History 598
Senior Seminar
Advertising and Consumer Culture in Modern America

Dr. Stephen McIntyre
Strong Hall 442
stephenmcintyre@missouristate.edu
Email/Zoom Office Hours: MWF: 7:30-9:00 a. m. and by appointment

Office Hours Procedures

I will be teaching online/remotely during FS 2020. All office hours will be conducted remotely. During posted office hours I will be available via email. For email office hours, I should reply to any email during those office hours within a few minutes, unless I am occupied with another student. I will of course respond to other emails outside of those office hours, but those responses may take as long as 24 hours. I do not regularly answer emails on the weekend. If your questions or concerns are not easily addressed via email, I will be happy to set up a meeting via Zoom. Those Zoom meetings can be done during my regular office hours listed below. Simply email during those office hours and indicate you would like to have a Zoom meeting at that time. I am also happy to schedule Zoom meetings at other times by appointment.

Course Description

Senior Seminar serves as a capstone research experience for B. A. and B. S. history majors. The focus of the seminar this semester is advertising and consumer culture in modern America. We will examine the history of advertising while placing it in the broader context of an emerging consumer culture. All students will develop a research question related to advertising history in consultation with the instructor and produce a seminar paper based on research in digital primary sources (advertisements) from an approved list and secondary sources.

Hybrid Meeting Format

This course will be conducted in a hybrid format. On Mondays, we will have a live class conducted via Zoom from 1:25 to 2:15 p. m. (our regularly scheduled class time). I will be conducting those Zoom sessions from home. You may participate in the Zoom class session by bringing your laptop to our assigned classroom, Strong 350, or from home or any other location where you are able to speak during the session. You will complete other parts of the course via Blackboard. Details for each week are provided below in the schedule.
Zoom Information

If you are not familiar with using Zoom, you may want to read the *Zoom Getting Started Guide for Students*:

https://missouristate.teamdynamix.com/TDClient/1931/Portal/KB/ArticleDet?ID=101555

Below is the link and other information to participate in the Zoom session:

McIntyre, Stephen L is inviting you to a scheduled Zoom meeting.

Topic: Dr. McIntyre's Senior Seminar

Join Zoom Meeting

https://missouristate.zoom.us/j/96382977892?pwd=aTBlaHlIblQWm83TVhKUms4blZ5dz09

Meeting ID: 963 8297 7892
Passcode: 892474

Special Note Related to Possible Pandemic Responses

If the university were again forced to shift to all online instruction due to the pandemic, I anticipate few changes in Senior Seminar. We will continue to meet via Zoom on Mondays from 1:25 to 2:15 p. m., but you would all be participating from home, rather than the classroom. Additional course work would continue as scheduled via Blackboard. Because Meyer Library would physically close in such a scenario, you will need to obtain any printed secondary sources (e. g. books or journal articles not available electronically) early in the semester.

Course Objectives

By the end of the semester students should:

1. acquire a general knowledge of the history of advertising and consumer culture in modern America.
2. be able to frame a research question.
3. be able to find and analyze primary historical sources related to their research question.
4. be able to identify secondary sources necessary for establishing historical context for their papers.
5. know how to develop a historical argument based on primary and secondary sources.
6. understand how to organize and present their findings in a formal seminar paper.
Required Books and Other Readings

Regina Lee Blaszczyk, *American Consumer Society, 1865-2005: From Hearth to HDTV* (available at the university bookstore)

Kate L. Turabian, *A Manual for Writers of Research Papers, These, and Dissertations, Ninth Edition* (available at the university bookstore)

Additional readings as detailed on the course schedule that follows (all of these are available online, without charge)

Technology

The use of technology is a part of our everyday lives at the university and there is important information you should know about your own computer’s capabilities, Internet access, Blackboard, and other technology tools whether you are participating in a classroom on campus or taking an online class. For information on the basic computer requirements to be successful in class visit the [Knowledge Base for Computer Requirements](#) on the Missouri State University website.

