Aviation in American Life
University of Missouri-St. Louis

HISTORY 4142/5142
MARKETING 3777

Fall 2013
Wednesdays, 2:00-4:45 p.m.

INSTRUCTOR
Daniel L. Rust, Ph.D.
240 JC Penney North
Office Hours: Mon, 5:00-6:45 p.m.; Wed, 1:00-1:45 p.m., and by appointment
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COURSE DESCRIPTION
This course focuses on the history of aviation in the United States from balloon flights preceding the Wright brothers through the terrorist attacks in September 2001 with emphasis upon how aviation and aviators have influenced American society and culture. Themes include the evolution of aviation technology, the growth of the commercial/military aviation/aerospace industries, issues of race and gender in aviation, the development of America’s commercial airlines, aviation’s influence upon American art, films, advertising, and literature, the significance of the space race, and the role of aerial weapons of war.

REQUIRED RESOURCES
Daniel K. Bubb, Landing in Las Vegas
David T. Courtwright, Sky as Frontier
Walter L. Hixson, Charles A. Lindbergh: Lone Eagle (3rd ed.)
Roger D. Launius & Janet R. Daly Bednarek, eds., Reconsidering a Century of Flight

Additional assigned readings will be available online through databases via the UMSL library.
ASSIGNMENTS

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points Possible</th>
</tr>
</thead>
<tbody>
<tr>
<td>Initial Project Description</td>
<td>20</td>
</tr>
<tr>
<td>Lindbergh Reaction Essay</td>
<td>60</td>
</tr>
<tr>
<td>Midterm Exam</td>
<td>60</td>
</tr>
<tr>
<td>Chronology</td>
<td>60</td>
</tr>
<tr>
<td>Advertisement Analysis</td>
<td>60</td>
</tr>
<tr>
<td>Historiographical Essay/Research Paper</td>
<td>100</td>
</tr>
<tr>
<td>Oral Presentation</td>
<td>20</td>
</tr>
<tr>
<td>Peer Review</td>
<td>20</td>
</tr>
<tr>
<td>Final Exam</td>
<td>60</td>
</tr>
<tr>
<td>Participation in Forums</td>
<td>40</td>
</tr>
<tr>
<td>Total</td>
<td>500</td>
</tr>
</tbody>
</table>

SCALE FOR FINAL SEMESTER GRADE

- 500-461 points = A
- 460-411 points = B+
- 410-401 points = B-
- 390-361 points = C
- 360-351 points = D+
- 340-301 points = D
- 300-0 points = F

EXAMS

Each exam may include a combination of identification, short answer, and essay. The exams will cover assigned readings, as well as material presented in class.

WRITTEN ASSIGNMENTS

Lindbergh Reaction Essay

Charles Lindbergh was arguably the most important figure in American aviation history. After his 1927 flight from New York to Paris, he became the individual most closely associated with the aviation in America—if not aviation around the world.

After reading the assigned material regarding Charles Lindbergh (Hixson; Courtwright, pp. 70-88; Launius, pp. 242-262), write a three (3) page paper reacting to what you read. Do not merely summarize the assigned readings. Instead, provide your personal insight, perspective, and response to the topic at hand.

While you may respond to any aspect of the readings, please be sure to address the following questions:

1) What about Charles Lindbergh do you find most admirable? Least admirable?
2) The business of aviation dramatically changed after Lindbergh’s 1927 flight from New York to Paris. Citing specific examples from your readings, why was Lindbergh’s flight a watershed in aviation business history?

This essay, worth up to 60 points, is due at the start of class on September 18th.

Advertisement Analysis

Aviation provides companies with abundant material for selling products to the public. On November 6th bring to class a two (2) page paper analyzing a current or historic advertisement, corporate logo, or corporate name which uses a concept from aviation to sell a product. After briefly describing the advertisement, logo or name, provide possible reasons why the company chose to associate their product with flight, and then discuss why you believe the advertisement, logo, or name is or is not effective.

