

STANFORD UNIVERSITY BULLETIN

THIRTY-EIGHTH
ANNUAL REGISTER

1928-29

"The beneficence of the Creator toward man on earth, and the possibilities of humanity are one and the same."—LELAND STANFORD.

"A generous education is the birthright of every man and woman in America."

—DAVID STARR JORDAN.

STANFORD UNIVERSITY, CALIFORNIA
PUBLISHED BY THE UNIVERSITY

- 213. Seminar in the History of the West.**
3 units, winter, spring, and summer quarters (ROBINSON) M 2-4
Winter, 10; spring, 10; summer, 15
- 219. Seminar in American Diplomatic History.**
3 units, winter and spring quarters (ADAMS) W 2-4
Winter, 12; spring, 9
- 225. Seminar in the History of the Far East.**
3 units, autumn and winter quarters (CLYDE) T 2-4
Autumn, 7; winter, 7
- 226. Seminar in Russian History.**
3 units, autumn and winter quarters (GOLDER) [Not given in 1928-29]
- 228. Seminar in Japanese History.**
3 units, winter, spring, and summer quarters (ICHIHASHI) Th 2-4
Winter, 8; spring, 6; summer, 4
- 231. Seminar in Latin-American History.**
3 units, winter and spring quarters (MARTIN) M 2-4
Winter, 7; spring, 6
- 235. Senior Research.**—Seniors who have completed the departmental requirements for the degree of Bachelor of Arts may receive individual guidance in problems of research.
Units, not to exceed 3. Hours by arrangement
Autumn, 5; spring, 2
- 240. Graduate Work.**—Students properly qualified under the University regulations to pursue genuine graduate studies are given special attention and due credit allotted for the work accomplished. Such students will receive individual advice and guidance, whether in set courses or in special research.
Units, not to exceed 15. Hours by arrangement
Autumn, 14 (7 groups); winter, 21 (8 groups); spring, 18 (8 groups); summer, 12 (2 groups)

JOURNALISM

EVERETT WALLACE SMITH, Professor
 BUFORD O. BROWN, Associate Professor
 THOMAS GEORGE IRWIN, Instructor
 WALDO J. MARRA, Lecturer

The Journalism curriculum is based on the conviction that the proper college training for journalism provides (1) a broad foundation of general information, (2) more specific knowledge of economics, political science, history, and other subjects with which the journalist largely deals, and (3) some technical ability in journalism and an intelligent comprehension of the obligations and responsibilities of the profession.

The requirements of the Lower Division insure that the student will come into contact with the chief branches of human knowledge and lay a basis for more advanced studies along the lines of his particular needs and interests. The requirements of the School of Social Sciences insure his specializing somewhat in the work of the departments of Economics, History, Philosophy, and Political Science, and in related subjects, at the same time leaving him opportunity for meeting the Journalism requirements and for electives.

Intending journalists are encouraged to engage in college journalism and thus obtain practical experience during their course. Students in the Division

of Journalism who do such work systematically and under the supervision of the Division will be given credit for it toward graduation. Lower Division students who plan to enter the Division of Journalism may receive 1 unit of credit per quarter for regular work on *The Stanford Daily* under the supervision of the Division of Journalism.

In some of the Journalism courses the written work must be done on the typewriter. On this account and because ability to use the typewriter is necessary for practically all newspaper work, prospective Journalism students are advised to gain this ability as early as possible.

Graduation.—Students in the Division of Journalism will meet all the requirements of the School of Social Sciences, and will take a minimum of 30 units in Journalism, including News Writing (10 units), Copy Reading (5 units), American Journalism (3 units), and Ethics of Journalism (2 units). The work in Journalism will count toward the 80 units required by the School of Social Sciences, but will not replace any of the 36 units specifically required.

Degree of Master of Arts.—The Division of Journalism is prepared to offer courses leading to the Master's degree. Editors and publishers of a large number of vigorous newspapers in rural communities and small cities, as well as in the metropolitan centers nearby, have shown a gratifying willingness to co-operate with students who are carrying on investigations. Extensive files of European and American newspapers in the Hoover War Library are valuable for this work.