It is strongly recommended that, in addition to your standard means of access, you have an alternative plan for acquiring course materials, should your computer fail to function, or your Internet connectivity becomes disrupted. The MSU campus library is an excellent option if it is nearby; otherwise, most public libraries offer Internet access. If you have a laptop computer, then familiarity with local “hotspots” might also serve you well. It is your responsibility to actively and proactively address technical problems, therefore, develop a plan to address technical problems before they arise. If you need assistance with Blackboard the MSU helpdesk can be reached by phone at 417-836-5891 or by emailing HelpDesk@MissouriState.edu. You can also visit the [Help Desk website](#) for a live chat option.

Blackboard Ally

To help ensure you have access to your digital learning materials in formats that work for your different devices, learning needs, and preferences, Blackboard includes a new tool called Ally. Next to your course files, you’ll find an icon for a dropdown menu. Simply click the icon and select “Alternative Formats.” You’ll see a list of options from which to choose. Download speed will depend on the size file.

Depending on the type of document, you may find some or all of the options below available:

- An OCRed PDF which is used to improve the text of scanned documents
- A Tagged PDF with improved navigation, especially if you use a screen reader
- An HTML version that will be adjust text for your mobile devices
• An ePub version if you use an eReader or tablet
• An Electronic Braille version if you’re a braille reader
• An audio version for listening to an MP3

Explore the Accessibility website to learn about ways we are working to improve accessibility at MSU.

Course Requirements

Class Participation

Much of our time in class will be spent discussing assigned readings. Consequently, it is important that you come to class regularly and do the assigned reading carefully and as scheduled. Class participation is not a graded component of the class, but is essential to understanding the research process and writing a quality seminar paper.

Quizzes

I will administer five regularly scheduled quizzes over the readings via Blackboard. The first two quizzes will cover assigned articles about advertising history. The final three quizzes will cover parts one, two, and three, respectively of Blaszczyk’s American Consumer Society book. Quizzes will be some combination of multiple-choice and true-false. Quizzes may range in length from five to ten questions. All quizzes will be open-book, open-note. However, you will only have a limited amount of time to complete the quiz, so you will need to be very familiar with the content and not rely on looking up most answers while taking the quiz. Dates for quizzes are provided in the course schedule below.

Paper-Related Assignments

I will have students complete a number of small assignments in preparation for writing the final seminar paper. These include a topic proposal, preliminary research question/working bibliography, final research question, final working bibliography, and paper outline. Assignments will be posted and submitted via Blackboard.

Individual Conferences

All students will be required to have an individual conference with me via Zoom during the week of October 12. The purpose of the conference is to discuss your progress on your paper research and answer any questions you may have about the course requirements. I am also happy to schedule additional Zoom meetings with individual students before and/or after this required conference, if you have questions or concerns about your progress in the class.
**Seminar Paper**

The major assignment for the semester is completion of a seminar paper of approximately 5,000 words/twenty double-spaced pages, excluding notes and bibliography. Seminar papers will be evaluated using a standardized departmental rubric. I will provide more details about the paper in a formal assignment posted on Blackboard.

**Course Points**

<table>
<thead>
<tr>
<th>Topic</th>
<th>Points</th>
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<tbody>
<tr>
<td>Paper Topic</td>
<td>25</td>
</tr>
<tr>
<td>Research Question/Working Bibliography, Stage 1</td>
<td>25</td>
</tr>
<tr>
<td>Final Research Question</td>
<td>35</td>
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<tr>
<td>Final Working Bibliography</td>
<td>35</td>
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<td>Paper Outline</td>
<td>35</td>
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<td>Individual Conference</td>
<td>25</td>
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<tr>
<td>O’Barr Article Quiz</td>
<td>20</td>
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<td>Laird Article Quiz</td>
<td>20</td>
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<tr>
<td>Historical Thinking Matters/ Pope Article Quiz</td>
<td>20</td>
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<tr>
<td>Blacszczyk Book Quizzes</td>
<td>60</td>
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<td>(3 @ 20 points)</td>
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<tr>
<td>Seminar Paper</td>
<td>700</td>
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<td><strong>Total</strong></td>
<td>1000</td>
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**Grading Scale**