The chosen product or company should not be directly related to the business of aviation, including the sale of airplanes or tickets for air travel. Rather, find an advertisement, logo, or corporate name/athletic team name associating a non-aviation product with attributes or icons drawn from flight. Two examples are Red Bull energy drink (“It gives you wings”) and Red Baron Pizza. This exercise, worth sixty (60) points, is
The overarching theme for student historiographical essay projects in this semester’s class is “the business of aviation.” Students are to select a topic related (at least tangentially) to the assigned theme of “the business of aviation.” This theme includes, for example, individual airlines (TWA, JetBlue, American, etc.), aircraft manufacturers (Boeing, Lockheed Martin, Eclipse, etc.), aircraft types (Douglas DC-3, Boeing 707, McDonnell-Douglas F-15 Eagle, etc.), key individuals in the business of aviation (James S. McDonnell, Robert Crandall, Olive Beech, Bill Lear, Juan Trippe, etc.), airline deregulation, aviation safety, the founding of commercial airlines in the U.S., as well as the role of women and racial minorities in the aviation industry, among a host of other potential topics. Possible topics may address questions such as: Who invented the airplane? Why do commercial airlines not use air-to-air refueling? Why has it been so difficult for airlines to consistently earn a profit? What brought down TWA Flight 800? etc. In consultation with the instructor, students enrolled in History 4142/5142 are to select a topic appropriate for this historiographical essay project.

### Initial Project Description

After selecting a topic, an initial project description is due at the start of class on September 11th. This brief document is to include a draft title for the project, one paragraph on the topic and scope of the project, and a list of at least seven (7) possible books/academic articles and at least two (2) primary resources for potential use in the project (including possible interviewees). Students are encouraged to consult resources from the St. Louis Mercantile Library, which is located on the UMSL campus. Upon reviewing each initial project description, the instructor may give additional direction regarding the scope of the project and the availability of resources. This assignment is worth up to 20 points.

### Chronology

A chronology is like a closet rod for hanging clothes—a simple, yet effective, organization tool. Listing key events according to date helps the researcher perceive the progression of actions and discern the relationships between actions. Due at the start of class on October 9th, each undergraduate will provide a chronology with 15-20 key historical events related to his/her chosen topic. Each graduate student will provide a chronology with 25-30 key historical events related to his/her chosen topic. This assignment is worth up to 60 points.

### Historiographical Essay

Students’ research will culminate with the crafting of an historiographical essay, worth 100 points. Forthcoming instructions will provide guidance for crafting this 10-12 page paper. Graduate student historiographical essays are to be 17-20 pages in length. Students will post draft versions of their historiographical essays on MyGateway by class time on November 13th, and the final versions (incorporating suggestions from peer reviews) are due on December 11th at the time of the final exam.

**NOTE:** Each essay not posted by class time on November 13th will be automatically reduced one full grade per day the essay is late.

### Peer Review

The instructor will divide the class into pairs for the purpose of students conducting a peer review of each other’s historiographical essays. Worth 20 points, the peer reviews will be due on date the historiographical essay under review is to be presented. Reviewers will have opportunity to present findings following their partners’ presentations. The instructor will provide further instructions regarding the peer review.
Oral Presentation

Each student should expect to present his/her historiographical essay to the rest of the class on either November 20th or December 4th. Presentations are to last 7-10 minutes, followed by about 5 minutes of questions and answers. Presentations are worth up to 20 points.

INDEPENDENT STUDENT RESEARCH PROJECT
(Marketing 3777)

The overarching theme of independent student research and writing in this semester’s class is “the business of aviation.” Students are to select a topic related to the assigned theme of “the business of aviation.” This theme includes, for example, individual airlines (American, Delta, United, Southwest, JetBlue, etc.), aircraft manufacturers (Northrop Grumman, Lockheed Martin, Cessna, Robinson, etc.) or aircraft types (Lockheed Martin F-35, Boeing 787, Boeing F-15, Cessna 172, etc.) airline marketing (role of advertising, flight attendants, reservation systems, use of social media, etc.), air cargo, aviation safety, governmental promotion and regulation of aviation, privately-funded space ventures vs. NASA initiatives, among many other possible topics. In consultation with the instructor, students are to select a topic appropriate for a term paper approximately 10-12 pages in length.

