics, gender, and economic changes. With your final research paper, you will have made an original contribution to the historiography on this topic.

### ***Required Readings***

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

Kate Turabian, *A Manual for Writers of Term Papers, Theses, and Dissertations* (7<sup>th</sup> Ed.)

William Storey, *Writing History: A Guide for Students*

Readings on reserve:

Brailsford, "US Image But NZ Venture: Americana and Fast-Food Advertising in New Zealand, 1971-1990"

Bailey, "The Army in the Marketplace: Recruiting an All-Volunteer Force"

Copies of Cohen and Storey are also available on reserve.

Most of the reading in this class is self-directed. When you choose a research topic, you will read the major books and articles on that topic as well as relevant primary source material.

**Requirements and Grading**

Annotated Source List	10
Proposal with Revised Annotated Source List	10
Working Outline	10
Completed Draft	25
Oral Presentation	5
Revised Draft	10
Discussion	5
Attendance (40 class meetings at .5 points per meeting)	20
Notebook (pre-class writings, in-class activities)	5

Final grades will be determined on the following scale:

Percentage	Grade
96-100	A
90-95	A-
87-89	B+
83-86	B
80-82	B-
77-79	C+
73-76	C
70-72	C-
67-69	D+
63-66	D
60-62	D-

**The Seminar as Professional Setting: Policies and Procedures**

One goal of HST 290 is to provide training in procedures for practicing history in a professional environment. This class will be conducted in an environment of professionalism, which means following the conventions of the professional workplace. Each class will be a meeting for which all participants need to be prepared and engaged. Before class, you will be e-mailed a meeting agenda that will outline the meeting’s order and every participant’s responsibilities. Bring the agenda to class.

Participating in a professional environment also means you have a responsibility for the successful outcome of each class. You will need to have prepared all pre-class assignments and discuss them in class. Texting or answering phones during meetings is considered unprofessional behavior. Leaving and returning to meetings while they are in progress is also unprofessional; take care of all bathroom and snack needs before class. If you need to leave for an emergency, do not return. During long classes, a five-minute break will take place between meeting sessions.

Just as in a work setting, you have a responsibility to report missed meetings. If you are too ill to attend or have had a death in the family, you may still earn points for attendance ***provided you do the following:***

1. Inform the instructor BEFORE the class you will miss.
2. Meet with the instructor during office hours within one week of the absence to discuss what was missed and how this material may be made up.

If you miss class for any reason other than illness or death in the family, or if you fail to follow the above procedure, you will not receive attendance points for that day.

Students are expected to abide by the UNCW Honor Code. Any form of plagiarism will result in the failure of the assignment and may result in expulsion from the class or the university.

This course is a demanding one. It is important to keep up with the class readings and with the readings for your paper. This means ***daily work***. If your schedule is particularly rigorous this semester, you may want to reconsider and take this class when your schedule is easier. You will have no spare time or energy to waste whining or procrastinating. Here's an applicable quote from a wise person:

“It's not the load that breaks you down. It's the way you carry it.”

—Singer/Performer Lena Horne

### ***Procedure For Turning in Assignments***

Papers will have both due dates and times and will be submitted via e-mail as attachments to [gordont@uncw.edu](mailto:gordont@uncw.edu). Papers not received on time will be penalized two points per day. Submit properly formatted papers in Microsoft Word as attachments. The file names need to indicate the class, assignment, and your last name, like these models:

Annotated Bibliography of Secondary Sources:

HST290\_AB\_YourLastName

Proposal: HST290\_P\_YourLastName

Working Outline: HST290\_O\_YourLastName

Draft: HST290\_D\_YourLastName

Revised Draft: HST290\_RD\_YourLastName

The subject line for assignment submission e-mails should read: “HST290: Your Last Name”. Papers will be graded and returned in PDF with comments and a completed grading form.

If you would like comments on an early draft of any assignment, print out a copy and bring it by during office hours. I cannot effectively comment on early drafts over e-mail.

## **Course Schedule**

\*Days on which the class is divided into two meetings.

August 19: Course introduction

August 24: Cohen, "Prologue" and "Depression: Rise of the Citizen Consumer," 18-61; notebooks distributed by instructor.

\* August 26: Cohen, "War: Citizen Consumers Do Battle on the Home Front," 62-109; discuss historiography; attendance points count begins

August 31: Cohen, "Part Two: The Birth of the Consumer's Republic," 111-191; discuss conventions of academic writing

\* September 2: Cohen, "Residence: Inequality in Mass Suburbia," 194-256; discuss primary and secondary sources

September 7: State holiday: no classes

\* September 9: Cohen, "Commerce: Reconfiguring Community Marketplaces," 257-289; discuss method

September 14: Storey, 1-16; Turabian, 3-23; discuss development of paper topics

\* September 16: Turabian, 24-47; How to Use a Research Library I: Secondary Sources (mandatory session: you must attend in order to turn in an annotated source list); Randall Library Instruction Room.

September 21: Cohen, "Culture: Segmenting the Mass," 291-344; discuss topic development

\* September 23: No class—research/reading day. Sign up for brief meeting with instructor.

September 28: **Annotated Source List Due in Class**; discuss proposal

\* September 30: How to Use a Research Library II: Primary Sources (mandatory session: you must attend in order to turn in a proposal); Randall Library Instruction Room.

October 5: Fall Break: no class

\* October 7: Cohen, "Politics: Purchasers Politicized" and "Epilogue," 345-410; discuss elements of the proposal

October 12: Storey, 17-43; bring copies of two primary sources and two secondary sources to class for workshop on citation and annotation; bring Turabian

\* October 14: Bailey, "The Army in the Marketplace: Recruiting an All-Volunteer Force"; Bring copies of your proposal for workshop

October 19: **Paper Proposals With Revised Annotated Bibliographies Due**; discuss outlines

\*October 21: Brailsford, "US Image But NZ Venture: Americana and Fast-Food Advertising in New Zealand, 1971-1990" (on reserve); discuss note-taking

October 26: Storey, 45-86; Turabian 48-70; discuss argument and organization

\*October 28: Discuss argument and organization; workshop on interpreting sources

November 2: **Working Outline/Revised Bibliography Due**; discuss drafting and footnoting

\*November 4: methods of effective drafting; Turabian 71-97

November 9: No class. Research and write. Sign up for brief meeting with instructor.

\*November 11: Workshop: bring 1 printed copy of draft

November 16: **Draft Due in Class**; discuss conference presentations

\*November 18: Storey, 87-111; Turabian, 98-130; discuss revision and conference presentations

November 23: Conference Presentations; Turabian, 373-408; discuss revision, editing, and formatting

November 25: State Holiday: no class

November 30: Conference Presentations; **Notebooks due in class**

\*December 2: Conference Presentations; **Revised Drafts Due in Class**

The scheduled exam time is Friday, December 4 from 8:00am to 11:00am. There is no final exam for this class, but the exam time may be needed for conference presentations. The decision to meet for the exam time will be announced in class on November 18 when the conference schedule is presented.