I use plus-minus grading in this course. This is the point grading scale:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Score Range</th>
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<tbody>
<tr>
<td>A</td>
<td>925-1000</td>
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<tr>
<td>A-</td>
<td>895-924</td>
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<tr>
<td>B+</td>
<td>865-894</td>
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<tr>
<td>B</td>
<td>825-864</td>
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<tr>
<td>B-</td>
<td>795-824</td>
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<td>C+</td>
<td>765-794</td>
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<td>C</td>
<td>725-764</td>
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<td>C-</td>
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<td>D+</td>
<td>665-694</td>
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<tr>
<td>D</td>
<td>595-664</td>
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<td>F</td>
<td>0-594</td>
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</tbody>
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**Course Policies**

**Attendance**

I expect you to attend all Monday Zoom class meetings and to complete assignments on Blackboard on a regular basis, as detailed in the course schedule below. Attendance is not a graded component of the class, but students who do not attend Zoom meetings and who fail to regularly check for announcements, assignments, and quizzes on Blackboard should expect to fare poorly in the course.

**Late Assignments (other than seminar paper)**

Late assignments will be accepted at a penalty of 10% per day. If you can document a legitimate excuse (e.g. illness or family emergency) the penalty may be waived, at the discretion of the instructor.

**Missed Quizzes**

Because you have a three-day window during which you may take the quizzes, I will not allow makeup of any quizzes without a legitimate, documented excuse (e.g. illness or family emergency.) The instructor is the final arbiter of the legitimacy of excuses. You must notify the instructor within one day of the closing of the window for taking the quiz if you need to take a makeup quiz.

**Late Seminar Papers**

Late seminar papers will be accepted at a penalty of 20% per day. If you can document a legitimate excuse (e.g. illness or family emergency) the penalty may be waived, at the discretion of the instructor.
University Policies

Accessibility/Academic Accommodation:
If you are a student with a disability and anticipate barriers related to this course, it is important to request accommodations and establish an accommodation plan with the University. Please contact the Disability Resource Center (DRC) at the Disability Resource Center website, Meyer Library, Suite 111, 417-836-4192, to initiate the process to establish your accommodation plan. The DRC will work with you to establish your accommodation plan, or it may refer you to other appropriate resources based on the nature of your disability. In order to prepare an accommodation plan, the University usually requires that students provide documentation relating to their disability. Please be prepared to provide such documentation if requested. Once a University accommodation plan is established, you may notify the class instructor of approved accommodations. If you wish to utilize your accommodation plan, it is suggested that you do so in a timely manner, preferably within the first two weeks of class. Early notification to the instructor allows for full benefit of the accommodations identified in the plan. Instructors will not receive the accommodation plan until you provide that plan and are not required to apply accommodations retroactively.

Mask and Face Covering Policy
In accord with the MSU Mask and Face Covering policy, Greene County Health Department and the Springfield City Ordinance, masks or face coverings must be worn at all times in public spaces within academic buildings and other campus instructional areas, including hallways, elevators, stairwells, classrooms, restrooms, study areas, and other common areas when you are on campus. This measure is being implemented to reduce COVID-19 related health risks for everyone engaged in the educational process. Masks or face coverings must be worn over the nose and mouth, in accordance with the Centers for Disease Control and Prevention (CDC) guidelines. Face shields are not considered masks or face coverings for purposes of this requirement.

Students who cannot wear a mask or face covering due to a disability must contact the Disability Resource Center (DRC) to initiate the interactive accommodation process.

In the absence of an approved accommodation, a student’s refusal to wear a mask or face covering will be considered a classroom disruption, consistent with Op3.04-11 Class Disruption, and may result in the student being administratively dropped from the class section.