Initial Project Description

After selecting a topic, an Initial Project Description is due at the start of class on September 11th. This brief document is to include a draft title for the project, one paragraph on the topic and scope of the project, and a list of at least seven (7) possible books/academic articles for potential use in the project. After reviewing this document, the instructor may give additional direction regarding the scope of the project and the availability of resources.

Chronology

A chronology is like a rod for hanging clothes—a simple, yet effective, organization tool. Arranging key events helps the researcher clearly see the progression of actions and discern the relationships between actions. Due at the start of class on October 9th, each student is to provide a chronology with 15-20 key events related to his/her chosen topic. This assignment is worth up to 60 points.

Research Paper

Each student is to write a research paper, approximately ten (10) to twelve (12) pages in length (including a works cited page), on the selected topic related to the assigned theme. Students are encouraged to consult resources from the St. Louis Mercantile Library, which is located on the UMSL campus. Each paper should demonstrate critical thinking on the chosen topic. This assignment is to be posted on MyGateway on November 13th at the beginning of class. Each paper should be well-crafted, have a clear introduction, body, and conclusion, a consistent style and documentation format, and demonstrate use of at least seven (7) scholarly resources (including at least three books and at least four professional journal articles). Government documents, many of which are now online, are outstanding resources with a wealth of information on most any transportation-related topic. Websites such as Wikipedia can be useful for learning background information, but are not to be cited in your paper. Papers must be typed, double spaced, with 12-point font and one inch margins. This assignment is worth up to 100 points.

NOTE: Each research paper not posted by class time on November 13th will be automatically reduced one full grade per day the essay is late.

Peer Review

The instructor will divide the class into pairs for the purpose of students conducting a peer review of each other’s research. Worth 20 points, the peer reviews will be due on date the research paper under review is to be presented. Reviewers will have opportunity to present findings following their partners’ presentations. The instructor will provide further instructions regarding the peer review.
Oral Presentation

Each student should expect to present his/her research paper findings to the rest of the class on either November 20th or December 4th. Presentations are to last 7-10 minutes, followed by about 5 minutes of questions and answers. Presentations are worth up to 20 points.

PARTICIPATION AND ATTENDANCE

Each class meeting will typically include discussion of assigned readings and a presentation by the instructor. The instructor expects each student enrolled in the course to attend all class sessions and come prepared to engage in discussions of the week’s topic and readings. Since this course meets only once per week, even one absence means missing a significant portion of total class material. If, for any reason, a student must miss a class session, he or she should notify the professor before the start of class. More than three (3) absences for any reason (excluding university-regulated absences) will automatically reduce your final semester grade by one letter.

FORUMS

The forum feature within MyGateway is a valuable tool for student interaction outside of class around specific topics. The instructor anticipates posting a question related to the week’s reading assignments four times during the semester, as specified on the semester schedule. In order to earn the 10 points per week each forum is due, students must contribute to the online conversation in a meaningful way with at least two posts on the forum reacting to the assigned question and/or other students’ forum posts. Forums are worth up to 40 points during the semester.

SEMESTER SCHEDULE

Each week’s reading assignment is to be completed by the start of class the week it is due. NOTE: This schedule is subject to change.

