

History 290: The Practice of History

Tuesdays 12:30-1:45 and Thursdays, 12:30-2:45

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

Instructor: Tammy S. Gordon

Office: 264 Morton

E-mail: gordont@uncw.edu

Skype: UNCWPUBLICHistory (during office hours)

Office Hours: Tuesdays, 10:00-12:00, Wednesdays 9:00-2:00pm, and 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* (7th Ed.)

William Storey, *Writing History: A Guide for Students* (Third Edition)

Readings on reserve:

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

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.

NOTE: You will also need to purchase a 7.5x9.5-inch composition book to record notebook entries.

Requirements and Grading

Annotated Bibliography 10

Proposal with Revised Annotated Bibliography 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. 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.

January 12: Course introduction

January 17: Cohen, "Prologue" and "Depression: Rise of the Citizen Consumer," 18-61

*January 19: Cohen, "War: Citizen Consumers Do Battle on the Home Front," 62-109; discuss historiography; attendance points count begins

January 24: Cohen, "Reconversion: The Emergence of the Consumer's Republic," 111-165; discuss conventions of academic writing

*January 26: Cohen, "Rebellion: Forcing Open the Doors of Public Accommodations," 166-191

January 31: Cohen, "Residence: Inequality in Mass Suburbia," 194-256; discuss primary and secondary sources

*February 2: Cohen, "Commerce: Reconfiguring Community Marketplaces," 257-289; discuss method

February 7: 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.

*February 9: Storey, chapter 1, "Getting Started"; Turabian, 3-23; discuss development of paper topics

February 14: Cohen, "Culture: Segmenting the Mass," 291-344; discuss topic development

*February 16: ***Annotated Bibliography Due***; discuss proposal

February 21: 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.

*February 23: Cohen, "Politics: Purchasers Politicized" and "Epilogue," 345-410; discuss elements of the proposal

February 28: Storey, Chapter 2, "Interpreting Source Materials"; bring copies of two primary sources and two secondary sources to class for workshop on citation and annotation; bring Turabian

*March 1: Bailey, "The Army in the Marketplace"; Bring copies of your proposal for workshop

March 6: ***Paper Proposals With Revised Annotated Bibliographies Due***; discuss outlines

*March 8: Discuss paper development and use of evidence

March 13 and 15: No class—spring break

March 20: Storey, Chapters 3 and 4, “Writing History Faithfully” and “Use Sources to Make Inferences”; discuss note-taking and interpretive differences

*March 22: Storey, Chapters 5, “Get Writing!”; Turabian 48-70; discuss argument and organization

March 27: ***Working Outline/Revised Bibliography Due***; discuss drafting and footnoting

March 29: methods of effective drafting; Turabian 71-97; Storey, chapters 6 and 7, “Build an Argument” and “Narrative Techniques for Historians”

April 3: No class. Research and write. Sign up for brief meetings with instructor.

*April 5: Storey, Chapters 8 and 9, “Writing Sentences in History” and “Choose Precise Words”; Turabian, 98-130; discuss revision and conference presentations

April 10: Workshop: bring 1 printed copy of draft; Storey, Chapter 10, “Revising and Editing”; Turabian, 373-408; discuss editing and formatting

*April 12: ***Completed Draft Due***; discuss conference presentations

April 17: Conference Presentations

*April 19: Conference Presentations

April 24: Conference Presentations; ***Notebooks due in class***

*April 26: Conference Presentations: ***Revised Draft Due***