Dropping a Class
It is your responsibility to understand the University’s procedure for dropping a class. If you stop attending this class but do not follow proper procedure for dropping the class, you will receive a failing grade and will also be financially obligated to pay for the class. For information about dropping a class or withdrawing from the university, contact the Office of the Registrar at 836-5520. You can access the Academic Calendar on the MSU website to view drop and refund deadlines for the semester.
**Academic Integrity Policy**
Missouri State University is a community of scholars committed to developing educated persons who accept the responsibility to practice personal and academic integrity. You are responsible for knowing and following the university’s academic integrity policy plus additional more-specific policies for each class. The university policy, formally known as the “Student Academic Integrity Policies and Procedures” is available online at [Academic Integrity Policies and Procedures (Students)](https://www.missouristate.edu/aco/academic-integrity-policy/) and also at the Reserves Desk in Meyer Library.
Examples of academic integrity violations include; allowing someone else to copy or use your assignments or exams, turning in papers used in other courses or from the internet, and/or using notes or your book for a closed-book exam. Plagiarism means presenting someone else’s work as your own (e.g., copying or paraphrasing someone else’s work without appropriate citations). Any student participating in any form of academic dishonesty will be subject to sanctions as described in this policy.

**Nondiscrimination Policy**
Missouri State University is an equal opportunity/affirmative action institution and maintains a grievance procedure available to any person who believes he or she has been discriminated against. At all times, it is your right to address inquiries or concerns about possible discrimination to the Office for Institutional Equity and Compliance, Park Central Office Building, 117 Park Central Square, Suite 111, (417) 836-4252. Other types of concerns (i.e., concerns of an academic nature) should be discussed directly with your instructor and can be brought to the attention of your instructor’s Department Head. Please visit the [OEC](https://www.missouristate.edu/aco/) (Office for institutional Equity and Compliance for additional information.

**Religious Accommodation**
The University may provide a reasonable accommodation based on a person’s sincerely held religious belief. In making this determination, the University reviews a variety of factors, including whether the accommodation would create an undue hardship. The accommodation request imposes responsibilities and obligations on both the individual requesting the accommodation and the University. Students who expect to miss classes, examinations, or other assignments as a consequence of their sincerely held religious belief shall be provided with a reasonable alternative opportunity to complete such academic responsibilities. It is the obligation of students to provide faculty with reasonable notice of the dates of religious observances on which they will be absent by submitting a Request for Religious Accommodation Form to the instructor by the end of the third week of a full semester course or the end of the second week of a half semester course.

**Mental Health & Stress Management:**
As a student you may experience a range of personal issues that can impede learning, such as strained relationships, increased anxiety, alcohol/drug problems, feeling down, difficulty concentrating and/or lack of motivation. These mental health concerns or stressful events may lead to diminished academic performance and may reduce your ability to participate in daily
activities. Learn Visit the Missouri State University Counseling Center website to learn more about free and confidential services available to assist you.

**Title IX**
Missouri State University has a Title IX policy that guides our response to instances of sexual violence. Sexual Violence includes: Rape, Sexual Assault, Sexual Misconduct, Sexual Discrimination, Domestic Violence, Dating Violence, Stalking, Sexual Harassment and Pregnancy issues. The Title IX policy can be located on the MSU Title IX website. This website is also a good resource for any questions or issues involving Title IX and contains contact information for the MSU Title IX Office and staff. Read an overview of the Title IX office.

If an MSU student discloses a Title IX related issue to a MSU faculty or staff member who is deemed to be a “Responsible Employee” under the policy, that faculty or staff member is required to report such disclosure to the Title IX Coordinator. A responsible employee includes any employee who has the authority to take action to redress sexual violence; who has been given the duty of reporting incidents of sexual violence or any other misconduct by students to the Title IX Coordinator or other appropriate school designee; or whom a student could reasonably believe has the authority or duty to take action. Taylor Health employees and MSU Counseling Center Clinicians are not considered to be Responsible Employees under the policy, and therefore, are not required to report Title IX issues to the Title IX Coordinator.