1. Wednesday August 21
   Introduction to the Course
   Tour of St. Louis Mercantile Library

2. Wednesday August 28
   Lighter-than-Air Aviation
   Readings:
   Courtwright, pp.1-23
   Launius, pp. 1-49

3. Wednesday September 4
   Fledgling Wings
   Readings:
   Launius, pp. 50-85, 153-167
   Courtwright, pp. 24 -37
   James Hansen, “Aviation History in the Wider View,” Technology and Culture 30 (July 1989), 643-656. (Reserve)
   Due: Forum Discussion

4. Wednesday September 11
   First World War in the Air and the Barnstorming Era
   (Special Topic: Researching and Writing Corporate History)
Readings:
Launius, pp. 167-189
Courtwright, pp. 38-55
Hixson, pp. 1-82

Due: Initial Research Project Description

5. Wednesday September 18

Charles Lindbergh

Readings:
Courtwright, pp. 70-88
Hixson, pp. 83-157
Launius, pp. 242-262

Due: Lindbergh Reaction Essay

6. Wednesday September 25

Air Mail and the Creation of Airlines

Readings:
Launius, pp. 89-131
Courtwright, pp. 56-69, 89-109

Due: Forum Discussion

7. Wednesday October 2

Second World War in the Air

Readings:
Launius, pp. 190-206
Courtwright, pp. 110-131

Due: Midterm Exam due at start of class

8. Wednesday October 9

Post-war Airline Travel

Readings:
Bubb, pp. 1-59
Courtwright, pp. 132-171
Launius, pp. 132-149, 209-222

Due: Chronology

9. Wednesday October 16

Ethnicity and Gender in the Sky

Readings:
Kathleen Cornelsen, “Women Airforce Service Pilots of World War II,” *Journal of Women's History* 17 (2005), 111-119. (Project Muse)
10. Wednesday October 23
Class will not meet--spend classtime working on Advertisement Analysis and Historiographical Essay/Research Project

11. Wednesday October 30
Military Aviation in the Cold War and Beyond
Readings:

12. Wednesday November 6
Aviation in Art, Literature, Movies, and Advertising
Readings:
Launius, pp. 223-241

13. Wednesday November 13
Into Space
Readings:
Courtwright, pp.172-192

14. Wednesday November 20
Presentations and Peer Reviews

15. Wednesday November 27
FALL BREAK (Class will not meet)

16. Wednesday December 4
Remaining Presentations and Peer Reviews
Air Travel in the Era of Deregulation and 9/11
Readings:
Bubb, 60-124
Courtwright, pp.193-224

17. Wednesday December 11
Final Exam: 12:30-2:30 PM
Due: Final Draft of Project
ACADEMIC HONESTY

Academic honesty is fundamental to the activities and principles of a university. All members of the academic community must be confident that each person's work has been responsibly and honorably acquired, developed, and presented. Any effort to gain an advantage not given to all students is dishonest whether or not the effort is successful. The academic community regards academic dishonesty in an extremely serious manner, with serious consequences that range from probation to expulsion. When in doubt about plagiarism, paraphrasing, quoting or collaboration, please consult the professor BEFORE submitting an assignment. In all cases of academic dishonesty, for example cheating, plagiarism, or sabotage, the instructor will issue a grade for the work involved. Since the grade is often a “zero”, its assignment can result in a failing grade for the course. The instructor will report all cases of suspected academic dishonesty to the Office of Academic Affairs. The complete Campus policy on academic dishonesty may be found under “Student Conduct Code” in the Student Planner or at http://www.umsl.edu/studentlife/dsa/student_planner/policies/conductcode.htm.

CIVILITY

Silence or turn off cell phones during class. Texting during class will not be allowed. No laptop computers are to be used during class. Adherence to the Student Conduct Code is expected. As the instructor of this course, my commitment is to create a climate for learning characterized by respect for each other and the contributions each person makes to class. I request that you make a similar commitment.

DISABILITY ACCESS

Students requiring special accommodations should meet with the instructor during office hours so that we may discuss how to meet your needs this semester. Prior to our meeting be sure you have met with someone in Disability Access Services (MSC 144).

About the Instructor

Dr. Rust is the Assistant Director of the Center for Transportation Studies at the University of Missouri-St. Louis. While his interests span all modes of transportation, he specializes in commercial air travel. He is the author of the book, Flying Across America: the Airline Passenger Experience (University of Oklahoma Press, 2009). He serves as a board member of the Missouri Aviation Historical Society (moavhist.org), and is the editor-in-chief of the Society's Lambert-St. Louis International Airport history project.