COURSES OF INSTRUCTION

100. News Writing I.—Study of the structure of the news story and of news values, with practice in writing. Sources of news and methods of news gathering. Newspaper organization and news-gathering organizations. All writing in the course must be done on a typewriter.

5 units, autumn quarter (IRWIN)
Autumn, 27

MTWThF 8

101. News Writing II.—A continuation of Course 100. Writing of more difficult news stories, and under time limitation.

5 units, winter quarter (IRWIN)
Winter, 24

MTWThF 8

102. Copy Reading.—A continuation of Course 101. Copy reading, headline writing, proofreading, make-up.

5 units, spring quarter (IRWIN)
Spring, 38

MTWThF 8

103. Elementary Practice.—Practical work in news gathering and writing for *The Stanford Daily* or other newspapers, or on the business staff of a campus publication, with conferences. One unit of credit for three hours of work of a character satisfactory to the Division of Journalism. Open only to Journalism major students, with a maximum credit of two units a quarter, or to Lower Division students preparing to enter the Division of Journalism, with a maximum credit of one unit a quarter.

1 or 2 units, autumn, *winter, and *spring quarters (SMITH, BROWN, IRWIN)
5 units, summer quarter (SMITH, BROWN) By arrangement
Autumn, 20; winter, 24; spring, 26; summer, 27

104. Advanced Practice.—Practical work in executive positions on the editorial or business staffs of campus publications, with conferences. One unit of credit for three hours of work. Open only to Journalism major students, with a maximum of three units a quarter, or to Lower Division

students preparing to enter the Journalism Division, with a maximum credit of one unit.

1 to 3 units, autumn, *winter, and *spring quarters (SMITH, BROWN, IRWIN)
5 units, summer quarter (SMITH, BROWN) By arrangement
Autumn, 27; winter, 23; spring, 20; summer, 12

105. Editorial Writing.—Study of the function of the editorial, with practice in writing.

5 units, autumn and *winter quarters (BROWN, IRWIN) MTWThF 11
Autumn, 24; winter, 2

106. Feature Article.—Study of the feature article for newspapers and magazines, with practice in writing.

5 units, spring quarter (SMITH) TTh 2-4
Spring, 15

107. American Journalism.—A survey of the development of American newspapers, and a study of the work and influence of outstanding journalists.

3 units, spring quarter (SMITH) MWF 11
Spring, 23

108. Ethics of Journalism.—A consideration of problems of conduct and practice in newspaper writing, editing, and publishing.

2 units, spring quarter (SMITH) TTh 11
Spring, 31

110. Editorial Management.—The conduct of the small town and country newspaper, with emphasis on the news and editorial side; the problems of the executive who directs editorial and news policies; the relation of news and editorial departments to advertising and circulation, and of news and editorial departments to each other.

5 units, winter quarter (BROWN) MTWThF 10
Winter, 39

111. Business Management.—The conduct of the small town and country newspaper on the business side; costs, advertising problems, circulation, and other elements in the maintenance of a newspaper as a profit-making business enterprise. Open to those who have passed Journalism 110, and others by permission.

1 unit, spring quarter (MARRA)
Spring, 16

112. Advertising Problems.—A course in the principles and practice of advertising for students who are training for journalism, and covering the subject from the standpoint of the newspaper office, especially with regard to small city and country papers. This is not planned as a general course in advertising. Enrollment is limited, and preference will be given to Journalism majors. Not open to Lower Division students.

5 units, winter quarter (BROWN, MARRA) MTWThF 9
Winter, 67 (2 sections)

113. Seminar in Business Problems of the Newspaper.—Open to senior or graduate students who have had the necessary prerequisites.

3 units, autumn, *winter, and *spring quarters (BROWN) By arrangement
Autumn, 6; winter, 5; spring, 2

114. Seminar in Writing and Editorial Work.—Open to senior or graduate students.

Autumn, *winter, *spring, and *summer quarters (BROWN, IRWIN, SMITH)
By arrangement
Autumn, 5; winter, 5; spring, 8 (2 sections); summer, 1

201. Research.

Summer quarter (BROWN) By arrangement
Summer, 1

[Teachers' Course in Journalism.—See Education 215.]

[Law for the Journalist.—See Law 104.]