**Chosen Name Policy**
A student may choose a name other than their legal name to identify themselves at Missouri State University. A chosen name is different than the student’s legal name. Refer to the Chosen Name policy for more information. Students can provide their chosen first and middle names in the Profile tab of My Missouri State.

**Disclaimer & Fair Use Statement:** This course may contain copyrighted material, the use of which may not have been specifically authorized by the copyright owner. This material is available in an effort to explain issues relevant to [insert topic of course] or to illustrate the use and benefits of an educational tool. The material contained in this course is distributed without profit for research and educational purposes. Only small portions of the original work are being used and those could not be used easily to duplicate the original work. This should constitute a ‘fair use’ of any such copyrighted material (referenced and provided for in section 107 of the US Copyright Law).

If you wish to use any copyrighted material from this course for purposes of your own that go beyond ‘fair use’, you must obtain expressed permission from the copyright owner.
COURSE SCHEDULE

This schedule is subject to change. Changes will be announced via email and/or Blackboard. Most weeks you will have a reading assignment to complete prior to our Monday Zoom meeting. For the rest of the week there will be additional readings and/or written assignments/quizzes to complete via Blackboard.

Week of August 17

Monday Zoom (1:25 to 2:15 p. m.):

1. Prior to class read:
   - Course syllabus posted on Blackboard
   - Digital Advertising Sources document posted on Blackboard
   - Paper topic assignment posted on Blackboard

2. Zoom session topics:
   - Course introduction
   - Seminar topic/digital advertising primary sources
   - Information needed for advertising footnotes
   - Overview of the research process
   - Selecting a paper topic

Complete online this week:

1. Read “Learning to Do Historical Research, A Primer: How to Frame a Researchable Question”
   - [http://www.williamcronon.net/researching/questions.htm](http://www.williamcronon.net/researching/questions.htm)

2. Complete Paper Topic Assignment in Blackboard Assignments Folder (due via Blackboard by Sunday, August 23 at noon)

Week of August 24

Monday Zoom (1:25 to 2:15 p. m.):

1. Prior to class read:
   - Review above referenced “How to Frame a Researchable Question”
   - Seminar Paper Assignment (posted on Blackboard in Assignments Folder)
• Watch these MSU Meyer Library videos on finding materials (much has changed over the summer):
  o Using Discover MSU:  
    https://www.youtube.com/watch?v=Oav2INLzjGE&list=PLyugBRJhQ4EwK8WEwWxMJTBRBw2sDMnUW&index=5
  o Finding Books:  
    https://www.youtube.com/watch?v=ybwcSB7U_ME&list=PLyugBRJhQ4EwK8WEwWxMJTBw2sDMnUW&index=4
  o Using Academic Search Complete:  
    https://www.youtube.com/watch?v=izpbygSLthc&list=PLyugBRJhQ4EwK8WEwWxMJTBRBw2sDMnUW&index=14
  o Finding Journals:  
    https://www.youtube.com/watch?v=3dlKR6Gct04&list=PLyugBRJhQ4EwK8WEwWxMJTBRBw2sDMnUW&index=2

• Attend a Librarian’s Online Zoom Workshop about using Meyer Library’s new EBSCO Discovery Service on Wednesday, August 19 from 4 to 5 p. m. (if your schedule allows). You will find the link for the workshop on this page:  
  https://calendar.missouristate.edu/event/108724/207995

• Survey this American Advertising History Bibliography:  
  http://mupfc.marshall.edu/~rabe/adindex.htm

2. Zoom session topics:

• Moving from a paper topic to a research question
• The uses of secondary sources
• Finding and obtaining secondary sources

**Complete online this week:**

   https://muse.jhu.edu/article/193868

2. Complete QUIZ over O’Barr Article in Blackboard Quiz Folder (available to take Wednesday August 26 at 12:01 a. m. through Friday, August 28 at 11:59 p. m.

