

HIS 301.02
**Reading and Writing History: Historical Study of Advertising,
Public Relations and Propaganda**

Satisfies: ESI

M/W
9:30 am - 10:50 am

Professor Nancy Tomes

This course offers an introduction to historical research and writing for history majors and minors. You will assume the role of apprentice historians in order to practice the skills needed not only to appreciate good history but to produce it yourself. Class work will focus on fundamentals of critical reading, research and writing that will help you in all your history courses (and other writing intensive courses as well.) As a focal point for our practice, we will look at the intertwined histories of “modern” forms of persuasion: product advertising, public relations, political advertising, and political propaganda. We will explore the varied ways that historians have studied these persuasive techniques and the kinds of debates they have inspired. Written work will include a short review essay (2-3 pages) and a longer research paper (7-10 pages) on a topic of your choosing. You will submit a draft of your research paper and then have a chance to revise it in response to the suggestions you receive from the instructor and your fellow students. While the readings will focus on the 20th c. United States, students are very welcome to explore other countries and time periods as well. Students should purchase Melvin E. Page and Brian J. Maxson, *A Short Guide to Writing About History*, (10th ed.), plus one additional text to be determined. Course grades will be figured as follows: class attendance and participation, 20%, review essay 30%, final paper 50%.