3. Complete Research Question/Working Bibliography, Stage 1 Assignment in Blackboard Assignments Folder (due via Blackboard by Sunday, August 30 at noon)
**Week of August 31**

*Monday Zoom (1:25 to 2:15 p.m.):*

1. Prior to class read:
   - Review O’Barr article

2. Zoom session topics:
   - Discussion of O’Barr article
   - Finalizing research questions and working bibliographies

*Complete online this week:*

1. Complete **Final Research Question Assignment** in Blackboard Assignments Folder (due via Blackboard by Sunday, September 6 at noon)

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**Week of September 7**

*Monday Zoom (1:25 to 2:15 p.m.):*

**No Zoom session this week due to Labor Day**

*Complete online this week:*


2. Complete **QUIZ over Laird Article** in Blackboard Quiz Folder (available to take Wednesday September 9 at 12:01 a.m. through Friday, September 11 at 11:59 p.m.)

3. Complete **Final Working Bibliography Assignment** in Blackboard Assignments Folder (due via Blackboard by Sunday, September 13 at noon)

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**Week of September 14**

*Monday Zoom (1:25 to 2:15 p.m.):*

1. Prior to class read:
   - Review Laird article
2. Zoom session topics:
   - Discussion of Laird article
   - Discussion of current research stage

**Complete online this week:**

1. Complete online unit about primary source analysis on *Historical Thinking Matters* website: [http://historicalthinkingmatters.org/why/](http://historicalthinkingmatters.org/why/)

2. Read Daniel Pope, “Making Sense of Advertisements,” *History Matters: The U. S. Survey Course on the Web*, June 2003 (click on the link below and then navigate through the article; note that some of the links to specific ads he mentions no longer are functional. I have provided links to Woodbury soap ads he mentions below the link to the article.)

   [http://historymatters.gmu.edu/mse/ads/](http://historymatters.gmu.edu/mse/ads/)

   Woodbury soap “nose pores” ad:

   [https://repository.duke.edu/dc/protfam/prfad02126](https://repository.duke.edu/dc/protfam/prfad02126)

   Woodbury soap “a skin you love to touch” ad (click on ad to enlarge):


3. Complete **QUIZ over Historical Thinking Matters unit and Pope Article** in Blackboard Quiz Folder (available to take Wednesday September 16 at 12:01 a. m. through Friday, September 18 at 11:59 p. m.)

**Week of September 21**

**Monday Zoom (1:25 to 2:15 p. m.):**

1. Prior to class read:
   - Review *Historical Thinking Matters* unit and Pope article

2. Zoom session topics:
   - Discussion of *Historical Thinking Matters* unit
   - Discussion of Pope article
Complete online this week:

- No online work this week. You should be searching for advertisements and reading secondary sources.

Week of September 28

Monday Zoom (1:25 to 2:15 p. m.):

1. Prior to class read:
   - Patrick Rael, *Reading, Writing, and Researching History*
     - 4. a. *Research Papers* (pay particular attention to section on note taking)
       [https://courses.bowdoin.edu/writing-guides/research/research-papers/](https://courses.bowdoin.edu/writing-guides/research/research-papers/)
     - 4. d. *Keeping a Research Journal*
       [https://courses.bowdoin.edu/writing-guides/research/keeping-a-research-journal/](https://courses.bowdoin.edu/writing-guides/research/keeping-a-research-journal/)
   - Kate Turabian, *A Manual for Writers of Research Papers* . . . , pp. 42-49 (on note taking)

2. Zoom session topics:
   - Note taking
   - Research journals

Complete online this week:

- No online work this week. You should be searching for advertisements and reading secondary sources. Start taking notes on both primary and secondary sources, using methods discussed above.

Week of October 5

Monday Zoom (1:25 to 2:15 p. m.):

1. Prior to class read:
   - No reading

2. Zoom session topics:
   - Discussion of research progress
   - Scheduling individual conferences
**Complete online this week:**

1. Continue with advertising research, secondary reading and note taking
3. Complete **QUIZ 1 over Blaszczyk reading** in Blackboard Quiz Folder (available to take Monday, October 5 at 12:01 a. m. through Wednesday, October 7 at 11:59 p. m.)

**Week of October 12**

**Monday Zoom (1:25 to 2:15 p. m.):**

- No Zoom class meeting this week
- Individual Zoom conferences this week

**Complete online this week:**

1. Continue with advertising research, secondary reading and note taking
3. Complete **QUIZ 2 over Blaszczyk reading** in Blackboard Quiz Folder (available to take Wednesday, October 14 at 12:01 a. m. through Friday, October 16 at 11:59 p. m.)

**Week of October 19**

**Monday Zoom (1:25 to 2:15 p. m.):**

- No Zoom class meeting this week

**Complete online this week:**

1. Continue with advertising research, secondary reading and note taking. Start thinking about the structure of your paper and an outline.
3. Complete **QUIZ 3 over Blaszczyk reading** in Blackboard Quiz Folder (available to take Wednesday, October 21 at 12:01 a. m. through Friday, October 23 at 11:59 p. m.)
Week of October 26

Monday Zoom (1:25 to 2:15 p. m.):

1. Prior to class read:
   - Patrick Rael, *Reading, Writing, and Researching History*
     - 5. a. Structuring Your Essay
       [https://courses.bowdoin.edu/writing-guides/structuring-your-paper/structuring-your-essay/](https://courses.bowdoin.edu/writing-guides/structuring-your-paper/structuring-your-essay/)
     - 5. b. The Three Parts of a History Paper
       [https://courses.bowdoin.edu/writing-guides/structuring-your-paper/the-three-parts-of-a-history-paper/](https://courses.bowdoin.edu/writing-guides/structuring-your-paper/the-three-parts-of-a-history-paper/)
     - 5. c. The Thesis
       [https://courses.bowdoin.edu/writing-guides/structuring-your-paper/the-thesis/](https://courses.bowdoin.edu/writing-guides/structuring-your-paper/the-thesis/)
     - pp. 21-23: Building a Storyboard
     - pp. 66-68: Planning and Outlining

2. Zoom session topics:
   - Structuring Your Paper
   - Storyboards and Outlines

Complete online this week:

1. Continue with advertising research, secondary reading and note taking.

2. Complete Outline Assignment in Blackboard Assignments Folder (due via Blackboard by Sunday, November 1 at noon)

Week of November 2

Monday Zoom (1:25 to 2:15 p. m.):

1. Prior to class read:
     - Chapters 15 and 16 (this should simply be review from your Writing II and Junior Seminar history classes)
     - Chapter 17 (review in particular citation practices for books and journal articles; this also should be a review of previous course material)
2. Zoom session topics:
   - Citation practices
   - Footnote and Bibliography form
   - Citing advertisements
   - Formatting your paper

**Complete online this week:**
   - No online work this week. You should be writing your paper.

**Week of November 9**

**Monday Zoom (1:25 to 2:15 p.m.):**
   - No Zoom class meeting this week

**Complete online this week:**
   - No online work this week. You should be writing your paper.

**Week of November 16**

**Monday Zoom (1:25 to 2:15 p.m.):**
   - No Zoom class meeting this week

**Complete online this week:**
   - No online work this week. You should be writing your paper.

**Week of November 23**

**Monday Zoom (1:25 to 2:15 p.m.):**
   - No Zoom class meeting this week

**Complete online this week:**
   - No online work this week. You should be writing your paper.
Week of November 30

Monday Zoom (1:25 to 2:15 p.m.):

- No Zoom class meeting this week

Complete online this week:

- SEMINAR PAPER is due via Blackboard by 11:59 p.m. on Tuesday, December 1.

Final Exams, Saturday, 12/5-Thursday, 12/10

- There is no final exam for Senior Seminar. Good luck on your other finals!